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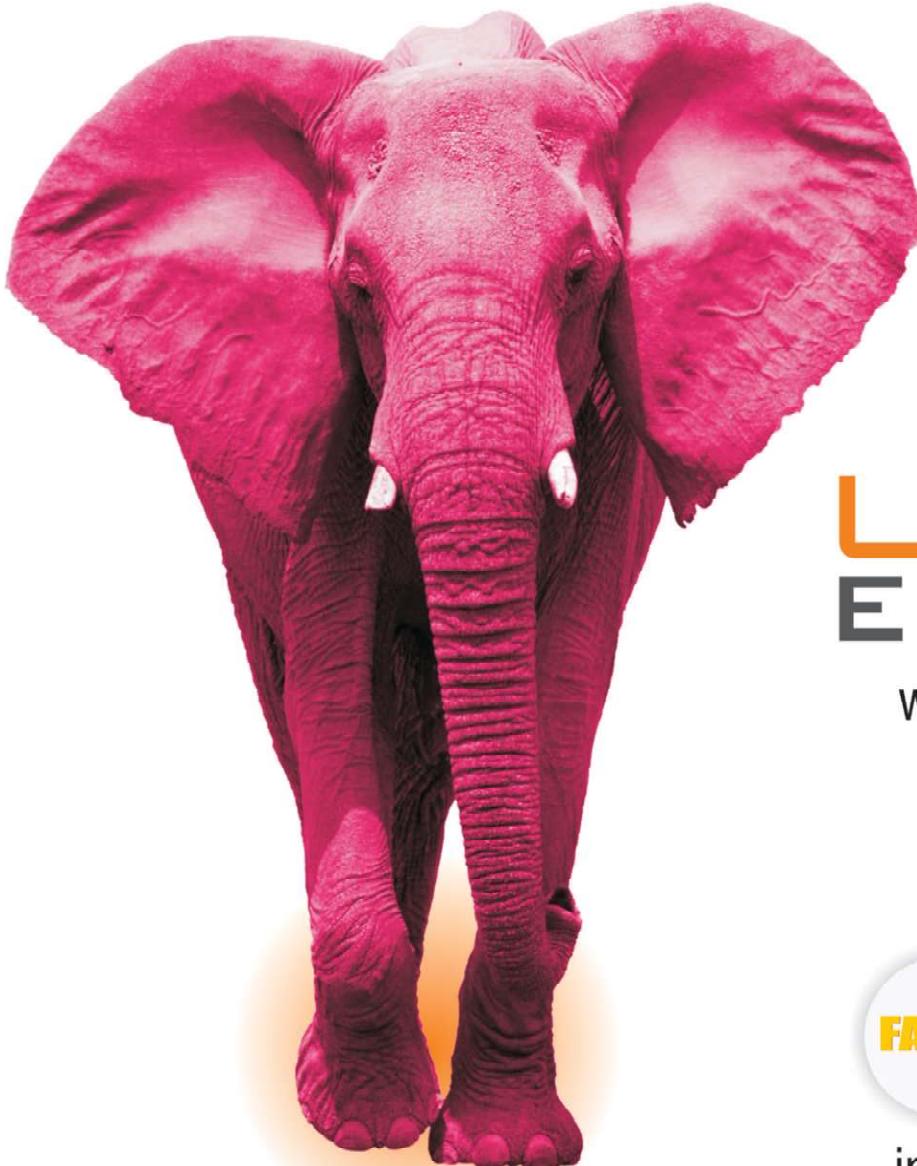
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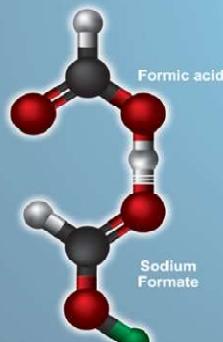
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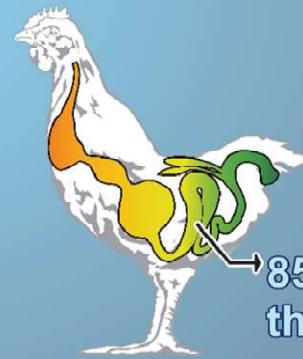
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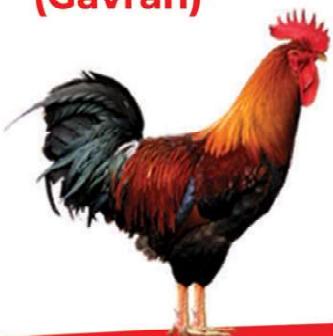


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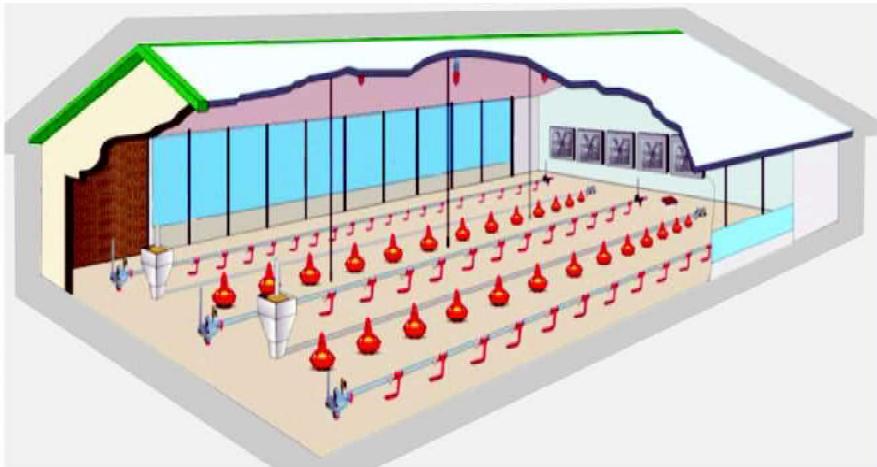
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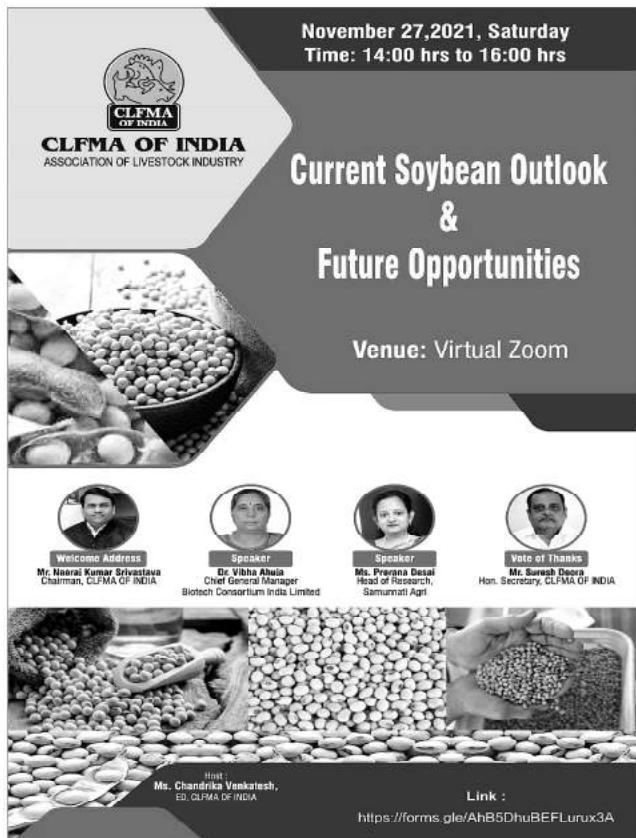
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PRESS RELEASE

Webinar on Current Soybean Outlook & Future Opportunities

on 27th November, 2021 at 14:00 hrs to 16:00 hrs



CLFMA OF INDIA Organized Webinar on “**Current Soybean Outlook and Future Opportunities**” on 27th November, 2021.

The feed industry uses diverse raw materials such as grains including maize, sorghum; de-oiled cakes, oil meals etc mainly derived from soybean. Soymeal is the most common and nutritious among all the oil meals used in the country in animal feed as the source of protein. Previously, soymeal was traditionally preferred by the farmers and the feed manufacturers as one of the key ingredients in the feed for cattle and other livestock; but currently, due to surge in Soybean Meal prices, due to demand -supply fluctuations, CLFMA felt the need to organize a Webinar on the topic “Current Soybean Outlook & Future Opportunities” which was conducted on 27th November, 2021.

The Webinar was started by Ms. Chandrika Venkatesh, Executive Director of CLFMA OF INDIA, she introduced Mr. Neeraj Kumar Srivastava, Chairman CLFMA to the audience.



CLFMA Chairman, Mr. Neeraj Kumar Srivastava delivered the Welcome Address and discussed about the soymeal situation for the previous and current year. He said that in the year 2020-21, the industry suffered a lot due to unexpected price rise due to speculative trading. He added that, we had good expectations for the market to get stabilized after the new crop, but unfortunately the prices have jacked up again and since this is a very sensitive matter for the industry, we thought it's prudent to deliberate this issue and he said that, we are working very closely on these issues with the government and other associations as well to tackle them.

He said that the webinar was organized with the following two objectives:

- To create awareness about the current soymeal situation and the steps CLFMA has taken to confront this issue presently and in the future
- To educate the participants about the Genetically Modified Crops and its myths

He then introduced the two speakers to the audience:



Ms. Prerana Desai, Head of Research, Samunnati Agri. She has a vast experience of commodity research of more than 25 years. She specializes in Agri Commodity Research. As a part of her vast experience, she has done commodity research for various value chain participants like manufacturer, trader, exchange, commodity broker, NBFC and now farmers.



Dr. Vibha Ahuja, Ph.D. (Microbiology) serves as Chief General Manager of Biotech Consortium India Ltd. She is based in New Delhi, India. She is an expert on biosafety and regulatory aspects, particularly with reference to genetically modified organisms, having more than 25 years of experience in the field.

Session 1:

Dr. Vibha Ahuja, Chief General Manager of Biotech Consortium India Limited gave a presentation on **“Use of GM crops and derivatives for animal feed: Status and opportunities”** and explained in detail on following points:

1. What are GM crops?
2. Global and Indian status.
3. Biosafety assessment and regulations.
4. GM crops/derivatives used as animal feed.
5. Myths/Facts and Way forward.

For further details the video and the presentation are uploaded for the members to view the same

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Session 2:

Ms. Prerana Desai, Head of Research, Samunnati Agri gave a presentation on the topic “Outlook of Soybean for the Current & Future Opportunities”.

1. Crop Tour Coverage, area covered MP, Maharashtra, Rajasthan for acreage & yield assessment?
2. Overall rainfall status over soyabean regions in our Country
3. Soybean output - SamAgr Survey
4. State-wise Production Outlook – Soyabean
5. Arrivals - Approx. 20% of soybean crop already arrived in the market. Farmers holding soybean in anticipation of higher prices Biosafety assessment and regulations.
6. Soybean, Soy Meal & Soy Oil Balance Sheet
7. Soybean Price Movement
8. Pictorial Slide of Soybean Harvesting / Drying, etc.

For further details the video and the presentation are uploaded for the members to view the same

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After completion of presentation by Ms. Prerana Desai, forum was opened for the Q&A Session.

The following few questions answered by Members / Participants are given below. The rest of the questions and answers can be referred from the video link given below:

1. Dr. Devender Hooda to Ms. Prerana Desai – When the productivity is going up Pan-India by 16%, what are factors by which Madhya Pradesh Productivity has gone up by 31%? What are the crops? then in such case on an average every farmer should get 31% higher yield, please explain.
2. As compared to last year, how this year Soyabean crushing will be lesser in India?
3. As you stated that you are expecting double the amount of soyabean meal import this year. Of course, that import is highly policy driven so expecting that has happen to again. I think is a big question mark. So, these are the three assumptions, which actually I am not able to understand?

Ms. Prerana Desai explained Dr. Hooda and participants what is the yield scenario in detail.

Ms. Prerana Desai explained the other question, that was regarding imports are assumed to be very high. In fact, in this balance sheet, imports are taken very conservatively, which is 4 lakh ton. There will be around 8 lakh ton of meal imports. The lower crush is largely because of 6 to 8 lakh ton of meal ready for consumption, the crush parity will only not come for the crushers, to crush their meal and because of the higher meal imports, the consumption of the meal is rising, the consumption is not going down. The crush that is going down is because of the 6-8 tons of meal that we are importing.

Dr. Hooda said that if that is the case, we could not predict 31% jump in productivity, this year I agree. But how it is possible that the whole Industry and all the predictors could not predict last year 25% less production in that case?

Ms. Prerana Desai explained that, last year was the Covid year. Hence field survey was not carried

out and that is why things went bad, nobody could really know how bad the crop situation was, the other thing was that last year the fiasco also happened because we ended up exporting very large amount of meal in the first half because there was no clarity on the total production and the exports went out so aggressively in the first half and the second half we were actually left empty handed.

The other CLFMA Member Mr. Rakshith asked a question to Dr. Vibha Ahuja as we have been seeing a large hue and cry from Farmer Community for this GM Crop. Apart from Cotton, we are not seeing any progress in any other crops, why it is so?

Mr. Rakshith asked one more comment on that on- GM Crops farmer community is being protesting like they lose their basic sovereign right for retaining the seeds if they use GM Crops.

