



POULTRY
PROTEINS+
www.poultrykarnataka.net

Rajiv Ranjan Singh is Union Minister of Fisheries, Animal Husbandry & Dairying

Mr. Rajiv Ranjan Singh has taken charge as the Union Minister of Fisheries, Animal Husbandry & Dairying and Ministry of Panchayati Raj. Addressing the media after taking charge, the Minister said there will be continuity in implementation of the vision and policies of the Narendra Modi government. Mr. Singh said his focus will be on removing any roadblock that may appear in implementation of this vision.

Minister of State in Panchayati Raj and Fisheries, Animal Husbandry and Dairying Prof. S. P. Singh Baghel and Minister of State for Fisheries, Animal Husbandry and Dairying George Kurian also took charge of their respective portfolios.



Dr. Sushanth Rai elected to Veterinary Council of India, first from the poultry sector

Dr. Sushanth B.Rai, immediate Past President of the Karnataka Poultry Farmers and Breeders Association and Managing Director of M/s Raisons Nutritions, has been elected to the Veterinary Council of India (VCI), a statutory body established under the Indian Veterinary Council Act, 1984. He creates history by becoming the first poultry veterinarian to be elected to VCI.



The Veterinary Council of India is responsible for regulating veterinary practice and education in India to ensure the welfare of animals and the professional growth of veterinarians.

Elections to VCI were conducted on June 8 through online means. A total of 93 candidates stood for the election and total votes polled were 36,001 for the 11 VCI posts.

The panel of Dr. Umeshchandra Sharma grabbed a good share of votes in which Dr. Sushanth Rai, Bellipady – secured a whopping 10565 votes. The panel has a good mix of Poultry Veterinarians representing various geographies of India, comprising; Dr. Amit Nain – Punjab; Dr. Daneshwar Deka – Assam; Dr. Geetha Priya L -Andhra Pradesh; Dr. Gurucharan Datta - West Bengal; Dr. Sandip Vinayakrao Ingle – Maharashtra; Dr. Indrajit Singh – Rajasthan; Dr. Kiran Arvindbhai Vasava – Gujarat; Dr. Sushanth Rai B – Karnataka; Dr. Thanigavelu D - Tamil Nadu; Dr. Umesh Chandra Sharma -Madhya Pradesh; And Dr. Vijay Kumar – Delhi.

KPFBA congratulated Dr. Sushanth Rai: The Karnataka Poultry Farmers and Breeders Association (KPFBA) has congratulated Dr. Rai and his winning team mates. It said that Dr. Sushanth Rai's outstanding achievement of securing 10565 votes, is truly commendable and serves as a resounding endorsement of the community's unwavering trust and confidence in his leadership. His remarkable success not only underscores his exceptional abilities but also highlights the cohesive strength and unity of the entire panel. His tireless dedication and relentless efforts have been nothing short of inspirational. The whole Poultry fraternity is indebted for his steadfast commitment to serving the community. With his leadership at the helm, we are certain that the Veterinary Council of India will continue to thrive and excel."

Dr. Sushanth Rai nominated on RAC-ICAR-NIANP for 3 years

The immediate past President of the Karnataka Poultry Farmers & Breeders Association (KPFBA) and the Managing Director of Raison Nutrition, Dr. Sushanti B.Rai has been nominated as a member of the Research Advisory Committee of the Indian Council for Agricultural Research – National Institute of Animal Nutrition and Physiology (NIANP), for a term of three years.

Dr. K.T.Sampath, former Director of NIANP, is the Chairman of the RAC, while the other members, besides Dr. Sushanth Rai, are Dr. U.Krishnamurthy, former Head, Department of Animal Nutrition, Karnataka Veterinary & Fisheries Sciences University, Bidar; Dr. B.N.Saikia, Dean, Veterinary College, Assam; Dr. Jagmohan, Ex-Emeritus Scientist & Head, Avian Physiology Reproduction, ICAR-CARI, Bareilly; Dr. B.P.Mishra, Director, NBAGR, Karnal; and Dr.A.K.Tyagi, ADG (ANP), ICAR. The Director of NIANP is also part of the RAC.

Government to allow GM corn at lower import duty

The Indian government is considering allowing the import of genetically modified (GM) corn at a lower import duty to bridge the supply deficit caused by rising consumption. Consultations are going on at the highest level as there needs of the poultry sector as well as for the ethanol blending programme.

