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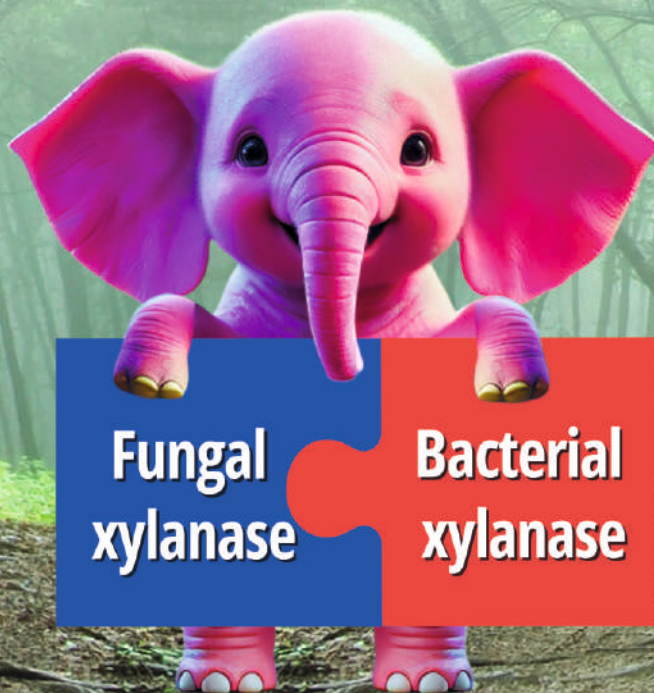
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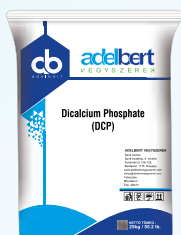
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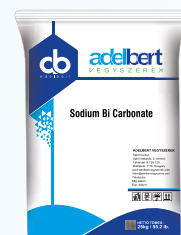
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Yeast and mold (cfu/gm)	Max 100
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E.Coli	Negative
S.Aureus	Negative

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- 500 gram per ton of feed will be given one week per month throughout laying period
- Broilers 200 gm of per ton of feed

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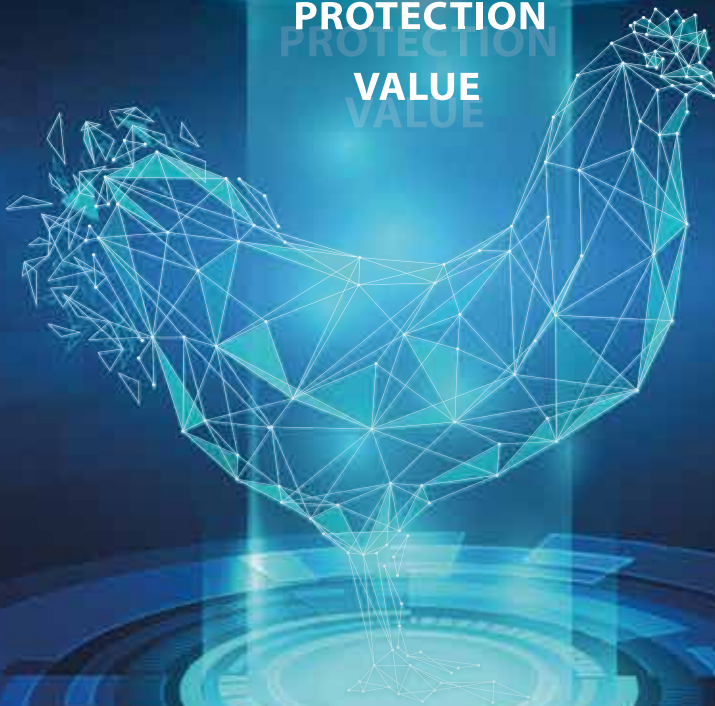


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For the use only of Registered Veterinary Practitioner. **Composition:** Marek's Disease virus, Serotype 1, RN1250 strain at least 952 PFU/dose Excipient q.s. 1 dose. **Indication:** This product has been shown to be effective for the vaccination of healthy 18 to 19 day old embryonated chicken eggs and healthy one-day-old chickens against very virulent Marek's disease. **Dosage and administration:** Administer only as recommended. In Ovo Administration: Dilute vaccine at 4,000 doses per 200 mL diluent. Inject a 0.05 mL dose into each embryonated egg. Subcutaneous Injection: Dilute the vaccine at 1,000 doses per 200 mL diluent. Inject 0.2 mL per chicken. **Age:** This vaccine is recommended for in ovo vaccination of 18 to 19-day-old embryonated chicken eggs. This vaccine is also recommended for subcutaneous vaccination of healthy one-day-old chickens. **Pregnancy and Lactation:** Not applicable. **Contraindications:** None known **Special warnings and precautions:** Do not mix with other products, except as specified on the label. Use the entire contents of the vaccine container within one hour after mixing the vaccine with diluent. Use entire contents when first opened. Do not vaccinate diseased embryonated eggs or diseased chickens. Avoid contact with eyes, hands and clothes when using the vaccine. **Adverse reactions:** None **Withdrawal period:** - Do not vaccinate within 21 days of slaughter. **Shelf Life and Storage:** Shelf life is 36 months, ampoules. Store in liquid nitrogen container. DILUENT: Store at room temperature. **MAH Holder:** Boehringer Ingelheim India Pvt Ltd, Unit No. 202 and part of Unit no. 201, 2nd Floor Godrej 2, Pirojsha Nagar, Eastern Express Highway, Vikhroli (E) | Mumbai 400079 Last review date: 09/08/2024 *Additional information is available on request.*



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THE POOR'S PENALTY!

The United States has confirmed two more states under HPAI. The bird flu has already caused shortage of eggs so much so that the USA is planning to import their table eggs from Turkey and South Korea. It is unfortunate that INDIA being among the top producers of table eggs has not been chosen as an egg supplier. The poultry in India must start focusing on making their final produce of eggs and chicken as export worthy both the government and the private sector must focus and work on it in today's global economy.

Besides, selecting the best alternative from materials for the feed industry, there has to be refinement in the way the Procurement of Premixes feed additives Enzymes toxin binders toxin solutions are going to be selected. All the above products should not be purchased on price and brand name but directly link to the expected performance and the actual performance seen.

Several products that are bought because they are known and being used for long. Changing feed raw materials and performance parameters demand innovation. Every farmer needs to ask the right questions before he continues to buy any feed additive. is it necessary? Does it guarantee its claimed performance? Is it measurable or being used blindly?

Healthy competition in the industry is a must. It ultimately benefits the end-user, and in our case, they are the farmers and the final consumers. The announcement of the arrival of VIV at Delhi the next year is being seen as a positive development for the benefit of the industry. Most of our farmers welcome in order to bring down the high handedness and monopolistic attitude of the current large exhibitor.

The equipment manufacturers had targeted a particular countries by denying entry to them as they were highly competitive in the cost of the equipment. But the final sufferers where the farmers who were deprived low-cost equipment which added to the final price even to the consumer.

Trumps tariff roller coaster seem to have shaken up the world.

In the process of new actions, it appears that America is the most hurt. By restricting imports, putting high tariff the products become more expensive for the US consumers. The local manufacturing and production do not happen overnight and so sudden change in policies will do more damage than good to its own people.

The SBI Garnered an estimate Rs. 235 crores from bank account holders who defaulted in maintaining minimum balance. The idea of the government to further rob poor who cannot afford to maintain minimum balance is ridiculous. The rich escape as they have no issues with the minimum balance. Is this a great idea to punish the poor because you're poor? This idea of penalizing the poor must change.

Every association and Federation in Poultry must be accountable in demonstrating their contribution towards promotion of Egg and Chicken to the consumers. They must demonstrate their contribution towards safety and higher standards worthy of exports. It is about seven decades since independence and we have a lot to do in promoting this industry

Ventri Biologicals Pvt. Ltd. continues its series of technical seminars on the “VENGEM” LPAI (H9N2) vaccine



Awareness Expands Across MP, Chhattisgarh & Haryana:

A series of impactful Vengem vaccine awareness meetings were conducted on the 4th, 5th, 6th, and 10th of February 2025 in Jabalpur, Bhopal, Raipur, and Karnal, respectively.

At Jabalpur, Bhopal and Raipur Dr H.G Murade, DGM, Sales and Marketing, welcomed all attendees and introduced the speakers for the technical seminar. Dr. Prakash Reddy (Deputy General Manager) delivered a comprehensive presentation on effective disease control, emphasizing how Vengem strengthens flock immunity and minimizes economic losses caused by Low Pathogenic Avian Influenza (LPAI). The events concluded with a note of gratitude from Mr. Abhishek Gupte, who acknowledged the valuable contributions of all attendees. He also extended special appreciation to the Venworld team for their dedication in making these events a success.

A key highlight of the Karnal event was Dr. Prakash Reddy's presentation at the North India Broiler Breeder Association, where he shared in-depth knowledge on Vengem's role in disease prevention and poultry welfare. His address was well received, sparking insightful discussions among industry stakeholders.

Strengthens Poultry Health in Karnataka & Tamil Nadu:

Vengem vaccine continued across South India, with events held in Hospet and Mysuru on the 13th and

18th of February, respectively, followed by an expert session in Namakkal, Tamil Nadu, on the 27th and 28th of February 2025. Dr. Prakash Reddy (DGM) addressed key aspects of disease control strategies and the role of Vengem in strengthening flock immunity against LPAI. Dr. Baburaj highlighted the importance of Vengem in improving poultry health and productivity, drawing participation from poultry farmers and industry experts. Mr. R D Lokesh proposed vote of thanks. The local Venworld Team organised these technical seminars.

At the Namakkal event in Tamil Nadu, Dr. Prakash Reddy led an in-depth discussion, addressing queries from poultry stakeholders on effective disease control measures. His insights emphasized Vengem's role in mitigating economic losses and ensuring sustainable poultry farming. Mr. G. Chinnaraj given conclusive remarks on technical seminar and assured the farmers regarding best possible services.

Covering Odisha's Key Layer Belt:

The Vengem vaccine launch meetings continued in Odisha on the 19th and 21st of February 2025, covering key layer belts in Bolangir and Brahmapur. The meetings started with welcoming remarks from Mr. Chita Sahoo, leading to valuable discussions. Dr. Shashikant Shiwalkar delivered a detailed presentation on Vengem's efficacy in preventing economic losses due to Low Pathogenic Avian Influenza (LPAI) and provided a comprehensive approach to disease control in poultry. His session emphasized the importance of

proactive vaccination in safeguarding poultry health and industry profitability. Mr. Satyajit Mohanty concluded the events with warm words of appreciation, acknowledging the contributions of the attendees and organizers. The Venworld team once again played a crucial role in executing these successful seminars, ensuring seamless engagement with stakeholders.



LUMIS ENZYMES at VIV ASIA, BANGKOK



LUMIS ENZYMES at VIV ASIA, BANGKOK



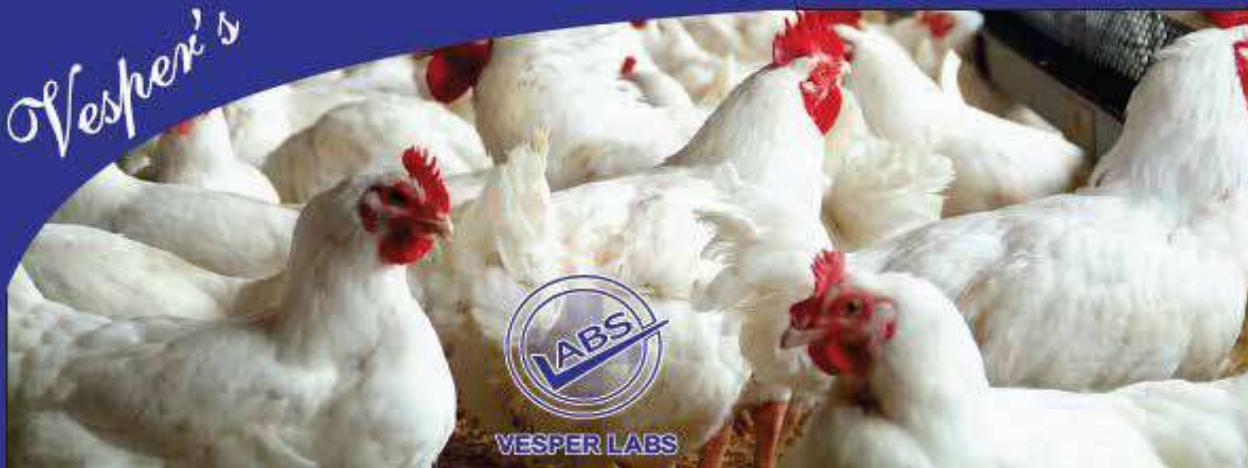
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- | | | |
|---|--|--|
| 01 Improves immune status of bird | 04 Enhances overall growth performance in broiler & egg production in layer | 07 Improves performance under heat stress |
| 02 Improves vaccination titer against ND & IBD | 05 Improves hatchability in breeders | 08 Improves normal absorption & metabolism calcium & phosphorus |
| 03 Reduces the stress during transportation, debeaking, vaccination & any oxidative stress | 06 Reduces problem of exudative diathesis in chick | 09 Improves the egg shell quality in laying hens |

Composition

- | | |
|--|--|
|  Vitamin-E |  Zinc Zn (Powder & Liquid) |
|  Vitamin-D ₃ |  Organic selenium as hydroxy selenomethionine |

Dosage

- 5 ml for 100 chicks
- 15-20 ml for 100 broiler birds for 5 days
- 20 ml for 100 layer birds 7 days
- 25ml for 100 breeder for 7 days



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Composition



Eucalyptus



Lemon Oil



Thyme Oil



Menthol



Oregano Oil



Q.S

Benefits

01

Improves immunity and reduce incidence of respiratory and viral diseases

02

Composition of essential oils makes it a strong expectorant, which helps to reduce the respiratory problems

03

The best treatment and prevention of CRD and CCRD

04

Improve carcass traits along with optimum performance of bird to get maximum production and efficiency

05

Acts as a relaxing, antiseptic, spasmolytic, soothing, softening and cooling muscle anti-inflammatory agent

06

Acts as antiviral, antibacterial, anti-inflammatory and anti-oxidant which improves overall health and efficiency of bird

Dosage

Drinking Water-

150 to 200ml / 1000 litre of water

By Spraying-

200 ml/10 L of Luke warm water for 5000 to 6000 sq. ft.