Dr. Vibha answered second question first. She explained that genetic modification is just to insert a character so you know this has happened because again in cotton, the varieties, which are used are hybrids, so hybrids are one, which have to be purchased every year by the farmer whether it is GM or Non-GM. The Government does not make it compulsory to buy every year. Suppose we have tomorrow GM Soyabean and it is put in the varieties, then GM Soyabean also can be retained. If the gene put in the variety, you don't have to buy, you can save some part of it, although in reality the practise in many hybrid crops, is that even in the varieties people go and purchase, because of the better quality and purity of the seed but genetic modification has nothing to do with. It will be in the same way as it is done for the conventional crop. This is a myth, misinformation to the farmers. In our country cotton almost 98% is hybrid which are grown. Hybrids have to be purchased every year. She answered the other question why we did not have any other crop? After BT cotton it is again debates, myths and so on. And because of these polarized debates, the government has not taken decision, there has been a delay in the decision, and subsequently it has resulted in slowing down of the Research, introducing new Products, so on.

Mr. Rakshith asked one more question that there is very less human consumption of Soybean and its being largely used in poultry production in Poultry feed making. So, can we, body like CLFMA can take aggressive step and push forward for the Soya GM production in India.

Dr. Vibha answered that present scenario is almost 80% of the Soybean around the world is Genetically Modified Soyabean. All the Soyabean Oil being imported in the Country is derived from the Genetically Modified Soyabean. So why not in our Country we should grow GM Soyabean in our Country and get the productivity increased. There should be intensive Research on new variety and it should be developed in our Country also, that we don't have to go out.

CLFMA Chairman Mr. Neeraj Kumar Srivastava asked one more question received from the participant for Ms. Prerana. Ms. Prerana, you have projected that gist of crushing for this financial year so is it going to impact the availability of the meal and price? How do you see the forecast of soybean meal going forward in this financial year?

Ms. Prerana answered the question that, as you know lower crush is largely because of the meal import. Another thing that I have assumed is Soyabean meal exports, if Indian prices remain this high and global prices do not rebound, then that export will also not happen. The meal actually adds to the overhang of the seed and that will put pressure on soybean and soymeal prices. Just there is one disclaimer over here is just historically that if Indian industry chooses not to crush and carry the Soyabean as an inventory despite the fact that we are not importers of oil and we have such a large consuming unthriving sector so that is one disclaimer but I think that we will not have a problem as far as availability is concerned and I do expect prices to soften as we get closer to Rabi Harvest. There will be visibility of Mustard, large humongous crop of mustard and that will kind of put pressure on all.

Dr. Shivaji Dey asked a question to Prerana Mam. The farmers are expecting a price of the seed around Rs.7000/- and so farmers holding it back or may be the farmers, or hoarders are hoarding it

back and at the same time the plants will definitely not crush due to disparity so in that case and on the other hand we would be forced to allow the import of GM meal. So definitely our usage, for our usage the soyabean meal prices being soften but what happens to the seed which have been hoarded by the farmers? If it is not used by the crusher due to disparity and we have historically seen we don't carry forward the seed to the next year and neither we hold it as an inventory due to the lack of fund so what happens to the seed in that case? won't it soften down? and there will be a check and balance in the industry.

Ms. Prerana answered that you are slightly mistaken in believing that we don't carry soyabean inventory. Last 6-7-8 years trend is that we had in couple of years we ended up carrying soyabean inventory of 20 lakhs tons or more. Not necessary by the farmers, but it is the inventory in the system, who is holding is the question. But usually, farmers won't hold for that long.

Dr. Shivaji Dey said that soya Crushers also don't hold

Ms. Prerana answered that the system is holding. I mean whoever finds that the prices will make money will be holding soybean. They end up holding, they end up losing money also. Another thing is that farmers were expecting higher prices. They started with expecting Rs.6000/- prices when actually Soyabean fell to around to Rs.5000, very close to Rs.5000. In Interior mandies it fell, for couple of days below Rs.5000 also but as the prices started rising, they wanted more and that is why the next target of Rs.7000 had emerged. I do believe that close to current prices; the selling will start. One more thing she pointed out that globally the third variant of Covid has now emerged and that has resulted in sale of all assets. So, your crude has fallen by over 11% over night and all agriculture commodities have taken lot of waiting and dollar index is now approaching 97 all of this is creating a sort of black swarm kind of an event that we have seen in last 10 years, the global financial meltdown kind of a situation so that also will put pressure on commodities and we should see commodity prices

coming down at least in very near term of one month, one or two months, sort of a thing.

Dr. Shivaji Dey asked one more question, what is the MSP of Soyabean Seed, this year?

Ms. Prerana answered that Soybean MSP is Rs.39.50.

Dr. Shivaji Dey: So future projection will it be come below MSP or we need to wait?

Ms. Prerana answered I doubt it will come down. I mean like you know it will collapse much faster than the global market then we will end up exporting, which is what my base case scenario is that. Always, off course, global scenario changes dramatically.

Dr. Shivaji Dey said so we should just see a mark of around Rs.5000.

Ms. Prerana answered that I think what the best way would be to stay hand to mouth at higher prices, do not panic and believe that the prices have no limit and it will continue to rise as it happened in the last year and last year is the different year.

Mr. Neeraj asked one more question received from the member, it was very straight forward that they are asking a lot of solutions and things from you that when do you think that prices start going down or soften?

Ms. Prerana answered that Rs.7000 is on horizon for Soybean. Usually, farmers sell whatever they harvest but once that is not sold, they kind of stock it and once they stocked it, they are no hurry to sell.

Mr. Krishna Reddy Tetali asked the question in chat box Can we get these presentations? Will you please forward them? And one more question FSSAI has called for public comments on permitting inclusion of GM ingredients in foods and what is the action taken by CLFMA and CLFMA members in this regard?

Dr. Vibha answered that FSSAI authority put up on the website. The new FSSAI regulations and would also like to share history traditionally as per our rules it is Ministry of Environment. The Genetically modified organisms including crops and health care

products but alike health care products these products also regulated by the Drug General of India so the Pharmaceutical Company work very hard, 10 to 15 years back and there was a report and so on. The pharmaceutical products were out of the purview of the Ministry of the Environment and they are only taken care by the Drug Controller General of India so now similarly the GM modified foods. After the Food Safety Act came in to place the Food Safety Authority is expected to look at the GM Foods and approve it in the Ministry of Environment, but Ministry of FSSAI do not have any regulations and they have been working on it several years and finally we have a draft, which has been put up, it was put up on 15th November, it is for 60 days for comments. Now, as far as the CLFMA is concerned, presently, the definition of food does not include the feed and that is why there is little bit of confusion. But we understand that the food is, the definition of food is being modified to include the feed also. The CLFMA should look at the regulations very carefully and see how it is going to impact them and we can have a discussion or wherever you need assistance, I will be available to provide you and clarify various things. The meal kind of products, , the one which we saw, soymeal, canola meal all these are highly processed and whatever interventions we have made that has safely tested it need not be into too much of regulations and there should be flexibility in the market.

Link : Video <https://youtu.be/CNRQ52e5cG4>



The Webinar ended with the summarization and Vote of Thanks delivered by **Mr. Suresh Deora**, Hon. Secretary of CLFMA OF INDIA.

Even though the webinar was announced in a short period of time by CLFMA, the Webinar was well appreciated by the Audience. Almost 100 registered for the Webinar and 82 participants attended CLFMA Webinar.

NATIONAL EGG CO-ORDINATION COMMITTEE

DAILY / MONTHLY EGG PRICES DECLARED BY NECC AND PREVAILING PRICES AT VARIOUS PRODUCTION CENTRES (PC) AND CONSUMPTION CENTERS (CC) DECEMBER 2021

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 Prices																																
Ahmedabad	475	475	485	495	500	505	510	515	515	515	515	515	515	515	520	525	530	535	535	535	535	535	537	540	542	544	544	530	532	532	521.29		
Ajmer	478	495	520	521	521	525	525	515	500	500	501	512	515	515	515	510	510	510	510	510	510	510	510	510	510	502	502	502	502	510.35			
Banwala	482	494	518	522	522	527	527	512	512	512	517	520	520	520	520	520	520	520	520	520	519	519	519	519	507	509	502	502	-	514.23			
Bengaluru (CC)	450	455	470	485	495	505	505	505	505	505	505	505	505	505	505	505	505	505	505	505	510	515	515	515	515	515	515	515	515	502.1			
Brahmapur (OD)	464	452	458	483	493	503	508	513	513	513	513	507	509	514	516	516	506	506	506	506	508	511	511	511	511	506	506	506	506	503.03			
Chennai (CC)	470	470	470	485	485	505	505	505	505	505	505	505	505	505	505	525	525	525	525	510	510	520	520	520	520	520	520	520	520	506.45			
Chittoor	463	463	463	478	478	498	498	498	498	498	498	498	498	498	498	498	508	518	518	518	503	503	513	513	513	513	513	513	513	499.45			
Delhi (CC)	505	520	555	555	555	555	540	540	540	540	540	545	545	545	545	545	545	545	545	545	545	545	545	545	545	535	535	525	525	-	540.83		
E.Godavari	444	432	437	459	469	479	484	489	489	489	489	484	486	490	492	492	485	485	485	485	485	487	487	487	480	480	480	480	480	479.71			
Hyderabad	425	435	445	455	465	470	475	475	475	475	460	465	470	475	480	483	470	470	460	464	468	472	476	476	465	465	465	467	469	466.65			
Ludhiana	483	485	501	521	522	528	528	528	516	512	505	508	518	518	518	518	518	518	518	518	511	519	519	519	509	507	507	501	-	513.83			
Mumbai (CC)	490	490	500	510	520	530	535	540	540	540	540	540	540	545	545	535	535	535	535	530	533	537	541	541	541	530	530	530	530	530	530.1		
Muzaffarpur (CC)	524	524	538	552	552	562	562	562	562	562	557	557	557	562	567	567	567	567	567	567	567	567	567	567	567	557	557	552	552	552	556.19		
Mysuru	447	447	457	472	487	497	505	505	505	505	505	505	505	505	505	515	518	518	518	500	505	510	515	515	515	515	515	515	515	501.97			
Nagpur	455	455	465	480	505	510	510	510	510	510	495	495	495	495	510	510	500	500	500	505	510	510	510	510	510	510	510	510	500.32				
Nemakkal	450	450	465	465	465	485	485	485	490	490	490	490	490	490	490	500	500	505	495	495	500	505	505	505	505	505	505	505	490.16				
Patna	514	519	533	548	548	552	552	552	548	543	538	538	538	538	538	557	557	555	555	552	552	557	557	557	553	552	548	548	548	548.45			
Pune	490	492	497	515	525	535	540	540	540	540	540	530	535	540	545	545	535	535	535	540	540	540	540	540	540	540	540	540	540	531.32			
Ranchi (CC)	524	524	533	548	548	562	562	557	552	557	562	562	562	562	562	562	562	562	562	562	567	567	567	567	567	557	557	552	552	556.1			
Vijayawada	454	442	447	469	479	489	494	499	499	499	494	496	500	502	502	495	495	495	495	495	497	497	497	497	490	490	490	490	490	489.71			
Vizag	440	440	440	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	494.19			
W.Godavari	444	432	437	459	469	479	484	489	489	489	484	486	490	492	492	485	485	485	485	485	487	487	487	480	480	480	480	480	479.71				
Warangal	427	437	447	457	467	472	477	477	477	477	462	467	472	477	482	485	472	472	466	470	474	478	478	478	478	467	467	467	468.65				
Prevailing Prices																																	
Allahabad (CC)	490	505	538	548	548	543	538	533	529	524	529	538	543	543	538	533	533	533	533	538	538	538	538	538	538	538	538	538	538	535			
Bhopal	470	475	480	510	520	520	520	482	482	500	505	505	505	505	505	505	505	505	505	515	515	515	515	515	515	515	515	515	504.1				
Hospet	410	410	415	430	445	455	465	465	465	465	465	465	465	465	465	475	480	480	480	460	465	470	475	475	475	475	475	475	475	462.1			
Indore (CC)	460	460	490	501	501	505	510	510	500	500	500	500	510	510	510	510	510	510	510	510	510	510	510	510	510	505	505	-	501.79				
Jabalpur	451	451	477	490	493	496	501	501	490	485	487	490	498	501	503	503	493	488	491	492	496	498	500	500	500	500	500	505	507	493.45			
Kanpur (CC)	490	490	524	538	538	538	538	538	529	519	519	519	519	519	519	519	519	519	519	519	519	519	519	519	519	519	519	519	519	519			
Kolkata (WB)	500	495	515	525	535	540	550	555	560	560	560	560	560	560	560	555	555	557	557	557	557	557	557	557	557	557	557	540	540	540	540	540	547.61
Lucknow (CC)	533	533	550	563	563	563	567	567	557	557	557	557	557	557	557	567	567	567	567	567	567	567	567	567	567	567	567	567	567	567	567	561.19	
Raipur	445	450	458	485	495	495	500	500	506	506	506	506	506	506	506	490	490	490	490	495	505	505	505	505	505	505	505	505	505	505	497.35		
Surat	480	480	490	500	505	510	515	520	520	520	520	520	520	520	520	530	535	540	540	540	545	547	549	549	549	549	549	549	549	549	525.65		
Varanasi (CC)	517	527	533	547	557	567	567	553	553	553	557	560	563	567	567	557	557	563	567	567	567	567	560	560	560	560	560	560	560	560	560	556.65	



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hatchability



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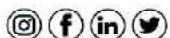
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Improved Profitability with More Saleable Eggs

Dr. Koushik De, Technical Services Director- SCA, Novus International

Importance of Eggs:

Eggs are an amazing self-contained food source. Each one represents the most complete source of protein available in a single form. That's why it is so important to meet the needs of a growing population by consistently providing eggs that are of the highest quality, both internally and externally.



