



POULTRY
PROTEINS+

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Bird flu in Kerala, need to take care in Karnataka

By Dr. Sushanth Rai, President, KPFBA

As on October 27, the district authorities in Alappuzha in Kerala had decided to cull over 20,000 birds following the detection of bird flu in Haripad Municipality. The National Institute of High-Security Animal Diseases in Bhopal had confirmed the presence of H5 N1 virus in the samples of some dead ducks sent for testing.

The Kerala Government has formed eight Rapid Response Teams to control the spread of the disease and has decided to cull birds in a distance of one km radius in the region.

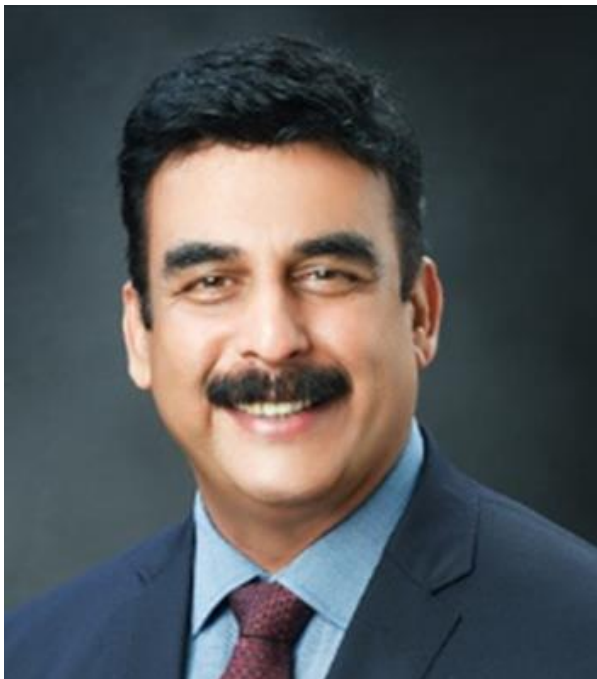
In this background, all poultry farmers in Karnataka and elsewhere, need to take care as Avian influenza (bird flu) is a highly contagious viral disease having devastating consequences for the poultry industry. We need to have a proper mitigation strategy to prevent bird flu outbreaks and biosecurity is one of them.

As we all know that transmission of Avian influenza is through various routes such as trade, live bird markets, migration routes, wild birds etc. Highly pathogenic avian influenza H5N1 and H5N8 have spread across continents, however, they rarely infect human beings.

On-farm biosecurity is one defence to prevent spread of avian influenza, but backyard farming is open to risks of outbreaks, hence farmers need to take care to ensure protocols are followed with regard to bird rearing, hygiene, clean water etc. Importantly, while we follow protocols we should ensure that there is transparency in farms such that there is no unnecessary culling of birds, going just by media reports which causes huge losses.

Prevention is better than cure is an adage which is apt for our sector. Several simple measures can be taken

on farms and they include ensuring there is no stagnant water which attracts wildlife; keeping the farm clean and hygienic; installing biosecurity equipment; disinfecting regularly; quarantine new birds for two weeks; have a veterinarian check the health of birds regularly; and monitor your farm using surveillance technology.



TRANSFORM, a USAID-funded project, and KPFBA to organise Biosecurity training shortly



Disease outbreaks in poultry are common if risks are not mitigated at the earliest. One sure way of preventing disease outbreaks is the concept of biosecurity which is nothing but measures and methods to check the spread of pathogens between poultry farms. This is a big challenge and there is an

urgent need to create awareness of the importance of biosecurity.

Addressing this need for creating awareness, Transformational Strategies for Farm Output Risk Mitigation Activity (TRANSFORM), a USAID-funded project, and the Karnataka Poultry Farmers & Breeders Association (KPFBA) are jointly organising a training on 'Biosecurity and its importance' in Bengaluru .

The details of the program – speakers, venue, date, etc – will be made known soon. USAID TRANSFORM brings a wealth of information and expertise in this domain.

The World faces considerable challenges with antimicrobial resistance (AMR) and infectious diseases. Over 70% of emerging infectious diseases are zoonotic, originating in animals and capable of transmission to humans.

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AMR-associated deaths projected to be over 10 million annually by 2050. AMR-associated deaths are projected to soar from a current rate of 700,000 to over 10 million annually by 2050—more than that from cancer and diabetes combined. And with livestock production supporting the livelihoods of almost 1.3 billion people worldwide and contributing 34 percent of the global food protein supply, transboundary animal diseases (TADs), pose additional threats to human health, food security, and livelihoods.

TRANSFORM: Researching and developing market-based solutions. Practices that improve animal health can also improve public health by lowering the risk of spill-over of zoonotic diseases and reducing the need for antimicrobials. The private sector and industry remain central constituencies in shaping improved production of animal-sourced nutrition, and in generating solutions to these defining global health security challenges.