Presentation

1 Litre



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Introduction to Immunity

Immunity

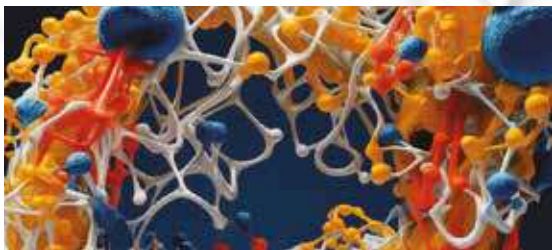
refers to the body's ability to resist or defend against infections, diseases, and other unwanted biological invasions. There are two main types of immunity

Innate immunity is the host's first line of defense against invading pathogens but some pathogens particularly immunosuppressive viruses have evolved sophisticated mechanisms to evade the host's innate immune responses and survive within the host. Adaptive Immunity targets specific pathogens that the body has encountered before. When the immune system fails, it can result in **immunosuppression**.

Immunosuppression originally defined as "a state of temporary or permanent dysfunction of the immune response resulting from damage to the immune system and leading to increased susceptibility to disease" includes suboptimal responses in antibody production, innate and cellular immunities.

Immunosuppression is a syndrome not a disease, Several environmental factors causing immunosuppression are related to management problems such as inadequate water or food supply, Nutritional deficiencies, Mycotoxins, Vaccinations, ammonia in the houses, excess dust, temperature stress, social interactions within a flock, and Infectious agents such as IBV, IBH, CIAV and Mareks.

Immunosuppression can increase susceptibility to infections and mortalities, increase feed conversion, reduce vaccine effectiveness and increase total production cost. As a result, they have substantial negative impacts on poultry health and welfare, and production performance in the poultry industry. Understanding the pathogenesis of immunosuppressive diseases is crucial to safeguarding health and productivity in the poultry industry.



Pathogenesis of Immunosuppressive Diseases

- ↓
Virus enters the body through various routes.
- ↓
Initial replication occurs in the small and large intestine.
- ↓
Viraemia occurs with spreading of virus to many organs like liver, kidney, heart, lungs, bone marrow & bursa.
- ↓
Virus can readily be isolated from faeces, ocular and nasal discharges.
- ↓
Affected organs show lesions at various degree.
- ↓
Chickens once affected become life long carrier.

IMMUNOTECH: The Lucrative solution for Immunosuppression

Immunotech is a mixture of functional enzymes and polyphenols, making it a powerful immunomodulator, anti-inflammatory, and antioxidant. Its unique formula not only enhances immunity but also helps to reduce inflammation and alleviate stress.

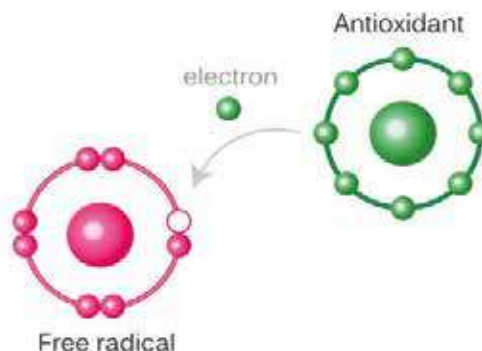
IMMUNOTECH targets and disrupts the proteins in virus cell walls, preventing the virus from replicating or attacking vital cells in the body. It revitalizes a compromised immune system, helping restore it to normalcy and supporting the fight against infections. It functions in various ways, including:-

As Immunity

- The enzymes present in IMMUNOTECH cleave the antigenic surface protein of organisms and digest their outer coat and the released enzyme-surface protein complex is ingested by macrophages and dendritic cells and induces higher antibody production.
- It inhibits the pathogen's ability to attach to host cells by reducing the receptors available for pathogens, thereby decreasing infectivity.
- When administered as a preventive measure, IMMUNOTECH functions like a "biological vacuum cleaner," purifying the blood and eliminating viruses from circulation. This significantly reduces the inflammatory response and enables normal immune functions to perform at a much healthier level.
- IMMUNOTECH causes the enhancement of immune cells to kill bacteria, viruses, molds and fungi.
- The systemic enzymes in IMMUNOTECH break down immune complexes and eliminate them from circulation paving the way for the immune cell's action.
- IMMUNOTECH boosts the bacteria-killing power of antibiotics and inhibits biofilm formation.

As Antioxidant

- Polyphenols such as rutin are potent antioxidants and effectively neutralize the harmful free radicals generated by any means such as a change in temperature, transportation, etc.



As Anti-inflammatory

- At the molecular level, IMMUNOTECH blocks pro-inflammatory metabolites such as histamine, serotonin, and bradykinin that drive inflammation. Its enzymes modify the arachidonate pathway, reducing thromboxane production without affecting cyclooxygenase. This results in reduced edema and inflammation, and restores balance between the two types of prostaglandins. Additionally, it enhances blood flow volume and fluidity, aiding in the removal of inflammatory by-products.
- Enzymes activate α -2 macroglobulin, a cytokine catcher that typically exists in its inactive (slow) form in the blood. This activation leads to a quicker clearance of cytokine TNF- α , thereby reducing the stimulus for the expression of adhesion molecules.

Trial Report

A straight run flock of 400 Cobb 400Y broiler chickens were distributed into 2 treatment groups and were raised on litter for 42 days. The birds were vaccinated according to the standard vaccination procedure against Newcastle disease (5-d and 20-d) and IBD (12-d).

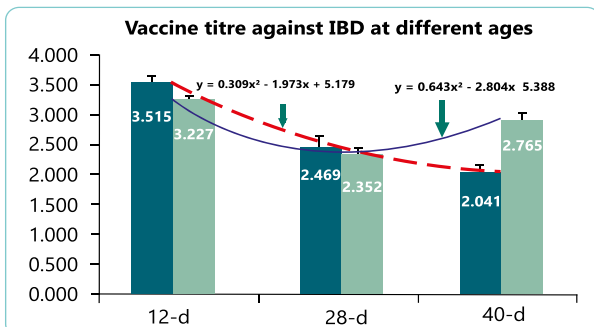
The treatment diets were as follows:

1. T1: Control diet devoid of any immune stimulant.
2. T2: Control diet supplemented with Immunotech at the rate of 250 mg/kg feed throughout the experimental period.

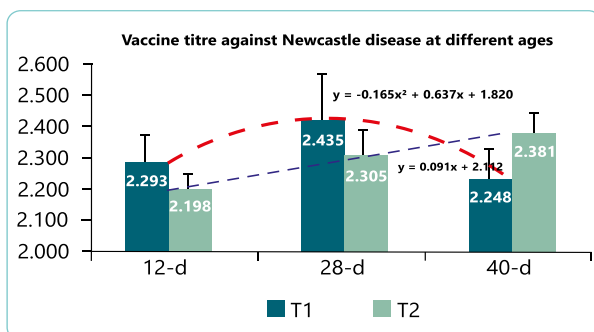


Vaccine titre against IBD

Vaccine titre (log10 values) against infectious bursal disease measured at 12-d, 28-d and 40-d of age is given below

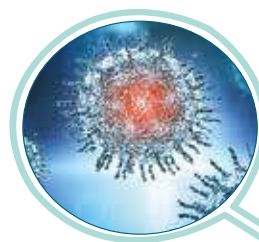


Vaccine titre against IBD in the T1 group without any immune stimulant went on decreasing with age. On the contrary, in the T2 group, which was supplemented with Immunotech, vaccine titre decreased up to 28-d of age but increased thereafter at 40-d of age. Numerically, in the T2 group, IBD vaccine titre was comparatively lower when measured on 12-d and 28-d of age but it was significantly better when measured at 40 d of age ($P < 0.05$). The drop in the IBD titre value from 12-d to 40-d was 42 % while that in the T2 group was only 14%. The above data clearly indicate that supplementation of Immunotech has substantially improved IBD titre in the birds especially after 28-d of age.



The above values indicate clearly that the vaccine titre against ND in the control group increased at 20-d of age in both the groups as compared with the initial values (age effect $P < 0.05$). However, in the T1 group which was devoid of any immune stimulant the vaccine titre decreased when measured at 40-d of age and came back to its initial level. On the contrary, in the T2 group, which was supplemented with Immunotech, the vaccine titre against ND increased linearly and a difference of 8% hike in the ND titre value was obtained from the initial value in this case.

IMMUNOTECH in a nutshell



Reduces susceptibility to infections

Reduces mortalities



Improves production parameters like feed intake, day gain, and feed conversion

Improves immunity, anti-inflammatory, and antioxidant status of the flock



Improves vaccine efficacy

Reduces total production cost



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Avitriol

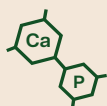
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1,25 (OH)₂D₃



Superior bioactivity in comparison to other forms of Vitamin D



No metabolic load on liver and kidney



Optimises Calcium - Phosphorus homeostasis



Improves immune response

THE ADVANTAGES OF PLANT DERIVED 1,25 (OH) 2 D3 GLYCOSIDE OVER OTHER METABOLITES OF VITAMIN D

Introduction: -

Vitamin D is a fat-soluble vitamin critical for maintaining calcium and phosphorus balance, promoting proper bone development and eggshell integrity, supporting muscle function and modulating the immune system of animals and birds. Vitamin D is absorbed from the digestive tract and requires the presence of bile salts for absorption (Braun, 1986). Cholecalciferol (Vitamin D₃), occurring in animals and Ergocalciferol (Vitamin D₂), occurring in plants are the two main natural sources of Vitamin D.

Compared to cholecalciferol (Vitamin D₃), its metabolites 25 (OH) D₃, 1- α -(OH) D₃ and 1, 25 (OH)₂ D₃ are more effective because all the cholecalciferol entering the system is not converted into active metabolites. Active metabolites may directly reach the target tissue by bypassing hydroxylation in liver and kidney or both, hence have more efficacy than Vitamin D₃ (Goodgame et al., 2011).

Supplementing Vitamin D metabolites in addition to cholecalciferol ensures that animals receive the active or near-active forms of Vitamin D, enhancing their ability to regulate calcium and phosphorus metabolism efficiently. This is particularly important in fast-growing species like poultry and livestock, which have high nutrient demands.

1,25(OH)₂D₃ is the biologically active form of Vitamin D. It is beneficial as it bypasses the need for metabolic conversion, making it a preferred choice for supplementation. Plants in the Solanaceae family contain 1,25(OH)₂D₃ as an active compound, and in these plants, 1,25(OH)₂D₃ is found in glycosidic form.