Dr. Koushik De

The eggshell quality is very important for the profitability of the layer operations. The target is to have the best eggshell quality during the whole life of the layers for having the biggest number of saleable eggs. Having a premium eggshell quality will allow to have more saleable eggs. For a good egg production, we need to produce the best pullet quality. The optimum characteristics of a premium pullet quality is the body development and good immunity status.

Whether they are bound for the table or a hatchery, high quality eggs begin with a well-structured hen nutrition program. Maintaining mineral balances supports shell strength, the internal structure of the

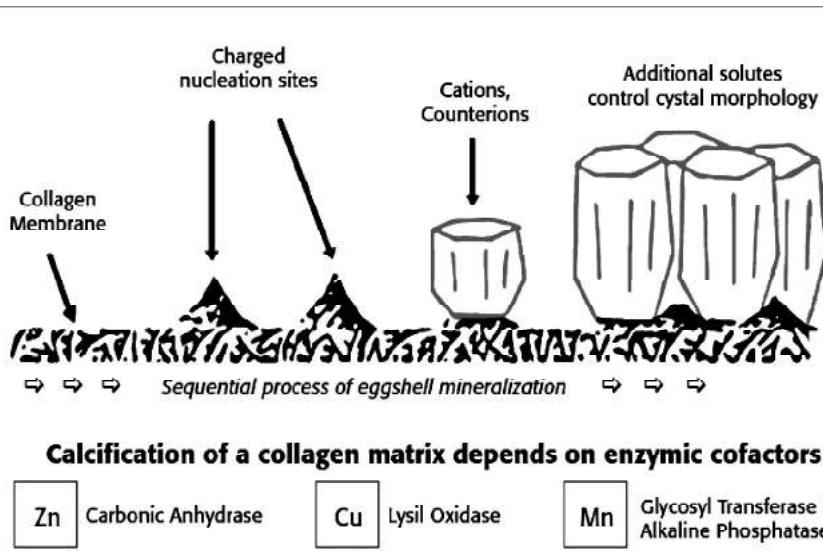
egg and tissue integrity of the unhatched chick. And, as laying hens age, mineral nutrition plays an increasingly important role, ensuring continued production of plentiful, high quality eggs and the overall well-being of the hen. Optimal nutrition means optimal performance.

Trace Mineral in eggshell formation:

The stages of eggshell mineralization are consecutively progressed in the distal portion of the isthmus (or red isthmus/tubular shell gland) through calcification at charged nucleation sites on the surface of the outer eggshell membrane. Then, organic aggregates are deposited on the surface of the outer eggshell membranes, where calcium carbonate spontaneously begins to precipitate in the form of calcite, and then microcrystals of calcite are arranged to form the shell attached to the outer membrane. When these processes complete, the eggshell has a well-orientated structure that is described as the mammillary cone layer, the palisade layer of the mineralized shell with the main

component of calcium carbonate, and the cuticle composed of glycoprotein.

If we see the Calcification process of the Egg shell it has two parts, the calcium shell, and the collagen membrane where the calcium shell will be deposited on. The strength and the structure of the collagen is influenced by the Zn, Cu and Mn. Using MINTREX in the diet will improve the structure of the collagen, making a better



"basement" for the calcium crystal that will be deposited on top. The amount of Ca in small and big eggs is similar, so this collagen membrane will be more and more important as the eggs get bigger and the amount of Ca/cm² decreases.

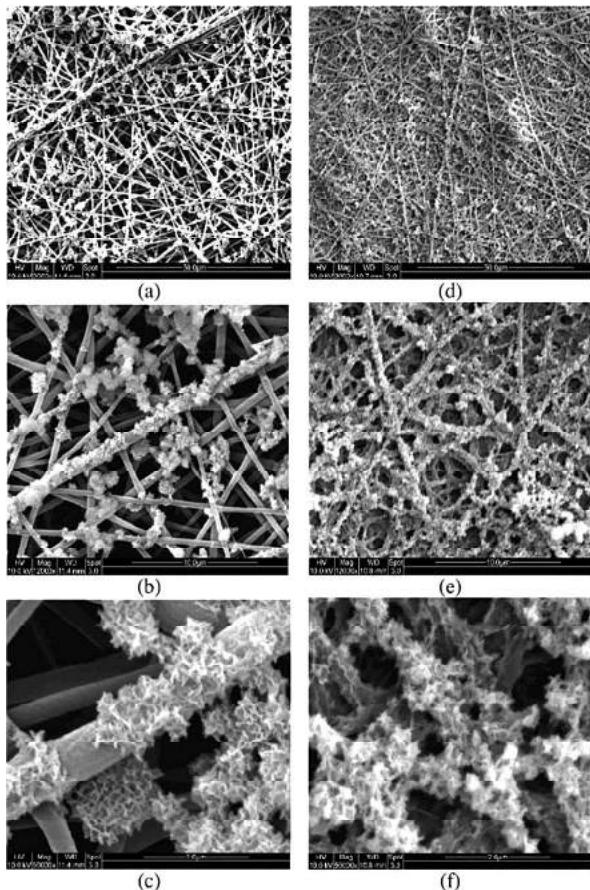


Fig. 2. Mineralization of n-HA on nanofibers after Ca-P treatment. (a) to (c) denote n-HA deposition on PLGA nanofibers. (d) to (f) represent n-HA deposition on PLGA/Col nanofibers.

The calcium amount will depend on the balance of Ca/P/Vitamin D of the diet and the deposition of the Ca will depend on several enzymes where the co-factors are Zn, Cu and Mn. A highly Bioavailable Chelated Mineral will provide the right levels of trace minerals for the activity of these enzymes.

Trace Mineral in Bone Structure:

Bone has basically two Matrix. Organic Matrix which is the basal structure of the bone and

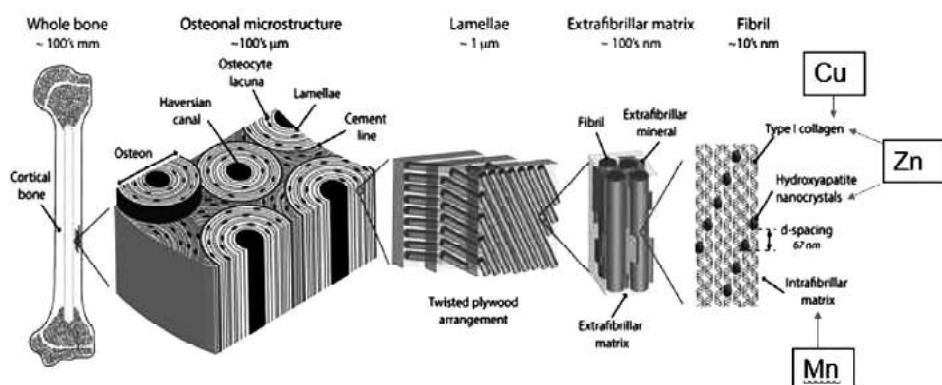
is a bonding of multiple fibers, mainly collagen fibrils (fine fiber, approximately 1 nm diameter). The collagen fibrils are **type I collagen**; produced by the osteoblast, a specialized fibroblast. Collagen represents approximately 80 to 90% of the organic matrix

- Inorganic part: it gives the strength to the bone. It's composed by **hydroxyapatite crystals** ($\text{Ca}_{10}[\text{PO}_4]_6[\text{OH}]_2$). These crystals are produced due to the osteoblast activity.

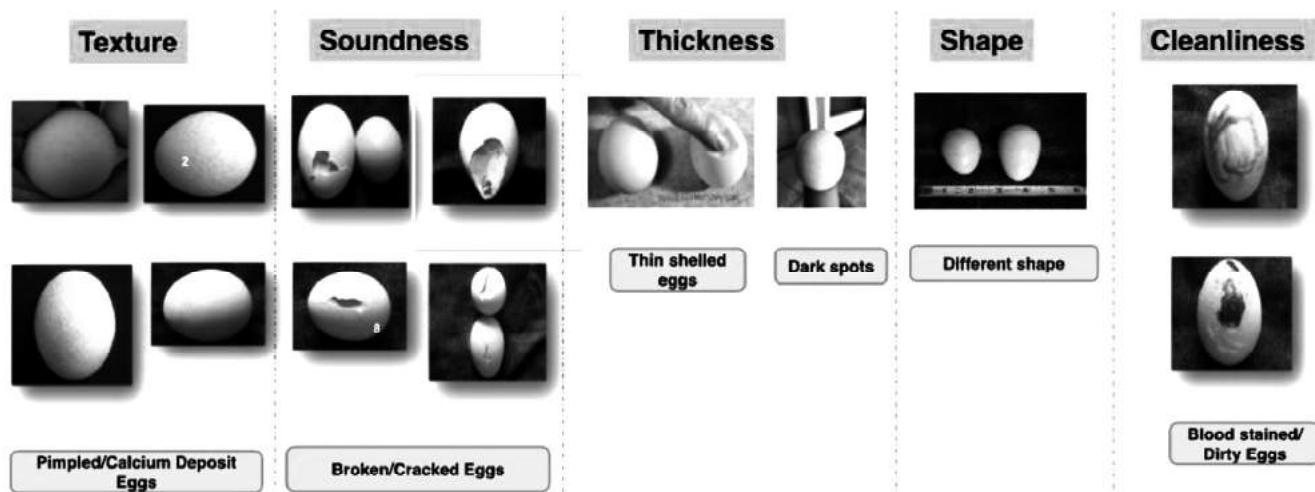
During the bone development Ca and P are very important but also the trace minerals play a key role in this process:

Zn Zinc	<ul style="list-style-type: none"> Micromineral involved in enzyme function for eggshell deposition Critical cofactor for calcium metabolism enzymes Necessary for deposition of eggshells Zinc nutrition becomes increasingly important late in lay
Cu Copper	<ul style="list-style-type: none"> Important micromineral for crosslinks of microstructure An important cofactor in cartilage forming enzymes Important for shell membrane formation, the foundation of a quality eggshell
Mn Manganese	<ul style="list-style-type: none"> Important in the synthesis of mucopolysaccharides Mucopolysaccharides are critical for bone and cartilage formation Inadequate Manganese nutrition can lead to eggshell thinning and reduced hatchability
Se Selenium	<ul style="list-style-type: none"> Integral part in the hen's oxidation defense system Can have a positive effect on egg interior quality and Haugh Units A key mineral for a functioning immune system
Ca Calcium	<ul style="list-style-type: none"> Eggshell is composed of Calcium in the form of Calcium Carbonate Calcium is derived from the diet and medullary bone reserves Inadequate consumption results in reduced production, eggshell quality and overall bird health
P Phosphorus	<ul style="list-style-type: none"> Macro minerals play important support role for Calcium mobilization Imbalances can result in caged layer fatigue and end eggshell production

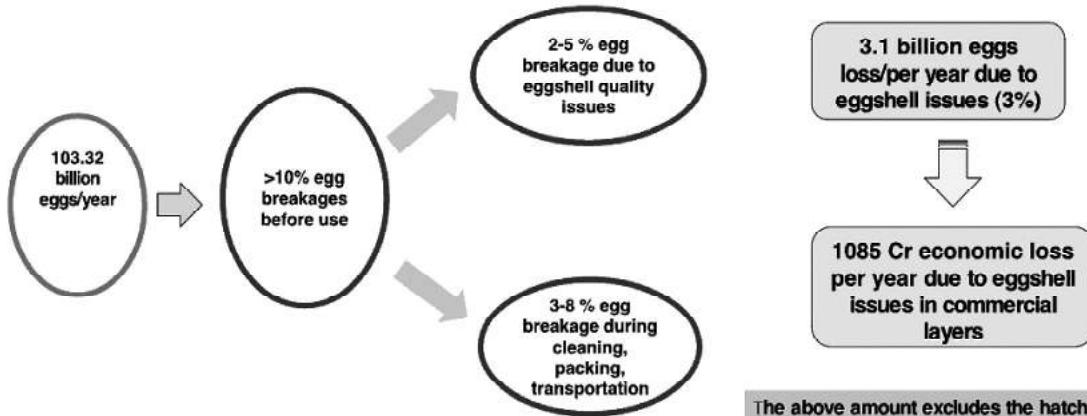
Highly Bioavailable trace mineral helps improving the collagen cross linking and ossification in bone tissue matrix.



Common Problems in Eggshell



Economic Losses due to Poor Egg Shell quality & Egg Breakage



Egg price: Rs.3.5/egg

Source: thepoultrysite.com

The above amount excludes the hatching eggs by breeding birds.

The economic losses for the breeders will be even more due to reduced hatchability and chick livability

if we split it down the bone structure in smaller components, at the end we will see a matrix formed by collagen & intrafibrillar matrix and areas where Ca & P are deposited in the spots. Cu & Zn are important for development of collagen and nanocrystals and Mn for IFB matrix. A highly bioavailable chelated mineral will ensure proper formation of Collagen and intrafibrillar matrix and thereby ensure proper Ca & P deposition.

How Much Trace Mineral is squeezed by Egg?