In Kenya, India, Indonesia, and Vietnam, TRANSFORM is activating a market-driven approach to increase the capacity of government, agribusiness, and small- to large-scale farmers to advance animal health practices that mitigate AMR and prevent emerging infectious diseases while improving farmer profitability. To improve animal health at the magnitude needed to protect public health, TRANSFORM is designed around three systemic components.

The three components are: Animal Health Data: it enables farmers to make evidence-based decisions to maintain and improve animal health. More broadly, it reveals patterns that help industry actors mitigate threats. TRANSFORM is working to establish an all-sector, market-supported field data collection and analytics platform that can help predict, identify, track, and mitigate farm-based disease and health-related issues.

Antimicrobial use stewardship: Industry-wide commitment is essential to the widespread adoption of any threat-prevention practice. TRANSFORM will facilitate the development and adoption of science-based antimicrobial standards.

On-farm practices: Animal health is core to preventing animal disease and thus essential to threat reduction. TRANSFORM will conduct applied research on holistic animal nutrition, including a market-based immune support product. TRANSFORM will also develop cost-effective tools based on research results and provide training to establish sustained on-farm practices that improve animal health, support the economic viability of small to large-scale farm operations, and decrease the risk of AMR, zoonoses, and TADs.

TRANSFORM is a research and development activity designed to identify and test the viability of innovative solutions before bringing them to scale. Solutions must be appropriate for local markets across four geographies (Kenya, Indonesia, India, and Vietnam) and value chains (dairy, swine, poultry, and shrimp). With long-term market uptake as the end goal, this private-sector-driven approach enables agility, rapid feedback, adaptive management, and

evidence-based decision-making.

A consortium of private and public sector entities

TRANSFORM's a unique approach to achieving long-term market uptake is driven by a consortium of private and public sector organizations working to create shared value. Each member contributes the following unique expertise and capabilities:

CARGILL, a global agribusiness company, contributes its relationships to farms of all sizes across multiple species and offers products, services, and solutions that support animal health by balancing gut microbiota and the immune system.

AUSVET, a global consulting company specializing in One Health epidemiology, disease surveillance, and health information systems, contributes its field data collection and information system and epidemiological expertise.

HEIFER INTERNATIONAL, a global non-governmental organization, contributes to relationships with smallholder farmers across the world.

INTERNATIONAL POULTRY COUNCIL, a global industry membership organization, contributes by bringing together poultry stakeholders from all continents, representing the value chain from genetics to consumption, and working to proactively address shared challenges and opportunities

Karnataka Poultry Farmers & Breeders Association, Established in 1991, KPFBA is promoting organized development of poultry farming in Karnataka, representing poultry farming needs to the union government, state governments & all bodies that impact the poultry farming activity in Karnataka. It collects & maintains information on poultry farming activity in the state, sharing the same with its members, Government bodies & Policymakers State. It liaises with the poultry farming community, educational institutions & research institutions. It represents poultry farming Karnataka Poultry farming activity to other associations, nationally and internationally.



KPFBA
Karnataka Poultry Farmers
& Breeders Association

MARK YOUR CALENDARS TO ATTEND UPCOMING EVENT
Emerging Diseases of both Metabolic & Infectious
Origin in Broiler Breeders
By Dr. Nithin Kurkure

Time: 6:00 pm
Wednesday,
16th November 2022

Hotel ZION
Gandhinagar,
Bengaluru

Sponsored by
Virbac

With regards
Dr. Sushanth Rai. B
President, KPFBA

www.poultrykarnataka.net

Soft Skills Programme for Managers held on 18 October



The Karnataka Poultry Farmers and Breeders Association (KPFBA) on October 18 organised a 'soft skill' programme for executives in the poultry sector. Dr. Gopal Reddy who is well-known in the poultry sector conducted the programme attended by 12 organizations.

Dr. Gopal Reddy gave a good presentation on 8 habits that a manager / executive should have and motivated the participants to sharpen their skills, contribute to their self-development, and increase productivity at their offices/farms. Poultry farming completely depends on manpower for executing and implementing the goals and objectives of a company and soft skills play a critical role in the profitability of an organization.

Equipped with a Bachelor's degree in Veterinary Sciences and Diploma in Management from Ireland, he is a veterinarian by profession but passionate about sales, marketing and people management. He has travelled to over 25 countries and interacted with people from all walks of life. Having realized the importance of soft skills, he started 'Life Lessons - P3' sessions to employees since a decade and trained hundreds of workforces on these lines. He is also on the Research Advisory Council of NIANP-ICAR and leading the Institute of Poultry Veterinarians of Indian being its Vice President.



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Dr. Umakantha B, Scientist, KPFBA Labs took the opportunity to update the participants on the facilities available at the laboratory and facilitated a guided tour of the laboratory. He also asked the participants to use the facilities and send feed and raw materials for testing.

Mr. Inayath Ulla Khan, Executive Secretary, in his welcome address mentioned how the KPFBA has been organising various events / workshops / seminars etc to take the poultry sector to the next level.