Glycoside form of 1,25(OH)₂D₃ :-

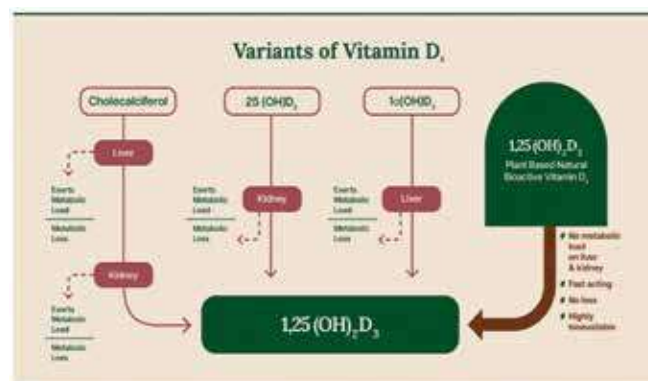
1,25-dihydroxy Vitamin D₃ Glycosides (1,25(OH)₂D₃-gly) are the active compounds in plants responsible for their Vitamin D-like activity. In addition to these 1,25(OH)₂D₃-gly, plants also contain free 1,25(OH)₂D₃, along with 25-hydroxycholecalciferol, 7-dehydrocholesterol and cholecalciferol (EFSA, 2015, Jäpelt, & Jakobsen 2013). The glycosylation pattern of 1,25(OH)₂D₃ includes a distribution of 1 to 12 hexose units per aglycone, with mono-, di-, and tri-glycosides being identified (Bachmann et al., 2013). This glycosylation forms a protective structure that serves as a natural slow-release source of 1,25(OH)₂D₃

and creates the high storage and processing stability of the active molecule (Klis, 2024).

Benefits of 1,25(OH)₂D₃-gly over other metabolites of Vitamin D

1,25-dihydroxyvitamin D₃ (1,25(OH)₂D₃-gly) is the biologically active form of Vitamin D, and it offers several advantages over other Vitamin D metabolites like 25-hydroxyvitamin D₃ (25(OH)D₃) and 1-alpha-hydroxyvitamin D₃ (1 α (OH)D₃) due to its direct physiological roles and bypass of metabolic conversion. Here is a detailed comparison:

1. Bypasses Metabolic Activation in Liver and Kidneys



Studies (Christakos et al., 2016; Soares et al., 1976; Stevens & Blair, 1987) have shown that animals or birds with chronic kidney disease, liver dysfunction, or advanced age, the hydroxylation of 25(OH)D₃ into 1,25(OH)₂D₃ is impaired. This hydroxylation is crucial for intestinal calcium absorption, and its disruption negatively affects calcium and phosphorus homeostasis, bone quality, eggshell formation and immunity against infection.

The ability of glycosidic 1,25(OH)₂D₃ to bypass these steps ensures sufficient active Vitamin D levels for physiological functions.

2. Metabolism:

- Gly-1,25(OH)₂D₃ exhibits delayed absorption and elimination due to the slow and sustained de-glycosylation, resulting in an extended half-life (T_{1/2}) of approximately 30 hours (EFSA, 2015).
- In contrast, 1 α -hydroxyvitamin D₃ (1 α (OH)D₃) is metabolized in the liver to form 1,25(OH)₂D₃, which has a significantly shorter half-life, ranging from 6 to

8 hours (Garcia et al, 2013).

- Sustained activity of Gly-1,25(OH)₂D₃ enhances calcium metabolism, leading to improved calcium absorption and strengthening immune function.

3. Shelf life and stability:

- Available data show that the content of Gly-1,25(OH)₂D₃ remains stable even after extended storage periods of 12, 36, and 66 months and different conditions (4–8 °C, at 20–26 °C or at 37 °C), with no significant reduction in its potency(EFSA, 2015).
- This long-term stability offers a major commercial advantage compared to other synthetic forms such as 25(OH)D₃ and 1α(OH)D₃.

Metabolites of Vitamin D			
Particulars	Plant origin 1,25(OH) ₂ D ₃	25(OH) D ₃	1α(OH)D ₃
Principal molecule	Gly-1,25(OH) ₂ D ₃	25(OH) D ₃	1α(OH)D ₃
Origin	Natural	Synthetic/Fermented	Synthetic
Shelf life	24 Month	06-24 Month	18 Month

4. Safety profile and reduced risk of toxicity

- 1,25(OH)₂D₃-gly exhibit water solubility, which influences their absorption and metabolism in the body. Unlike fat-soluble vitamins, which can be stored in fatty tissues. This mechanism helps to prevent the accumulation of potentially toxic levels of Vitamin D in the body, thereby reducing the risk of hypervitaminosis D and associated complications such as hypercalcemia.
- Thus, 1,25(OH)₂D₃-gly offers a safer profile compared to its fat-soluble counterparts, ensuring that adequate levels can be maintained without the risk of overaccumulation.
- Free 1,25(OH)₂D₃ is rapidly degraded once its physiological role is fulfilled, ensuring tight regulation and minimizing the risk of prolonged activity, which might otherwise result in adverse effects such as calcium dysregulation.

5. Improved Immune Function

- Gly-1,25(OH)₂D₃ has a direct immunomodulatory role as it enhances the innate immune responses by inducing antimicrobial peptides, such as cathelicidins and defensins, which are critical for fighting

infections.

- 1,25(OH)₂D₃ modulates the activity of T cells and dendritic cells, promoting a balanced immune response and preventing excessive inflammation (Nunes et al., 2020).
- Carlberg and Haq (2020) reviewed the effects of 1,25(OH)₂D₃ on immune system modulation, highlighting its role in reducing the risk of autoimmune disorders and enhancing pathogen defense.

6. Effect on Calcium and Phosphorus Homeostasis

- 1,25(OH)₂D₃ is the dominant hormonal player in regulating calcium metabolism. In conjunction with parathyroid hormone, and calcitonin it enhances the absorption of calcium and phosphorus in the intestines, which is essential for maintaining proper bone density and mineralization, eggshell formation, regulating muscle contraction, and nerve transmission.
- It directly influences calcium homeostasis by binding to the Vitamin D receptor (VDR) in intestinal epithelial cells, upregulating the expression of calcium transport proteins, such as calbindin (Lihua et al., 2022).
- Adequate levels of 1,25(OH)₂D₃ are vital for maintaining bone density and preventing fractures (Schwartz & Lizaola, 2014). Edwards and Hardy, 1989 indicated that supplementation of 1,25 (OH)₂ D₃ significant decrease in the occurrence of tibial dyschondroplasia (TD) and an increase in overall bone ash compared to 25-(OH) D₃. 1,25(OH)₂D₃ directly increases the synthesis of calcium-binding proteins in the intestines, facilitating more efficient mineral uptake to prevent such conditions (Dusso et al., 2005).
- Chennaiah et al. (2004) found that supplementation with 1,25(OH)₂D₃ resulted in significantly higher specific gravity in the eggs and improved egg production(McCoy, 2009)compared to those receiving only 25(OH)D₃ or 1α(OH)D₃.

7- Phytase and 1,25-(OH)₂D₃

- Recent studies have elucidated the synergistic relationship between phytase and 1,25-(OH)₂D₃ in enhancing phosphorus and calcium utilization in poultry.
- For instance, a study by Geng et al. (2021) found that the combination of phytase and 1,25-(OH)₂D₃ significantly improved phosphorus retention and

bone mineralization in broiler chickens, reducing the need for supplemental inorganic phosphorus in diets.

- Jiang et al. (2022) demonstrated that supplementing diets with phytase and 1,25-(OH)₂D₃ led to significant improvements in growth performance, and reductions in phosphorus excretion in broilers. Their findings indicate that this synergistic approach not only enhances nutrient utilization but also supports skeletal integrity and overall health in poultry.
- The study highlighted that this combination maximizes the bioavailability of phosphorus from plant-based feed ingredients, which often contain phytate-bound phosphorus that is not readily absorbable.

Conclusion

- In conclusion, glycosylated 1,25-dihydroxyvitamin D₃ (1,25(OH)₂D₃-gly) offers significant advantages over traditional Vitamin D metabolites, such as

25-hydroxyvitamin D₃ (25(OH)D₃) and 1-alpha-hydroxyvitamin D₃ (1α(OH)D₃).

- Its unique property of bypassing metabolic activation in the liver and kidneys along with slow and sustained release facilitates better bioavailability, making it beneficial for animals. This direct availability enhances intestinal calcium and phosphorus absorption, critical for maintaining bone health eggshell strength and overall mineral homeostasis.
- The extended half-life and stability of 1,25(OH)₂D₃-gly contribute to sustained physiological effects, optimizing its role in calcium metabolism and immune function while minimizing the risk of toxicity associated with excess Vitamin D.
- The synergistic interaction between 1,25(OH)₂D₃-gly and phytase further improves the bioavailability of phosphorus from feed, promoting enhanced growth performance, bone mineralization, eggshell strength, and overall health in poultry.





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Avitech Nutrition Showcases Innovative Solutions at VIV Asia 2025



Avitech Nutrition participated in VIV Asia 2025, held from March 12-14 at the Impact Exhibition Centre in Bangkok. As Asia's leading exhibition for the animal feed, health, breeding, and processing industry, the event provided an excellent opportunity to highlight PhyGeno's commitment to advancing animal nutrition

Avitech Nutrition highlighted its commitment to advancing animal nutrition through its innovative product offerings. Avitech Nutrition showcased established product portfolio that includes:

- Performins Minerals- A range of organic mineral monoglycinates (Performins Copper, Performins Iron, Performins Manganese & Performins Zinc) that represent the latest technology in organic trace minerals.
- Performins Blends – A range of organic

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- Trisorb Alpha – A complete toxin binder to safeguard feed from mycotoxin-related risks.
- NanoSel–New generation Selenium to replace Selenium yeast.

The event served as a valuable platform for Avitech Nutrition to engage with industry experts, share knowledge, and explore new opportunities for collaboration. Avitech Nutrition remains committed to delivering high-quality, research-driven products to support the dairy industry's evolving needs and looks forward to continuing its contributions to livestock nutrition.

To know more about Avitech Nutrition, please visit www.avitechnutrition.com



PhyGeno Highlights Plant-Based Innovations at VIV Asia 2025



PhyGeno participated in VIV Asia 2025, held from March 12-14 at the Impact Exhibition Centre in Bangkok. The event provided a valuable opportunity to exchange insights and explore science-driven, research-based solutions for the animal nutrition industry.

Specializing in plant-based solutions for poultry, aqua, cattle, and swine, PhyGeno showcased its innovative product range, including:

- Avitriol – Plant-based Vitamin D3
- GenoLiv – Plant-based Hepatostimulant
- PhyCholine – Plant-based Choline
- Green-C – Plant-based Vitamin C
- Auctus – Plant-based Growth Promoter

- Sapodo – Plant-based Ammonia Binder

The strong interest from visitors reflected the growing demand for sustainable, plant-based alternatives in animal nutrition. The event also provided a platform for knowledge sharing, industry collaboration, and exploring new opportunities.

PhyGeno remains committed to delivering high-quality, research-driven solutions that support the industry's evolving needs and contribute to a more sustainable future.

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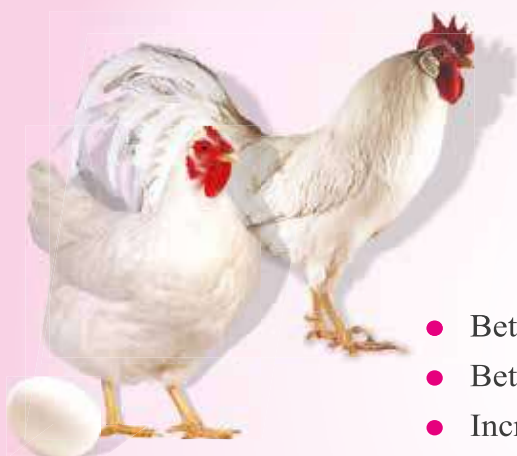
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Advancing Animal Nutrition: A Productive Visit to KEMIN Facility in Chennai - Ricky Thaper (www.rickythaper.com)

It was an insightful experience visiting Kemin Industries South Asia Pvt. Ltd., manufacturing facility in Ambattur Industrial Estate, Chennai, Tamil Nadu, on the kind invitation from Kemin,. Mr. Ashish Sachan, Zonal Manager-Sales coordinated our this visit. I was privileged to be accompanied by Mr. Ranpal Dhanda, MD, Unnat Group, Mr. Sanjeev Gupta, MD, Khusbhoo Feeds Pvt. Ltd. and Mr. Rahul Khatri, Director, Bhagwati Feeds, during this visit. Kemin continues to be at the forefront of animal nutrition, feed additives & food technologies and this visit provided valuable insights into their cutting-edge research, sustainability initiatives and advanced production processes. Their state-of-the-art infrastructure facilitates and unwavering commitment to quality, safety and efficiency reaffirm their vital role in shaping the future of the feed and food industry.



Kemin offers a wide range of innovative products tailored to meet the needs of the poultry, dairy, and aquaculture industries. Their poultry solutions include advanced feed additives, probiotics, antioxidants, and enzymes designed to improve feed efficiency, support optimal growth and enhance immune function.