Poultry Sector Supports GM Corn Imports

A section of the poultry industry has dismissed any concerns regarding import of GM corn, pointing out that there already imports of chicken from the US, where birds are fed GM maize and soyabeans. The sector believes that imports will ease the increasing demand coming from the ethanol production programme.

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 by Rs. 23 per kg at the user level currently. The government is worried about the increase in price and intends to keep that in check.

Corn Production at 22.72 mt

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 is 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. Therefore, the feed sector has been lobbying hard to permit the import of GM corn which is available globally at a relatively cheaper cost.

Global and Domestic Corn Price Comparison

Currently, the weighted average price of maize across agricultural produce marketing committee (APMC) yards in the country is Rs. 20.87. However, in some APMCs in Madhya Pradesh and Karnataka, prices are higher at around Rs. 26.71. During the same time last year, prices were Rs. 17.53.

On the Chicago Board of Trade, corn July contracts are quoting at Rs. Rs. 14,823 per tonne. Presently, the government imposes a 60 % customs duty on corn imports, besides 5 percent IGST, and a 10 percent social welfare surcharge. The Tariff Rate Quota (TRQ) imports are allowed at a 15% concessional duty. In 2020, the government allowed imports of 5 lakh tonnes of corn under TRQ.



POULTRY RAW MATERIALS MARKET TRENDS

Week # 25

Date Range 16 to 22 June 2024

SOYA DOC

Current
Trading Range

39000 - 39500
Ex Latur; Bangalore Delivery
Inclusive of GST 46%
Protein 43500/- to 44000/
Seed Rate is around 47000/

Forecast

It is likely to be Stable Due to less
Demand although MSP increased

DE-OILED RICE BRAN (DORB)

Current
Trading Range

DORB is trading in the range
15800- 16000 Ex Plant

Forecast

is likely to be range bound with upward
bias

RB CRUDE OIL

Current
Trading Range

RB Crude oil Trading :
82000 to 85000

Forecast

It is likely to be in slight uptrend due to
non availability of Rice Bran due to off
season

MAIZE

Current
Trading Range

Bangalore & Kolar Region:
2675 to 2725

Forecast

It is likely to be stable with upward bias
due to off season

THEINSIGHTS ON MINIMUM SUPPORT PRICES (MSP)

WHY IS THERE A DEMAND FROM FARMERS TO GAIN MSP?

Most of the times, farmers across India receive lesser price than officially declared MSP. This is because of several factors such as quality, demand & supply gap and majorly because MSP lacks legal mandate (as of date). Whenever deemed necessary, Government's actual procurement of crops at MSP is restricted to limited quantity - Quality of crop & demography being major reasons for the same. Only about 10%-20% of selected oilseeds are procured at MSP rates. The majority of farmers do not get MSP benefit for their harvest.

WHAT ARE THE BENEFITS & CHALLENGES WITH IMPLEMENTING MSP?

BENEFITS	CHALLENGES
Income Security for Farmers: Ensures farmers receive a guaranteed price for their crops, protecting them from market fluctuations.	High Fiscal Burden: The government would need significant funds to buy all eligible crops at MSP, leading to high expenditure.
Encourages Agricultural Investment: Stable prices can encourage farmers to invest more in their farms, improving productivity.	Storage Issues: The government lacks sufficient storage facilities for the large quantities of crops it would need to procure.
Reduces Rural Distress: By guaranteeing prices, it can help reduce poverty and distress in rural areas.	Market Distortion: Guaranteed prices might disrupt market dynamics, making markets inefficient and discouraging private trade.
Price Stability: Helps stabilize agricultural prices, benefiting both farmers and consumers.	Overproduction: Farmers might overproduce MSP-supported crops, leading to imbalances and environmental strain.
Overproduction: Farmers might overproduce MSP-supported crops, leading to imbalances and environmental strain.	Beneficiary Limitation: Small and marginal farmers might still miss out on MSP benefits due to access issues.
Political Support: Can garner political support from the farming community.	Implementation Complexity: Enforcing MSP legally across diverse regions and crop varieties would be administratively challenging.
Rural Economic Stability: Provides stability in rural economies by ensuring consistent incomes for farmers.	Political and Economic Pressure: Global market conditions and trade agreements could complicate the implementation of a legal MSP framework.