Participants thanked KPFBA profusely for organizing this event. Certificates of participation were given. A total of 23 participants from 12 member companies attended.



Food Safety & Food Quality through One Health Approach

Knowledge seminar organised by KPFBA in association with Sapience Agribusiness Consulting



L-R: **Dr. Giridhar Gopal** - One Health Trust, **Prof. Dr. Raman Muthukrishnan** - TANUVAS, **Mr. Edgar Shin** - CEO, CTC Bio, Korea, **Dr. Gopinath** - NIANP, **Dr. A. Natarajan** - Prof & Head, ADCQAL, Veterinary College & Research Institute, Namakkal and **Dr. P. S Mahesh**, Joint Commissioner & Director CPDO&TI.

The Karnataka Poultry Farmers & Breeders Association (KPFBA) in collaboration with Sapience Agribusiness Consulting organized a knowledge session on October 20 which focused on 'One Health approach' to achieve optimal health outcomes while recognising the interdependence and the fragile balance between people, animals, plants and their shared environment.

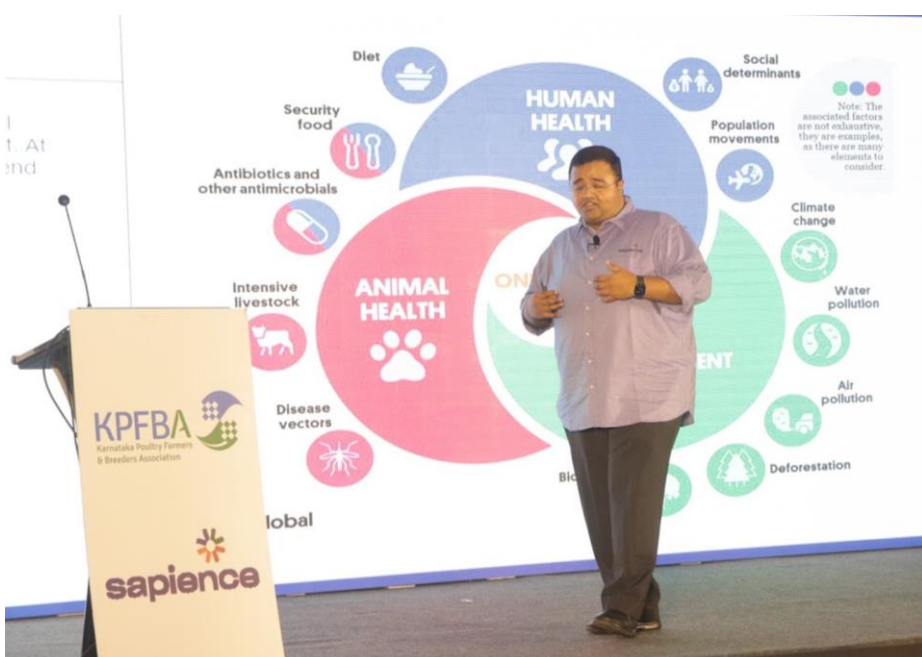
One of the key take-aways was the participants understood better the prudent use of antibiotics and the trickle-down effect of antimicrobial residues in animals on human health.

Dr Sushant Rai.B, President of KFPBA, in his welcome address established the significance of harmonized ecosystem and how the interplay was essential to sustain it. Mr Prashant Kumar (Director, Sapience) kickstarted the programme with an overview of 'One Health' while Dr G.B. Puttanaiah, Chairman of the technical committee of KFPBA, talked about the importance of working together to preserve interconnected ecosystems and the need to understand emerging diseases in poultry farming. There is

need to evaluate and prudently use antibiotic alternatives, such as bacteriophages, he averred.

Dr Raman Muthuswamy. Professor and former Head of Parasitology at TANUVAS, highlighted the role of safe poultry production, prudent usage of antimicrobials, and the relevance of the 'One Health' programme. Talking on food safety and quality control, he mentioned how Salmonella Infantis in broilers needs to be checked.

Dr Filip Van Immerseel, Professor at the University of Ghent and an authority on bacterial intestinal challenges in broilers and breeders, spoke on the dominant strains of Salmonella and their impact on food safety and, importantly, threw light on emergent strains such as Salmonella Infantis in broilers. Dr Filip went on to outline the impact of Clostridium Perfringens and Staphylococcus Aureus on broiler health and the various nutritional strategies as alternatives to antibiotics to facilitate gut health. He spoke about butyrates and bacteriophages as effective replacements to antibiotics to maintain gut microbiota equilibrium.



Mr Prashant Kumar
Director, Sapience



Dr G.B. Puttanaiah,
Chairman- Technical committee, KFPBA

Edgar Shin, the CEO of CTC Global, introduced Xcelsio, a feed additive bacteriophage which is an effective prophylactic replacement to AGPs. Next, he explained in detail the lytic mode of action of bacteriophages. He also gave an overview of the global research studies on the impact of bacteriophages on various strains of E. Coli, Salmonella, C. Perfringens, and S. Aureus.