In the dairy sector, Kemin provides products that promote better digestion, increase milk yield, and improve overall herd health. For aquaculture, Kemin's solutions focus on improving feed utilization and supporting the health and growth of aquatic species. Through these offerings, Kemin plays a crucial role in advancing animal nutrition and welfare while promoting sustainability across all these industries.

A heartfelt thanks to the Kemin team- Dr. Sushanta Dey, Director- Marketing, Dr. Saravanan Sankaran, Director- Sales (Monogastrics), Dr. Sushant Labh, National Techno Commercial Manager - Enzymes, Dr. Bayjut Bostami, Business Manager- Sales, Mr. Rahul Mittal, Product Manager- Enzymes and Mr. Vijayakumar J, General Manager-Operations. for their warm hospitality and engaging discussions on poultry nutrition, animal health, and feed safety.



Looking forward for the continued such collaborations and knowledge exchange in the industry!

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Poultry Climate Control System

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Marketing Manager – South Asia

Alltech is seeking a strategic and results-driven Marketing Manager to lead and execute marketing initiatives across South Asia, aligning with Alltech's business objectives.

Location: Bangalore, India

Job Description:

- Develop and implement a strategic marketing plan tailored to the South Asian market, ensuring alignment with the regional business strategy.
- Plan and execute marketing events, trade shows, workshops, and customer engagement programs and represent Alltech at key industry forums

Key Requirements:

- Bachelor's/Master's degree in Veterinary Science, preferably with an MBA
- Experience of 7-8 years in the similar field
- Strong understanding of South Asian market dynamics and customer behaviour.
- Excellent communication, presentation, and stakeholder management skills.
- Experience in digital marketing, brand management, and event co-ordination.
- Female candidates are preferred

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Key Requirements:

- Bachelor's/Master's degree in Dairy Science / Veterinary Science
- 15+ years of experience in the dairy industry, with a proven track record in business leadership and market development.
- Strong understanding of the Indian dairy market, including farm management, nutrition, supply chain, and dairy economics.
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11th Kolkata International Poultry Fair 2025 Successfully Concludes



The 11th edition of the Kolkata International Poultry Fair 2025, organized by the West Bengal Poultry Federation in association with the Animal Resources Development Department, Government of West Bengal, successfully took place at the Biswa Bangla Exhibition Centre, Newtown, from February 11 to February 14, 2025. The event witnessed enthusiastic participation from industry leaders, experts, farmers, students, and businesses from across India and abroad.

As a prelude to the grand exhibition, an international conference on poultry business, “NOVACON”, was held at the Biswa Bangla Convention Centre on February 11, 2025. The conference featured eminent speakers of both national and international repute. The welcome address and keynote speech were delivered by Sri Vivek Kumar, IAS, Additional Chief Secretary, ARD, on “Recent Poultry Development in West Bengal.” Other distinguished



speakers included Dr. Tiago Tedeschi Dos Santos, Dr. M. Prakashbabu, Dr. Stephaine Lemiere, Dr. Phang Yuen Fun, Prof. (Dr.) Ganapati D. Yadav (Padmashri), Mr. Onkar Singh Batra, Ms. Laura Maccio, and Mr. Sameer Agarwal. The conference saw an impressive attendance of over 800 delegates and guests from India and abroad.

Following the conference, the inauguration ceremony of the 11th Kolkata International Poultry Fair 2025 was held at the same venue. The ceremony was presided over by Sri Pradeep Kumar Majumder, Minister-in-Charge, Panchayat and Rural Development, Government of West Bengal, as the Chief Guest. The event was graced by Sri Swapan Debnath, Minister-in-Charge, Animal Resources Development, Government of West Bengal, and other eminent personalities, including Dr. Anirban Guha, Assistant Secretary,





DAHD; Dr. Jimlee Sarmah, Deputy Commissioner, AQCS, Kolkata; Dr. Utpal Kumar Karmakar, MD, West Bengal Livestock Development Corporation Ltd; Dr. Tirtha Kumar Datta, Vice Chancellor, WBUAFS; Dr. Nilotpal Ghosh, Dean, Faculty of Veterinary & Animal Sciences; Dr. Partha Das, Registrar, WBUAFS; and Shri Benoy Sikdar, WBCS (Exe), Special Secretary, ARD, among other special guests.

The exhibition commenced on February 12, 2025, at the Biswa Bangla Exhibition Centre, featuring participation from 146 companies representing different parts of India and abroad. The first day witnessed an overwhelming response with a crowd of approximately 7,000 visitors. A special highlight of the fair was the Student Zone, which attracted participation from 27 colleges across the State. This dedicated space provided students with insights into the future prospects of the poultry sector and recorded a footfall of over 1,300 students over the three-day fair.



The event attracted a total footfall of 25,000 visitors, including farmers and poultry industry stakeholders from Uttar Pradesh, Bihar, Jharkhand, Odisha, Chhattisgarh, Madhya Pradesh, the North-Eastern states, and Nepal. The fair also hosted two significant meetings:

1. Pan India Broiler Coordination Committee Meeting, presided over by Mr. Vasanth Kumar Shetty, President.
2. Eastern India Poultry Development Forum Meeting, with active participation from representatives of the North-Eastern India poultry industry.

The 11th Kolkata International Poultry Fair 2025 has once again proven to be a landmark event, providing a robust platform for industry collaboration, knowledge exchange, and business growth. The organizers extend their gratitude to all participants, exhibitors, and visitors for making the event a grand success.













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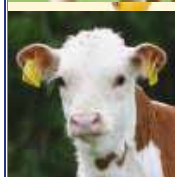
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Hyderabad	98	103	103	103	103	103	103	93	87	97	97	97	100	103	103	93	80	80	80	80	80	70	70	70	70	70	70	75	80		
Karimnagar	98	103	103	103	103	103	103	93	87	97	97	97	100	103	103	93	80	80	80	80	80	70	70	70	70	70	70	75	80		
Warangal	98	103	103	103	103	103	103	93	87	97	97	97	100	103	103	93	80	80	80	80	80	70	70	70	70	70	70	75	80		
Mahaboobnagar	98	103	103	103	103	103	103	93	87	97	97	97	100	103	103	93	80	80	80	80	80	70	70	70	70	70	70	75	80		
Kurnool	98	103	103	103	103	103	103	93	87	97	97	97	100	103	103	93	80	80	80	80	80	70	70	70	70	70	70	75	80		
Vizag	101	111	111	111	111	111	111	101	91	96	100	103	103	103	103	93	80	80	80	80	80	70	70	70	70	70	70	75	80		
Godavari	109	119	119	119	119	119	119	109	93	98	106	111	111	111	111	101	83	83	83	83	83	71	71	71	71	71	71	76	81		
Vijayawada	109	119	119	119	119	119	119	109	93	98	106	111	111	111	111	101	91	91	91	91	91	71	71	71	71	71	71	76	81		
Guntur	107	112	112	112	114	114	114	104	100	105	106	116	116	116	110	100	91	91	91	91	91	60	60	60	60	60	60	76	81		
Ongole	107	112	112	112	114	114	114	104	100	105	106	116	116	116	110	100	90	90	90	90	90	60	60	60	60	60	60	76	81		
Chittoor	94	94																													
Namakkal	98	100	100	100	100	90	90	93	93	93		93	93	99	99	99	99	94	86	89	94	96	96	96	84	84	84	84			




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OptiTECH 2025: Innovating & Transforming Poultry Nutrition in the MEA Region



Dubai, February 22, 2025

OptiTECH 2025, organized by Optima Life Sciences Pvt Ltd, a premier technical event focused on advancing poultry nutrition and feed quality, successfully concluded at Rose Rayhaan by Rotana, Dubai. This exclusive event brought together leading industry experts, nutritionists, and key stakeholders from the Middle East and Africa (MEA) region to discuss cutting-edge innovations in poultry feed and performance enhancement.

With the poultry industry facing evolving challenges such as heat stress, feed quality deterioration, and performance optimization, OptiTECH 2025 served as a vital platform for knowledge-sharing, collaboration, and the development of sustainable nutritional solutions.

Key Highlights from OptiTECH 2025:



Dr. U.C. Patel – Emphasized the critical role of feed quality in ensuring optimal poultry performance, discussing strategies to maintain consistency and nutritional value in poultry diets.



Mr. Vinay Kulkarni – Highlighted Optima's advanced solutions for enhancing feed quality, detailing innovative approaches to improving digestibility, reducing wastage, and optimizing nutrient utilization.



Dr. Sivakumar – Presented on nutritional interventions to counteract heat stress, outlining specific dietary strategies that help poultry maintain performance and well-being under extreme environmental conditions.



Mr. Omkar Kulkarni – advanced multi-liquid dosing system and in-line moisture sensors for precise moisture management.

Commitment to Advancing Poultry Nutrition

As the poultry industry continues to evolve, OptiTECH remains committed to supporting the sector with innovative nutritional solutions and technical expertise. The success of OptiTECH 2025 underscores the importance of such knowledge-sharing platforms in fostering progress and excellence in poultry production.



Dr. C.V. Chandrasekaran – Introduced the benefits of OptiBetaine, an innovative feed additive designed to mitigate heat stress and enhance poultry productivity through improved osmotic balance and stress resistance.

Fostering Industry Collaboration and Innovation

OptiTECH 2025 created a dynamic environment where poultry professionals engaged in insightful discussions on industry trends, sustainable nutrition solutions, and the latest technological advancements. The event served as a catalyst for new partnerships and collaborations aimed at driving innovation in poultry production across the MEA region.

The expert-led discussions addressed critical industry concerns, providing attendees with actionable insights into improving feed formulation, enhancing bird performance, and ensuring sustainability in poultry farming. The interactive Q&A sessions allowed participants to gain deeper knowledge and practical solutions tailored to regional challenges.

A heartfelt thank you to all our esteemed speakers, industry experts, and attendees for making OptiTECH 2025 a remarkable success. We look forward to driving further innovation and strengthening partnerships to shape the future of poultry nutrition.

For further information or media inquiries, please contact:

Pradeep Kumar C | DGM-Marketing
9900388444 / 8484009403

OPTIMA LIFE SCIENCES SHOWCASES INNOVATION AND EXPERTISE AT THE 11th KOLKATA INTERNATIONAL POULTRY FAIR 2025



Optima Life Sciences made a strong impact at the 11th Kolkata International Poultry Fair, held from February 12 to 14 at the Biswa Bangla Exhibition Centre, Newtown, Kolkata, West Bengal. This premier event brought together leading poultry sector companies to showcase their innovations and engage with poultry producers and industry professionals.

With a legacy spanning over a decade, Optima Life Sciences remains committed to delivering innovative, science-based solutions that enhance poultry health and productivity. The 11th Kolkata International Poultry Fair 2025 provided an excellent platform for poultry stakeholders to gain deeper insights into the company's advanced products and services. At the event, Optima Life Sciences presented its latest technologies, designed to drive the future of poultry farming with a strong focus on sustainability and efficiency.

The fair witnessed enthusiastic participation from nutritionists, feed millers, integrators, farmers, academicians, and industry experts. Professional networking, knowledge-sharing sessions, and expert discussions played a vital role in fostering the growth and development of the poultry sector. Vice President of Optima Life Sciences, Dr. C. V. Chandrasekaran, welcomed guests to the booth and stated, "The Kolkata International Poultry Fair 2025 offers a valuable opportunity to connect with poultry producers and industry professionals, enabling them to access our innovative solutions that enhance poultry health, productivity, and profitability."

"The 11th Kolkata International Poultry Fair is one of the best events for Optima Life Sciences, and we are delighted to have a vibrant presence here with



engaging activities for poultry producers," said Mr. Mayukh Basu, AGM, Optima Life Sciences. He further emphasized the company's commitment to helping the industry optimize feed performance.

The Optima Life Sciences booth attracted significant attention from industry professionals, with the company's technical team expertly addressing inquiries and engaging in insightful discussions. Committed to sustainability and global well-being, Optima Life Sciences continues to support the poultry healthcare industry and its valued customers. By integrating science-backed solutions with a holistic approach to feed, farm, and health management, the company empowers poultry producers to optimize nutrition, improve flock welfare, and achieve superior performance while maintaining economic viability.

Optima Life Sciences extends its sincere gratitude to poultry producers, nutritionists, feed millers, integrators, farmers, academicians, industry experts, and well-wishers for their continued support, collaboration, and guidance.



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Improves FCR
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WATER INCLUSION RATE

10ml per 100 birds or as advised by the poultry consultant. To be given orally, mixed with drinking water, once daily. Double quantity is recommended for breeders.