The feed of commercial layer and breeder can easily cause trace mineral deficiency in bird. Normally these diets contain high amount of Ca &

phytate Phosphorus which is around 0.4-0.5% considering usage of bran in layer diet.

Let's see below example,

- Egg yolk 30% egg white 58% egg shell 12%
- Trace mineral in yolk: Zn 38-60mg/kg Cu 2-2.5 mg/kg Mg 1.1-1.2mg/kg
- Trace mineral in egg white: Zn 0.5 mg/kg Cu 0.02 mg/kg Mg 0.04mg/kg
- Every 100g eggshell content 3-4mg Zn and 8-10mg Fe

Trace mineral	Zn	Cu	Mn	Iron
Egg yolk	0.68-1.08 mg	0.04-0.05mg	0.02 mg	
Egg white	0.02 mg	0.001 mg	0.001mg	
Egg shell	0.02-0.03 mg			0.06-0.07 mg
Total	0.72-1.11mg	0.04-0.05mg	0.02 mg	0.06-0.07 mg

Now let's take Zn as an example and see how much of Zn is getting excreted and Absorbed through feed.

Zn as sample:

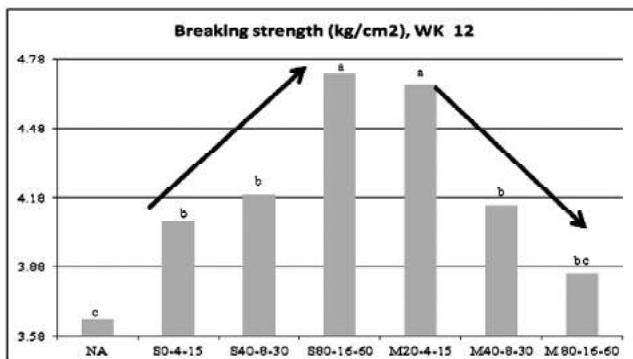
Layer feed intake	110g
Zn in layer feed	85ppm
Zn intake very day	9.35mg
Zn bio-efficacy in Zn sulfate	20%
Zn absorption	1.87mg

➤ Zn excreted by egg 0.72-1.11mg, it is about 38%-59% of Zn intake in body!

From the above example we can analyze a significant amount of Zn is getting excreted in the environment.

Bis Chelate in Improving eggshell breaking strength:

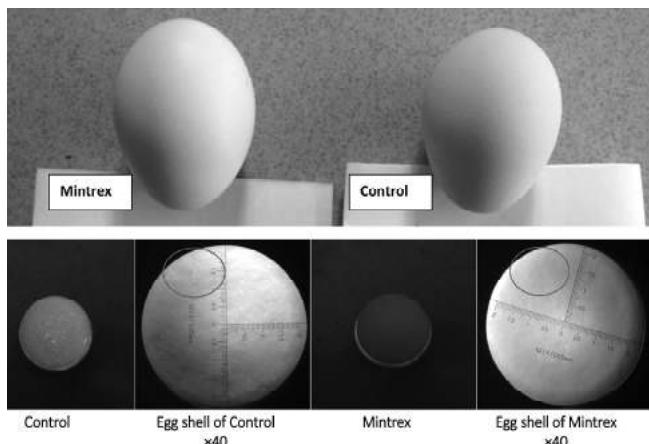
MINTREX Chelated trace mineral is the only globally available bis chelate having 2:1 metal to ligand ratio and a neutral charge ensuring the metal has maximum protection. Novus experience has shown that when we use MINTREX minerals at reduced dosage (Zn: Cu 20:4) it can improve the eggshell breaking strength and can replace high level of ITM (Zn: Cu 80:16)



Low dosage of MINTREX improve eggshell breaking strength (kg/cm²)

A trial comparing a diet supplemented with MINTREX and a normal feeding program showed improved eggshell quality late in lay, as well as improved egg weights without compromising shell strength. Comparisons with both inorganic trace minerals and other organic trace mineral sources indicate MINTREX improves tissue supply of zinc,

Egg Shell Surface is smoother in MINTREX Group & denser than Control group.



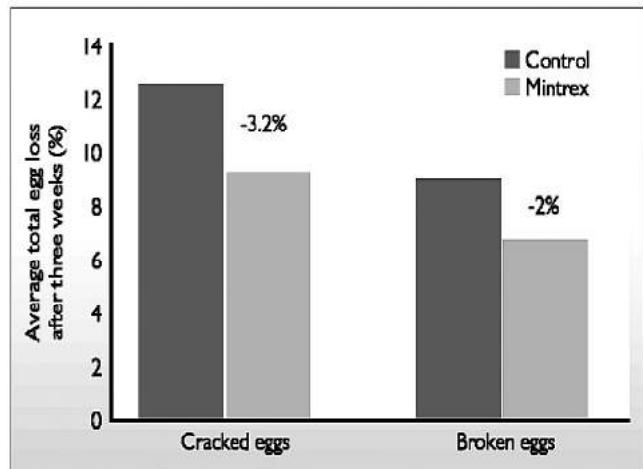
Denser Eggshell in MINTREX Group

MINTREX improves eggshell strength and eggshell thickness in layer.

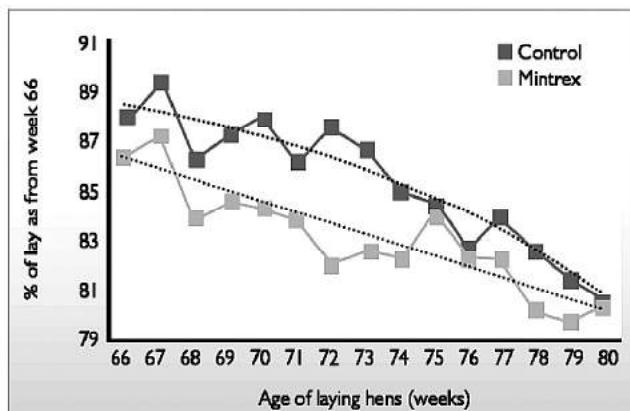
Treatment	Eggshell strength (kg/m²)	Eggshell thickness (mm)		
		Sharp side	Middle	Blunt side
Control	3.99 ± .72	0.35 ± .03	0.34 ± .02	0.33 ± .02
Mintrex	4.39 ± 1.04 **	0.37 ± .02 **	0.38 ± .02 **	0.36 ± .03 **

** p<0.01

copper, and manganese, and has a direct beneficial effect on connective tissue and bone development in poultry.



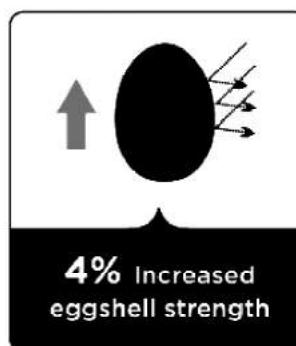
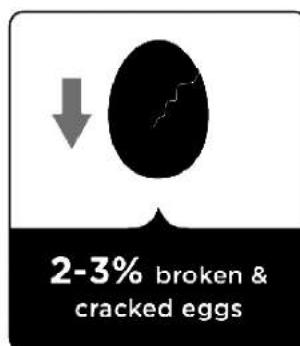
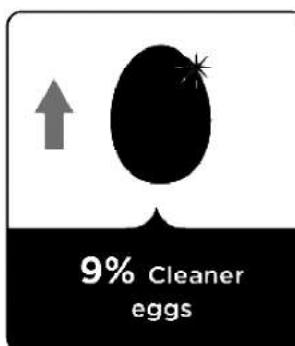
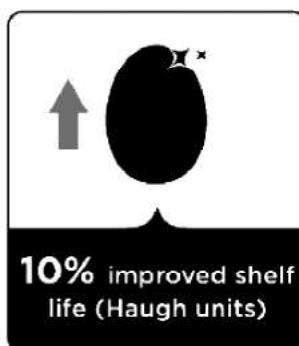
Improved eggshell quality in commercial layers 72-81 weeks of age.



Increased laying rate, especially in late lay. After 66 week laying rate remain higher for MINTREX birds.

In layers, these effects support improved bird health, eggshell strength and egg quality factors which are critical to today's industry performance parameters.

Novus meta-analysis of various research globally have shown that inclusion of MINTREX improves Egg shell quality by



*Results based on meta-analysis of various research trials done globally

Conclusions:

Egg quality, both internal and external, determines the degree of profitability in commercial layer operations. Trace minerals play an important role in enzyme activities that are responsible for maintaining eggshell formation and membrane quality. The risks associated with trace mineral deficiency include reduced egg mass and poor eggshell quality.

For any layer operation, getting more saleable eggs is the key to increasing profitability. Challenges such as dirty eggs, broken and weak shells can lead to

poor interior quality, due to potential contamination from external pathogens. The most effective way to achieve the highest production possible is by boosting flock performance through optimal nutrition.

In addition to performance improvements, feeding layers a special mineral enriched diet can enhance the mineral content of eggs they produce. Zinc, copper, and manganese can be passed on to the egg in higher levels, provided the animal is fed a highly bioavailable source of those trace minerals. Consumers eating these eggs will then have the added benefit of consuming more healthy minerals in their diet. Only MINTREX chelated trace minerals consistently deliver more essential trace minerals to the bird, while also minimizing mineral excretion. That translates into healthier layers, more efficient production and ultimately, improved profitability for the producer.

Novus International, Inc. is a leader in scientifically developing, manufacturing and commercializing nutrition and health solutions for the animal agriculture industry. Novus's portfolio includes ALIMET® and MHA® feed supplements, MINTREX® chelated trace minerals, CIBENZA® enzyme feed additives, NEXT ENHANCE® feed additive, ACTIVATE® nutritional feed acid, and other feed additives. Novus is privately owned by Mitsui & Co., Ltd. and Nippon Soda Co., Ltd. Headquartered in Saint Charles, Missouri, U.S.A., Novus serves customers around the world. For more information, visit www.novusint.com.

PRESS RELEASE

Suguna Foods launches its first click and mortar business Delfrez as part of a brand restructuring

In addition to this launch, the poultry major also announced several strategic restructuring measures at a group level for the future



Mumbai, 16th December 2021: After revolutionizing the Indian poultry industry with 30 plus years of expertise, Suguna Foods, a Rs. 9,000 crore Indian poultry major today announced the launch of its first click and mortar brand, Delfrez. The move comes as part of Suguna's strategic brand restructuring at a group level, which was unveiled today in a press conference. The newly launched brand Delfrez will be in both online and offline retail format

that will house diverse poultry products from the house of Suguna. The group has invested over 100 crores in the new brand and plans to launch over 1000 outlets by (2025).

Delfrez is the brainchild of the second-generation leader from the group - Vignesh Soundararajan, Executive Director - Suguna Foods. This click-and-mortar brand aims to bring quality products to everyone's plate. Available in leading online & offline channels like Big Basket, Grofers, Jio Mart, Swiggy & many more. Delfrez will house an array of products which would be into Ready to Eat, Ready to Cook, and Marinates. Also available offline, Delfrez retail is a spacious store that provides customers with fresh produce in a hassle-free environment.



Commenting on the occasion, **Mr. Soundararajan, Chairman - Suguna Group**, said “The pandemic has been a great learning opportunity for every industry and today we are happy to see one of our biggest takeaways from the pandemic take shape with a very innovative approach to our poultry format. This rebranding exercise is a major initiative that we have undertaken to be relevant in today’s digital world. There have been many transformations in Suguna, which is very much in line with the transformation of the poultry segment in India. In addition to the Indian market, there is a significant growth opportunity in foraging markets for the organized poultry brands from our country. We are laser-focused on terms of increasing our business in India and expanding our market share worldwide with this new, refreshed brand strategy. We will stay committed to improving the lives of over 40,000+ people and their families, who are directly associated with Suguna and more than 1,00,000+ people indirectly.”

Mr. Vignesh Soundararajan, Executive Director, Suguna Foods, said “We are really excited to launch Delfrez and make our products accessible to one and all through retail as well as digital channels. We have made sure to have a proper Digital and e-Commerce strategy in place to connect with our consumers and understand their needs. Being leaders in the poultry industry over the past three decades, we look forward to leveraging our expertise in the market and help reinforce our philosophy with this venture, which is to bring more protein to everyone’s plate”

With the launching of Delfrez, the group also announced a slew of restructuring initiatives such as a renewed new group logo with the letter S designed to be perceived as interlocked whilst signifying strength. The logo emphasizes the strengthened bond between the company and its customers, besides establishing that their product provides delicious, fresh, and quality meat that helps strengthen the immunity of the entire family.

About Suguna Foods: Suguna is one of the top ten poultry companies in the world. It operates in 18 Indian states and offers a range of poultry products and services. Broiler and layer farming, hatcheries, feed mills, manufacturing plants, vaccines, and exports are all part of the fully integrated operations. Suguna supplies frozen chicken, value-added eggs, and live broiler chicken. Suguna has developed a chain of modern retail outlets to provide customers with fresh, safe, and hygienic packed chicken. Suguna foods’ popular product lines include Suguna Daily Fresh, Suguna Home Bites, Suguna Anytime processed chicken, and four types of specialty Suguna value-added eggs.