In the subsequent panel discussion, the participants were Dr Giridhar Gopala (a medical doctor who works with the One Health Trust, USA), Prof. A. Natarajan (a professor of animal nutrition who heads the animal feed analytical and quality assurance laboratory at Namakkal Veterinary college), Dr Raman Muthuswamy, Edgar Shin, and Dr Gopi M (NIANP). The moderator was Dr Mahesh Subhash Patlapati, Joint Commissioner and Director of CPDO&TI, GoI who mentioned how four organisations, UNEO, FAO, WHO and WOA (formerly OiE), are coming together to understand and find measures to attain One Health.

Dr Giridhar Gopal presented the various drivers of a silent killer, i.e., Antimicrobial Resistance in humans and how AMR will soon be the largest cause of death in humans of integrating the three sectors which now are working in silos –Human Health, Animal Health, and the Environment

Dr Natarajan said poor feed quality causes gut health problems, leading to higher antibiotic usage. He then implored the need to focus on high-quality feed ingredients and high-quality feed as an input measure to reduce antibiotic use in animals. Through his primary research on AMR, Dr Gopi highlighted the alarming growth of antimicrobial resistance and espoused the need, as an industry, to gear up with measures on cutting down antibiotic use dramatically.

In their closing remarks, Dr Raman highlighted the need for biosecurity. Edgar stressed on use of alternatives such as bacteriophages, which he called nature's solution to AMR, while Dr Natarajan reinforced that antibiotics need not be used in the feed and categorically stated that antibiotics, at low levels, as in the case of AGPs, do not work.

Dr T. Rajaram, General Manager, Sales, Sapience proposed a vote of thanks.



Dr Filip Van Immerseel,
Professor at the University of Ghent



Dr. Raman Muthukrishnan - TANUVAS



Mr. Edgar Shin - CEO, CTC Bio, Korea



Dr T. Rajaram,
General Manager, Sales, Sapience

First 'Right to Protein' event held in Bengaluru

For the first ever time, a seminar on the 'Right to Protein' was organized jointly by the Institution of Veterinarians in Poultry Industry (IVPI) and the KVAFSU-KPFBA Poultry Training Center & Diagnostic Laboratory, wherein experts underscored the importance of protein in every individual's diet and how poultry offered that.

Mr. Jaison John, Team Lead, USSEC, in his welcome address said "protein should be the essential part of our food, and USSEC's vision is to feed the world with economically feasible and sustainable food. India's livestock industry is transforming with positive macroeconomic and demographic trends. Hence it is very important to educate the consumers and decision-makers to enable the country to have an adequate amount of protein."

Prof Dr Devegowda, Chairman of IVPA, highlighted the data on growth in poultry production and efficiency over decades. He shared the optimism of the industry, reflected in a CAGR of 7.5% this year and hoped that availability of animal protein would increase to meet the growing demand.

The main speakers were Dr. Kavita Rakasi, PhD from CFTRI, Mysore; Deepika Chalasani, Dietitian / Nutritionist; Dr. Vijayalakshmi, Prof and Head, University of Agricultural Sciences, Bengaluru; and Mr. O.P.Singh (designation).

Dr Kavita Rakasi who spoke on "Protein: A Vital Nutrient" gave the audience a macro picture and role of protein in one's life. She mentioned the SOYFED labels, which any processor can use for their product to mark the awareness of soy in poultry business and explained how feed affects the animal foods we eat and why it's essential

for feed to be of good quality. Soy feed can help increase the quality of animal/poultry foods we consume.

Deepika Chalasani said 73% of Indians are protein deficient and that 90% are unaware of the daily requirements of protein. This was the lowest average protein consumption compared to other Asian countries and developed nations. The average protein consumption of 47 grams per day was among the lowest and that nearly 71% between the ages 30 and 55 years suffer from poor muscle health, because of protein deficiency.

Dr Vijayalakshmi mentioned the micro importance of 'Protein To Your Plate' and quoted an ICMR report which states "a balanced diet is a food which provides all the required quantity of nutrients and in the right proportions to maintain good health which is devoid of diseases."

Mr. Singh who spoke on 'Protein: An Inclusive Growth Model for Sustainability', gave a glimpse on the role of Industry in making protein availability sustainable. He also mentioned the part of Tier 2 and tier 3 markets where plant protein awareness needs to focus on having more protein acceptability in India. Poultry would be the significant source after ten years as it is only organised, and the rest of the protein source will not be in a position to survive.

