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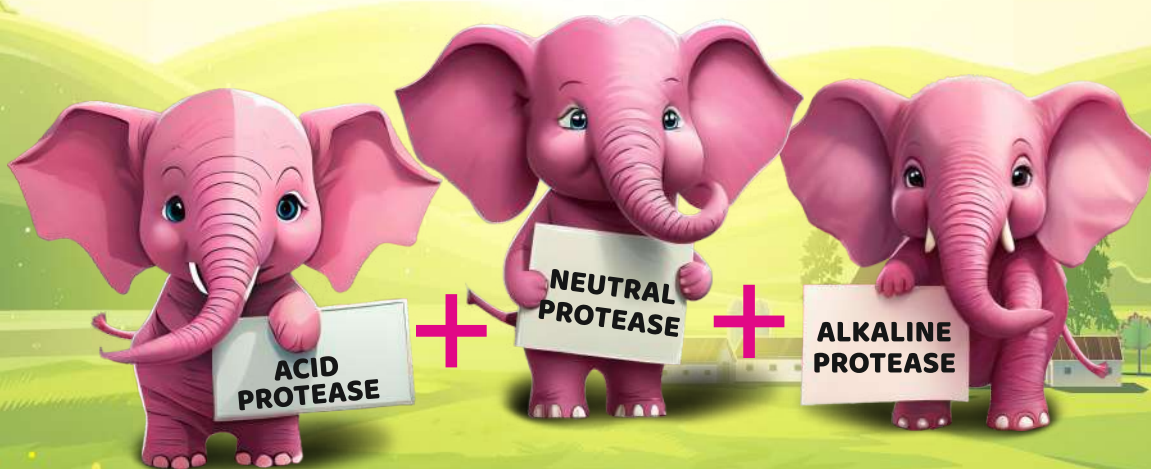




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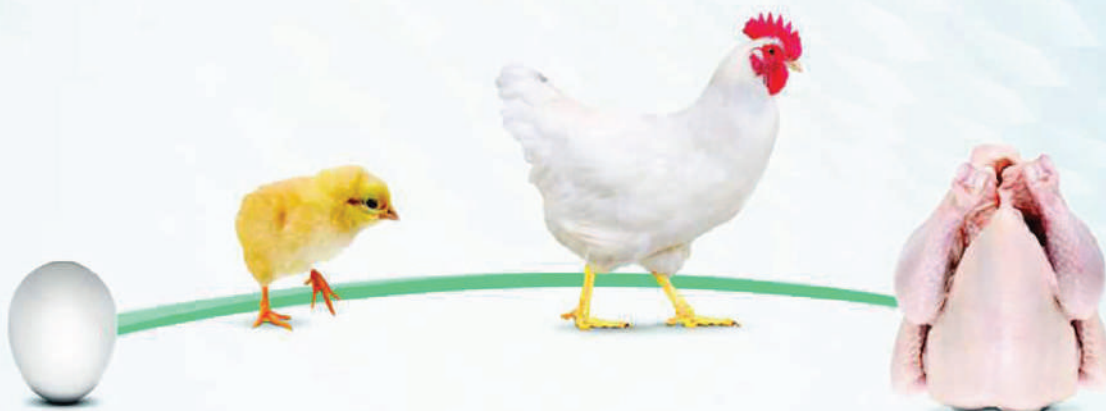
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Vote with Pride!



It is a shame if any eligible citizen of India does not exercise his right to vote in an appropriate manner. It is observed mostly that the poor, who get bribed or get freebies are the ones active and voting, compared to the elite - rich and comfortable, and do not feel the necessity of being part of the Democratic obligation. There is no point in complaining for the rest of four years when on the day you were to decide by voting you were missing

In certain countries missing to vote leads to withdrawal of the driving license. In democracy, it is a right and also the duty that one exercises their right during voting.

It is also observed that the minority community out of insecurity and fear like to hold onto their decision to vote, as compared to the majority out of laziness, do not feel the need.

We must have a system of penalizing or punishing those who do not participate in the elections. This time the Indian elections are subject to intensive pressure both from within and also external pressure that have vested interest in seeing results different from anticipated.

The digital media has helped considerably in forming opinion by the people based on fact verification. Many people in the process are getting exposed, which has a direct influence on how the people would choose their representatives.

It is shameful that in democracy, there is a chief minister who craftily and cleverly manipulates information and circumstances to hoodwink the law and the people. The Justice should be delivered clean and soon. The existing British laws are not helping in proper justice under the circumstances.

Some of our smaller neighbouring countries are apt at playing victims and then seeking sympathy and support. Unfortunately, they also end up going against India after having all sort of the help which were unconditional. India must recognize not to be continued to be fooled and exploited sentimentally by these countries.

Our western neighbour already decaying and in dumps are sinking deeper due to several accusations. It is being said that the nuclear technology was shared with Iran, which has emboldened Iran to fight against Israel. The United States has immediately warned of very serious consequences if this has any truth in it.

Roasted chicken is great and appealing provided you are not that Chicken!