About Delfrez

Delfrez is a chain of retail outlets that operate under the processed food division of Suguna Foods Pvt. Ltd, a pioneer in broiler farming, hatcheries, feed mills, processing plants, and vaccine manufacturing for poultry in India since 1984. The chain of high-quality stores caters to all the needs for chicken, value-added eggs, mutton, and more. Delfrez brings customers spacious and pleasing outlets complete with modern amenities with a variety of chicken products and more at a location near you. At Delfrez, customers get the experience of selecting from a range of fresh chilled chicken for your convenience that’s available in portions & cuts as per desired quantities. Currently, Delfrez is operating in all leading cities across South India like Bangalore, Chennai, Coimbatore, Cochin, Trivandrum with over 250+ outlets. The brand has plans to enter the north and western parts of India in cities like Pune, Mumbai, Gurgaon, Chandigarh & Goa

For any media queries, please contact,
apoorva@brand-comm.com

Ph: 9967420556

Current Scenario of Indian Poultry Industry

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India is the 3rd largest egg producer in the world contributing about 6 percent of global production after China (37 percent) and the USA (7 percent) and the 7th largest chicken producer (807.89 million) in the world after China, Indonesia, USA, Brazil, Pakistan and Iran. In India, the per capita consumption of eggs is about 86 eggs per annum (2019-20) and that of chicken reached at 3.1 kg per annum. Indian Council of Medical Research (ICMR) recommends about 182 eggs & 11 kg of meat/ head/ annum as a minimum requirement for an individual. This indicates that the Indian poultry industry is having a huge opportunity for its exploration in future. The per capita consumption in most of the developed countries is more than about 300 eggs and 20 kg of chicken per annum. Production of poultry meat in India has increased to 4.23 million tons per annum in 2019-20. Demand for processed chicken meat has been growing by 15- 20% per annum. Total egg production in India has reached at 114 billion eggs per annum. The ministry of food processing industries at the central govt. level and food inspection authorities at the local levels have started keeping track of eggs and chicken production in India for quality and nutrients.

The poultry farming in India has grown from a backward farming activity to a highly organized, scientifically-driven and technologically-oriented commercial industry. The rapid growth of poultry industry in India might be due to the combined influence of many factors such as increase in purchase power of people, due to increased demand for egg and meat, increase in literacy percentage in the country, increased awareness of the people about the nutritional requirements for healthy living, **changing lifestyle, shifting of food habits, rapid urbanization, globalization**, active developmental support from the central and state government, research and development experiences from research institutes, and international collaboration in private sector.

Currently our poultry industry contributes more than twenty thousand crores rupees to the GNP and supports the livelihood of about two million people. The poultry has also the highest rate of growth in agricultural sector in India with a growth rate of 8-10% in eggs and 15- 20% in broilers over the last two decades. India is having the

second largest poultry market in the world. **About 14% of the Livestock GDP and 1 per cent of the national GDP is being contributed by the Indian poultry industry.** Around 6 million people in India are employed directly or indirectly in poultry industries. The Indian poultry sector has witnessed one of the **fastest annual growths of about 8.5% in eggs, 6% in meat production and 7-8 % in broiler production** over the last decade amongst all animal-based sectors. The organized sector of Indian poultry industry contributes nearly **4/5th of the total output** whereas the rest emanates from the unorganized sector. **Tamil Nadu, Andhra Pradesh and Telangana** states are first, second and third in poultry population whereas Assam (71.63%) and West Bengal (46.34%) have maximum growth in poultry population during the year 2012 to 2019. As per Agriculture and Processed Foods Products Export Development Authority (APEDA), **India has exported 659,304 MT of poultry products** for the worth of INR 7,680 million during 2015-16

Around 70% of the layer birds are being raised in the states of Andhra Pradesh, Telangana, Tamil Nadu, Karnataka and Maharashtra in south and Haryana in the north of India. Feed (65%) and chicks (25%) account for 90% of the broiler inputs and consolidation is being observed in the market. Smaller producers engage in 'contract farming'. Dual purpose birds of improved varieties such as 'Low technology input birds', are being bred in India for the purpose of backyard/family production.

Export trends

Majority of the exports are destined for the Middle East. Each year, India exports around 5000 MT of poultry products into Europe, the largest chunk of which is destined for Germany, although the share of the Netherlands has grown significantly over the last few years.

Main poultry enterprisers in India

A number of poultry companies are situated in and around Hyderabad. Andhra Pradesh and Telangana account for majority of the birds and eggs produced in India. The key stakeholders in the Indian poultry market are:

- a) Suguna Foods, Tamil Nadu b) Venky's (V H Group), Maharashtra c) Balaji Hatcheries, Andhra Pradesh d) V

S N Hatcheries, Andhra Pradesh e) Mulpuri Group, Andhra Pradesh f) Sneha Foods Limited, Telangana h) R M Group, Haryana. i) Skylark Foods, Haryana j) Komarla Group, Karnataka k) I B Group, Chattisgarh l) Bharati Poultry, West Bengal. Srinivasa Hatcheries (SH Group), Telangana.

Significance of Poultry Industry in India

- Among all the agriculture & allied sector, the poultry enterprise is having the highest shock absorbing capacity in the marketing due to its typical mode of monetary operation.
- The requirement of low investment and short gestation period helps in rapid upliftment of the financial status of the mostly weaker sections of the society.
- The **regular flow of income in the poultry sector** provides enormous benefits to the rural as well as urban economies of India.
- Poultry sector is having the highest opportunities for employment generation among the educated unemployed youths among all the livestock sectors.
- Poultry farming has helped in **solving the agrarian crisis** of the state.
- The advances in poultry technologies helped in increasing the population of **genetically superior birds** with high production potential in the country.
- In spite of significant progress in poultry sector, the **average per capita availability** is only 86 eggs and 3.1 kg of poultry meat against the ICMR recommended levels of 182 eggs and 11kg meat per annum.
- Still a **huge gap** exists between the availability and demand of poultry products.
- The export industry of poultry and poultry products is severely affected by **sporadic bird flu outbreaks** in different parts of the country along with **lack of storage and processing facilities** and **rising prices of feed stocks** including soya meal and maize.
- As feed comprises almost 75-80 % of the production cost of poultry birds, poultry farmers in India are constantly facing **pressure on their profit margins** due to a sudden increase in feed prices.
- The financial institutions are showing less interest towards **sanctioning** the projects aimed at establishing small or medium poultry production units.
- The Indian poultry farmers are not maintaining the international standards with respect to production methodologies and processing techniques in their farms.

- Most of the poultry farms in India are operating in open buildings without having any **climate control mechanisms and quarantine facilities**. As a result, the birds get exposure to various climatic variations which helps in spreading of potential diseases and epidemics.
- There is a **lack of comprehensive regulating authority** in the domestic market to maintain hygiene in farms, processing and transportation.
- Licensing of farms is mostly done at municipality level, which often **lacks the knowledge, expertise and human resources** to strictly enforce quality standards.
- **Steps taken by Government to Reform Poultry Sector**
 - At the Government level, National Bank for Agriculture and Rural Development (**NABARD**) is **providing financial assistance for the infrastructure development to encourage the poultry enterprises in India**.
 - Small and marginal farmers at village levels are getting financial support by banks and the National Cooperative Development Cooperation (NCDC)
 - **The Indian Rural Development Programme (IRDP)** has introduced the **Poultry insurance scheme** also.
 - The **Food Safety and Standards Regulations**, of FSSAI provides license for the **Meat processing** in India.
 - The **National Livestock Mission** which has been launched by the Government of India is aiming at sustainable growth and development of livestock sector including poultry farming and allied activities.
 - The Agricultural Ministry has launched **Mobile enabled M-Farmers SMS Portal, web-enabled Farmer Portal**, Farmers Call Center and DD Farmer Channel and two Mobile Apps such as Farmer facility and Pusa Agriculture for providing access to farmers to information through mobile and internet connectivity.

Measures to be Adopted to Improve Poultry Industry in India

- The policy measures should be taken to improve the infrastructure facilities which will help in stabilizing the price of poultry products in the domestic market and making them available in remote areas.
- An **efficient marketing channel** must be created to provide remunerative prices to producers.
- The **production of maize should be increased** by using GM (genetically modified) seed varieties to mitigate the feed scarcity.

- Locally available feed stuffs should be selected as alternative feed source to replace maize and to reduce the feed cost.
- “Poultry-centered diversified farming systems”** should be created to increase mean household income.
- The government should **permit the import of feed ingredients** such as maize, corn and medicines required by the sector **without any restrictions** on quantity, and make available in sufficient quantity.
- Use of** climate-controlled farm houses, automated feed lines etc. should be encouraged to improve the production potential of Indian poultry farms.
- The **public investments should be increased** to overcome the problem of disproportionate high transaction cost that small-holders face in securing quality input & market access.
- More opportunities are existing for **foreign direct investment (FDI)** in the areas like breeding, medication, feedstock, vertical integration and processing in **poultry sector**.
- The promotion of poultry production by the masses can be promoted by facilitation of **micro credit in poultry sector**.
- National Poultry Development Board** should be established on the lines of NDDB, NFDB, in order to strengthen the poultry sector.
- There should be provision of loan with less interest and also subsidies by the government for constructing warehouses, cold store for storage of eggs and processed poultry meat products.

The **rural backyard poultry farming may pave a way for** achieving nutritional security of the country in rural areas. Improvements in the production of family poultry, which is under the control of women and requiring low investment, can meet the nutritional demand in the household and in the community by increasing their social standing and financial autonomy. **Integrated production, transition of market from live birds to chilled and frozen products, and policies** to ensure supplies of competitively priced corn and soybean are key factors for future poultry industry growth in India.

JOB OPENING

Head – Technical Marketing

Required Qualifications:

- Competent, self-motivated person with technical proficiency in the Animal Feed Industry & having strong flair in marketing of feed additives like Enzymes, Probiotics etc. for the Indian market
- Masters in Veterinary Sciences or equivalent, preferably with an MBA in Marketing
- Min 10 years experience in animal feed industry & handling of key accounts with proven track record
- In-depth and updated knowledge about the feed industry dynamics & excellent communication skills are a prerequisite
- Ability to deliver a high level of technical expertise and support to the marketing/distributor's sales team
- Knowledge and experience in handling exports would be an added advantage

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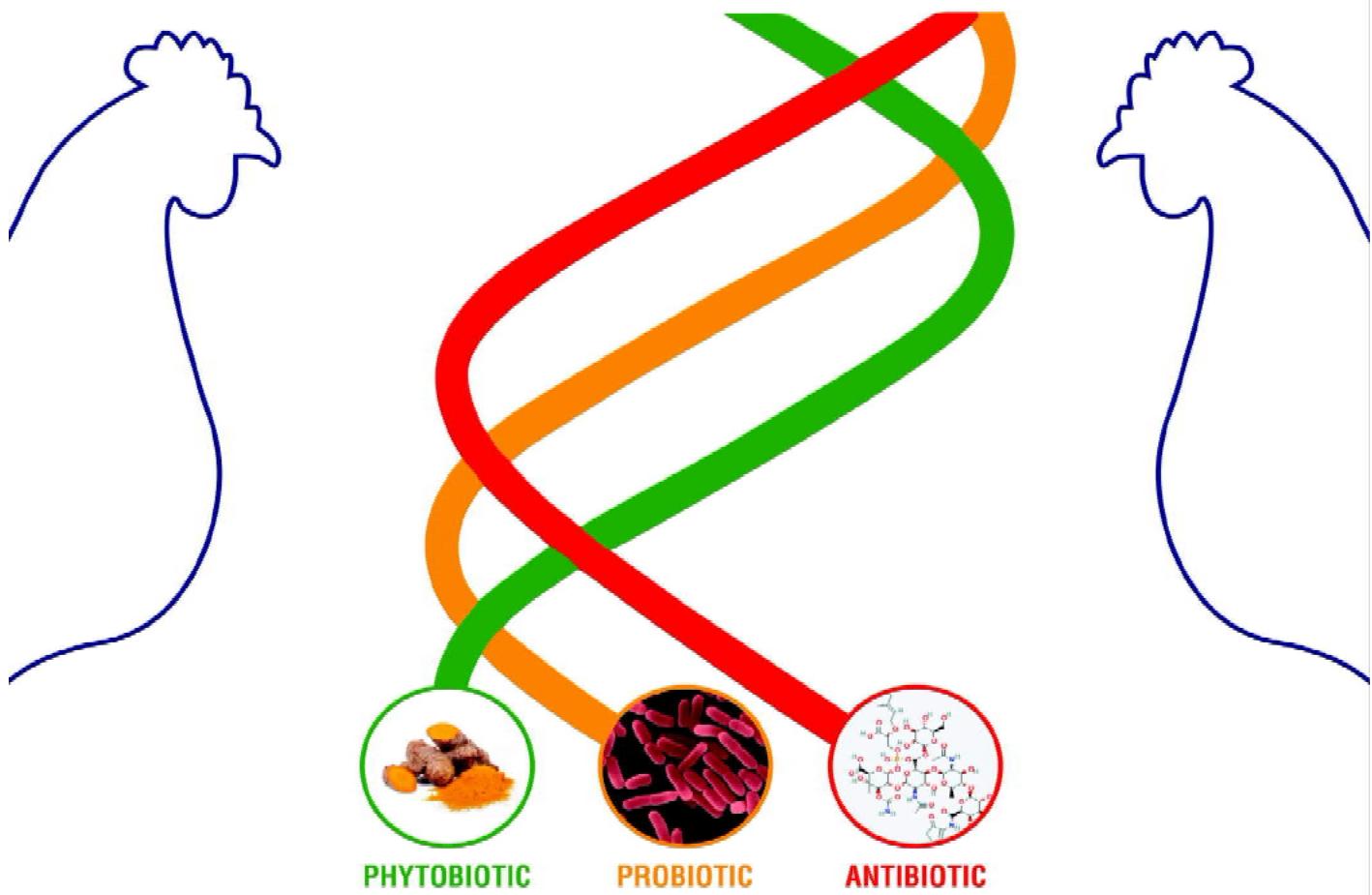
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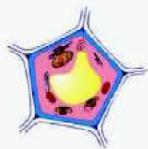
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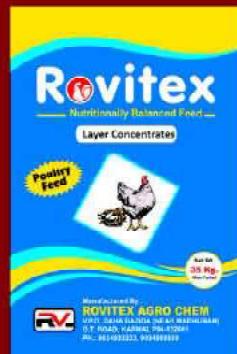
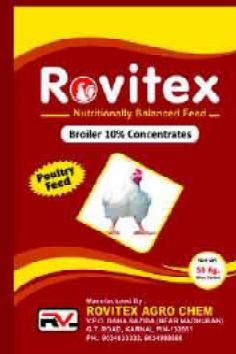
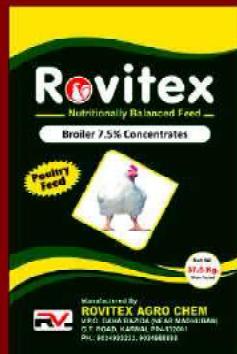
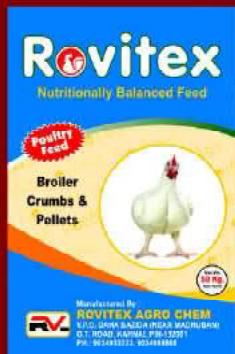
- ❖ Broiler 10% Concentrates
- ❖ Broiler 7.5% Concentrates
- ❖ Broiler 5.5% Concentrates
- ❖ Broiler 3.5% Concentrates
- ❖ Broiler 2.5% Concentrates
- ❖ Broiler 1.5% Concentrates