COMPARISON TABLE OF HOW MSP HAVE BEEN INCREASED OVER THE LAST 20 YEARS

Oilseeds MSP prices in India (Rs.per quintal)	MSP 2003-04	MSP 2013-14	MSP 2023-24	Increase in MSP in 2013-14 over 2003-04	Increase in MSP in 2023-24 over 2013-14
	A	B	C	D=B-A	E=C-B
Groundnut	1400	4000	6377	2600	2377
Sunflower Seed	1250	3700	6760	2450	3060
Soybean (Yellow)	930	2560	4600	1630	2040
Sesamum	1485	4500	8635	3015	4135
Nigerseed	1155	3500	7734	2345	4234

Disclaimer: KPFBA POULTRY RAW MATERIALS MARKET TRENDS provides general market information for our members' consideration, aiding in independent decision-making. It offers trends based on publicly available information, but may not be perfectly accurate. Prior to raw material purchase decisions, always conduct thorough due diligence using multiple sources.

Courtesy: Highlights - Sri Sai Raghavendra Trade Services, Vijaywada | Trends - Mohit Agencies, Bengaluru

Dr. Artabandhu Sahoo is the new Director of National Institute of Animal Nutrition and Physiology

Dr. Artabandhu Sahoo has been appointed as the Director of the National Institute of Animal Nutrition and Physiology (NIANP). A leading figure in animal nutrition research, Dr. Sahoo was previously the Director of the ICAR-National Research on Camel.

Hailing from Odisha, Dr. Sahoo is a distinguished scientist whose career spans over three decades in the field of animal nutrition. He graduated with a BVSc & AH degree from OUAT, Bhubaneswar in 1988, followed by post-graduation (MVSc) and PhD in Animal Nutrition from the Indian Veterinary Research Institute, Izatnagar, in 1990 and 1994 respectively.

Dr. Sahoo joined the Agricultural Research Services (ARS) as a Scientist in 1993 and has since made significant strides in his field. His expertise lies in various aspects of animal nutrition, including nutrition and feed resources, feeding systems, rumen ecology, clinical nutrition, dietetics, and the interplay of environment-nutrition-physiology.



Dr. Sahoo has been instrumental in setting standards for nutrient requirements of animals as a member of national committees and technical bodies like the Bureau of Indian Standards (BIS).

Dr. Sahoo's research contributions are prolific, with over 500 publications to his credit, including over 200 peer-reviewed research papers and 18 edited books. He is highly regarded internationally, as evidenced by his Google Scholar metrics: a H-Index of 30 and an i10-index of 86, with over 3300 citations.

His contributions extend beyond research to innovation, having secured multiple patents, technology certifications, copyrights, and trademarks for his research outputs. His leadership and achievements have been recognized with several prestigious awards, including the Endeavour Research Fellowship in 2009, Extraordinary Leadership in Technological Advancements by Agriculture Today Group (2023), and the International Research Leadership Award (2019).

Dr. Sahoo is a fellow of multiple professional societies and has received a 'Life-Time Achievement Award' for his outstanding contributions to research and development in animal nutrition and welfare. His impact on societal development, particularly in the realm of camel husbandry, has been acknowledged by district administrations and educational bodies alike.

Dr. Sahoo stands as a beacon in the field of animal nutrition, blending extensive research acumen with innovative leadership to advance the science and practice of animal feeding and nutrition worldwide.

'Dr Sahoo's versatile knowledge will buttress the field of poultry nutrition & physiology vis-a-vis its interaction with the environment.'

It must be recalled that, Last year (24 May 2023) ICAR-NIANP had signed a Memorandum of Understanding with KPFBA to further collaborative research in the field of poultry sciences, and promoting inter-organizational knowledge exchange, key to understanding the ground realities while ensuring healthy nutrition for the birds.

Basic Feed Milling Course by Soy Excellence Center (SEC)

The Soy Excellence Center (SEC), India, is organizing a Basic Feed Milling Course from August 12 to September 6, 2024. Registrations are open for the four-week training course with international experts and live sessions with national experts.

