



Domestic Poultry Revenue Growth in FY24 to be 8-10 % : ICRA Report

The Indian poultry industry's revenue is expected to grow by 8-10 per cent in 2023-24, mainly driven by healthy volume growth and improvement in realisations, according to a report by consultancy firm ICRA.

The revenue growth expectations of the domestic poultry industry are likely to be at 8-10 per cent in FY24, which will be led by significant volume expansion and improving share of organised players. While realisations were strong in H1 FY23, they started tapering afterwards due to excess supply, the report said.

Subsequently, the pick-up in demand in the current fiscal resulted in improvement of average realisations to Rs 107 per kg in H1 FY24 compared to Rs 101 per kg in FY23, said the report adding that the festive season and cold weather will support demand and realisations in the remaining fiscal year.

"While realisations improved in H1 FY24, following controlled supply and healthy demand, players' earnings were further supported by softened feed costs. Maize, which comprises 60-65 per cent of the feed cost, prices declined by 9 per cent over H1 FY23 and those for soyabean (comprising 30-35 per cent of feed cost) reduced by 21 per cent over H1 FY23," Icri Vice President and Sector Head Sheetal Sharad said.

While the raw material pricing has been favourable so far, substantial contraction in soybean harvest during the kharif season and delayed sowing of maize raise concerns on the potential spike in feed costs, which is likely to exert pressure on the margins of poultry companies, she added.

Meanwhile, the report noted that there have been limited occurrences of avian influenza or bird flu across the country in the current fiscal.

Localised incidences of bird flu were reported in Kerala and Jharkhand in the fourth quarter of FY23 and first quarter of FY24, which did not spread further.

Any major local outbreaks may have temporary effects on demand and realisations in the affected and nearby regions, the report stated.

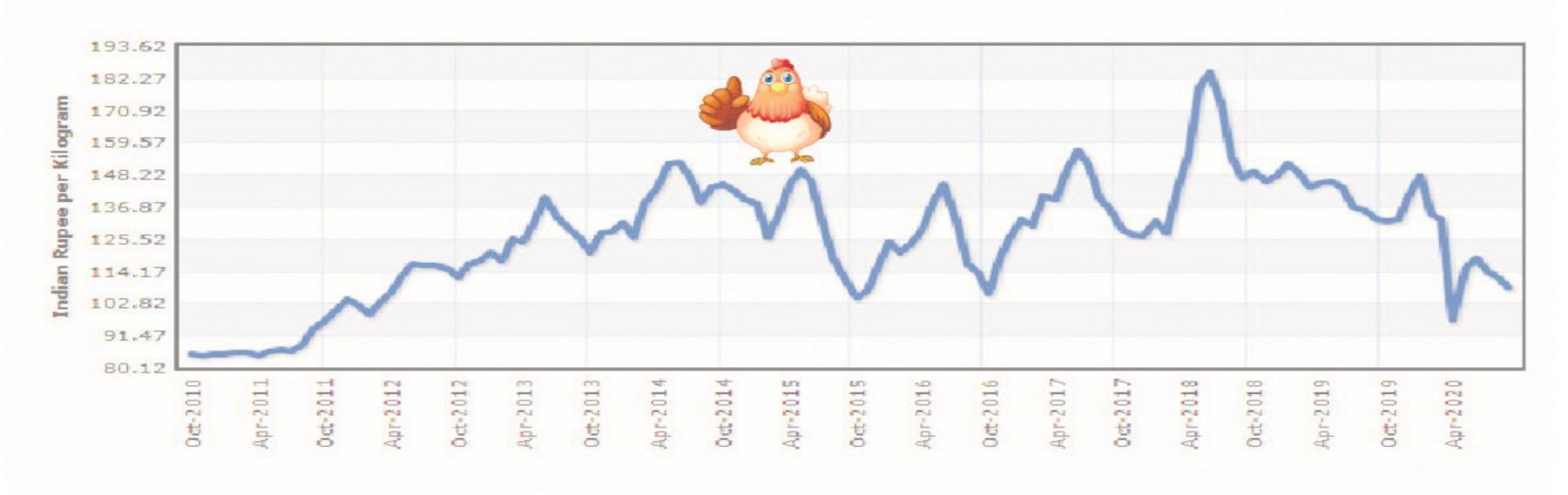
Since winters are prone to disease outbreaks, the upcoming months will remain critical, nevertheless, in October 2023, the World Organisation for Animal Health (WOAH) approved India's self-declaration of freedom from Highly Pathogenic Avian Influenza (HPAI), or the bird flu, in specific approved farms in Maharashtra, Tamil Nadu, Uttar Pradesh and Chhattisgarh.