Layer Concentrates:

- ❖ Layer 5% Concentrates
- ❖ Layer 10% Concentrates
- ❖ Layer 25% Concentrates
- ❖ Layer 35% Concentrates

Broiler Crumbs/Pellets:

- ❖ Broiler Pre-Starter Crumbs
- ❖ Broiler Starter Crumbs
- ❖ Broiler Finisher Pellets



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 1 Ltr & 5 Ltr	 10 kg & 25 kg
-------------------	-------------------

FEED INCLUSION RATE

Powder : 750g - 1 kg per ton of feed.

Liquid : To be given once daily with drinking water.

Broilers	Layers	Quantity (Per 100 Birds)
0-2 Weeks	0-8 Weeks	10 ml
3-4 Weeks	9-20 Weeks	20 ml
5th Week & onwards	21-72 Weeks	40 ml

- To be given regularly in broilers, layer-chicks and growers.
- In layers to be given 7-10 days every month, as required.
- Double quantity is recommended for breeders and during challenging conditions (for first 10 days).

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- At 100 ppm:** Ascites, Breast burns, Dermatitis, Carcass condemnation

USAGE

- For minimizing the level of ammonia and other noxious gases.
- To create healthier living conditions, reduce stress levels and to improve farm environment.
- For enhancing the level of beneficial gut microflora and to reduce disease susceptibility especially intestinal and respiratory diseases.
- For better farm productivity and profitability.

FEED INCLUSION RATE

200-250g/ton of feed, or as advised by the poultry consultant.

1 kg
10 kg

AMMONIA

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Asparagus racemosus Improves egg production

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- Higher body weight gain
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- Progyny benefits
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- Increased calcium absorption
- Higher leg and bone strength
- Boosts immunity
- Better vaccination response
- Reduces stress
- Reduces foot pad dermatitis
- Helps attaining full genetic potential

Mixing Ratio (Per MT of Feed)

	For complete replacement of inorganic minerals	For partial replacement of inorganic minerals or on top applications
Layer	500 g	250 g
Broiler	500 g	250 g
Breeder	750 g to 1 Kg	500 g

25 kg

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Role of Probiotics in Poultry Gut Health

Welcome to Nutrinomics...

"Nutrinomics, is the merging of the nutrition and health economics disciplines to assess the impact of nutrition on animal health and disease and to illustrate the health and economic aspects of specific changes in the daily nutrition and nutrition recommendations through the lens of cost effectiveness".

Introduction

Probiotics are living microorganisms which when administered in adequate amount confer health benefits on the host. Probiotics are one of the more efficient methods of pathogen control and have not detrimental effects to the environment as antibiotics. The benefits include improved gut histomorphology, increase in beneficial microbiota, improved immunity, enhanced growth and laying performance.

Probiotics can be provided as a live microbial feed supplement for poultry, also known as direct fed microbials (DFMs), in the poultry diet or water or can be administered to the developing embryo using in-ovo feeding technology. The use of probiotics in poultry has increased steadily over the years due to the higher demand for antibiotic-free poultry. The probiotics market was reached 80 million USD in 2018 and is projected to reach 125 million USD by 2025 at a compound annual growth rate of 7.7% (Ahuja et all 2020).

Bacillus spp, Lactobacillus spp, Streptococcus spp, Bifidobacterium spp., Lactococcus spp and yeast Candida spp. are commonly used probiotics strains. Bacillus spp. are producing heat-resistance spores. This make it possible to

make feed added with probiotics which is also made using a granulation process. Multi-strain probiotics act on different sites and provide different modes of action that create synergistic effects. The criteria for selecting probiotic strains include tolerance to gastrointestinal conditions, the ability to adhere to the gastrointestinal mucosa, and the competitive exclusion of pathogens. Probiotics should have survival ability in manufacturing, transportation, storage and application processes.



Properties of Good Probiotics:

- Probiotics must be a normal inhabitant of the gut and capable to adhere gastro-intestinal epithelium.
- Probiotic microorganisms must be able to survive in high temperature.
- Probiotic microorganisms must be able to survive in aerobic as well as anaerobic environment.
- Probiotic microorganisms must has tolerance to low pH and presence of bile acids.
- Probiotic microorganisms must be non-pathogenic and non-toxic to the host.
- Probiotics must exert its beneficial effects like enhanced nutrition and increased immune response.
- Probiotics must be sustainable under normal storage conditions.

Mechanism of action:

A. Probiotics helps in maintaining normal gut health and intestinal microflora by:

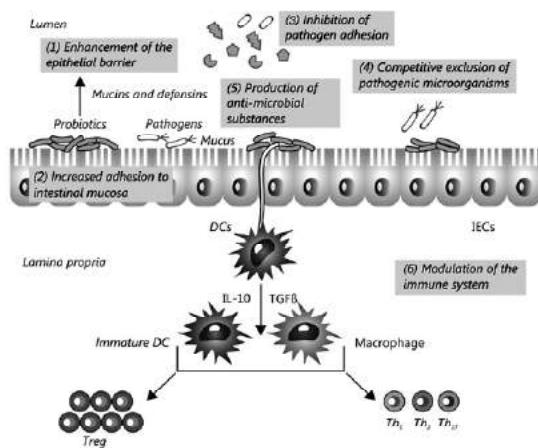
- Enhancement of the epithelial barrier with releasing of gut protective metabolites like arginine, glutamine, short-chain fatty acids, conjugated linoleic acids etc.
- Competitive exclusion by increasing adhesion to intestinal mucosa and by inhibiting pathogen adhesion to it.
- Production of antimicrobial substances like bacteriocins which helps to reduce pathogenic bacteria.
- Alteration in gene expression of pathogenic microorganisms.

B. Probiotics supplementation alters digestion, absorption and metabolism of nutrients by:

- Increasing digestive enzyme activity.
- Decreasing bacterial enzyme activity.

C. Probiotics supplementation develops Immunomodulation by:

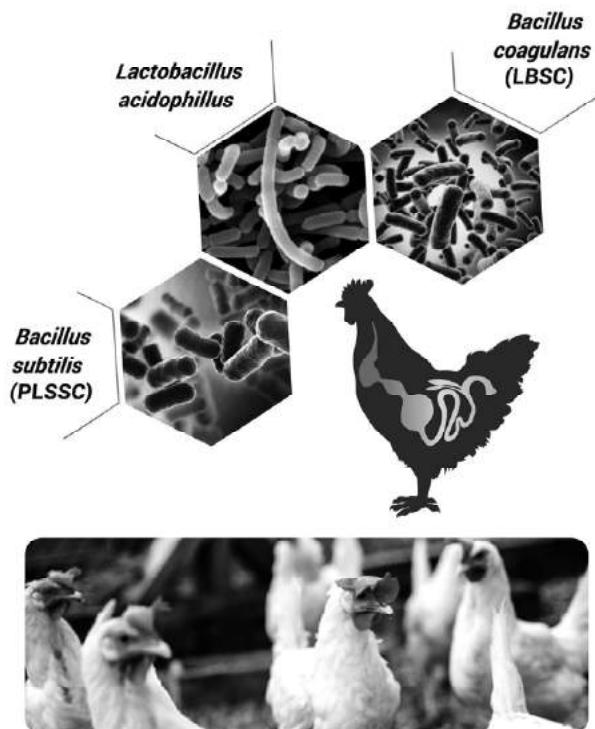
- Enhancing serum and intestinal antibodies production against foreign antigens.
- Enhancing secretion of cytokines, lymphokines and anti-inflammatory mediators, resulting modulation of immunity.

**Benefits of Probiotics:**

- Promotes optimal development of gut microbiota especially post-hatch.
- Re-establishes balanced gut microflora during post-antibiotic application.
- Reduces incidence of wet litter and pasty vent.
- Improves weight gain and feed conversion in broilers.
- Helps to maintain consistent egg production in layers and breeders.
- Effectively reduces early chick morbidity and mortality.
- Effectively replaces AGPs.
- Zero withdrawal period and it can be administered throughout the life cycle.

About CosBac™:

CosBac™ is a uniquely blended, poultry-specific, multi-species symbiotic product that promotes development of beneficial gut microflora, increase in beneficial microbiota, improved immunity, which further leads to healthy & economics production parameters through the combined action of carefully selected probiotic microorganisms and prebiotics. It comprises *Bacillus subtilis* (PLSSC) 5×10^9 CFU/g, *Bacillus coagulans* (LBSC) 3×10^9 CFU/g and *Lactobacillus acidophilus* 2×10^9 CFU/g with guaranteed total potency of $\geq 10 \times 10^9$ CFU/g along with Prebiotics.



- S SEEK SAFETY**
- A AIM SAFETY**
- F FOLLOW SAFETY**
- E ENSURE SAFETY**
- T TEACH SAFETY**
- Y YIELD SAFETY**

Awareness Campaign done by ABTL across INDIA.

Like most things in life, building a successful safety program begins & ends with commitment.

A safe recycling operation requires commitment to safety, 24 hours a day, seven days a week, from the CEO to the bottom of the pyramid. The process isn't easy, but the journey is a valuable one.

ABTL always think & care for the customer as being a partner in progress.





GLIMPSE FROM THE VIV MEA EXHIBITION 2021 AT ADNEC, ABU DHABI



Dr. Yogesh Jadhav & Dr. Rajendra Prasad with Dr. Atul Rajput – Poultry Consultant from Pune, India.



Dr. Yogesh Jadhav & Dr. Rajendra Prasad with Mr. Imran Uddin Shagor of Progressive Hatcheries from Bangladesh.

Looking back we can say that VIV MEA 2021 was a very successful exhibition. We'd like to thank everyone who made it a memorable with an everlasting experience.

Huge thumbs up to the VIV worldwide organization who made this event possible in the wonderful city of Abu Dhabi.

"ABTL"



Dr. Yogesh Jadhav with Mr. Niamat Ullah
Poultry Nutritionist, Bangladesh.



Team ABTL along with Dr. Ali Imam from Bangladesh & Mr. Tunde Adewoye from Nigeria.



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EVERLASTING MEMORIES FROM VIV MEA EXHIBITION-2021.



Team ABTL with Mr. Ali Kalbani & Dr. Vikas Garad from Oman.



Team ABTL with Dr. Hadi from Osool Poultry – Oman.

VIV expo has focused on the future of the global poultry industry and is also featuring the latest trends in dairy, fish, poultry, eggs & livestock. VIV MEA boosted our trade opportunities and great to see all at the global meet and proud to watch the leading model for boosting their exports.

Dr. Rajendra Prasad-Technical & Marketing Consultant, ABTL.



Team ABTL with Ms. Valerie Daher – Utrix, Lebanon.



Team ABTL with Mr. Al-Shanfari & Dr. Kapil Jadhav of Asaffa Foods from Oman.

EVERLASTING MEMORIES FROM VIV MEA EXHIBITION-2021.



Dr. Rajendra Prasad along with Mr. Shrikrishna Gangurde of Avee Broilers from Nashik, India.



Team ABTL along with Mr. Abdul Lateef from Dubai.

Glad to meet our esteemed customers and visitors after long time. Thank You to all visitors for your exceptional support at our ABTL booth during VIV MEA 2021. Hope to see you all again very soon.

Dr. Yogesh Jadhav – Export Manager, ABTL.



Dr. Rajendra Prasad along with Mr. Bayram KOC – M.D. & Dr. Gurcan Iyisan General Manager of Polimed from Turkey.



Dr. Yogesh Jadhav & Dr. Rajendra Prasad with Ms. HebaEL - Import & Export Manager from Egypt.