2024 Alltech Agri-Food Outlook shares global feed production Survey data and influential trends in Agriculture

Data collected from 13 th annual global feed survey estimates world feed production remains steady, with a slight decrease of 0.2% to 1.29 billion metric tons

Lower demand attributed in part to more efficient use of feed; poultry feed shows most significant growth



The 2024 Alltech Agri-Food Outlook revealed global feed production survey data and trends.

[LEXINGTON, Ky.] – Global animal feed production remained steady in 2023 at 1.29 billion metric tons (BMT), a slight decrease of 2.6 million metric tons (MMT) — or 0.2% — from 2022's estimates, according to the 2024 Agri-Food Outlook, released today by Alltech. The annual survey, now in its 13th year, includes data from 142 countries and more than 27,000 feed mills.

The overall lower demand for feed was due, in part, to the more efficient use of feed made possible by intensive production systems that focus on using animal nutrition, farm management and other technologies to lower feed intake while producing the same amount of protein, or more. A slowdown in the overall production of animal protein, in response to tight margins experienced by many feed and animal protein companies, also contributed to lower feed demand. Changing consumption patterns caused by inflation and dietary trends, higher production costs and geopolitical tensions also influenced feed production in 2023.

Top 10 countries:

The top 10 feed-producing countries are China (262.71 MMT, +0.76%), the U.S. (238.09 MMT, 1.13%), Brazil (83.32 MMT, +1.84%), India (52.83 MMT, +13.43%), Mexico (40.42 MMT, +0.02%), Russia (35.46 MMT, +3.83%), Spain (27.53 MMT,

-11.88%), Vietnam (24.15 MMT, -9.63%), Japan (23.94 MMT, -1.15%) and Türkiye (23.37 MMT, -11.48%). Together, the top 10 countries produced 63.1% of the world's feed production (same as in 2022), and almost half of the world's global feed production is concentrated in four countries: China, the U.S., Brazil and India.

Notable species results and outlook:

- Poultry experienced an increase in broiler feed production (385.04 MMT, +13.10 MMT, +3.5%) and remained steady with a slight increase for layers (170.88 MMT, +0.01 MMT, 0%).
- Broiler feed now accounts for 29.9% of the total feed tonnage in the world thanks to a 3.5% increase in overall tonnage in 2023. While this growth was not uniform across all regions, the poultry sector is poised to keep holding strong in 2024 thanks to a combination of regional successes and global market dynamics. Some of the biggest factors that will contribute to the resilience of the broiler sector include reduced costs for inputs, such as feed and energy, and increases in margins and profitability.
- For layers, there are industry-wide efforts to optimize feed efficiency and to keep pace with changing dietary trends and new purchasing power. Some markets around the globe were significantly impacted by macroeconomic challenges and disease outbreaks, which can disrupt production cycles. Still, the general outlook for the layer industry remains positive thanks to its resilience in the face of difficult circumstances, when other protein sectors often struggle to adapt.
- The poultry sector is poised for continued strength, driven by a blend of regional successes and global market dynamics. The broiler forecast remains optimistic thanks to lower input

costs, increased industrial margins and shifting consumer behaviors. For layers, challenges persist, but there are pockets of resilience and growth.

- The global pig feed production sector faced many challenges in 2023, which led to an overall decrease in pig feed production of 1.23% (320.80 MMT, -4.01 MMT).
- Latin America stood out as the only region that achieved an increase in pig feed production in 2023, while Europe, Asia-Pacific and North America — which have traditionally been the top pig feed-producing regions in the world — all faced challenges. African swine fever (ASF) continues to wreak havoc on pig production in China and Southeast Asia, where repopulation efforts are slowly proceeding.
- The trends highlight the complex relationship between economic factors, supply dynamics and disease management in the global pig feed industry. Addressing these challenges will be crucial for sustaining animal agriculture and ensuring food security.
- Dairy feed tonnage decreased by 2.3% (126.23 MMT, -2.28%), primarily due to the high cost of feed combined with low milk prices, which led farmers to make strategic adjustments that included reducing their cow numbers and/or relying more on non-commercial feed sources.
- In Europe, dairy producers will continue to grapple with stricter environmental policies in the years ahead, and they will need to find new ways to continue growing.
- Asia-Pacific managed to buck the downward trend and emerged as the only region that increased its dairy feed tonnage in 2023. This growth was fueled by a continued increase in the consumption of milk products there, as well as an expansion of feed production in co-operatives.
- This shift reflects the delicate balance between economic factors and the need to sustain dairy production. Lower feed costs and higher milk prices would help right the ship.
- Beef feed production decreased by 4.36% (117.49 MMT, -5.35 MMT) globally — the most pronounced downward change among all species sectors last year. Changes in cattle cycles in the United States and stricter sustainability policies in Europe had major impacts, with the Asia-Pacific beef sector notably surpassing Europe's in 2023.
- The substantial decline in North America was the result of lingering droughts and high production costs, among other issues.
- While the European and North American beef industries are expected to continue declining in 2024, growth is expected in China, Brazil and Australia — highlighting the complex dynamics and landscape of beef feed production around the world.
- The aquaculture sector experienced a decline of 4.4% (52.09 MMT, -2.42 MMT).
- This decline was driven in part by a significant drop in China's supply of aqua feed due to lower fish prices, which had a far-reaching impact.
- Latin America grew by 0.27 MMT (3.87%). Despite adverse weather conditions in that region, the demand for aqua products is still strong in Latin America, which helped aqua producers there remain resilient.
- The global pet feed industry continues to grow, albeit at a slower pace of 0.74% (34.96 MMT, +0.26 MMT) in 2023. Demand for high-quality pet products and services remains high from pet owners who want only the best for their animal companions.
- The Latin American and North American markets were the primary drivers of this growth, with the pet food sector in North America surpassing Europe's this year.
- Europe was the only market experiencing a decline in pet food production in 2023. Supply-chain disruptions and inflationary pressures were the key factors contributing to this decrease.
- The equine feed industry experienced a decrease of 3.9% (7.98 MMT, -0.32 MMT) in 2023.
- The top challenges in the equine sector include high labor and material prices.
- The top technologies impacting the sector are biosecurity, microchipping, genetics and nutritional solutions.