PRESENTATION

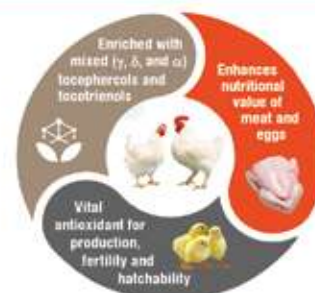
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FEED INCLUSION RATE

100 gm per ton of feed or as advised by the poultry consultant

WATER INCLUSION RATE

E Sel POWER Liquid (per 1000 birds)

Broilers	Layers	Qty
0-2 weeks	0 - 8 wks	10 ml
3-4 weeks	9 -20 wks	20 ml
5 th week & onwards	21-72 wks	40 ml

To be given orally, mixed with drinking water, once daily.
Double quantity is recommended for breeders.

PRESENTATION

1 Kg, 10 Kg & 25 Kg
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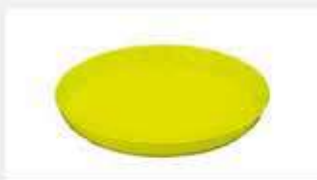
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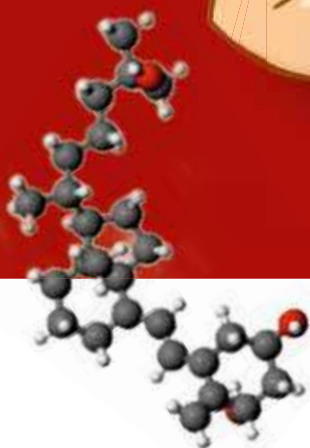
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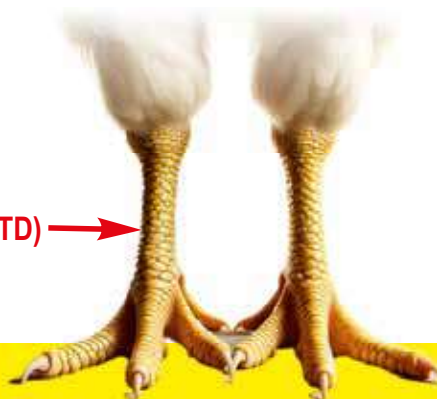


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Optimizing Vitamin D3 Supplementation to Prevent Tibial Dyschondroplasia (TD) in Poultry-Comparative landscape of Calcitriol as compared to other vitamin D3 derivatives



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Introduction:

The poultry industry plays a crucial role in global food production, providing a primary source of animal protein through meat and eggs. However, intensive poultry farming has led to the rise of skeletal disorders such as Tibial Dyschondroplasia (TD), a metabolic bone disease commonly found in fast-growing broiler chickens. TD affects the growth plates of long bones, leading to lameness, poor weight gain, and high economic losses. One of the key nutritional factors influencing TD development is vitamin D and its metabolites, which are essential for bone mineralization and chondrocyte differentiation. This article explores the role of vitamin D in TD prevention, focusing on bioavailability, biopotency, and dietary optimization.

Understanding Tibial Dyschondroplasia (TD) in Poultry:

TD is a skeletal disorder affecting the growth plates at the ends of long bones, particularly the tibiotarsus and tarsometatarsus. It is characterized by the presence of unmineralized, avascular cartilage, which fails to mature into bone.

Key Pathogenic Mechanisms of TD:

1. Impaired Endochondral Ossification

- o In normal bone development, chondrocytes proliferate, mature, and are replaced by bone.
- o In TD, chondrocyte differentiation is disrupted, leading to cartilage accumulation.

2. Failure of Cartilage Vascularization

- o Growth plate blood vessels fail to penetrate, preventing nutrient supply and ossification.
- o Hypoxia and cell death contribute to defective mineralization.

3. Oxidative Stress and Cellular Damage

- o Increased reactive oxygen species (ROS) damage chondrocytes.
- o Antioxidant defenses (glutathione, catalase) are often overwhelmed.

4. Nutritional Deficiencies and Genetic Susceptibility

- o Calcium, phosphorus, vitamin D, and trace mineral imbalances (Zn, Cu, Mn) affect bone formation.
- o Some genetic lines of broilers are more prone to TD due to rapid growth rates.

5. Disruptions in Molecular Signaling

- o Altered expression of growth factors (VEGF, IGF-1, Indian Hedgehog) affects cartilage formation.
- o Matrix metalloproteinases (MMPs) responsible for cartilage degradation may be dysfunctional.

The Role of Vitamin D3 in Bone Health and TD Prevention:

Vitamin D plays a vital role in bone mineralization by regulating calcium and phosphorus metabolism. Its active form, 1,25-dihydroxyvitamin D₃ (calcitriol), is crucial for:

- Chondrocyte differentiation and proliferation in the growth plate
- Enhancing calcium and phosphorus absorption from the intestines
- Promoting vascularization and cartilage-to-bone transition.
- Preventing the accumulation of unmineralized cartilage, reducing TD risk.

Vitamin D Metabolism in Poultry:

- Vitamin D (Cholecalciferol) is converted in the liver to 25-hydroxyvitamin D₃ (25-OH-D₃).

- In the kidneys, 25-OH-D₃ is hydroxylated to 1,25-dihydroxyvitamin D₃ (Calcitriol – the active form).
- The active form binds to vitamin D receptors (VDRs) in bones and intestines to regulate calcium uptake and bone mineralization.

Bioavailability and Biopotency of Vitamin D Vitamers in Poultry

Different forms of vitamin D vary in their ability to be absorbed and utilized in poultry.

Comparison of Vitamin D Vitamers:

Vitamin		Conversion Steps	Bioavailability	TD Prevention Effectiveness
Vitamin D ₂ (Ergocalciferol)	D ₂	Liver → 25-OH-D ₂ → 1,25-(OH) ₂ -D ₂	Low	Poor
Vitamin D ₃ (Cholecalciferol)	D ₃	Liver → 25-OH-D ₃ → 1,25-(OH) ₂ -D ₃	Moderate	Good
25-Hydroxyvitamin D ₃ (25-OH-D ₃)	D ₃	Absorbed as 25-OH-D ₃	Higher	Very Good
1,25-dihydroxyvitamin D ₃ (1,25-(OH) ₂ -D ₃)		Directly absorbed as active metabolite	Ultra-high	Excellent

Why 1,25-(OH)₂-D₃ (Calcitriol- D) is More Effective Than Standard D₃:

- Bypasses the all-hydroxylation steps being already active form, allowing for faster absorption and utilization.
- Reduces TD incidence, improves bone strength, and enhances overall growth performance in broilers.

Physiological Roles of 1,25-(OH)₂-D₃:

- Enhances calcium and phosphorus absorption from the intestines.
- Stimulates chondrocyte maturation and endochondral ossification in the growth plate.
- Regulates vascularization and mineral deposition in cartilage.
- Binds to vitamin D receptors (VDRs) in bone-forming cells to promote skeletal integrity.

Scientific Evidence Supporting 1,25-(OH)₂-D₃ in TD Reduction:

Numerous studies have demonstrated the role of vitamin D₃ and its derivatives in preventing TD and promoting bone health:

- Lidor et al. (1987): Direct injection of 24,25-dihydroxyvitamin D₃ into rachitic chick growth plates resulted in healing, highlighting its

direct action on chondrocytes.

- Boyan et al. (2002): Found that 1,25-(OH)₂-D₃ decreased chondrocyte proliferation in both resting and proliferative zones, ensuring proper cartilage turnover.
- Atencio et al. (2005), Driver et al. (2005): Showed that dietary supplementation with 1,25-(OH)₂-D₃ and its analogs significantly reduced TD incidence in broiler chickens.

Optimizing Vitamin D Supplementation in Poultry Diets:

To effectively prevent TD and enhance bone health, poultry feed should include:

- Adequate vitamin D₃ (Cholecalciferol) supplementation to meet metabolic requirements.
- Use of 1,25-dihydroxyvitamin D₃ (1,25-(OH)₂-D₃) as a more bioavailable alternative.
- Phytase enzyme supplementation to enhance phosphorus availability.
- Balanced calcium and phosphorus levels to support proper bone development.

Recommended Dietary Inclusion Levels:

- Vitamin D₃: 3,000 – 5,000 IU/kg feed.
- 1,25-(OH)₂-D₃: Inclusion through fortified supplements if needed.
- Calcium-to-Phosphorus Ratio: Maintain at 2:1 for optimal bone mineralization.

Conclusion:

1,25-Dihydroxyvitamin D₃ is a key regulator of bone mineralization and chondrocyte maturation, making it essential for TD prevention in poultry. Studies confirm its role in enhancing cartilage development, vascularization, and calcium-phosphorus homeostasis. Poultry diets optimized with 1,25-(OH)₂-D₃ can significantly reduce TD prevalence, improve skeletal strength, and enhance broiler productivity.

Note: Calcitriol-D – the king of all D₃ – imported from Netherlands is available with GLOCREST Pharmaceutical Pvt Ltd in 20 kg premix form and 5kg concentrate form: For details, please contact Dr Ramdas S Kambale: 9820393342 or at ramdas@glocrestpharma.com



CLFMA OF INDIA Poultry Seminar at Hotel Taj Vivanta, Coimbatore on the theme Seeking Solutions and Opportunities: The Future of India's Poultry Sector.

The Poultry Seminar, organized by CLFMA OF INDIA, in association with U.S. Grains Council and BCC, was held on February 21, 2025, at Hotel Taj Vivanta, Coimbatore, Tamil Nadu. This high-profile industry event brought together key stakeholders, policymakers, and experts from across India's poultry sector to discuss the current challenges, emerging trends, and future opportunities for sustainable growth.

Event Overview & Objectives:

The Seminar aimed to facilitate knowledge-sharing, collaboration, and strategic discussions to address critical issues in the poultry industry, such as feed innovations, sustainable farming practices, and policy frameworks. With India's poultry industry playing a crucial role in food security and rural livelihoods, the event focused on exploring new solutions, enhancing productivity, and ensuring long-term viability for poultry farmers and businesses.

Key Sessions & Highlights:

1. Welcome Address (6:00 PM)

- Mr. Abhay Shah, Deputy Chairman, CLFMA OF INDIA, set the tone for the evening with an insightful address, emphasizing the importance of collective efforts in strengthening India's poultry sector.

2. Presentation on Sorghum Trials and Results – India's Story (6:05 PM)

- Mr. Reece H. Cannady, Director, U.S. Grains Council, presented findings from sorghum trials conducted in India, highlighting its potential as an alternative feed ingredient to reduce dependency on traditional grains and lower feed costs.

- The session explored global best practices,

nutritional benefits, and economic feasibility of integrating sorghum into poultry diets.

3. Panel Discussion: Future of India's Poultry Sector (6:35 PM)

- This dynamic panel discussion featured a distinguished lineup of industry experts who shared their perspectives on market trends, policy changes, technological advancements, and investment opportunities in the poultry sector:

Panelists:

- Dr. Harsha Kumar Shetty, Venkateswara Hatcheries Pvt. Ltd.
- Mr. Lakshmanan R., Chairman, Broiler Coordination Committee.
- Mr. Ramkutti R., Treasurer, CLFMA OF INDIA.
- Mr. Naveen Pasupathy, Director, Nandus Foods.
- Dr. Rukmangadhan, Managing Director, Surabhi Hatcheries.
- Mr. Sumit Sureka, Managing Director, Shivshakti Agro (India) Pvt. Ltd.

The panel was moderated by Mr. Divya Kumar Gulati, Chairman, CLFMA OF INDIA, who steered discussions around:

- Feed security & ingredient alternatives to combat price volatility.
- Biosecurity measures & disease management for improving farm efficiency.
- Government regulations & policy reforms affecting the poultry industry.
- Sustainable practices & environmental

concerns in poultry farming.

- Consumer trends & market expansion strategies for domestic and export markets.

The panelists engaged in a lively exchange of ideas, addressing audience queries and proposing actionable strategies to drive sectoral growth.

4. Vote of Thanks (7:15 PM)

- Mr. Saravanan Chinnasamy, President (South Zone), CLFMA OF INDIA, delivered the vote of thanks, appreciating the contributions of speakers, sponsors, and attendees for making the seminar a success.
- He reiterated CLFMA OF INDIA's commitment to supporting the industry through continued advocacy, research, and policy engagement.
- He also urged the producers to be more committed towards sustainable farming practices to save themselves and the environment and the future.

5. Networking Dinner & Reception (7:20 PM – 10:00 PM)

The Poultry Seminar concluded with an informal networking session, providing attendees an opportunity to connect, exchange insights, and explore potential collaborations over cocktails and dinner.



Conclusion & Impact:

The Poultry Seminar 2025 was a valuable platform for knowledge-sharing, collaboration, and strategic discussions, bringing together industry leaders, researchers, and policymakers to address the future of India's poultry industry.