Technical Update

Srinivasa



EFFECTS OF GROWING PERIOD LIGHTING PROGRAMS ON LAYING PERFORMANCE

Lighting programs are one of the key management tools in determining layer hen growth and laying performance. Light duration influences body weight profiles from hatch throughout the grow and until the hen reaches mature body weight in the lay period. Lighting programs also have a strong impact on the onset of sexual maturity, egg weight, and production performance.

In this study, we evaluated the impact of two common light applications on W-80 commercial bird growth and lay performances. The first treatment was the Hy-Line standard step-down (SD) lighting program starting with 20 hours of light during the first week; afterward, the light was decreased each week to reach 12 hours light at 7 weeks. The pullets were held at 12 hours light until 17 weeks of age. The second treatment (24/12) started with 24 hours of continuous light until 7 weeks of age. At 7 weeks the light was reduced to 12 hours and held until 17 weeks. The second application mimics common practice among Indian commercial layer farms. Parameters such as rearing period weekly body weight, age at sexual maturity, and production performance (hen-day %, hen-housed eggs, egg weight) were recorded and compared.

Results from the study indicate that the 24/12 lighting program reduces body weight, delays sexual maturity, limits production performances, and in general, limits genetic potential compared to the standard SD program.

TRIAL DESIGN

Hy-Line W-80 commercial strain was subjected to two different lighting practices: SD and 24/12.

- 600 chicks for each group were subject to experiment. Management practices followed the W-80 Commercial Guide for both groups.
- Birds were individually wing-banded at hatch for detailed data collection.
- Pullets were reared in floor-pens.
- No beak trimming was applied.
- During the growing period, bi-weekly body weight and mortality data was recorded.
- During the production period, body weights, mortality, production, and egg weight information was recorded.

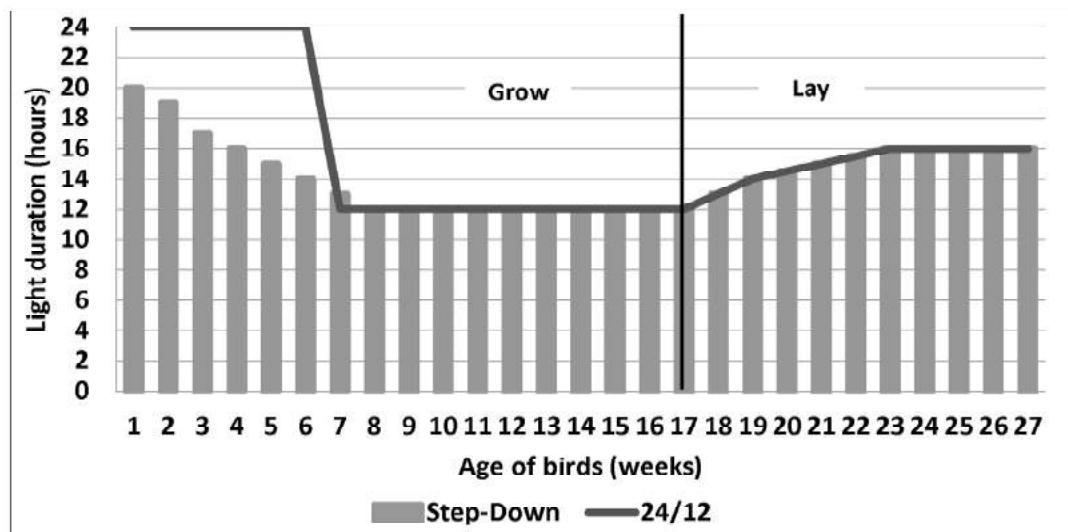


Figure 1. Lighting practices used in the study.

RESULTS

Growing Period Body Weights

- **24/12 lighting program:** Birds from this group showed a good start for body weights up to 4 weeks of age and after showed reduced weekly body weight gain.
- **Step-down lighting program:** The body weight gain in this group was steady and on target compared to W-80 standard throughout the rearing period. Body weights were 49 grams above the 24/12 lighting program birds at 18 weeks.

All results were tested at P<0.05 significance level.

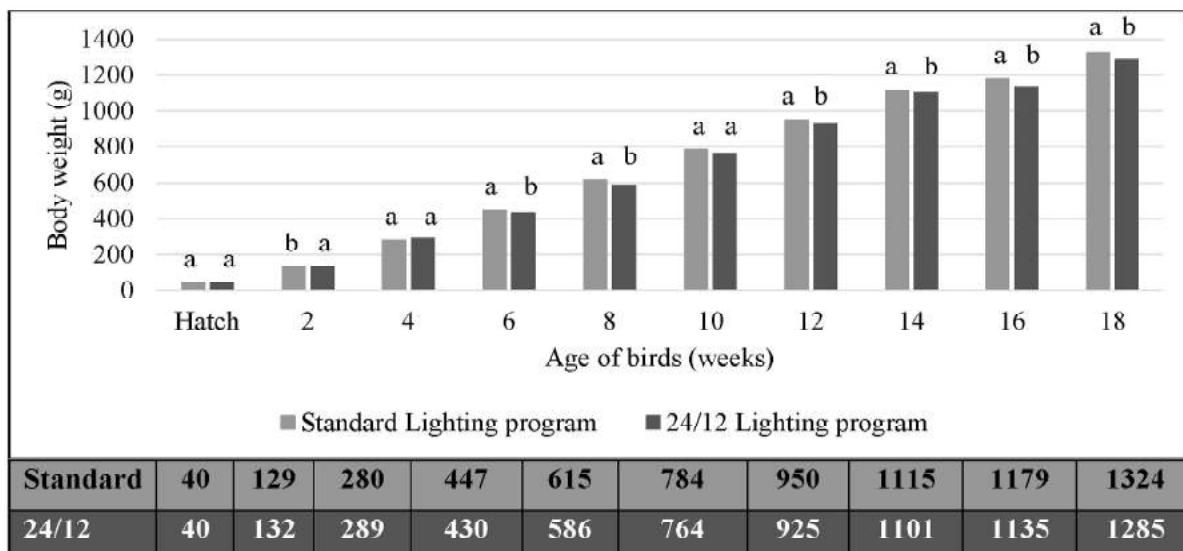


Figure 2. Comparison of body weight gain.

Sexual Maturity

Lighting programs had a significant impact on bird maturity. Birds under the step-down lighting program attained maturity 6 days earlier than 24/12 lighting program.

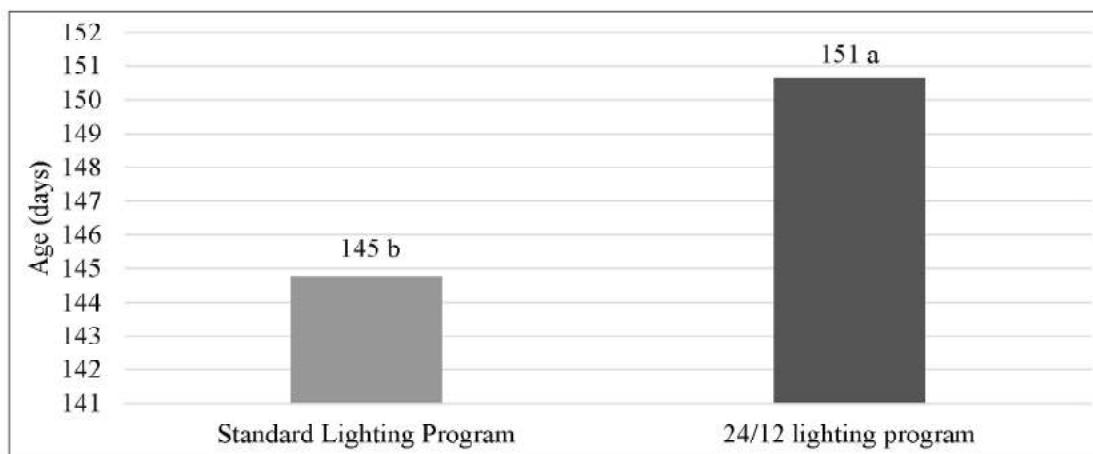


Figure 3. Comparison of sexual maturity.

PRODUCTION PERIOD RESULTS

Hen-Housed Eggs	18-30 weeks	40 weeks	60 weeks
24/12 lighting program	84 ^b	138 ^b	269 ^b
Step-down lighting program	95 ^a	149 ^a	281 ^a

Onset of lay was six days earlier for birds under the step-down lighting program. By 30 weeks of age, the step-down group had 11 more eggs compared to 24/12 program. At the end of 60 weeks, birds under the step-down lighting program laid 12 eggs more than birds under 24/12 lighting program group.

Egg Weight

Birds with the 24/12 lighting program had 1.3 to 0.5 g heavier egg weight profile starting from the first egg. In both groups, egg weights were higher than the W-80 breed standard.

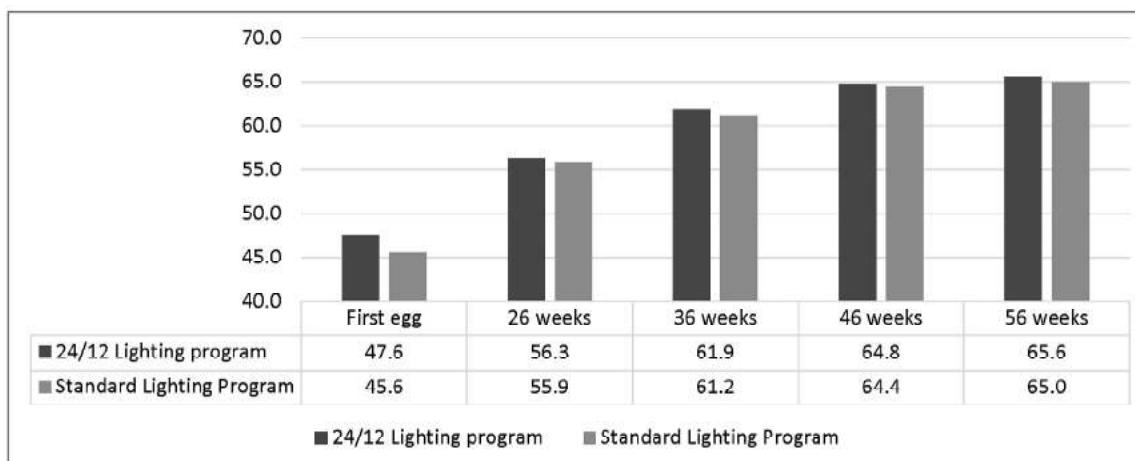


Figure 4. Comparison of egg weight.

SUMMARY

- This study shows that lighting programs in the growing period have a significant impact on body weight profiles during the rearing period, age of sexual maturity, number of eggs produced per bird, and egg weight throughout the hen's life.
- From the above study, step-down lighting program had good body weight development during rearing period. In the production period, the hens came into production 6 days earlier and by 60 weeks had 12 more saleable eggs than the birds of 24/12 hours lighting group. The heavier eggs with the 24/12 program are likely due to delayed maturity.
- The egg weight profile of the standard lighting program matches the Indian market.

CONCLUSION

Good production performances can be achieved by using the Hy-Line standard step-down lighting program during the rearing period. This program provides good resting time to the baby chicks to establish their circadian rhythm. Therefore, the supported hormone system gives a boost to muscle, bone, and intestinal development. Additionally, there is an energy-saving component by not using 24 hours of artificial light for 7 to 8 weeks. In this study, we kept birds at 12 hours of light to mimic day length; however, in an open-sided environment, we recommend no artificial light after 7 weeks, only daylight.

Recommended lighting program for Hy-Line W-80 birds in open-sided houses in India:

Growing Period		Stimulation and Laying Period	
Age in weeks	Light hours	Age in weeks	Light hours
1	20	17	BW=1100g with 85% Uniformity
2	19	18	+1 hr
3	17	19	+1hr
4	16	20	+1/2 hr
5	15	21	+1/2 hr
6	14	22	+1/2 hr
7	13	23	15-16
8 to stimulation	daylight	24	15-16

Day lengths vary seasonally (more than 12 hours in summer and less than 12 hours in winter). This seasonal variation may affect the onset of production. When the day length is more than 12 hours during the rearing period, it is recommended to keep the longest day length for the entire rearing period. Light stimulate the flocks once they have 1100 grams minimum body weight with 85% uniformity and only after moving the birds to production houses. In the case of uniformities less than 85%, light stimulate the flock after attaining 1200–1250g body weight.

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PRESS RELEASE

Successful completion of “3rd Vets In Poultry (VIP) AGM” at Goa, Sunday, 24th Oct 2021

The Era of New Normal- Scenario In Poultry & Role of Veterinarian

Vets In Poultry (VIP) is a 950+ Veterinary doctors' association working in various fields of poultry businesses, government, research, strategy makers, Scientist etc spread over all India & overseas, implementing various social activities. VIP is a registered association under charity commissioner office Pune. On behalf of this organisation, “3rd Vets In Poultry (VIP) AGM” at Goa, Sunday, 24th Oct 2021 with Theme: The Era of New Normal- Scenario In Poultry & Role of Veterinarian. More than 135+ VIPians participated across India and overseas.

With permission of President, Dr Ajay Deshpande, Dr Santosh Ire, Secretary of VIP shared all minutes of last AGM and new resolutions to be considered along with Dr Prasad Kulkarni, Treasurer who shared all Financials. Closing remark and conclusion given by President.