- Survey respondents said the biggest opportunities for nutritional solutions are gut health management and feed efficiency.
- Equine feed is expected to decrease both in price and in volume during the coming year.

Notable regional results:

- North America saw a decrease of 2.8 MMT (259.26 MMT, -1.1%), with beef feed tonnage down significantly. The pig and dairy sectors also slipped slightly, but the broiler, layer and pet sectors more than made up the difference. Feed tonnage in the broiler sector was up nearly 2.9%.
- Latin America experienced growth in 2023 by 2.46 MMT (200.67 MMT, +1.24%). Despite high production costs, geopolitical tensions and changing consumer behavior due to economic reasons, the region continues to lead global growth, mainly because of its export-driven aquaculture, poultry and pork markets.
- Europe continued its downward trend in feed production, with a decrease of 10.07 MMT (253.19 MMT, -3.82%) due to issues that included the invasion in Ukraine and the spread of animal diseases such as African swine fever (ASF) and avian influenza (AI).
- Asia-Pacific led feed production growth in 2023, with an increase of 6.54 MMT (475.33 MMT, +1.4%). Feed production growth in the region's ruminant sectors offset a setback in the aqua sector. The region is home to several of the top 10 feed-producing countries, including China, India, Vietnam and Japan.
- Africa experienced continued but slower growth with an increase of 1.95%, nearly 1 MMT to total 51.42 MMT.
- The Middle East saw a slight decrease of 0.12 MMT (35.93 MMT, -0.32%).
- Oceania had the third-highest growth, 3.71% or 0.39 MMT to total 10.78 MMT.

Alltech works together with feed mills and industry and government entities around the world to compile data and insights to provide an assessment of feed production each year. Compound feed production and prices were collected by Alltech's global sales team and in

partnership with local feed associations in the first quarter of 2024. These figures are estimates and are intended to serve as an information resource for industry stakeholders.

To access more data and insights from the 2024 Alltech Agri-Food Outlook, including an interactive global map, visit alltech.com/agri-food-outlook.

Contact: press@alltech.com

Dr. Manish Chaurasia, Marketing Manager, South Asia

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About Alltech:

Founded in 1980 by Irish entrepreneur and scientist Dr. Pearse Lyons, Alltech delivers smarter, more sustainable solutions for agriculture. Our diverse portfolio of products and services improves the health and performance of plants and animals, resulting in better nutrition for all and a decreased environmental impact.

We are a global leader in the agriculture industry. Our team produces specialty ingredients, premix supplements, feed and biologicals, backed by science and an unparalleled platform of services.

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Headquartered just outside of Lexington, Kentucky, USA, Alltech serves customers in more than 120 countries, has five bioscience centers, and operates more than 80 manufacturing facilities across the globe.

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End

Mr M V Koushik retires after leading the Avitech's sales team for over 25 years



After leading Avitech's growth and development for over 25 years, Mr. Mahadev V. Koushik, President Sales, has sought retirement.

Mr. M.V. Koushik has been at the helm of

Avitech's sales function since 1998. He is, to a large extent, responsible for Avitech's transformation into leading premix/ feed additive supplier across India and several other geographies.

The high standards of professionalism that characterises the Avitech team is a direct result of Mr. Koushik's relentless pursuit of excellence and his innate humility and integrity.

Whilst Mr. Koushik will be missed at the company, he has graciously agreed to continue his association with the company as an advisor / consultant.

The organisation is indebted to Mr. Koushik for his enormous contribution and wishes him the very best for the journey ahead.

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DAILY/MONTHLY (April_2024) EGG PRICES SUGGESTED BY NECC AND PREVAILING PRICES AT VARIOUS PRODUCTION CENTRES (PC) AND CONSUMPTION CENTRE (CC)