The Center offers training for the feed milling sector with a focus on animal feed millers and their real-world needs. By the end of the course, the participants will have a deep understanding of the entire feed milling process, from start to finish, making the participants more skilled, better at making decisions, and solving problems, besides improving productivity at work.

The course includes - Basics of feed manufacturing; Receiving and sampling for feed ingredients; Quality assurance and control; Storage and grain quality management of particle size or grinding; Batching and mixing system, premixing; Pelleting including cooling and crumbling; Liquid applications; Extrusion process including drying and cooling; Finish feed load-out; Animal nutrition for feed manufacturing; and Maintenance.

The course is open for professionals with 1-5 years of work

experience in the animal feed milling industry and also for those aspiring early-to-mid career protein professionals. The course does not require prior formal feed milling education.

The four-week course is structured wherein there is self-paced digital module learning with access to recorded lectures by international experts besides four live sessions with a regional instructor. Participants can also interact with the experts and take short quizzes at the end of each chapter. Participants get a course certificate and also access to SEC's global digital community.

The international experts are Dr. Carlos Campabadal, Faculty Member, Department of Grain Science and Industry, Kansas State University and Dr. Wilmer Javier Pacheco, Extension Specialist and Associate Professor, Department of Poultry Science, Auburn University. The national expert is Mr. Meenakshisundaram Kanagaraj, freelance consultant, technical trainer and speaker on feed milling.

Till date, SEC has trained over 600 professionals in India.

PERSON OF THE MONTH:

S.S DESHPANDE,
An Engineer turned Poultry Expert

By qualification, Mr. Sanjeev Shamrao Deshpande is a Mechanical Engineer, but his deep involvement is in the business of poultry – guiding the broiler breeding farms, hatchery, feed production, raw material purchase, chicken dressing/ processing, and sales and administration. And he has used his qualifications to good purpose.

As a Whole-time Director of Kwalitiy Animal Feeds Pvt. Ltd. Mr. Sanjeev Shamrao Deshpande, has steered the company to be a successful venture in the northern parts of Karnataka, Belgaum to be precise. In his 40 plus years in the poultry sector, Deshpande has earned a name for himself and the company which has undertaken massive expansion plans like starting a state-of-the-art Broiler Hatchery with a capacity of 30 lakh chicks per month; Poultry pellet feed mill having a capacity of 20 metric tonnes per hour; breeding farms with 60,000 capacity and Broiler dressing plant with a capacity of 36,000 birds a day. This is commendable achievement in Northern Karnataka.

Born in Jamkkhandi a small town in Bagalkot district, Sanjeev Shamrao Deshpande completed his education from Walchand College of Engineering Sangli, Maharashtra, obtaining a diploma in Mechanical Engineering. Immediately, thereafter, for seven years he worked as an engineer in organisations such as Kirlsokar Brothers Ltd; Ghatge Patil Industries and Godrej Soaps, before venturing into his own business, along with a few like-minded colleagues. That company has grown to be Kwalitiy Animal Feeds Pvt.Ltd.

Located in Belagavi, the company, under the able guidance of Deshpande as the Director overseeing all sections, whether breeding, feed production, purchase, HR etc, has continued to perform beyond expectations.

Soft-spoken, active team player and with positive frame of mind, Mr. Deshpande finds the best solutions for any issue, be it big or small. He brings positivity to the table which the KPFBA has experienced and is experiencing. He was a Management Committee member for two terms (2013-15 and 2015-17). Presently, he is the Vice President of KPFBA building the association in northern parts of Karnataka.

Deshpande is an active member of Rotary Club of Belgaum south since last 21 years, having served the club in various capacities including its Secretary.

During his leisure time, he not only enjoys reading spiritual and motivational books but also motivates others to get into the habit of reading. Deshpande also is passionate about plantation, trekking and spending quality time with family and friends.





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 POULTRY, 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

Hatchery Management Software

PoultryCare ERP's Hatchery Management software empowers poultry farmers to take control and gain in-depth visibility into every aspect of hatchery operations.

The software solution gives from accurate age-wise chick estimation and egg tracking to insightful analysis of unhatched eggs and overall performance, maximize efficiency, minimize errors, and ensure consistent flock quality. This comprehensive suite of features leads to increased profitability by optimizing resources and fostering informed decision-making.