Key Takeaways:

- Diversification in feed ingredients, such as sorghum, can offer cost-effective solutions.
- Stronger biosecurity measures & disease control are crucial for sustainability.
- Policy reforms & industry advocacy are needed to support long-term growth.
- Adoption of new technologies & market expansion can enhance sector competitiveness.

By fostering meaningful discussions and partnerships, this event reinforced the industry's commitment to innovation, efficiency, and sustainability, paving the way for a more resilient poultry sector in India.

The seminar was well received by all, with approximately 99 participants attending the Poultry Seminar.





Free Lance Poultry Consultant

DR.MANOJ SHUKLA, a renowned poultry Veterinarian, with 20 years of enriched field experience, now started Free Lance Poultry Consultancy. In the past 20 years have contributed to the development of the hatcheries in various capacities of leading companies across India - Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh, Orissa, Bihar, West Bengal, Jharkhand, North-East, Uttar Pradesh and neighbouring country of Nepal.



His areas of expertise include:

- Commercial Layer Management.
- Commercial Broiler Management
- Nutrition (Feed Formulations).
- Breeder Management.
- Sales & Marketing of Day-Old commercial Layer chicks, Broiler chicks & Poultry Feed.
- Sales & Marketing of Broiler Breeder.
- Integration.
- Training to Field staff.
- Field Trial of Drugs & Feed additives.
- Speaker in Technical Seminars.

He can be Contacted at:- **Dr. Manoj Shukla**

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As a strategic partner, Poultry Line wishes Dr. Shukla every success in his new assignment

CLFMA Poultry Seminar at Pune on 05th March 2025

CLFMA of India Hosts Successful Poultry Seminar on Industry Challenges and Future Prospects.

The Compound Livestock Feed Manufacturers Association (CLFMA) of India successfully hosted a Poultry Seminar on March 5, 2025, at Ramee Grand Hotel, Pune. The seminar, themed “Poultry in India: Current Challenges & the Way Forward – A CLFMA Perspective,” brought together 120 industry stakeholders, including feed manufacturers, poultry farmers, nutritionists, consultants, and experts from across the region.

The event commenced with a welcome address by Mr. Divya Kumar Gulati, Chairman, CLFMA of India, highlighting the association’s commitment to addressing key industry challenges and driving innovation in the poultry sector.

The event was moderated by Dr. Saikat Saha, President, West Zone, CLFMA of India, who ensured a smooth flow of discussions and engaged participants in meaningful dialogues.

Key Discussions & Insights:

- Dr. Someshwar Zadbuke (Godrej Agrovvet Ltd.) provided an overview of the current challenges in poultry nutrition and the need for sustainable feed solutions.
- Mr. Amiya Nath (Japfa Comfeed India Pvt. Ltd.) shared insights on entrepreneurial challenges in the poultry sector and strategies for growth.
- Dr. Alim Khan Pathan (Vimala Feeds Pvt. Ltd.) discussed the changing landscape of poultry processing in India, emphasizing the need for

modernization.

- Mr. Sandip Guha (Bunge) addressed the issues and scope of feed ingredients in India, shedding light on market trends and supply chain concerns.
- Dr. Mukund Kadam (MAFSU) spoke on the importance of research collaboration between industry and academia for future advancements.

A panel discussion, moderated by Dr. Saikat Saha, featured distinguished experts such as Prof. Dr. A. S. Ranade, Dr. Ajay Deshpande, Dr. Dinesh Bhosale and Mr. Divya Kumar Gulati. The discussion provided a platform for dynamic exchanges on industry challenges, innovations, and opportunities for growth.

The event concluded with an engaging Q&A session and a Vote of Thanks by Mr. Sameer Chotai (President, East Zone, CLFMA of India), followed by a networking dinner that fostered meaningful industry collaborations.

A Step Forward for the Poultry Sector

The seminar successfully addressed critical issues in poultry nutrition, feed manufacturing, processing, and research collaboration, reinforcing CLFMA’s role as a key advocate for industry growth. The discussions and insights shared during the event will serve as a foundation for future strategies to strengthen the poultry sector in India.





CLFMA Poultry Seminar along with US Grains Council & West Bengal Poultry Federation at Kolkata on 06th March 2025

CLFMA of India Hosts Insightful Session on the Future of the Poultry Industry

CLFMA of India, in collaboration with the West Bengal Poultry Federation (WBPF) and the U.S. Grains Council (USGC), conducted an informative session on the evolving poultry sector and its future prospects.

The event commenced with a warm welcome address by Mr. Sumit Sureka, Deputy Chairman of CLFMA of India and Mr. Divya Kumar Gulati, Chairman, CLFMA of India, briefing on various activities being taken on by CLFMA, like students' program, conduct of seminars pan India in collaboration with different associations, etc. This was followed by insightful presentations from Mr. Amit Sachdev and Mr. Reece Cannady of USGC, who shed light on global feed stock trends and highlighted U.S. sorghum as a promising solution for the industry.

Dr. Harsha Kumar Shetty, General Manager of Venkateshwara Hatcheries, provided an in-depth update on the Indian poultry sector, discussing key challenges and the road ahead for sustainable growth.

A dynamic panel discussion on the future of poultry in India by Dr. Harsha Kumar Shetty, General Manager, Venkateshwara Hatcheries, Mr. Sameer Agarwal, Managing Director, Shalimar Group, Mr. Madan Mohan Maithy, General Secretary, West Bengal Poultry Federation (WBPF), Mr. Naveen Pasupathy, Deputy Chairman, CLFMA OF INDIA, Mr. Neeraj Kumar Srivastava, Past Chairman, CLFMA OF INDIA, Mr. Sumit Sureka, Deputy Chairman, CLFMA OF INDIA, duly moderated by Mr. Divya Kumar Gulati, Chairman, CLFMA OF INDIA engaged the audience, fostering valuable exchanges of knowledge and industry perspectives.

The event concluded with the felicitation of speakers and distinguished panellists, followed by a heartfelt vote of thanks delivered by Mr. Sameer Chotai, President, East Zone, CLFMA of India.

This session reinforced CLFMA's commitment to driving industry advancements and fostering collaboration among key stakeholders.





Regen Biocorps Concludes a Successful Participation at VIV Asia 2025

Regen Biocorps AHI (P) Ltd. successfully concluded its participation at VIV Asia 2025, held at IMPACT, Bangkok, from March 12-14, 2025. The event served as a significant platform for showcasing innovative solutions for animal health and nutrition.

Represented by Mr. Pawan Kumar Mudgil (CEO), Dr. Amit Pandey (Business Head – International Business), Mr. Pankaj Hastwala (National Sales Manager), Mr. Manoj Dwivedi (Business Associate), Mr. Koushik Chakraborty (Institutional Business Manager), and Mr. Vipin Pratap Singh (Investor), Regen Biocorps engaged with industry experts, veterinarians, and global stakeholders to discuss sustainable advancements in gut health, immunity, and productivity solutions.

The event saw an overwhelming response from visitors representing Nepal, Bangladesh, Vietnam, Nigeria, the Philippines, Thailand, Saudi Arabia, Sri Lanka, Taiwan, Venezuela, Peru, and Chile. These interactions provided valuable insights into diverse market needs and reinforced Regen Biocorps' commitment to global expansion and innovation.

“VIV Asia has been an incredible opportunity to showcase our innovations and connect with industry leaders. The response to our Phytogenic Antibiotic Alternative Therapy (AAT) approach has been overwhelmingly positive, reinforcing our mission to drive sustainable animal healthcare,” said Dr. Amit Pandey, Business Head – International Business.

Alongside the AAT approach, Regen Biocorps presented its cutting-edge solutions such as Colikil R, Immon, and CRDX R—products designed to be sustainable, safe, and highly

efficacious. These solutions not only support gut health and immunity enhancement but also ensure optimal productivity, making them a major attraction for visitors seeking effective and reliable alternatives to antibiotics.

The team also celebrated Holi at the event, adding a cultural touch to the exhibition while strengthening global collaborations. The high level of engagement at Booth 3499, Hall 2, highlighted the growing demand for sustainable solutions in animal health.

Regen Biocorps extends heartfelt gratitude to all visitors and looks forward to fostering long-term collaborations.





Carus Laboratories Welcomes Dr. Amardeep as Business Head - International Business



Carus Laboratories Pvt Ltd is proud to announce the appointment of Dr. Amardeep as the Business Head – International Business. Bringing with him an impressive 18 years of experience, Dr. Amardeep has a proven track record in driving strategic growth and expansion across both domestic and international markets.

In his previous roles, Dr. Amardeep has successfully led and strengthened teams with his expertise in marketing, sales, and technical knowledge. With hands-on experience at the grassroots level, he has worked closely with dairy and poultry farmers, helping them adopt better practices to enhance productivity. His

global exposure includes extensive travel and technical seminars conducted for farmers and veterinarians across multiple countries.

Beyond his professional achievements, Dr. Amardeep is passionate about traveling, meeting new people, and singing. He takes immense pride in representing India's veterinary industry on the global stage. Additionally, he is an advocate for digital transformation in animal healthcare, with formal training in AI and digital tools.

Dr. Amardeep's strategic vision and leadership will play a crucial role in expanding Carus Laboratories' international presence. His expertise in navigating complex global business environments will drive collaboration, innovation, and sustainable growth, supporting the company's ambitious international objectives.

"We are thrilled to have Dr. Amardeep on board. His wealth of experience and global perspective align perfectly with our vision for international expansion. We are confident that his leadership will propel Carus Laboratories to new heights in the global animal healthcare market," said Mr. Jitender Pilani, Director.

The Carus Laboratories team extends a warm welcome to Dr. Amardeep and looks forward to his contributions to the organization's continued success.

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Carus Laboratories Makes a Strong Impact at VIV Asia 2025, Attracting Global Visitors and Showcasing Innovative Animal Healthcare Solutions



Carus Laboratories successfully concluded its participation at VIV Asia 2025, held from March 12-14 at Booth 5070, Hall 3. The event witnessed a remarkable response from global visitors, reaffirming Carus Laboratories' position as a leading provider of innovative animal healthcare solutions for livestock and poultry.

Carus Laboratories was represented by Dr. Arun Pilani (MD), Mr. Jitender Pilani (Director), Dr. Amardeep Athawale (Business Head - International Business), and Mr. Vipin Sardana (Business Development Manager). The team engaged with industry leaders, distributors, and veterinarians from across the world, fostering valuable collaborations and business opportunities.

Global Footprint at VIV Asia 2025

Visitors from Brazil, Peru, Sri Lanka, Vietnam, KSA, Egypt, UAE, China, Indonesia, Bangladesh,



Thailand, Pakistan, UK, and Canada showed great interest in Carus' cutting-edge livestock and poultry solutions, reflecting the growing demand for advanced healthcare products in international markets.

Key Highlights of VIV Asia 2025

- ✓ Cultural Celebrations at VIV Asia – The final day of the event coincided with Holi, and our team celebrated the festival with visitors, adding a vibrant touch to the expo.
- ✓ Special Iftar Gathering – Recognizing the significance of Ramadan, we also hosted an Iftar Party, bringing together people from different cultures in a spirit of unity and respect.

The overwhelming response at the event has strengthened Carus Laboratories' commitment to expanding its global reach, delivering high-quality, research-driven animal healthcare solutions to emerging and established markets.



Symposium on Poultry Science Titled “Advances in Poultry”



For the first time, the National Academy of Agricultural Sciences has planned to organize a separate symposium on Poultry Science titled “Advances in Poultry” during the 17th Agricultural Science Congress 2025 at Pantnagar. Dr. A.K. Tiwari, Director of ICAR-CARI, was appointed as the convener of the symposium, while Dr. P.K. Shukla, President of IPSA, serve as the event’s coordinator. Dr. Anil Yadav, Dr. Rajeev Ranjan, Dr. Jaydip, and Dr. Gautham Kolluri were the local coordinators of the event. The symposium was successfully held on February 21st, 2025, at Pantnagar Agricultural University, organized jointly by ICAR-Central Avian Research Institute (Izatnagar, Bareilly, UP) and the Indian Poultry Science Association (IPSA), Bareilly. The event featured a technical session titled ‘Frontiers of Science & Technology for Poultry Advancement,’ followed by a panel discussion. The first session was chaired by Dr. (Prof.) Kusumakar Sharma, Distinguished Professor at Galgotias University, Jaipur, and Dr. Simmi Tomar, General Secretary of IPSA, Izatnagar. The rapporteurs for the session were Dr. M. Asok, Scientist at IVRI, Izatnagar, and Dr. Amitav Bhattacharyya, Associate Professor of Poultry Science. Three distinguished

speakers addressed the technical session. Dr. R. Prabhakaran, Former Vice Chancellor of TANUVAS, began the session with an insightful lecture on ‘Current Trends and Future Prospects of the Indian Poultry Industry.’ He discussed current statistics and provided a vision for the future of poultry production in India. Mr. Suresh Chitturi, Managing Director of Srinivasa Farms, delivered a compelling lecture on ‘The Importance of Eggs for Vikshit Bharat,’ emphasizing the proactive role of the government and policymakers in addressing the challenges in poultry farming. Dr. Suresh Kumar Mittal, Distinguished Professor of Virology at Purdue University, USA, concluded the technical session with a talk on ‘Emerging Avian Influenza Viruses: Implications and Control Strategies.’