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	Average	
NECC SUGGESTED EGG PRICES																																
Ahmedabad	435	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	439.83	
Ajmer	395	392	390	380	380	380	380	380	380	380	380	380	380	382	384	386	388	390	390	385	380	365	355	360	360	360	350	350	355	370	375.23	
Barwala	392	392	380	380	380	380	380	380	380	380	380	380	380	380	382	384	386	386	386	386	360	350	350	352	344	344	344	344	354	371.33		
Bengaluru (CC)	440	440	440	440	440	440	440	440	440	440	440	440	450	460	470	475	480	485	485	485	485	470	460	445	435	435	435	435	440	451.5		
Brahmapur (OD)	426	426	426	426	426	426	426	426	426	426	426	423	423	423	423	423	423	435	435	430	415	415	395	395	395	385	378	355	365	409.33		
Chennai (CC)	465	465	465	465	465	465	465	465	465	465	465	465	475	475	475	490	490	490	500	500	500	500	480	480	460	460	460	460	460	473.17		
Chittoor	458	458	458	458	458	458	458	458	458	458	458	458	468	468	468	483	483	483	493	493	493	493	473	473	453	453	453	453	453	466.17		
Delhi (CC)	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412	
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Hospet	400	400	400	400	400	400	400	400	400	400	400	400	400	405	415	425	430	435	440	440	440	440	425	415	400	390	390	390	390	395	408.5	
Hyderabad	380	380	380	375	375	375	375	375	375	375	375	380	385	390	395	400	405	410	410	410	410	410	410	410	410	410	410	410	410	410	410	410
Jabalpur	410	410	410	410	410	410	410	410	410	410	410	410	410	410	410	410	410	410	415	415	415	415	415	415	415	415	415	415	415	415	415	415
Kolkata (WB)	448	448	448	461	461	461	461	461	461	461	461	461	461	461	461	461	461	468	468	468	468	468	468	468	468	468	468	468	468	468	468	468
Ludhiana	390	391	391	391	391	391	391	391	391	391	391	391	391	391	391	391	391	391	391	391	391	391	391	391	391	391	391	391	391	391	391	391
Mumbai (CC)	450	450	450	450	450	450	450	450	450	450	450	455	455	460	465	470	475	475	475	475	475	465	455	435	425	425	425	425	425	425	425	425
Mysuru	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440	440
Namakkal	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415
Pune	451	451	451	451	451	451	451	451	451	451	451	451	451	451	451	451	451	451	451	451	451	451	451	451	451	451	451	451	451	451	451	451
Raipur	410	410	410	410	410	410	410	410	410	410	410	410	410	410	410	410	410	410	410	410	410	410	410	410	410	410	410	410	410	410	410	410
Surat	445	450	450	445	445	445	445	445	445	445	445	445	445	445	445	445	445	445	445	445	445	445	445	445	445	445	445	445	445	445	445	445
Vijayawada	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403
Vizag	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415	415
W.Godavari	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403	403
Warangal	382	382	382	377	377	377	377	377	377	377	377	382	387	392	397	402	407	412	412	412	412	392	392	362	352	352	352	352	352	357	379.33	