This development is expected to provide new opportunities for Indian poultry companies in the global market in the medium to long term, it said.

In September 2023, India and the US jointly announced resolution of the long-standing poultry dispute pertaining to allowing US poultry products in the Indian market, which could open the Indian markets to US poultry products, thus increasing the competitive intensity and exerting pressure on realisations, it said.

"Over the medium to long term, we expect the domestic demand to be favourable, supported by a rising urban population and changing eating habits.

To support the transition to higher margin value-added products, we expect poultry companies to invest in capacity additions towards feed mills and move towards forward integration into meat processing plants. The increased working capital requirements for feedstock amid expected rise in input costs, could keep debt at high levels," Sharad added.



Nandus Foods sponsors Badminton rising stars

Nandus Foods which believes in the power of perseverance, stamina & endurance – qualities that are integral to both sports and a healthy lifestyle, has announced its partnership Anup Sridhar Badminton Academy. Nandus will be supporting rising stars, Prerana Seth (18 years) national champion & Geto Sora (8 years) national champion, in their journey to become national & international badminton champions.

Badminton is all about stamina & endurance. Protein is the building block for this. Nandus is in the business of providing good, healthy, natural & consistently high-quality protein, hence the natural alliance.

Over the next three years, Nandus will be standing by Prerana and Geto, providing them with all resources needed to play competitive badminton, nationally and internationally. Nandus commitment goes beyond business, nurturing young talent, fostering a spirit of excellence and contributing to a fit & healthier, competitive sports community.

Anup Sridhar underscored the importance of protein for all sportspersons who participate in a physical sport. **“It helps you build muscle, aids in rebuilding of muscles after a hard workout or match and we are learning more and more about how important it is to have the right diet, especially as a sports person. Many top sports persons across sports have spread the word on how they manage their diet and protein always forms the major part of any sports person's diet.”**

Talking about the role of Nandus, Anup Sridhar acknowledged the efforts of enterprises in supporting sports. **“The role that Nandus is playing cannot be over emphasized. A sports career is short and there are many people and players that come from different backgrounds. If they do not receive the right support at the right time, opportunities will be lost forever and it can easily be the difference between a successful career or not. We are working tirelessly to ensure that these two athletes achieve their absolute maximum capacity and make our state and country proud.”**



L-R: Naveen Pasuparth, Geto Sora, Prerana Shet, Vijay Lancy, Anup Sridhar, Dr. H.N Nagabhushan, P S Nanda Kumar, Narendra Pasuparth

Belchick Chicken celebrates 8 years, commits to premium poultry products

Belchick Chicken, a venture of Kwaliti Animal Feeds, has been growing from strength to strength, ensuring the highest standards in quality and nutrition. Belchick Chicken is not just about sale of chicken, but believes in farm to fork with quality at its core. Belchick Chicken recently celebrated its eighth anniversary.

As the driving force behind Belchick Chicken, Kwaliti Animal Feeds Pvt Ltd is committed to animal welfare and sustainable farming practices.

Mr. S.S.Deshpande the Managing Director of Kwaliti Animal Feeds Pvt and also the Vice President of KPFBA said "Our state-of-the-art facilities ensure that our poultry is nourished with the highest quality feeds, reflecting our dedication to both the health of the animals and the ultimate satisfaction of our customers."

Currently Belchick has customers such as Zomato; Dominos; Licious, KFC, Vista Processed Foods, McDonald's and others. It has implemented Meyn Food Processing Technology B.V..



Comprehensive guide on Different Poultry Products.

Recently Belchick unveiled its comprehensive guide on Different Poultry Products. To Dive deep into the world of Chicken Cuisine and explore the unique characteristics, cooking methods, and popular dishes associated with various parts of the chicken.