It manages all 21 days life cycle of hatchery operations from setting to hatching. The hatchery manager need not do any calculations or keep tab on the calendar. The solution delivers complete egg placement planning report, while systems keeps track of the flock.

The solution provides insights into chick development with features like age-wise chick estimation and age-wise flock standards. These tools help one predict chick age for optimal placement and brooding, and set key performance indicators (KPIs) for each flock stage, ensuring consistent growth and performance. Additionally, pull-out analysis allows one to analyze chick withdrawal data, identifying and addressing hatching issues for improved overall efficiency.



Cobb Proving Grounds to Deliver Unprecedented Genetic Predictability

Cobb is revolutionizing how it develops and brings broiler breeder products to market using scale and technology to yield comprehensive, accurate performance data. The Cobb Proving Grounds will expand product data fifty-fold to accelerate genetic progress and bring an unmatched level of performance reliability and consistent quality to customers. Proving Grounds will include a range of state-of-the-art genetic research facilities with scale and environments comparable to commercial production conditions around the world.



Dr. William Herring, Vice President of Research and Development at Cobb, affirms, "The Cobb Proving Grounds represents a new era in genetic progress. For poultry, this unique approach brings together data, science and innovation to shape the future. Other industries have successfully implemented this concept, and we're eager to apply it to the broiler industry for the benefit of our customers."

This new product development model allows proven product introductions at a pace never seen before in the poultry industry. End-to-end pipeline development will support 100 times more parent stock placed per year for trials with 400 times more broilers placed per week for commercial-scale trials, compared with previous Cobb trial volumes.

Proving Grounds will enable decision-making certainty for customers and help deliver genetic progress with a focus on profitable, high-performing and reliable genetics. Customers will be armed with insights and product guidelines to manage flocks before Cobb chickens are on their operations.

"This investment is a commitment to Cobb's global customer base and displays our focus on the future," said Joyce J. Lee, President at Cobb. "Innovation through technology, health and operational excellence are all evident and are critical success factors to ensuring a sustainable poultry supply chain. We look forward to the products that will come from the Cobb Proving Grounds and the impact this facility will have for all broiler producers. We welcome any of our customers to the Proving Grounds once operating."

HUALI's Revolutionary Equipment Solutions

Redefining Poultry Systems: Holistic, Adaptive, and Innovative

Huali's array of offerings transcend mere functionality. These solutions aren't confined to spaces; they're bespoke ecosystems fostering optimal conditions for poultry welfare and productivity.

Broiler Floor Raising System: "It's not just about constructing structures; it's about creating habitats where every bird thrives," emphasized Mr. Rex, the Country Head of Huali India. "Our broiler floor raising systems embody innovation, ensuring that environmental control systems cater precisely to regional climates, and feed management curtails wastage, fostering a harmonious environment."

Layer Cage Raising System: "Our solutions aren't static; they're adaptive ecosystems," said Mr. Arun Kumar, Managing Director of Huali India. "Our layer cage raising systems epitomize this ethos—integrating feeding, drinking, and waste management seamlessly, elevating productivity while ensuring the welfare of our avian companions."

RECIPE: Homemade Popcorn Chicken for Kids

INGREDIENTS

- **Chicken Breasts.** Cut it into chunks.
- **Buttermilk:** To brine the chicken which flavours and makes the chicken tender.
- **Hot Sauce.** Add one tablespoon of hot sauce.
- **All Purpose Flour and Plain Breadcrumbs.** For crunchiness
- **Seasonings:** Salt, pepper, garlic powder, paprika, or seasonings to your own taste.

PREPARATION

Mix well, ensure thick consistency. You can either deep fry or use an air fryer. It's a quick recipe for kids.



CHICKEN TRIVIA BENEFITS OF EATING CHICKEN



Rich in vitamins: Chicken contains protein, selenium and is rich in B vitamins like niacin and vitamins B6 and B12 which play central roles in energy production, DNA synthesis and brain health.



Helps maintain lean body mass: Studies show that increasing your intake of protein may enhance feelings of fullness, increase weight loss, and help maintain lean body mass.



Chicken soup combats respiratory infections: Chicken soup is proven to mediate inflammation and improve symptoms of respiratory infections as well as balance eating.

Get poultry updates in your mail directly.
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