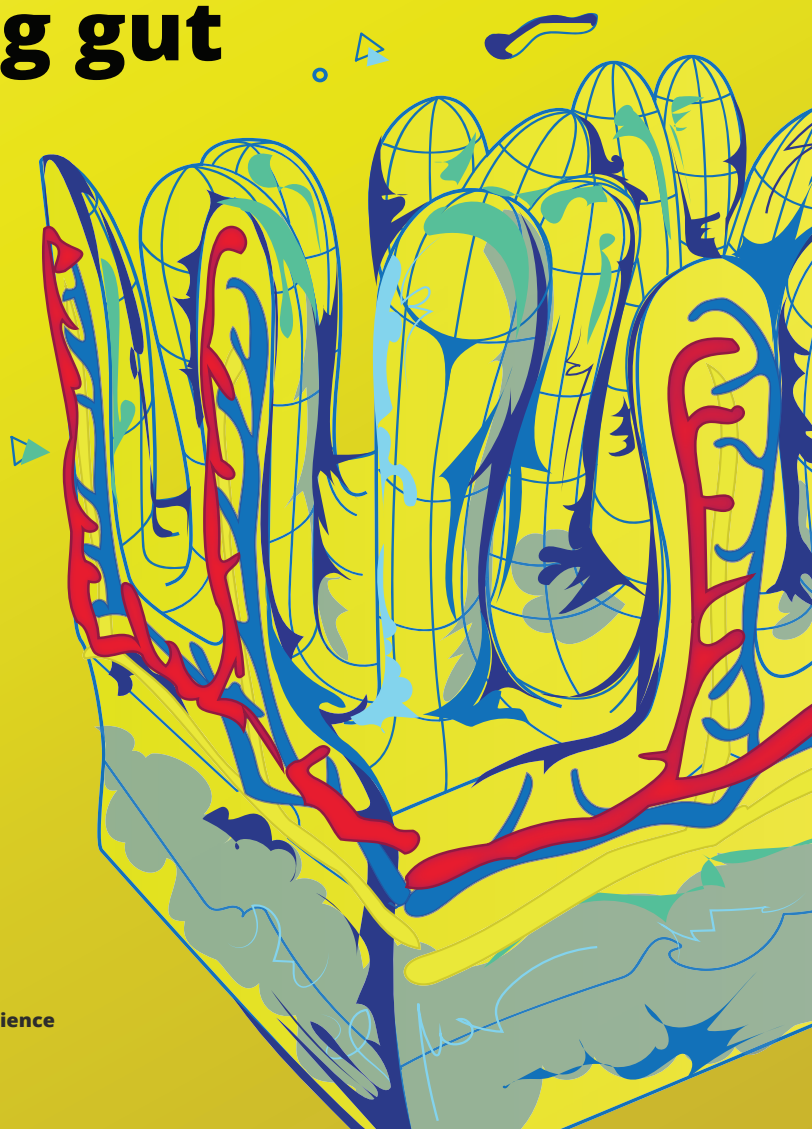
Prevailing Prices

Allahabad (CC)	442	442	442	442	438	433	429	429	429	429	429	429	429	429	433	433	438	442	442	442	442	442	424	424	419	419	410	405	410	429.6
Bhopal	410	410	410	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	390	390	390	380	380	380	380	380	397.5
Indore (CC)	420	420	415	400	400	400	400	400	400	400	400	400	400	400	400	400	405	410	410	410	410	390	390	390	390	390	380	390	400	401
Kanpur (CC)	429	429	429	429	429	429	429	429	429	429	429	429	429	429	429	429	429	429	429	429	429	414	400	400	400	400	400	400	400	417.27
Luknow (CC)	467	457	457	457	457	457	440	433	433	433	433	433	433	433	433	433	450	429	450	450	450	433	433	433	429	429	429	429	429	441.67
Muzaffarpur (CC)	455	455	455	445	445	445	445	445	445	445	445	445	445	445	445	445	448	450	450	450	450	420	420	420	420	410	410	410	420	437.6
Nagpur	420	420	420	420	420	420	415	400	400	400	400	400	400	400	405	420	425	425	425	430	420	410	400	400	400	385	380	380	400	409
Patna	455	455	455	445	445	445	445	445	445	445	445	445	445	445	445	445	448	450	450	450	450	420	420	420	410	410	410	420	437.6	
Ranchi (CC)	448	448	448	448	443	438	438	438	438	438	438	438	438	438	438	438	443	448	448	438	438	429	429	424	419	414	414	414	435.93	
Varanasi (CC)	457	460	460	460	450	440	433	433	433	433	433	433	433	433	433	433	440	440	447	447	447	433	424	424	410	410	400	400	417	434



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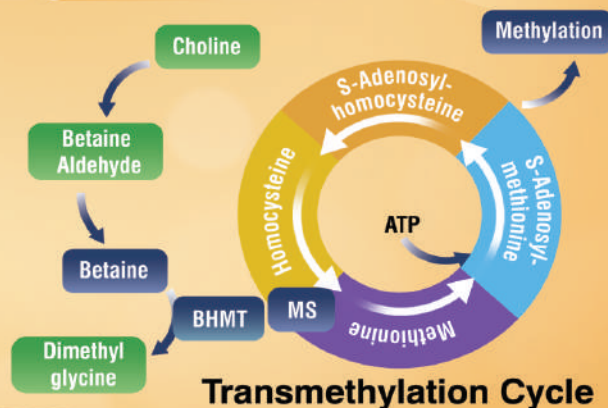
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Improves carcass quality

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HIPRA India organized a technical seminar at Hotel Radisson, Hi-Tech City Hyderabad



HIPRA India hosted a significant meeting cum Technical Seminar at Radisson Hi- tech city, Gachibowli, Hyderabad on 19th April 2024 gathering esteemed breeder and layer customers across Telangana. The event saw notable highlights :

The unveiling of HIPRAVAIR ND

BROILER & EVANT pack shots was executed by the hands of Mr. C. Suresh Rayudu, Vice Chairman & Managing Director of Srinivasa Farms and Mr. D S Subramaniam, Managing Director of Tara Group.

Dr. Shyam Vane , Business Head HIPRA India led an insightful discussion on the



future prospects and advantages of coccidiosis vaccine specifically tailored for caged breeders.

Dr. Pramod Damane, Technical Services, HIPRA India addressed the audience, shedding light on the intricacies of Salmonellosis and its effective prevention strategies in both breeders and layers.

The event served as a platform for knowledge exchange and strategic discourse, further reinforcing HIPRA India's commitment to advancing poultry health and productivity.

AT the end Mr. Krishna Reddy, Key Account Manager, Hyderabad region conveyed vote of thanks. the Meeting ended with a cock-tail and sumptuous dinner.



Canafa & CBS Bio Platforms Triumphs with Innovative Agri-Biotech Solutions in India

In a groundbreaking series of events that promise to transform the poultry nutrition landscape, Canafa, in collaboration with CBS Bio Platforms, a leader in enzymes and other bio-based feed platforms, conducted a series of educational and networking programs across the Indian subcontinent in Karnal, Chandigarh, and Hyderabad last week, showcasing groundbreaking product technologies in the field of agricultural biotechnology. This initiative marks a significant milestone since Canafa, a key channel partner for CBS since 2020, enhanced its outreach with a dedicated sales team.

CBS presented its latest advancements in Multi-Carbohydrase Enzyme Technology and Enhanced Yeast Technology, designed to optimize animal nutrition, and improve gastrointestinal health across various species. These technologies are emblematic of CBS's commitment to sustainability and efficiency in agriculture, crucial in a country where agriculture plays a pivotal role in the economy.