From the lean and protein-rich chicken breast to the flavorful and juicy chicken thighs, there's something for every palate. The guide helps the consumers to Master their culinary skills with tips for achieving perfect tenderness and flavor every time. They have covered every one who is whether a fan of grilling, baking, or slow-cooking. Belchick is connecting its consumers by them to celebrate the diversity of Poultry Products and elevate cooking. Check out our infographic for all the delicious details.

Such promotional activities whether online or offline, will boost the chicken consumption and help the poultry sector to grow taller day by day. KPFBA appreciates such initiatives by its member companies and intends to publish them on its various platforms.

DIFFERENT POULTRY PRODUCTS OF CHICKEN

1.CHICKEN BREAST

Characteristics: Lean, white meat, low in fat, high in protein.

Cooking Methods: Grilling, baking, sautéing, poaching.

Popular Dishes: Grilled Chicken Salad, Chicken Tikka, Chicken Stir-fry.

Tips: Marinate to add flavor and prevent drying out; cook to an internal temperature of 165°F (75°C).

2.CHICKEN THIGHS

Characteristics: Dark meat, juicier and more flavorful than breast, higher fat content..

Cooking Methods: Roasting, grilling, slow-cooking, braising.

Popular Dishes: Chicken Biryani, Chicken Curry, BBQ Chicken Thighs.

Tips: Great for slow-cooked dishes; cook to an internal temperature of 175°F (80°C) for tenderness.

3.CHICKEN DRUMSTICK

Characteristics: Dark meat, high in flavor, contains a bone.

Cooking Methods: Baking, grilling, frying, slow-cooking..

Popular Dishes: Fried Chicken, Baked Drumsticks, Chicken Drumstick Soup.

Tips: Best when marinated and cooked slowly to enhance flavor; ensure even cooking by turning during the process.

4.CHICKEN LEG(WHOLE)

Characteristics: Combination of thigh and drumstick, dark meat, very juicy.

Cooking Methods: Roasting, grilling, slow-cooking.

Popular Dishes: Roasted Chicken Legs, Chicken Tangdi Kebab.

Tips: Ideal for roasting with herbs and spices; cook to an internal temperature of 175°F (80°C).

5.CHICKEN WINGS

Characteristics: Dark meat, high skin-to-meat ratio, very flavorful.

Cooking Methods: Frying, baking, grilling.

Popular Dishes: Buffalo Wings, Chilli Chicken Wings, Honey Garlic Wings.

Tips: Bake at high heat for crispy skin or fry for a traditional texture; toss in sauce post-cooking for best flavor.

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IB Group Emerges as Top 5 Poultry Company in Asia



IB Group, in collaboration with Aviagen, has achieved a significant milestone in its remarkable growth journey, achieving the acquisition of 100,000 Grandparent Poultry (GP) stock in a single financial year. This achievement solidifies IB Group's position as a leading player in the poultry industry and highlights its commitment to sustainable growth and innovation.

Since 2014, the partnership between IB Group and Aviagen has been characterized by dedication to excellence. Guided by the visionary leadership of Mr. Dirk Wesjohann, MD – EW Group, and Jan Henriksen, CEO of Aviagen, IB Group has emerged as a formidable force in the poultry landscape, earning a well-deserved place among the top five poultry companies in Asia.

In a celebratory event Peter Fisher, representing

Aviagen, presented accolades to Mr. Bahadur Ali, Managing Director of IB Group, alongside Ms. Zoya Afreen Alam, Director, and Dr. R.K. Jaiswal, President of IB Group. This milestone not only reflects IB Group's impressive growth journey but also symbolizes the collective efforts and unwavering dedication of its leadership and employees.

Mr. Bahadur Ali said, "Our decade-long association with Aviagen has been instrumental in driving IB Group's exponential growth. With Aviagen's unwavering support, we are steadfast in our commitment to achieving a notable 25% year-on-year expansion in our poultry business." He further emphasized IB Group's commitment to empowering rural communities and addressing the burgeoning demand for nutritious protein in India.

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India imports duty-free corn from Myanmar to meet demand

To meet the growing demand for maize, India has started importing, beginning with duty-free corn from neighbouring Myanmar. At least three ships have arrived so far at VO Chidambaranar Port in Tamil Nadu's Thoothukudi and a few more are set to drop anchor by July-end.