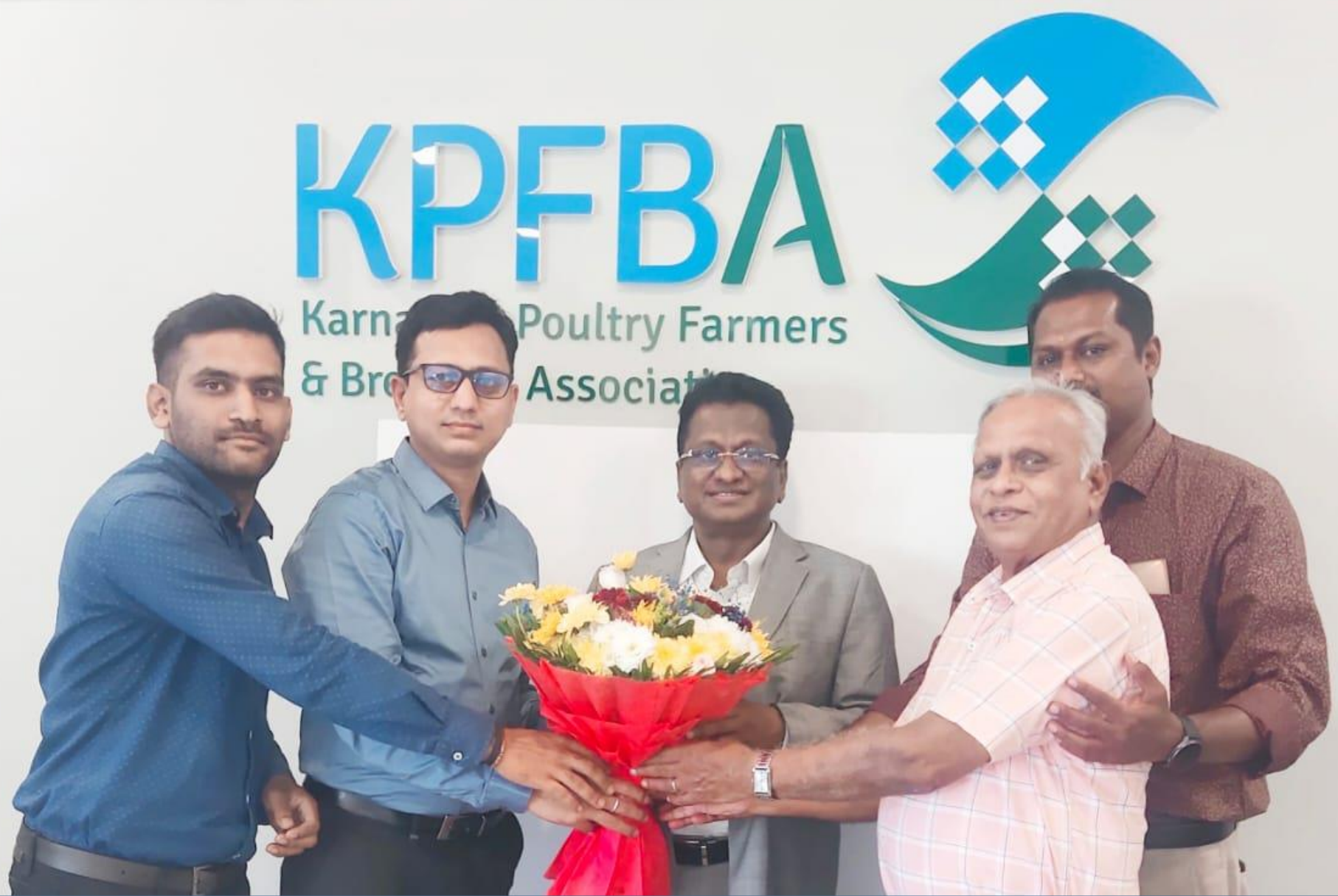
Over 180 participants representing all stakeholders and beneficiaries from the feed industry, aqua Industry, animal health, veterinarians, poultry science students, food technology, government officials and others participated in the event.

Mr. Jaison John proposed a vote of thanks.



Poultry Fortune Editor visits KPFBA office in Bangalore

— Organising India International Poultry Expo in Pune on January 17 - 18



KPFBA Staff felicitating Mr M.A. Nazeer, Editor & publisher, Poultry Fortune, English monthly magazine, during his visit to KPFBA office in Bangalore

L-R: Mr. Sagar Ganiger - Manager Accounts & Admin, Mr. Inayath Ulla Khan - Executive Secretary, KPFBA, Mr. M.A Nazeer - Editor in Chief, Poultry Fortune, Dr. Umakantha.B - Scientist - KVAFSU-KPFBA Poultry Training Center & Diagnostic Laboratory, Mr. Sanjeev Manoj Kumar - Senior Manager Sales.

Bangalore: Mr M.A. Nazeer, Editor & Publisher, Poultry Fortune and Aqua International visited KPFBA office and appreciated the work being done by KPFBA and its direction to the poultry sector in Karnataka and other regions in the country.

Mr. Nazeer informed that Poultry Fortune is organizing India International Poultry Expo, an exhibition, conference and PF Awards presentation programme. The event would be held at Messe Global Exhibition and Convention Centre, Laxmi Lawns, Magarpatta, Hadapsar, in Pune on January 17 and 18, 2023. Till date, it has organized 11 exhibitions on poultry and 36 expos in aquaculture sector.