“At CBS Bio Platforms, our technical capabilities are at the forefront of transforming agricultural production,” said Rob Patterson, Vice President Innovation, CBS Bio Platforms. “By leveraging our advanced enzyme and yeast technologies, we aim to revolutionize the way nutrients are utilized in animal feed, enhancing both efficiency and productivity.”

The Multi-Carbohydrase Enzymes, including the flagship product SuperzymeR, exemplify CBS's innovative approach. This technology allows for enhanced digestion of high-fibre ingredients, promoting better nutrient absorption and overall animal health. SuperzymeR has shown significant improvements in feed efficiency and growth performance, which are key to the cost-effective production of poultry and livestock.

In addition, CBS highlighted its Enhanced Yeast Technology through products like CarboMax and Maxi-Nutrio® Liquid. These products are designed to improve gut health and immunity, contributing to the robustness and productivity of farm animals. Notably, Maxi-Nutrio® Liquid, the first fully-soluble beta-glucan & mannan product launched in the market, for use in drinking water systems, has demonstrated its efficacy in promoting beneficial bacterial growth and enhancing the immune response.

They also featured ProSparity, an advanced multi-component protease technology, designed to increase the digestibility of diverse protein sources in poultry diets. ProSparity targets undigested proteins, transforming them into absorbable nutrients, which leads to better growth performance and reduced feed costs. By enabling more efficient protein utilization, ProSparity supports eco-efficient protein production and enhances the economic viability of poultry farming.



“We are excited about the possibilities that our latest technologies bring to the Indian market and beyond,” said Krisjan Jones, President, CBS Bio Platforms. “Our commitment to enhancing agricultural productivity through biotechnological innovation has never been stronger. These meetings not only strengthened CBS’s commitment to the Indian market but also laid the groundwork for further collaborations in India.”

The marathon of knowledge began on the evening of April 8, 2024, at the prestigious Hotel Noor Mahal in Karnal, drawing an impressive crowd comprising local feed manufacturers, integrators, nutritionists, and veterinarians. This engagement was not only a platform for learning but also an avenue for forging and strengthening industry connections.

The journey of enlightenment continued, with the next stop at Chandigarh’s Hotel Best Western Maryland. This session was specially designed for technical veterinarians and nutritionists, focusing primarily on the needs of layer birds, signifying Canafa and CBS’s commitment to addressing the diverse segments within the poultry industry.

The bustling city of Hyderabad witnessed the third ensemble on 11th April, 2024 at Hotel Amravati, attracting veterinary doctors, nutritionists, and poultry entrepreneurs.

Each program concluded on a high note with a gala cocktail and dinner, symbolizing the blend of scientific innovation and social interaction that is crucial for the growth and development of the poultry sector. These meetings not only served as an educational platform but also as an instrumental forum for stakeholders to discuss, deliberate, and strategize the future of poultry nutrition in India.



These programs underpinned by the visionary leadership of Mr. Kanwaljit Singh Ahluwalia, MD, Canafa, and the welcoming presence local managers from the respective areas and Dr. Sandeep Deshmukh, National Head for Canafa, underscored the pivotal role of innovative nutrition solutions in poultry health and productivity.



CBS Bio Platforms’s regional office in Manila, Philippines that includes a dedicated team of sales managers and nutritionists who focus on providing tailored support to meet the specific needs of the Asian region. Dr. Geraldbeau Licarte, Nutritionist extends support to India on all the nutrition & technical aspects whereas Dr. Eduardo Tuason, Sales Manager, CBS is helping on all the technical & commercial activities to Canafa team in India.

The series of meetings in India, and the partnership between Canafa and CBS, are a testament to CBS’s global impact and its crucial role in fostering sustainable agricultural practices worldwide. As CBS continues to

expand its presence and influence, the future of agriculture looks brighter, more sustainable, and technologically driven.

For more information, please visit:

CBS Bio Platforms' official website: <http://www.cbsbioplatforms.com> or follow us on social media.

Contact:

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WATER SOLUBLE VITAMINS IN POULTRY

Kennady Vijayalakshmy1,*

1,*Research Scholar, Lala Lajpat Rai University of Veterinary and Animal Sciences, Hisar, Haryana – 125004

*Corresponding Author e-Mail: drviji.vet6115@yahoo.com

VITAMINS-Critical In Practical Poultry Diets

A group of vitamins that are critical in practical poultry diets include Choline, Folic Acid, Riboflavin, Pantothenic Acid, Pyridoxine, Vit B1, Biotin, Vit D3, Vit A and Vit K.

VITAMIN DEFICIENCIES AND IMBALANCES

Deficiencies of Vitamins are reflected in the performance of the birds and they also end up in disorders in various organs and tissues.