The Indian government is allowing the import of genetically modified (GM) maize at a lower import duty if not at zero duty to bridge the supply deficit owing to rising consumption.

Poultry Sector Supports GM Corn Imports

According to reports, a section of the poultry industry strongly supports the import of GM corn, arguing that the shipments should be considered at least to meet the demand for ethanol production. Moreover, the sector dismisses concerns over GM corn imports. Pointing out that India already permits the import of chicken from the US, where birds are fed GM maize and soybeans.

In 2021-22, the government relaxed its rules to allow the import of **1.2 million tonnes** of GM soymeal to support the domestic poultry industry after a record spike in feed prices. Furthermore, the surging demand for maize has pushed up prices to **\$0,28 per kg** at the user level currently. Consequently, the government is particularly concerned about this and is looking at this option to ensure adequate supplies and control prices. Currently, corn is in high demand from the poultry, ethanol manufacturing, and starch industries.



Corn Production and Pricing Trends

During the current crop year ending June 30, corn production is estimated at **22.72 million tonnes** during the kharif season and **9.75 million tonnes** in the rabi season. Last crop year, production was estimated at **23.67 million tonnes** during the kharif season **11.69 million tonnes** in the rabi season, and **2.7 million tonnes** in the summer crop season, totalling a record **38.09 million tonnes**. However, this year's summer crop estimate has not been released yet. In 2023-24, the ethanol sector used **0.8 million tonnes** of corn. It's expected to increase to **3.4 million tonnes** this fiscal year and rise to **10 million tonnes** by 2027-28. Additionally, the poultry sector utilized **16 million tonnes** of corn last fiscal year. And is likely to consume an additional 1 million tonnes this fiscal year.

SEA wants lifting of ban on export of de-oiled rice bran

The Solvent Extractors' Association of India (SEA) has asked the Government to not extend the ban on the export of de-oiled rice bran beyond March 31.

In a letter before the election results to Piyush Goyal, Union Minister of Commerce and Industry, Consumer Affairs, Food and Public Distribution; and Parshottam Rupala, Union Minister of Fisheries, Animal Husbandry and Dairying; the President of SEA, Ajay Jhunjhunwala, said the total export of de-oiled rice bran constitutes only around 6 per cent of the production. The restriction has adversely affected processors and exporters along with paddy farmers, hindering them from realising better returns on their produce.

The government banned the export of de-oiled rice bran in a notification dated July 28, 2023, effective until November 30, 2023. This was further extended till March 31, 2024 in a notification dated December 8, 2023.

Stating that processing of ricebran has picked up with the commencement of new season in November, he said availability of de-oiled ricebran has improved. This is evident from the reduction of price from ₹18,000 a tonne on July 28 2023 (the date of issuing notification) to ₹12,500 a tonne at present.



By 2035, Gen Z will be primary purchasers of protein

The Chicken Marketing Summit, presented by WATT Global Media in collaboration with the National Chicken Council of USA, will be held from July 29-31 at the Renaissance Birmingham Ross Bridge Golf Resort & Spa, Alabama. One of the topics that industry experts are scheduled to talk about is how Generation Z will be the primary purchasers of protein and will significantly impact how chicken is raised, processed and marketed.



Importantly, the Summit will preview the consumer of 2035 and the issues that will influence their protein choices. “Over the next decade, chicken consumption and purchasing behavior will change as Generation Z and Generation Alpha become the primary food purchasers. Companies should start anticipating trends and adapting strategies now to prepare,” said Terrence O’Keefe, content director, WATT Global Media. “The sessions at Chicken Marketing Summit aim to help the industry future-proof chicken sales.”

Christophe Pelletier, global food and agriculture futurist, strategic advisor, The Food Futurist, will provide the opening keynote predicting the wants and needs of the chicken consumer of 2035. He will provide insight into what the consumers of tomorrow will be looking for to help marketers, producers and processors proactively plan in the quest to keep chicken as the protein in the center of the plate, according to WATT Global Media.

For the first time, Chicken Marketing Summit will feature two session tracks. In addition to the traditional marketing

sessions, a new track will explore how the industry will meet consumer expectations by adapting new and existing technologies to raise and process broilers utilizing fewer resources and with improved welfare, food safety and ease of preparation.