He invited all stakeholders to participate in the exhibition to further the cause of the poultry sector in general.

Mr. M.A. Nazeer presenting a bouquet to Inayath Ulla Khan, during his visit to the Association office in Bangalore on October 21.



PERSON OF THE MONTH: **Dr. Harshakumar Shetty** *Knowledgeable, articulate and suave playmaker*

Karnataka's poultry sector is blessed as many stalwarts give meaningful direction to sectoral growth. One such stalwart is Dr. Harshakumar Shetty, a very active member of the Karnataka Poultry Farmers and Breeders Association (KPFBA). The KPFBA has picked his brains many times during times of crisis, when issues need clarity, and above all when strategies must be put in a cohesive manner, understandable to one and all.

As General Manager (Sales & Tech support) at Venkateshwara Hatcheries Private Limited, Dr. Harshakumar Shetty has been driving the company as envisaged by the father of Indian poultry late Dr. B.V.Rao. He not only guides the team, but is a keen playmaker and we all know how critical that role is.

A postgraduate in Veterinary Pathology from the Veterinary & Animal Sciences University, Bangalore, Dr. Shetty has been working with Venkateshwara Hatcheries Private Limited (VHPL) since 1992. For three decades, he has been rendering yeomen's service not just to VHPL but to the entire poultry sector.

Dr. Shetty started his career as a Poultry Pathologist in Poultry Disease Diagnostic Laboratory of VHPL, and rose to the position of General Manager. He has vast experience in managing sales and after-sales technical support of broiler chicks, layer chicks, breeding stock, and feed. In addition to that, he has hands-on experience of poultry live production.

Currently besides being head of Marketing of Breeding stock both in domestic and international markets, he is involved in product development, new projects, expansions, acquisitions, technology upgradation, and regulatory affairs. Dr. Shetty has travelled extensively to many countries, understanding the poultry sector, technological developments, etc. He has participated in several national and international poultry conferences, giving his insights on the Indian poultry sector and elsewhere too.



Sri. K.G Subbarama Setty – Chairman, Komarla Group conferred with Rajyotsava Award



Sri. K.G Subbarama Setty - Chairman, Komarla Group was conferred with the Karnataka Rajyotsava Award – 2022 for his remarkable contributions in the field of social services including education, through R.V Educational Institutions.

Born in 1931, Sri. Subbarama Setty graduated in B.Sc (Textiles) from the University of Mysore and then started a business in the textile sector, later shifting his focus to flour mills.

His journey in flour mills led the way to be an important player in feed milling which in turn brought him and his family into the poultry sector. He served in trade associations and federations being the office bearer and have also the president of FKCCI. He founded Komarla Group which is now bifurcated as Komarla Hatcheries led by Mr. P.S Nanda Kumar and Komarla Feeds – led by his son Mr. Akhilesh Babu.

His family members have formed a charitable trust and consistently support Cancer Hospital, Ramakrishna Ashrama, and a charitable organization in Sira, to name a few. He disburses student scholarships every

year and believes in “**Paropakaram Idam Shareeram**”, and finds solace in it. All the employees, working in various businesses, are treated like family members. Though he has withdrawn from the business now, he is actively involved in public services and charity services.

Demonstrating entrepreneurial spirit from the beginning, he ran multiple businesses over a period of time. He maintains beautiful balance between various things in life, which is evident in his involvement in business, family, and social life bringing harmony.

KPFBA takes this opportunity to congratulate Sri. Subbarama Setty and his family members on this occasion. It gives KPFBA enormous pride that his son Mr. Akhilesh Babu and grandson Mr. Sujit Komarla too are following in his footsteps and we wish them all success in their future endeavors.

REPORT FROM OUR LABORATORY

Nutrient determination of locally grown varieties of Maize.

A total of 23 feed samples consisting of 8 maize, 4 soybean meal, 2 DORB, and 9 final products were received by the Laboratory from 5th September 2022 to 20th October 30th, 2022 for proximate value analysis. The unground samples were scanned by Nutriopt onsite Advisor, a NIR spectroscopy equipment. Table summarise the proximate values, amino acid profiles, and fatty acid content of Maize.

Table I. Results of the Nutrient composition of Maize as predicted by NIR spectrometer.

PROXIMATE VALUES (PERCENTAGE, %)

Main Values	NO	Mean	SD	Max	Min
Moisture	8	14.61	1.07	17.10	13.20
DM	8	85.34	1.06	86.80	82.90
CA	8	1.20	0.07	1.30	1.10
CP	8	7.49	0.34	8.10	7.00
CF(F)	8	3.54	0.15	3.70	3.20
CF(AH)	8	4.20	0.14	4.40	3.90
CF	8	1.85		2.00	1.70
Starch	8	63.73	0.66	64.70	62.50
Starch(AMIN)	8	62.15	0.64	63.10	61.00
sugar	8	1.19	0.03	1.20	1.10
NFE	8	71.33	0.77	72.40	69.70
NDF	8	9.28	0.13	9.50	9.00
ADF	8	2.56	0.05	2.60	2.50
ADL	8	0.30	0.00	0.30	0.30
NSP	8	9.16	0.26	9.50	8.70