CAUSATIVE VITAMINS AND ASSOCIATED NUTRITIONAL DISORDER / DEFICIENCY SYMPTOMS



1. Deficiency of Niacin, Riboflavin or Biotin causes Diarrhoea in Chicks, Poults, ducks, and quail.
2. Deficiency chiefly of Manganese, Choline, Folacin, Biotin, Vit B12 causes Perosis or slipped tendon in chicks, poults
3. Riboflavin Deficiency ends up in Curled Toe Paralysis(Toes curled inwards)

4. Folacin Deficiency results in Macrocytic, hyperchromic anemia



5. Deficiency of Thiamin causes Convulsions with head retraction / head drawn over back or polyneuritis in chicks, pigeons and quail
6. Pyridoxine Deficiency results in Convulsions and hyper-excitability in chicks, poults, duckling.
7. Deficiency of Riboflavin end up in Curled – toe paralysis, gross enlargement of sciatic and brachial nerves with degeneration of myelin in chicks



8. Pantothenic Acid Deficiency causes Dermatitis, scabs and crusts around eyes, beaks and on the upper surface of the feet in chicks, poults, Crusty scabs around vents
9. Pantothenic Acid Deficiency results in Frizzled and rough Feathers in chicks and poults.
10. Folacin deficiency end up in Cervical Paralysis, Neck extended in poults , quail.
11. Biotin Deficiency causes Dermatitis, Incrustation in bottom of feet (ulcerated foot pad dermatitis) hemorrhagic cracks and necrotic toes in chicks and poults.



CRUSTY SCABS – Pantothenic Acid Deficiency

S. No.		Units/ Kg diet
01.	Vit B12 ,mg	0.01
02.	Choline chloride ,mg	1000
03.	Folacin , mg	0.5
04.	Niacin , mg	30
05.	Pantothenic Acid, mg	15

CONCLUSION

Even though, vitamins don't play a major role in maintaining the nutritive status in birds. The nutritional requirements of all necessary vitamins have to be taken into consideration. Deficiency in any vitamin requirements will end up in the development of various deficiency syndromes and nutritional disorders. This is mainly because of the impairment in the availability of all the vitamins in the practical feed. In this case, vitamin supplements can be given to the poultry as mentioned above, in order to avoid further complications.

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<p>H.No. 5-011/6, Ramireddy Nagar, IDA. Jeedimetla, Hyderabad-500 055. Email: slpc.2002@gmail.com</p>	<p>Plot No. S-15 to S-18, Rami Reddy Nagar, IDA, Jeedimetla, Hyderabad-500 055. Email: slpc.2002@gmail.com</p>
<p>Cell: 98660 75805 Fac. : 040-23095996</p>	<p>Cell: 98491 09478 Fac. : 040-20005996</p>

Untimely demise of Dr. Mridul Kumar Borah, Guwahati, Assam



Mridul Kumar Borah (1973-2024) was an Indian poultry entrepreneur and agriculturalist hailing from Assam. Recently, he served as a Poultry Consultant in NE Natural Pvt. Ltd., Meghalaya (2023-24), and Sen Avian Hybrid, Kolkata (2016-23). He did his BVSc & AH from Lakhimpur College of Veterinary Science, Assam Agricultural University (1992-97) and, M.V.Sc (2013-15) and PhD (2016-18) in Poultry Science from College of Veterinary Science, Khanapara, AAU. He was also engaged as a Senior Research Fellow in ICAR-AICRP on Poultry, AAU, Khanapara (2019-20). In his early career life, he worked as a Veterinary Officer at Glaxo India Pvt. Ltd. (1998- 2002), then as a Technical Service Manager at Sanjukta Feeds Pvt. Ltd., Mangaldoi (2002-03) and later, again as Veterinary Officer, Uttara Foods and Feeds Pvt. Ltd., Pune (2003-07). He also served as the Managing Director, of Anwesha Agro Trade and Pharma Service Pvt. Ltd (2007-12).

He was deeply involved in the economic development of Assam and the Northeast India. He was building an ecosystem to inspire young people towards entrepreneurship through poultry farming. He acted as the President of All Assam Poultry Farmers & Traders Association and was engaged in a leadership capacity. He mentored entrepreneurs and innovators from the Northeast. Besides he participated in many regional talk shows, radio or television programs. His talks mostly focused on controversial social issues or sensationalistic topics related to the betterment of the poultry farming community of the region. He had also written newspaper columns and delivered lectures as resource person in different trainings. He had helped the poultry farmers to stay in business through technical trainings. He had served the farming community with many extension activities which included conduction and/or coordination of training, farmers-scientists interface programmes, workshops and awareness programmes etc.

He was born to parents Late Bhogi Ram Borah and Anima Borah on 2 October 1973 at Morioni, Jorhat, Assam. He has left behind a wife, one daughter and one son.

At present Working President, All Assam Poultry Farmers and Traders Association, and Vice President, Eastern India Poultry Development Forum.

He born on: 02.10.1973 and died on: 07.04.2024 and left behind wife, one daughter and one son, mother and 2 brothers.

The Tezasvi Events ever remembers his co-operation and support extended during the India Poultry Expo organized in September 2022.

The entire team of Tezasvi Events condolences the berieved family members of Dr. Mridul Kumar Borah and pray the almighty to rest the departed soul in peace

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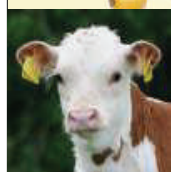
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Cattle are also subject to heat stress. This condition can affect milk production, weight gain and breeding cycles. The misting systems help to reduce temperatures and at the same time drive cows to eat more and produce more milk. Dairy misting lowers heat stress, which has many positive benefits

- 1) Increase laying down time in the free stalls
- 2) Cows save vital energy for milk production instead of body cooling
- 3) Feed conversion rates are greatly improved. Increase milk production

Poultry Climate Control System

Misting / Fogger provide heat stress relief for all categories of poultry. Mortality is dramatically reduced. Stress-free broilers continue to eat and grow. Layers produce more eggs. Breeders are more active and produce higher quality eggs. Poultry misting lowers heat stress, which has many positive benefits

- 1) Prevent catastrophic mortality

JAIN FOGGERS



JAIN AUTOMATION CONTROLLERS



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Ph: 9440797833, 9440797816, 9440797824.