Confirmed speakers and panellists include Karen Christensen, Ph.D., senior director of animal welfare, Tyson Foods; Annica Conrad, chief brand officer, City Barbeque; Lynn Dornblaser, principal consultant, Mintel; Brian Earnest, lead economist, animal protein, CoBank; Brian Jones, president, Natural Choice Foods; Don Kupski, vice president, purchasing and R&D, Lee’s Famous Chicken; Michele Murray, executive vice president, Food Agriculture and Ingredient Practice, Ketchum; Chris Norton, vice president of consulting services, Revenue Management Solutions; and others.

In addition to the educational sessions, the event will host in-person networking opportunities and will open on July 29 with the traditional Bill Roenigk Chicken Marketing Summit golf tournament.

Laboratory Services Free of Charge for KPFBA Members

The Karnataka Poultry Farmers and Breeders Association (KPFBA) has announced that KPFBA members can avail laboratory services for poultry feed and water analysis, free of cost. The Lab has a full-time and qualified laboratory technician and the best of equipment for testing.

The services offered free are:

1. Nutritional profiling of poultry feed and raw materials by NIRS

- a) Proximate analysis (Moisture, dry matter, crude fibre, crude fat, crude protein)
- b) Amino Acid profile in raw materials
- c) Fatty acid profile in raw materials
- d) Data on energy value

2. Water Quality Indicator Test

- a) pH
- b) Total dissolved solids (TDS)
- c) Hardness test
- d) Total viable bacterial count
- e) E.coli counts in water

3. Microbiology

- a) Microbial Identification
- b) Total Coliform count in feed & water
- c) Total Bacterial count in feed & water
- d) Total mold count in feed

Samples can be sent via courier, Dunzo, or dropped off in person before 2 pm on weekdays. The KPFBA aims to provide prompt results, with testing completed on the same day (for NIR scanning) or delivered by noon the following day by email, depending on workload. Those wanting tests should send a minimum of 300 grams to 500 grams for feed analysis to get efficient results.

The KPFBA has asked members to let it know what other services they want to be included in the laboratory.

Address to send the samples

Karnataka Poultry Farmers & Breeders Association
KVAFSU-KPFBA Poultry Training Center & Diagnostic Laboratory
Veterinary College Campus, Hebbal, Bangalore - 560024



28th May 2024

Dear Poultry Fraternity,

Karnataka Poultry Farmers & Breeders Association is happy to know that the 12th edition of the 'Indian Poultry & Livestock Expo 2024' @ BIEC, Tumkur Road, Bangalore from 22nd to 24th August 2024, going to be organized by Media Today Group.

Karnataka has established itself as a premier hub in the poultry sector. With increasing production in broiler & limited in layers farms, coupled with a resurgence in poultry product consumption following last year's challenges, our industry is on a dynamic growth.

Through the active collaboration of various stakeholders & producers under the KPFBA umbrella, Karnataka is becoming a leading supplier of poultry products with the country & to the global markets. This progress opens vast opportunities for value addition, advanced processing, retailing & robust branding of our finished products.

To sustain & enhance this growth, our sector requires comprehensive inputs, including advanced poultry housing, efficient feeding & water management systems, digital data collection at source, climate control equipment & high-quality pharmaceutical & nutritional products. Embracing the concept of circular economy is also crucial. There is significant potential in poultry waste (solid & liquid) management & the generation of electricity through sustainable methods like solar power, biogas, small wind turbines & other renewable sources.

Our industry must advance & adopt design engineering in operations, automation, digitization at source, ERP, AI tools, Data Loggers, GPS & GIS systems, IOT & innovative technologies that will drive efficiencies in this sector in the coming years.

We are delighted to support this upcoming exhibition and conference as 'Knowledge Partner' for the 'Indian Poultry & Livestock Expo 2024'. We hope that Media Today group, the organizers of the event, will continue to provide a networking and technology exchange platform to the Poultry Sector of India through this annual Expo for years to come.

On behalf of all the members of KPFBA, I extend warm wishes to the Media Today group, for organizing the 'Indian Poultry & Livestock Expo 2024'. I hope that the symposium will facilitate an open dialogue between business leaders, entrepreneurs, veterinarians, associations & government in translating small efforts into big impacts.