AMINOACIDS (PERCENTAGE, %)

LYS	8	0.22	0.01	0.24	0.20
MET	8	0.16	0.01	0.17	0.15
CYS	8	0.17	0.01	0.18	0.15
MET+CYS	8	0.32	0.02	0.35	0.30
THR	8	0.27	0.01	0.29	0.25
TRP	8	0.05	0.00	0.06	0.05
ILE	8	0.26	0.01	0.28	0.24
ARG	8	0.35	0.02	0.38	0.33
PHE	8	0.36	0.02	0.39	0.34
HIS	8	0.22	0.01	0.24	0.21
LEU	8	0.91	0.04	0.98	0.85
TYR	8	0.28	0.01	0.30	0.26
VAL	8	0.36	0.02	0.39	0.34
ALA	8	0.56	0.03	0.61	0.53
ASP	8	0.50	0.02	0.54	0.47
GLU	8	1.36	0.06	1.47	1.27
GLY	8	0.29	0.01	0.32	0.27
PRO	8	0.67	0.03	0.72	0.62
SER	8	0.36	0.02	0.39	0.34
AATOTAL	8	7.35	0.33	7.94	6.86

FATTY ACIDS (PERCENTAGE, %)

C16:0,Palmitic acid	8	0.38	0.02	0.40	0.34
C16:1,Palmitoleic acid	8	0.01	0.00	0.01	0.01
C18:0,Stearic acid	8	0.06	0.00	0.07	0.06
C18:1,Oleic acid	8	0.88	0.04	0.92	0.80
C18:2,Linoleic acid	8	1.73	0.07	1.82	1.57
C18:3,Linolenic acid	8	0.03	0.00	0.03	0.03
OMEGA3	8	0.03	0.00	0.03	0.03
OMEGA6	8	1.73	0.07	1.82	1.57
Essential Fatty acids	8	1.75	0.07	1.80	1.60
RUFAL	8	2.64	0.11	2.77	2.40

Starch was the major component of maize (63.73 %), followed by Water (14.61 %), protein (7.49%) ,fat(3.54%)and crude fibre(1.85 %).The maize varieties had a range of starch content from 62.5 to 64.7%, moisture content from 13.2 to 17.1%, and protein from 7.0 to 8.10%. Variation was observed in moisture content, while there was no variation in starch, fat, and crude fibre contents among maize samples.

Percent total amino acid content was 7.35% and ranged from 6.86 to 7.94%. The major component of AA was Glutamate (1.36%) followed by leucine (0.91%), proline (0.067%) and alanine (0.56%). No variation was observed. Percent Essential fatty acid content was 1.75% and ranged from 1.60 to 1.80%.No variation was observed among fatty acids.

NOTE: Many feed ingredients are utilized to formulate a balanced poultry ration. The quality of the final product is influenced by the nutrient composition of these raw materials. However, the nutrients in the ingredients differ widely in composition due to origin, fertilizer usage, seasonal changes, soil type, plant genetics, transport, and storage. To produce quality feed at a low cost, it is important to know everything about raw materials. With the introduction of NIR spectroscopy, you receive the information which can be entered into Feed formulation software, and thus you have control over quality and formulation adjustments.

Feed samples may be submitted to this Laboratory for creating a database on the nutrient composition of different varieties of raw materials grown in and around Karnataka. The raw materials will be scanned by NUTRI OPT ADVISOR, a NIR equipment for nutrient composition. The precise information so generated facilitate the formulation of predictable, consistent, safe, and cost-effective poultry ration with optimum performance.

INNOVATIONS IN POULTRY SECTOR

Utpan, first-ever marketplace initiative

Utpan is a first-ever marketplace initiative in the poultry and related sector focused on bringing the farmers and the buyers together on a single platform, and interact with each other for an optimal buy and selling of their produced goods. Dr. Anjan Goswami, Director: RJ Feeds Pvt. Ltd & Navjeevan Hatcheries Pvt. Ltd, and General Secretary, KPFBA and Ankita Parihar have cofounded Utpan along with a competent team of engineers and sector experts. Utpan aims to reach farmers and buyers in India with multilingual and multi-state/market presence.