The second session was a panel discussion moderated by Dr. P.K. Shukla, President of IPSA, and Dr. A.S. Ranade, Former President of IPSA. Several critical issues were discussed in detail, with the following recommendations:

- Promote Backyard Poultry: While commercial poultry farming has flourished in southern states, it is gradually growing

in northern states. Efforts should be made to popularize poultry farming, including establishing a network linking various agricultural universities.

- **Promote Diversified Poultry:** To meet protein demands and enhance farmers' incomes, particularly in northern India, diversified poultry practices should be encouraged.
- **Strengthen Biosecurity & Green Measures:** Continued government efforts are necessary to enhance disease surveillance, revise biosecurity regulations, and address vaccine production/import permissions and trade control issues.
- **Promote Sustainable Feed Practices:** Encourage the use of alternative feed ingredients, improve feed efficiency, and reduce dependence on resource-intensive crops.
- **Invest in Technology and Innovation:** Strengthen technological development to

improve poultry farming practices.

- **Strengthen Value Chains:** Develop efficient and integrated value chains that connect producers, processors, and consumers, ensuring fair prices, reducing post-harvest losses, and improving market access for small-scale farmers.
- **Integrate Poultry Science into VCI Syllabus:** To meet the growing need for skilled manpower, poultry science should be included as a separate department in veterinary colleges, with increased credits.

The panel discussion was attended by Dr. S.P. Kimoti, Member of Animal Science at ASRB, New Delhi; Gauri Mulekhi, PFA, Uttarakhand; Dr. Kamna Barkataki, Director of CPDO, Chandigarh; as well as scientists from ICAR-CARI, Izatnagar, and representatives from the industry, including Bayer Pharmaceuticals and Dr. Nagesh, Senior Technical Manager at CARNUS Laboratories Pvt. Ltd. The event also saw participation from numerous scientists, students, and farmers across the country.



Techno-Commercial Hybrid Seminar by S S Agrowtech

“SS Agrowtech successfully hosted the first-ever Techno-Commercial Hybrid Seminar at Nala Hotel, Namakkal on 19th February 2025. This groundbreaking event brought together companies specializing in hygiene and sanitation, providing a unique platform for farmers to explore and learn about innovative products and services under one roof.

The following dignitaries were present on the occasion:

- Dr. M. Selvaraju, Dean, VCRI Namakkal
- Dr. D. Chandrasekaran, a renowned expert in Indian poultry
- Mr. K. Singaraj, Zonal Chairman, NECC
- Mr. P. Valsan, Secretary, All India Poultry Products Exports Association

These distinguished individuals shared their valuable insights on the critical importance of hygiene and sanitation in poultry production.

The seminar attracted a diverse audience of over 300 attendees, comprising leading layer poultry farmers, broiler integrators, feed manufacturers, egg exporters, consultants, veterinarians, broiler farmers, and poultry

medicine companies.

A total of 21 companies participated, presenting their cutting-edge products and services. We would like to extend our heartfelt gratitude to Mr. S. Rex Christi Raj of SS Agrowtech, Namakkal with 40 years of experience in poultry for his tireless efforts in organizing this innovative event.

This seminar marked a significant milestone in promoting knowledge sharing, collaboration, and growth within the poultry industry. We look forward to continuing this momentum and hosting future events that benefit our community.”





CLFMA OF INDIA's Poultry Seminar on the theme Seeking Solutions and Opportunities: The Future of India's Poultry Sector at Namakkal on 25th February, 2025

The Poultry Seminar, jointly organized by CLFMA OF INDIA and the U.S. Grains Council, successfully concluded at Nala Hotel, Namakkal on 25th February, 2025, bringing together key stakeholders from the poultry industry to discuss opportunities and solutions for the sector's future. The event witnessed the participation of industry leaders, nutritionists, feed manufacturers, and poultry entrepreneurs, making it a significant platform for knowledge exchange and collaboration.

The Seminar began with welcome remarks by Mr. Sastikumar Singaraj of Ponni Feeds, who emphasized the importance of innovation and adaptability in the evolving poultry industry.

Key Sessions & Discussions:

- Sorghum Trials and Results – India's Story

Mr. Reece H. Cannady from the U.S. Grains Council presented insightful findings on sorghum trials conducted in India, highlighting its potential as an alternative feed ingredient. He discussed the nutritional benefits and cost-effectiveness of incorporating sorghum into poultry feed, offering solutions for mitigating rising feed costs.

- Elevating Your Brand – Extracting Extra Value From What You Already Have

Dr. Sivaraj Kaliannan of SKM Eggs shared strategies on brand positioning and value addition in the egg industry. He emphasized the need for differentiation in the market through superior product quality, branding, and consumer

awareness initiatives.

- Panel Discussion: Future Opportunities in Egg Production

A key highlight of the event was a panel discussion on future opportunities in egg production, featuring Dr D Chandrasekar, Mr. Sastikumar Singaraj, Mr. Reece H. Cannady, and Dr. Sivaraj Kaliannan. The session, moderated by Mr. Saravanan Chinnasamy, South Zone President of CLFMA OF INDIA, explored topics such as global market trends, sustainability, technological advancements, and policy frameworks that can boost the Indian poultry sector. Panelists stressed the importance of adopting modern farming techniques, increasing exports, and addressing consumer concerns about poultry products.

Conclusion & Networking:

The Seminar concluded with a vote of thanks by Mr. Saravanan Chinnasamy, who reiterated the role of collaboration between industry players, policymakers, and researchers in ensuring the sustained growth of the poultry sector. The event wrapped





Proceedings of the National Workshop

on

“Breakthroughs in Meat and Poultry Packaging and Shelf-life: Best Practices and Industry Standards”

ICAR-National Meat Research Institute, Hyderabad

Date: 12th February, 2025 Time: 2.00 pm to 6.00 pm

A National workshop on “Breakthroughs in Meat and Poultry Packaging and Shelf-life: Best Practices and Industry Standards” was organised at ICAR-National Meat Research Institute, Hyderabad on 12th February, 2025. Bringing together stakeholders including regulators, exporters, standard-setting bodies, integrators, unicorns, and start-ups, the workshop focused on revising relevant Indian standards and guidelines to enhance the retail ecosystem for meat and poultry, boosting both domestic and export market opportunities. Dr. Raghavendra Bhatta, Deputy Director General (Animal Science), ICAR, New Delhi, inaugurated the workshop. Dr. S.B. Barbuddhe, Director of ICAR-NMRI and Dr. Naveena, B.M., ICAR-National Fellow and the convenor, officials from DAHD, FSSAI, APEDA were also present. The consultative meeting and the workshop was chaired by Prof. P.K. Shukla, Chairman of FSSAI’s Scientific Panel on Meat and Poultry. More than 81 participants including representatives from 15 Industries have participated in the workshop.

Chairpersons and Convenors:

- Chairman: Dr. P.K. Shukla, Professor & Head, DUVASU, Mathura, Chairman of FSSAI Scientific Panel on Meat and Poultry, New Delhi

Co-Chairmen:

- o Dr. Gagan Garg, Deputy Commissioner (Trade), Department of Animal Husbandry & Dairying, Govt. India, New Delhi

- o Mr. Balu Naik, Deputy Director, FSSAI-Branch Office, Hyderabad
- o Dr. Sonia Sharma, Joint Commissioner, AQCS, Hyderabad
- Convenor: Dr. Naveena B.M., National Fellow, ICAR-NMRI, Hyderabad

Session Summaries

1. Regulatory Framework and Standards for Meat and Poultry Packaging and Shelf-Life: Ensuring Safety and Quality- Lead Speaker: Dr. Naveena B.M., ICAR-National Fellow, NMRI, Hyderabad
 - The necessity of redefining the FSSAI’s definitions of raw, chilled, and frozen meat to align with industry advancements.
 - The need for clearer guidelines and regulations regarding shelf-life of chilled meat from FSSAI to avoid ambiguity in the processed meat and poultry markets and e-commerce platforms.
 - The importance of establishing a Meat & Poultry Board to address sector-specific challenges and ensure structured growth.
 - Emphasizing the demand for practical and easily implementable regulations to support industry expansion.
2. Cryovac Packaging Solutions for Meat and Poultry- Lead Speaker: Mr. Ramdas Kolekar, Business Development Lead (India & SAARC), Sealed Air Packaging Materials India LLP, Mumbai
 - Overview of Sealed Air’s protective packaging and diverse food packaging

portfolio.

- The role of SEE India in consultancy, packaging material innovation, equipment solutions, and stability testing.
- Contributions to reducing food wastage, achieving zero scrap, and improving freeze-ready, easy-open, and vertical display packaging options.

3. Introductory Comments from Chairman- Dr. P.K. Shukla

- Origin of FSSAI, role in empowering producers and safeguarding domestic consumers
- The dynamic nature of FSSAI standards due to continuous technological advancements.
- The evolving nature of FSSAI standards to meet industry demands while keeping consumer safety in mind.
- Integration of voluntary Bureau of Indian Standards (BIS) into FSSAI regulations. Difference between standards and guidelines.
- Production by masses in India and issues in formulating specific vertical standards across all the commodities under different processing, packaging and storage conditions.

Comments from co-chairman-Dr. Gagan Garg

- Insights into international meat shelf-life regulations and India's export potential.
- Comparison of domestic and export meat shelf-life standards, with examples such as Algeria allowing up to 120 days for Indian buffalo meat under super-chilling conditions.
- Recent export promotion initiatives aimed at economic growth.
- The critical role of packaging and processing in extending meat shelf life.

Comments from co-chairman-Dr. Sonia Sharma

- India's meat consumption patterns and hygiene-related challenges. Differences in per capita meat availability in India vs. Hong Kong.
- Challenges in cold chain management, slaughterhouse hygiene, and packaging.
- The necessity for microbiological screening at every stage from farm to fork due to increasing global demand for safe meat.

Comments from co-chairman- Mr. Balu Naik

- Government of India's efforts in food safety and quality assurance and significant government investments in quality assurance.
- Emphasis on shared food safety responsibility among manufacturers, retailers, and consumers.
- FSSAI initiatives to train stakeholders, including screening programs at schools and temples.
- Promotion of local and seasonal food consumption and introduction of the Street Food Hub initiative and food safety vehicles for public awareness.

4. Interface meeting with meat and poultry industry representatives & researchers

Frigerio Conserva Allana Ltd., Mumbai- Dr. Shirish Shirsat, Director Operations

- Achievements of Allana with exports of up to 200 metric tonnes of buffalo meat to 84 countries.
- The concept of Vacuum-Packed Chilled Meat (VPCM) used by Allana for years.
- Demand for certification of technology suppliers.
- Importance of maintaining 0°C in vacuum packaging for extended shelf-life (60-75 days for VPCM vs. 2-4 days for open

chilled meat).

- Need for technological interventions to boost meat production.

Venky's Foods, Pune- Dr. Santosh Walashe, AGM (Quality Operations)

- Need for removing fixed shelf-life labels from packaging.
- Special attention required for comminuted meat and meat products.
- Microbial quality should be the primary criterion for determining product fitness.

Licious, Delightful Gourmet Pvt. Ltd., Bangalore- Mr. Rajesh, Chief Quality & Sustainability Officer

- Importance of fresh and processed meat in ensuring nutritional security in India.
- Impact of extended storage on environmental sustainability and biobased packaging.
- Differentiating quality from safety.
- Need for both vertical and horizontal standards and demarcating standards and guidelines.

Indbro Research & Breeding Farms Pvt. Ltd., Hyderabad- Dr. N. Kotaiah, MD

- Advocacy for antibiotic-free broiler production under "No Antibiotic Ever (NAE)."
- Improved meat quality in slow-growing broilers.

Sealed Air Packaging Materials India LLP, Mumbai- Mr. Yashesh Lodaya, Director (I&D)

- Key elements for extended shelf life: correct conditions, processing, and technology.

Camlin Fine Solutions, Mumbai- Ms. Niti Chavan, Head-Technical Food Division

- Lack of regulations on processing ingredients especially natural ingredients.
- Essential oils (especially rosemary extract) as antioxidants and antimicrobials in foods and setting the limits as per EU or Codex guidelines.