With regards

Naveen Kumar Pasupathy
President



Karnataka Poultry Farmers & Breeders Association
[KVAFSU-KPFBA Poultry Training Center & Diagnostic Laboratory]
Veterinary College Campus, Hebbal, Bengaluru -560024

12TH POULTRY & LIVESTOCK EXPO 2024

National Exhibition On Animal Husbandry, Veterinary, Feed, Equipment & Technology Bangalore International Exhibition Centre | 22 to 25 August 2024

The 12th Poultry & Livestock Expo 2024 will be held from August 22 to 24, 2024 at the Bangalore International exhibition Centre (BIEC), Tumkur. Organised by the Media Today Group, the prestigious event has become a cornerstone in the poultry and livestock industry calendar, promising to deliver unparalleled insights, networking opportunities, and the latest technological advancements.

KNOWLEDGE PARTNERSHIP WITH KPFBA

The Media Today Group has said it was honoured to have the Karnataka Poultry Farmers Breeders Association (KPFBA) as its 'Knowledge Partner'. "The KPFBA has been a vital contributor to the advancement of the poultry sector in India, and their expertise and insights will significantly enrich the event. This collaboration underscores our commitment to fostering knowledge exchange and driving innovation in the poultry and livestock industries."

CONFERENCE HIGHLIGHT:

- **HYGIENIC RETAILING**
- **ESG & THE POULTRY SECTOR**

The Media Today Group said a key highlight of the expo is the conference on August 23, 2024, focusing on "Hygienic Retailing" and "ESG & the Poultry Sector." This conference will delve into critical issues surrounding the implementation of hygienic retail practices, the importance of Environmental, Social, and Governance (ESG) standards, and their impact on the poultry industry.

Experts and industry leaders will share their perspectives and experiences, providing attendees with valuable insights into sustainable practices, consumer safety, and the future of poultry retailing. This session aims to equip stakeholders with the knowledge to navigate the evolving market landscape, ensuring compliance with global standards and enhancing the sector's overall growth.

SPECIAL OFFER FOR KPFBA MEMBERS

The Media Today Group while acknowledging KPFBA contribution has offered a special discount for KPFBA members. Members will receive a 15% discount on stall bookings at the 12th Poultry & Livestock Expo 2024. This is a unique opportunity for members to showcase their products and innovations, connect with industry peers, and expand their market reach.

WHY EXHIBIT AT THE EXPO?

- **Networking Opportunities:** The Expo offers opportunity to engage with over 25,000 industry professionals, including poultry farmers, livestock breeders, feed manufacturers, veterinary product suppliers, and more.
- **Business Development:** It is a platform to leverage B2B meetings and networking sessions to forge new partnerships, explore joint ventures, and drive business growth.
- **Knowledge Sharing:** Visitors can gain insights from technical sessions and conferences, addressing the latest trends, challenges, and advancements in the poultry and livestock sectors.

12th EDITION
P O U L T R Y
& Livestock Expo 2024

Date: 22-23-24, August 2024, Venue: BIEC, Bangalore, India
NATIONAL EXHIBITION ON ANIMAL HUSBANDRY, VETERINARY, FEED, EQUIPMENT & TECHNOLOGY

KPFBA
Karnataka Poultry Farmers & Breeders Association
KNOWLEDGE SESSION

Concurrent Conferences:
(Date: 23rd August, 2024, Venue: BIEC, Bengaluru, India)

THEME:
► HYGIENIC RETAILING
► ESG & THE POULTRY SECTOR

GRAINS AND FLOUR MILLING INDUSTRY NETWORKING SUMMIT

Concurrent Show:
13th Edition
DairyTech India 2024

Organiser: Media Today Group | Knowledge Partner: KPFBA | Industry Partner: VETS IN POULTRY | Official Publications: AgriBusiness & FOOD INDUSTRY | AGRITECH INDIA | Media Partners: HIND P O U L T R Y, Poultry Herald

For Stall booking and other details, please contact:
Phone: 011- 46081634, Mobile : +91-9315131406 | 9899380104 | E-mail : IPLexpo@gmail.com, Web.: www.IPLexpo.com

REGISTER TODAY

The Media Today Group has urged the KPFBA members to make best of this opportunity by participating as exhibitors and attendees. As mentioned earlier, KPFBA members get an exclusive 15% discount to participate. The Group urged the poultry sector to be a part of the future of the poultry and livestock industries. "Together with KPFBA, we are committed to driving the poultry and livestock sectors forward."