Utpan Benefits Farmers & Producers

- A registered farmer can view the daily and periodical market trend price of different Agri based commodities in different markets, districts and states. Farmers can search for any market-related historical price trends for a defined period in a pre-specified market, and can determine future placement/sowing plan based on the market signals
- Through the channel partners of Utpan, eligible farmers can apply and avail of quick hassle-free working capital finance within a short span of time
- Farmers can list their multiple numbers of batches for sale with available quantity, average weight, and

desired price, under one or multiple farms, group them under the desired community/company

- Utpan's marketplace enables a farmer to view the offered rates and available quantities for sale of other farmers in the same market or across India.
- Farmers can communicate with fellow farmers through the platform and understand the market trends
- The platform provides options for farmers to change and edit prices and available quantity for sale in a real-time basis comparing the price of the prevailing market
- Farmers can view the list of registered buyers in the sector, their ratings, and reviews, and find the contact details to establish direct communication for dealing.
- Farmers get notified by buyers upon showing interest by a buyer in their displayed batch, can see the list of registered buyers and their detail contacts in their area, and can connect directly with buyers for selling his /her produced goods
- The platform enables the farmers to rate and review a buyer based on their level of satisfaction with the transaction
- Provides farmers with sector-related information, news bulletins, and blogs
- Facilitates farmers to connect with an expert to address their produce and farming-related query

Innovatec launches In-Ovo egg injection system

Innovatec Hatchery Automation has launched the Ultimate In-Ovo Egg Injection System to the market. The Ultimate In-Ovo was designed to have the highest possible biosecurity during injection, minimizing waste of vaccine, increasing ease of maintenance, and most importantly enhancing chick performance.

The advanced double-needle injector and perpendicular setting of the egg up to 12 degrees, ensure that all live embryos on a setter tray are vaccinated with consistent accuracy. After every injection, the needles are automatically cleaned, ready for the next tray.

For improved biosecurity, the Ultimate In-Ovo has a needle-cleaning-programme during start-up and end of vaccination. While priming at the beginning of production, the built-in "Smart Filling" method ensures a minimal loss of vaccine.

Innovatec's automation equipment has been described by industry professionals as simple, robust, and innovative. With the Smart Design Concept, downtimes can be avoided. For maximum productivity with minimum costs, easy, regular maintenance will be sufficient, year after year.

Biosecurity during transfer process

By adding the Ultimate In-Ovo System to a hatchery's candling & transfer processing line, the contact-free concept delivers unmatched cross-contamination controls. The CLEANchick detects live embryos with unmatched accuracy, while the Exploder Removal System (ERS) removes the contamination, with zero direct contact. The absence of dead(s) before vaccination elevates all levels of biosecurity.

A cleaner hatchery environment with the absence of exploders during transfer and processing delivers better and more consistent hatch and lessens the reliance on antibiotics and other medicines.

RECIPE: Gongura Chicken

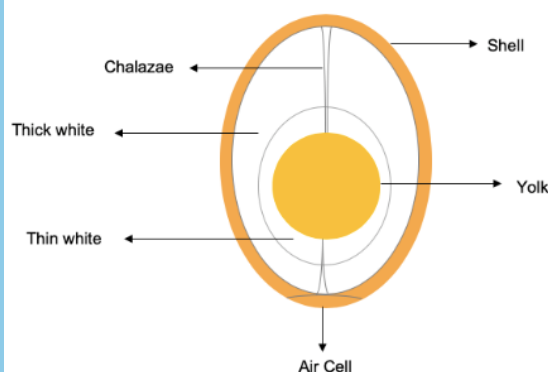
Gongura chicken is a spicy fiery chicken curry with the distinctive taste of Gongura or sorrel leaves. It is super rich in vitamin C, iron, zinc and calcium. It is a speciality of Andhra cuisine.



Preparation

- Marinate chicken with ginger garlic paste, chilly powder and salt
- Dry roast poppy seeds until crunchy and grind with little water or use cashew paste
- Heat oil in a pan
- Add curry leaves, slit chillies
- Add whole spices till you get the aroma
- Add onions
- Add ginger garlic paste, saute till aroma goes
- Add marinated chicken and saute for couple of minutes
- Then add water to ensure that it thickens
- Add garam masala
- Add cashew paste or poppy seeds paste
- Finally add gongura paste, mix well
- Don't over cook, let the chicken be tender
- Garnish with coriander leaves

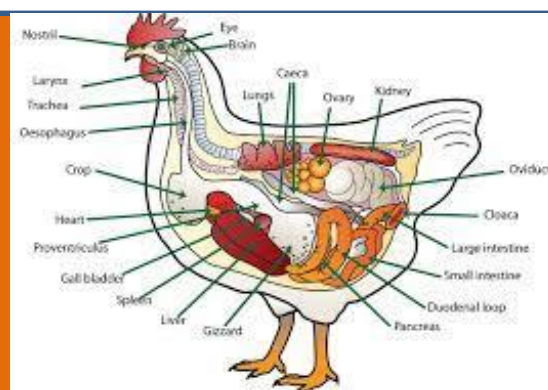
CHICKEN TRIVIA



How many parts does an egg have? Yes, you got it right – they are the shell; inner and outer membranes; the air cell, chalaze and albumin.



Do chicken have teeth?
No, chickens don't have teeth. Most birds have only beak and one of the reasons they don't have is to enable them to fly.



What is the function of gizzard?

The gizzard has a number of important functions, such as aiding digestion by particle size reduction, chemical degradation of nutrients and regulation of feed flow, and responds rapidly to changes in the coarseness of diet.

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