Highlight of the meet was special guest from Government of India: Dr SK Dutta, Joint Commissioner, AH, New Delhi and Dr Lipi, Assistance Commissioner, AH, New Delhi. Team VIP give a warm welcome to both.

VIP done major work on Bird Flu amendment draft. Dr Ajay Deshpande explain more details, supporting & insights of draft with august gathering and GOI authorities.

Dr Lipi, presented on behalf of GOI & explain their new schemes for benefits of poultry and veterinary filed. She had give all details about website and procedure to apply with necessary links.

Dr S K Dutta, added icing on cake over Dr Lipi's presentation and given eagle eye view about current status and approach of GOI. He offer welcome gesture and assured all kind of support from his end.

This session followed by heart of event: The Expert Panel Discussion on The Era of New Normal- Scenario In Poultry & Role of Veterinarian

Eminent speakers, Dr Rukmangadhan, Dr Ravinder Reddy, Dr Jayaraman, Prof Dr Ajit Ranade, Dr Sushant rai deliberate their views on topic with expert vision. The session excellently moderated by Dr PS Mahesh with his unique style. Panel suggested many good topics to be considered by VIP. Some of them are: Amendment in Bird Flu, Pollution Concern, Disease Monitoring Body All India etc. It was one of the best brain storming session.

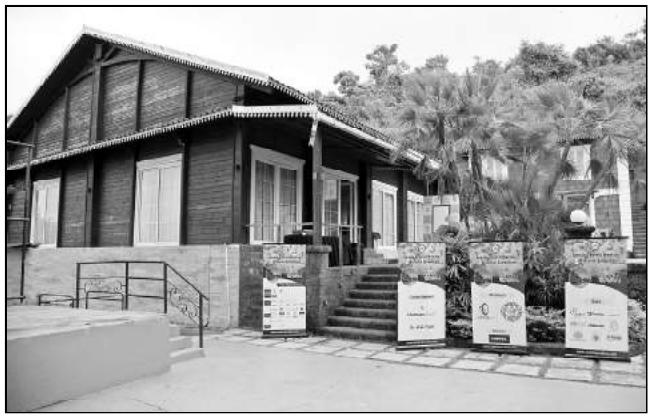
This year VIP felicitated the contribution and great service by Prof Dr G Devegowda Sir. It was an honour to VIP having him on board from VIP Journey.

All panelist and guest inaugurated VIP's 1st ever souvenir and appreciated by all.

Concluding remark and Vote of Thanks delivered by Dr Atul Latkar.

President Dr. Ajay Deshpande, by all the office bearers and volunteers and EC members thanked Participants, Industry Colleagues, Authorities, Sponsors, Media Friends & All supporters for their overwhelming support & contribution.











Stellapps enters into a 5 year partnership with Nutreco for improving animal nutrition

Over 2.8 Million Farmers to benefit from Stellapps and Nutreco partnership

National, December 15th, 2021: India's leading dairy tech startup, Stellapps has today announced a 5 year partnership with Trouw Nutrition, the animal nutrition division of Nutreco. Stellapps currently impacts 2.8 million farmers in 36,000 villages in India with its technology, and with this partnership, the Trouw Nutrition products will impact its entire customer base.

Stellapps is a farm to consumer dairy digitization service provider, improving productivity, quality and ensuring end-to-end traceability across the dairy supply chain. Over 2.8 million smallholder farmers using Stellapps' technology will now gain access to Trouw Nutrition's high quality feed products, including premixes and feed additives to support animal health, productivity, and milk yield. The partnership commits both parties to a close cooperation, sharing one purpose to find innovative ways of Feeding the Future, Nutreco's purpose.

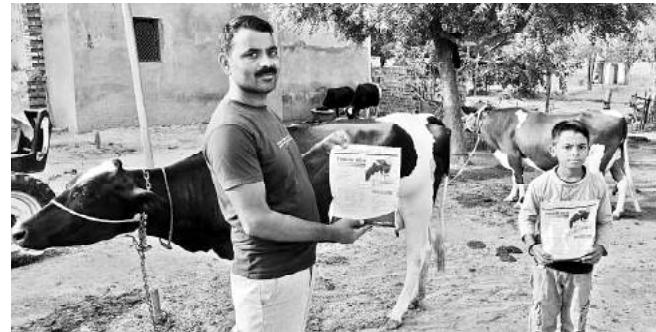
In addition to high quality feed products, Stellapps' will benefit from Trouw Nutrition's 90 years of experience; innovative tools and farm management expertise. The partnership follows a successful 10-month pilot with 5,500 farmers across Uttar Pradesh and Kolar, Karnataka which saw the use of Trouw Nutrition products, alongside mentoring and training, and resulted in an improvement on farm outputs such as milk yield and profitability.

Stellapps Co-founder and CEO Ranjith Mukundan **remarks**, "We are thrilled to work with Nutreco and its animal nutrition division Trouw Nutrition. This partnership will allow us to provide international quality cattle nutrition solutions to smallholder farmers in a retail fashion. We are confident that Trouw Nutrition products with its proven record will improve animal productivity, animal health & milk quality and as a result help boost smallholder farmer income significantly."

Trouw Nutrition CEO Saskia Korink says, "The new Stellapps end-to-end digitised model is a game changer for Indian dairy farmers, and it is a shining example of innovation within our sector, helping us move towards feeding the future sustainably. By partnering with Stellapps we can expand our reach in India and offer our premix and toxin binder solutions to help to increase milk quality and yield for dairy farmers. I am thrilled that Trouw Nutrition will play an important role in supporting Stellapps' customers by providing its nutritional health solutions."

"I have been feeding Trouw Min to my cows since February 2021", says **Sanjay Yadav, a farmer from Chandauli, Uttar Pradesh, India**. He has noticed immense improvement in the quality of the milk and health of his cows since he started using the Trouw Nutrition product. "Milk fat and SNF has improved, my cows are healthy and their coats have a good sheen. The fertility of my cows have significantly improved leading to better farm economics." **remarks Sanjay.**

With this partnership, both parties will work together building a strong advisory system to ensure small-holding dairy farmers in India increase productivity and profitability, which in return would scale farmer income. This is an important factor at a time when the Indian government is pursuing the



Sanjay Yadav, a farmer from Chandauli, Uttar Pradesh using Trouw Nutrition product

target of doubling farmers' incomes by 2022 - this announcement will accelerate this goal. India is the world's largest dairy market; approximately 570 million litres of milk is produced daily, and recent research indicates that the country's dairy market is set to increase by 6% between 2021 and 2026.

About Stellapps:

Stellapps is a farm to consumer dairy digitization service provider, improving productivity, quality and ensuring end-to-end traceability across the dairy supply chain. It leverages advanced analytics and artificial intelligence through its full-stack IoT platform to enable dairy ecosystem partnerships with financial & insurance institutions, veterinary services, cattle nutrition providers etc. to drive significant value for smallholder farmers and all stakeholders in the dairy value chain. Through its customer-base which includes all major private & co-operative dairies, Stellapps currently digitizes over 13 million litres of milk worth USD 3.4 million each day and directly impacts 2.8 million dairy farmers in over 35,000 Indian villages across 15 states.

For more information visit [Stellapps.com](https://stellapps.com), [LinkedIn](https://www.linkedin.com/company/stellapps/), [Facebook](https://www.facebook.com/stellapps/), [Twitter](https://www.twitter.com/stellapps/) or [YouTube](https://www.youtube.com/stellapps/).

About Nutreco:

Every day, Nutreco's 12,300 dedicated employees in more than 37 countries across the globe relentlessly pursue/ our purpose of 'Feeding the Future' in a way that ensures sustainability is front and centre in all we do. Our/ solutions go beyond nutrition – we provide best-in-class advice and technology to help our/ customers produce more food, in a sustainable way, to feed our growing population./

With over 100 years of experience, Nutreco is a global leader in animal nutrition through our Trouw Nutrition division, and in aqua feed through our Skretting division./ Our NuFrontiers team works to identify, develop and invest in next-generation breakthrough innovations throughout the value chain. In 2020, Nutreco had net revenues of €6.4 billion. The company is a subsidiary of SHV Holdings N.V., a family-owned multinational with net sales of/ €19.2 billion in 2019.

For more information visit [Nutreco.com](https://nutreco.com), [LinkedIn](https://www.linkedin.com/company/nutreco/), [Twitter](https://www.twitter.com/nutreco/) or [YouTube](https://www.youtube.com/nutreco/).

Venworld Technical Seminar



Dr. Prakash Reddy,
DGM, Technical

Venworld has conducted two technical seminars in Namakkal and Coimbatore, Tamil Nadu, on 22nd & 23rd November. Dr. Prakash Reddy, DGM, Technical Services, Ventri Biologicals, presented on the 'Risk analysis and critical control points over IBH and Mycoplasma'. He has spoken elaborately on the evolution and emergence of new serotypes of Fowl adenovirus in India and how critical to match the serotypes by vaccination in controlling the disease. He told Ventri's updated IBH/HPS inactivated vaccine can give complete protection against the circulating Fowl Adenovirus serotypes in India and recommended vaccination in breeders and day old vaccination in commercial broilers for best IBH control.

He has also presented on the control measures of mycoplasmosis in breeders by drug program and VHMGK vaccination. He showed the trial results for the effectiveness of VHMGK (inactivated vaccine) against *Mycoplasma gallisepticum*. It was clear that performances of

the vaccinated flocks were better than the unvaccinated flocks.

Mr. M.R.I. Magdum, GM, Venkateshwara Hatcheries Pvt. Ltd, has also joined the meeting and emphasized on the biosecurity of the poultry farms.

Broiler breeder customers, consultants and VHL technical persons attended the seminar and appreciated the information. Dr. Baburaj, DGM, Marketing, Venworld, welcomed the customers. Dr. Vijayanand, Zonal Manager, Mr. Chinnaraj, Zonal Manager, Dr. Kandasamy, AGM, Technical and other team members participated in the meeting. The meeting was followed by cocktail dinner and discussions.



Dr. N. Baburaj,
DGM, Marketing



Mr. M.R.I. Magdum, GM, VH Pvt.Ltd



Attendees

BROILER LIFTING RATES FOR THE MONTH OF NOVEMBER 2021

place	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
Hyderabad	108	113	113	113	104	106	106	106	106	100	100	91	91	96	96	98	100	101	93	93	99	93	101	101	95	95	86	90	90	92
Karimnagar	108	113	113	113	104	106	106	106	106	100	100	91	91	96	96	98	100	101	93	93	99	93	101	101	95	95	86	90	90	92
Warangal	108	113	113	113	104	106	106	106	106	100	100	91	91	96	96	98	100	101	93	93	99	93	101	101	95	95	86	90	90	92
Mahaboobnagar	108	113	113	113	104	106	106	106	106	100	100	91	91	96	96	98	100	101	93	93	99	93	101	101	95	95	86	90	90	92
Kurnool	108	113	113	113	104	106	106	106	106	100	100	91	91	96	96	98	100	101	93	93	99	93	101	101	95	95	86	90	90	92
Vizag	105	108	108	108	99	99	99	99	93	93	90	90	93	93	95	95	95	90	90	95	95	90	90	95	95	90	85	90	90	92
Godavari	112	117	117	117	108	110	110	110	104	104	95	95	98	98	100	100	100	92	92	96	92	96	96	90	90	85	90	90	92	
Vijayawada	112	117	117	117	108	110	110	110	104	104	9	9	98	98	100	100	100	92	92	96	92	96	96	90	90	85	90	90	92	
Guntur	113	118	118	118	109	111	111	111	111	105	105	96	96	99	99	101	101	101	93	93	98	93	98	98	92	92	87	92	92	94
Ongole	113	118	118	118	109	111	111	111	105	105	96	96	99	99	101	101	101	93	93	98	93	98	98	92	92	87	92	92	94	

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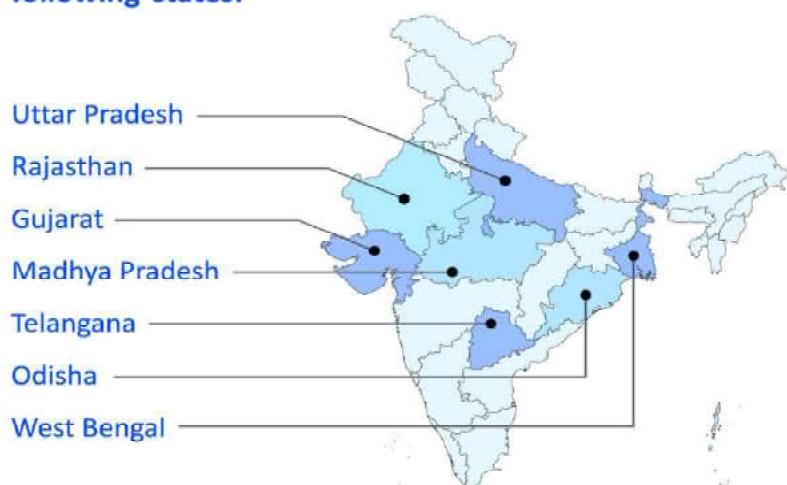
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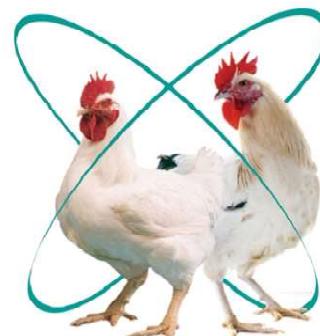
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