Sneha Chicken, Hyderabad- Mr. YakubReddy, QA Manager

- Potential migration of contaminants through packaging and the need for practical guidelines.

Country Chicken Co., Hyderabad: Mr. Gaurav, Manager

- Need for better training and awareness among food handlers and hand-holding opportunities for small-scale entrepreneurs.

Sardar Chicken, Delhi-Sarabjit Singh

- Importance of adopting advanced technologies in poultry processing and standards for vacuum packaged and modified atmosphere packed meat and poultry.

Startup Perspectives: Concerns over enforcement of food safety issues by FSSAI officers/food safety inspectors at ground level.

Academic Representatives

Dr. E. Naga Mallika, Prof. & Head, SVVU, Garividi, AP: Need for clarity in milk packaging regulations.

Dr. M. Kiran, Associate Professor, KVAFSU, Bidar, Karnataka: Role of ICAR-NMRI in bridging industry, academia, and R&D efforts.

Salient points for consideration by FSSAI, Govt. India and Bureau of Indian Standards (BIS)

Food safety and standards (Food products standards and additives) Regulations, 2011

1. Revisiting the definition of fresh or chilled or frozen poultry meat to harmonize with internationally recognized standards.
2. Request for deletion of 2-4 days shelf-life for meat/poultry under normal chilling conditions (0-4 °C) in the FSSAI Standards and inclusion of the same in the Guidance Document as there is no generic method to estimate and set food shelf-life and the responsibility for food safety rests with food business operators.

3. Development of standards for vacuum packed chilled meat or superchilled meat and poultry with enhanced shelf-life.
4. Development of standards with improved shelf-life under vacuum skin packaging, heat shrink packaging or modified atmospheric packaging of meat and poultry under chilling and superchilling conditions.
5. Reevaluating the shelf-life of frozen water buffalo meat based on global guidelines for frozen beef.
6. Clarity on labelling guidelines for meat and poultry products and use of term “meat”



Hon'ble DDG (Animal Sciences), ICAR, New Delhi delivering the inaugural address.



Prof. P.K. Shukla chairing the stakeholder discussion and the National workshop



Delegates of the National workshop at ICAR-NMRI, Hyderabad

NATIONAL EGG CO-ORDINATION COMMITTEE
DAILY/MONTHLY EGG PRICES SUGGESTED BY NECC AND PREVAILING PRICES AT VARIOUS PRODUCTION CENTRES (PC) AND CONSUMPTION CENTRE (CC)
FOR THE MONTH OF MARCH - 2025

Name Of Zone / Day	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Average	
NECC SUGGESTED EGG PRICES																																	
Ahmedabad	485	485	460	460	460	460	460	460	460	460	460	425	425	425	425	425	435	440	440	440	440	415	415	415	415	415	425	430	-	-	-	441.43	
Ajmer	465	450	430	415	405	405	408	415	415	415	408	388	372	372	375	375	380	384	386	386	372	372	372	372	372	372	372	375	382	-	-	394.21	
Barwala	450	447	430	405	401	401	404	408	408	408	385	372	372	372	372	377	382	385	375	370	370	370	370	370	370	370	370	373	378	-	-	389.18	
Bengaluru (CC)	475	475	455	435	435	435	435	435	435	435	435	435	435	435	435	445	455	465	470	470	470	470	470	470	470	455	455	-	470	-	-	450.19	
Brahmapur (OD)	495	495	465	455	440	420	420	425	425	425	425	425	415	405	405	415	422	430	432	435	435	435	435	420	405	410	422	437	-	-	-	431.18	
Chennai (CC)	500	500	470	470	470	450	450	450	450	430	430	430	430	430	430	430	430	430	470	470	470	470	470	470	-	470	470	480	-	-	-	457.04	
Chittoor	493	493	463	463	463	443	443	443	443	443	443	443	443	443	443	443	443	443	470	470	470	470	470	470	470	470	470	480	-	-	-	458.71	
Delhi (CC)	495	495	495	460	450	440	440	440	440	440	428	421	410	400	400	400	400	400	400	400	405	405	405	405	395	395	395	395	395	-	-	-	423
E.Godavari	480	480	450	440	425	425	425	425	415	415	410	410	410	390	390	395	405	415	415	420	420	420	420	420	420	392	397	407	420	-	-	-	419.14
Hospet	425	425	405	385	385	385	385	385	385	385	385	385	385	385	385	385	395	405	415	420	420	420	420	420	405	405	-	420	-	-	-	400.19	
Hyderabad	445	445	445	410	410	410	410	410	410	410	410	385	385	385	385	385	395	405	415	420	420	420	420	420	395	395	405	415	-	-	-	410.36	
Jabalpur	460	460	440	440	430	421	421	425	430	430	430	430	420	415	415	415	415	435	435	435	435	419	419	-	419	419	419	419	-	-	-	427.22	
Kolkata (WB)	550	550	510	510	510	460	460	465	465	465	465	470	460	460	460	465	470	475	485	490	490	490	490	460	460	465	480	490	-	-	-	480.54	
Ludhiana	474	465	446	430	415	405	405	407	409	409	400	385	375	375	375	375	378	378	382	384	384	370	370	370	370	370	370	373	-	-	-	394.61	
Mumbai (CC)	510	510	490	475	475	465	465	465	465	465	465	445	445	445	445	445	455	465	470	475	475	475	465	-	450	450	460	470	-	-	-	466.85	
Mysuru	470	470	450	430	430	430	430	430	430	430	430	430	430	430	430	430	445	455	465	470	470	470	470	470	455	455	460	470	-	-	-	447.68	
Namakkal	420	420	400	380	380	380	380	380	380	380	380	380	380	380	380	380	390	400	410	415	415	415	415	415	415	415	415	425	-	-	-	397.32	
Pune	510	510	490	480	470	460	455	455	455	455	455	445	445	445	445	445	455	460	465	465	465	465	-	455	455	455	465	470	-	-	-	461.3	
Raipur	465	465	450	435	430	425	425	435	435	435	435	420	420	420	420	420	425	430	430	430	425	415	415	410	410	410	415	430	-	-	-	428.21	
Surat	490	490	470	470	470	460	460	460	460	460	460	440	440	440	440	440	430	435	445	445	445	445	445	435	421	421	430	440	-	-	-	449.36	
Vijayawada	485	485	450	440	430	410	420	420	420	420	420	420	420	420	420	425	430	435	440	440	440	440	440	440	400	405	415	440	-	-	-	430.71	
Vizag	482	482	482	455	435	435	435	425	415	415	415	415	415	400	400	400	405	415	415	420	420	420	420	420	400	400	410	420	-	-	-	423.96	
W.Godavari	480	480	450	440	425	425	425	415	415	410	410	410	390	390	395	405	415	415	420	420	420	420	420	420	392	397	407	420	-	-	-	419.14	
Warangal	447	447	412	412	412	412	412	412	412	412	412	387	387	387	387	387	397	407	417	422	422	422	422	422	397	397	407	417	-	-	-	411.11	

Prevailing Prices

Allahabad (CC)	500	500	490	476	476	467	452	467	467	462	452	448	443	443	438	433	443	443	448	448	443	433	433	433	429	429	429	438	443	-	-	-	452.61
Bhopal	450	470	440	430	430	430	430	435	440	440	440	430	430	430	410	410	415	420	420	420	410	410	410	410	410	410	410	410	410	-	-	-	424.82
Indore (CC)	460	455	450	520	410	410	410	420	420	420	410	410	400	400	400	410	410	420	410	400	400	400	400	400	400	400	400	410	-	-	-	-	416.61
Kanpur (CC)	510	510	495	476	476	476	476	476	476	476	476	462	452	438	438	429	438	438	438	438	438	438	438	438	424	424	424	424	424	-	-	-	454.57
Luknow (CC)	533	510	533	523	517	517	500	500	500	500	500	483	476	476	467	467	467	467	467	467	467	467	467	467	450	450	450	450	450	-	-	-	481.68
Muzaffarpur (CC)	535	510	500	500	470	470	470	470	470	470	465	450	440	435	435	440	445	450	455	455	445	445	445	445	445	445	445	445	450	-	-	-	459.46
Nagpur	460	460	440	430	430	430	425	435	435	435	435	435	435	410	410	410	-	455	460	460	440	445	-	415	415	415	440	-	-	-	-	434.04	
Patna	535	510	500	500	470	470	470	470	470	470	465	450	440	435	435	440	445	450	455	455	445	445	445	445	445	445	445	450	-	-	-	-	459.46
Ranchi (CC)	533	533	514	505	500	476	476	476	476	476	471	462	452	443	438	443	448	452	457	457	457	457	457	457	452	452	452	457	457	-	-	-	468.71
Varanasi (CC)	523	517	500	500	483	483	467	467	473	473	460	450	443	443	433	433	440	440	440	440	440	440	440	427	427	427	427	433	433	-	-	-	455.79



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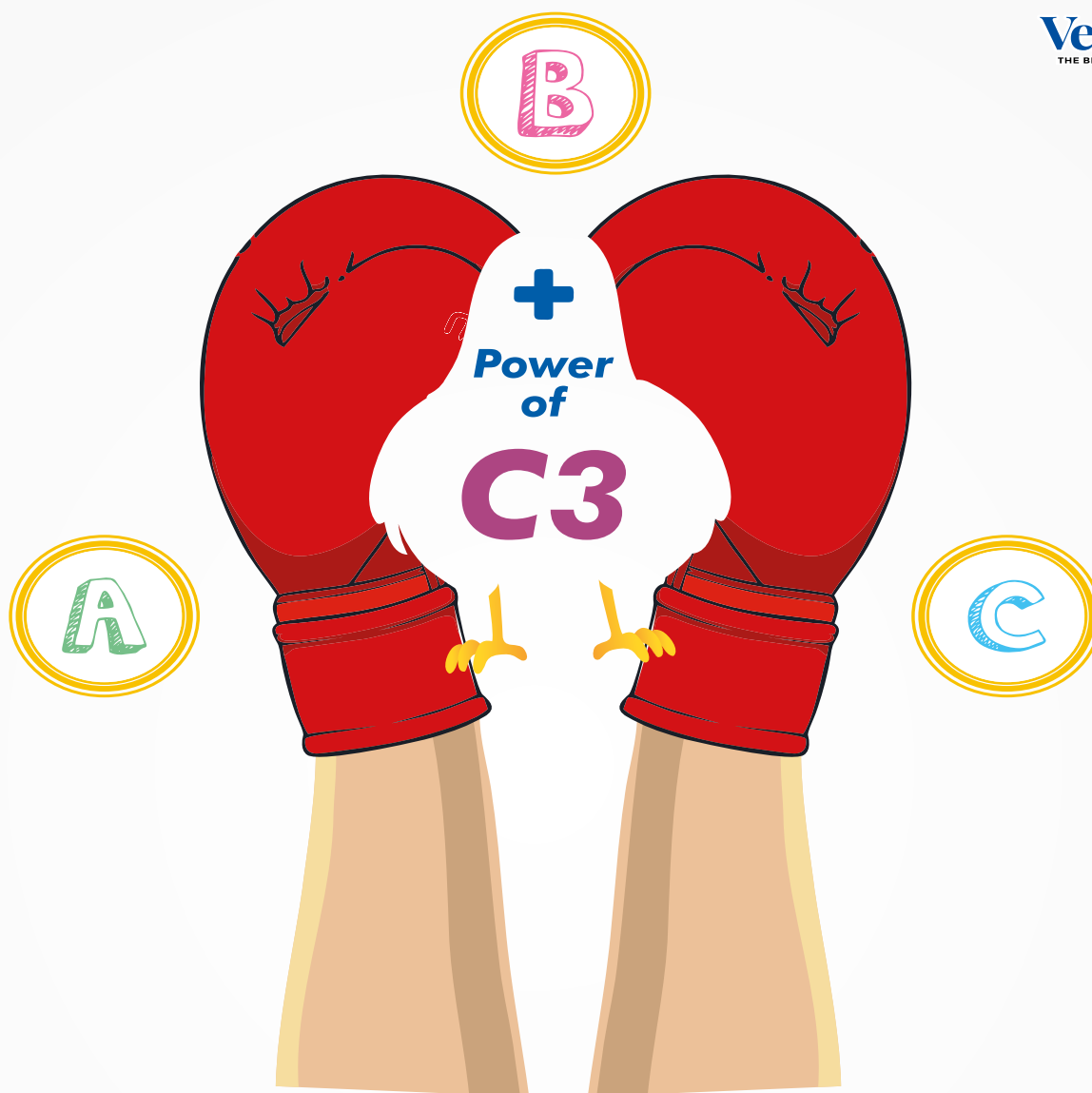
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