Stay Connected: iplexpo@gmail.com / www.iplexpo.com

INNOVATIONS

AI to speed vaccination and chick sexing in hatcheries

At the 2023 Poultry Tech Summit, one of the key topics was how artificial intelligence (AI) is positively impacting the poultry sector. One of them is the new platform technology which uses AI, high speed vision cameras and microfluidics to speed vaccination and chick sexing in hatcheries.

The platform technology harnesses AI to move chicks along a conveyer belt as they receive vaccinations and are sorted by sex. It could help improve vaccine take, enhance food efficiency, drive house uniformity and alleviate labour constraints. The technology uses trainable parameters to collect data and improve, which means that as more chicks that go through the process, it will become faster and more accurate.



Benefits of chick sexing automation: Broiler chick sexing in the hatchery is currently a labour-intensive process, however separating birds by sex has several benefits. These include a lower feed conversion ratio (FCR) when males and females are grown separately, improvements to processing efficiency and yield due to greater uniformity and a reduction of injuries and mortality due to fighting. Automating chick sexing through high-speed imaging and AI could help enhance productivity at the hatchery.

More efficient chick vaccinations: A high throughput automated vaccine delivery system could ensure that chicks are vaccinated against coccidiosis, infectious bronchitis and Newcastle disease on the day of hatch, resulting in birds with better immunity against disease without the need for antibiotics or chemicals.

Sac-o-Clear for respiratory health

Guybro Animal Health keeping to its commitment to 'Disease free animal future, environmental sustainability, and a healthier global population' has introduced several products and solutions for the health of the poultry. One of them is Sac-o-Clear, a natural essential oil combination to prevent respiratory disease in poultry.

It is a combination of stabilized hydrophilized components that provide soothing effect to the inflamed respiratory tract during disease. Sac-o-Clear prevents ILT and stress associated respiratory distress by promoting cilia movements and reducing hyper-secretive mucin secretion by the goblet cells.

It optimises the tidal volume because of its volatile components by reducing tracheal narrowing during disease. The benefits include a) Prevention of upper as well as lower respiratory disease; b) Improved oxygenation and reduced stress levels on farm; c) Improved resistance to seasonal and diurnal temperature fluctuations; d) Highly water soluble and easy dosage application; and Boosts feed consumption in stressed flocks.



Denvik's Ornithon, smart poultry management system

Chennai-based Denvik Technologies Pvt Ltd has built advanced, robust, and easy-to-use IoT solutions for companies ranging from start-ups to large corporations worldwide. For the poultry sector it has few systems including the smart poultry management system 'Ornithon'.

The system has proven results with egg output per bird has increasing by 14%, and the bird mortality rate reduced by 3% after implementing Ornithon. It has helped improve egg output per bird, reduce bird mortality and improve profitability on the farm.

The system comprises Poultry Environment Controller which helps farmers to maintain the desired environment for the poultry birds; Sensors which measure various parameters like Temperature, Humidity, Air flow, pressure, Ammonia, CO2 and light intensity inside the poultry houses; Smart weighing scale that is cloud connected and easy to measure; and IoT gateway that performs essential tasks.



RECIPE: Honey Garlic Chicken

INGREDIENTS

- Chicken breast
- Honey
- Flour
- Butter
- Soy Sauce
- Garlic
- Vinegar

PREPARATION

- Split chicken breast in half – so 2 breasts make 4 pieces;
- Dust chicken with flour (gives the chicken a slight crust so the sauce clings to it)
- Sear chicken, add butter, garlic, vinegar, soy sauce, honey.
- Simmer until the sauce thickens. Turn chicken to coat in the amazing honey garlic sauce.

Honey Garlic Chicken goes well with Fried Rice



CHICKEN TRIVIA



Brown eggs cost more than white eggs



Chicken Combs Are Bright Beacons of Health and Fertility



Chickens form complex social structures known as “PECKING ORDERS” and every chicken knows his or her place on the social ladder.

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