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zoetis



Zoetis to Sell Medicated Feed Additive Portfolio to Phibro Animal Health

PARSIPPANY, N.J. & TEANECK, N.J.--(BUSINESS WIRE)--Zoetis Inc. (NYSE:ZTS) and Phibro Animal Health Corporation (Nasdaq: PAHC) today announced that they have entered into a definitive agreement where Phibro Animal Health will acquire Zoetis' medicated feed additive (MFA) product portfolio, certain water soluble products and related assets for \$350 million, subject to customary closing adjustments. This transaction is expected to be complete in the second half of calendar year 2024.

Both Zoetis and Phibro Animal Health have a longstanding commitment to the production animal health sector. The acquired product portfolio, which generated approximately \$400 million in revenue in 2023, is comprised of more than 37 product lines that are sold in approximately 80 countries. Also included in the agreement are six manufacturing sites, four in the U.S., one in Italy and one in China. More than 300 Zoetis colleagues who support manufacturing, distribution and commercial activities are expected to transition to Phibro Animal Health.

This transaction demonstrates Zoetis' disciplined capital allocation strategy to focus its investments on solutions for animal health, productivity and sustainability. With this divestiture, Zoetis can focus its livestock investments in other solutions, including vaccine, biologic and genetic programs.

"We remain committed to providing innovative solutions to our livestock customers," said Kristin Peck, Chief Executive Officer of Zoetis. "We believe that the long-term value of the transferred portfolio will be fully realized with Phibro Animal Health which will continue to

expand its reach given their strong relationships with customers worldwide."

Zoetis' strong portfolio of MFA and water soluble products across cattle, swine and poultry will complement and expand Phibro Animal Health's species and product portfolios, helping customers meet the highest standards of animal care, prevent disease, and enhance nutrition. On a combined basis for the acquisition, Phibro Animal Health sales in the last twelve months would have been approximately \$1.4B. The portfolio is expected to boost Phibro Animal Health's profitability and EBITDA margin and be accretive to its Adjusted Earnings Per Share. The acquisition is expected to be funded primarily with debt, and Phibro Animal Health has received financing commitments from a number of key relationship banks. Phibro Animal Health expects to have net leverage of 3.5-4.0x Debt / Adjusted EBITDA at close and will target net leverage of below 3.0x by its fiscal year end June 30, 2027.

"Over a long period of time, Zoetis has built a valuable, high-quality and reliable source of medicated feed additives around the globe," said Jack C. Bendheim, Chairman, President and Chief Executive Officer of Phibro Animal Health. "This investment will enhance, diversify and broaden our portfolio globally and help us continue to deliver value to our customers and to our shareholders. We believe our cash generation will allow for continued investment into our higher growth businesses of Nutritional Specialties, Companion Animal, and Vaccines. I am confident we have the right capabilities to integrate and strengthen this business. I look forward to collaborating with the Zoetis team and welcoming new colleagues to Phibro Animal Health to support this portfolio."

Zoetis and Phibro Animal Health will work closely with their colleagues and customers to ensure a smooth transition and continued supply of these important products.

Guggenheim Securities, LLC is acting as exclusive financial advisor to Zoetis and Wachtell, Lipton, Rosen & Katz is acting as legal advisor. Citi is acting as exclusive financial advisor to Phibro and Kirkland & Ellis LLP is acting as legal advisor.

Phibro Animal Health will be hosting an investor call on April 29 at 8:30 am. Interested parties are invited to listen to the conference call and view the presentation slides by visiting <https://investors.pahc.com>. The discussion will also be available by dialing +1 (888) 596-4144 in the U.S. and Canada, or +1 (646) 968-2525 for international callers. Provide the conference ID 6159146.

A real time audio webcast can be accessed via Phibro's investor relations website at <https://investors.pahc.com>. Conference call slides will be posted to the website in advance of the call.

About Zoetis

As the world's leading animal health company, Zoetis is driven by a singular purpose: to nurture our world and humankind by advancing care for animals. After innovating ways to predict, prevent, detect, and treat animal illness for more than 70 years, Zoetis continues to stand by those raising and caring for animals worldwide – from veterinarians and pet owners to livestock farmers and ranchers. The company's leading portfolio and pipeline of medicines, vaccines, diagnostics and technologies make a difference in over 100 countries. A Fortune 500 company, Zoetis generated revenue of \$8.5 billion in 2023 with approximately 14,100 employees. For more information, visit www.zoetis.com.

About Phibro Animal Health

Phibro Animal Health Corporation is a leading

global diversified animal health and nutrition company. We strive to be a trusted partner with livestock producers, farmers, veterinarians and consumers who raise or care for farm and companion animals by providing solutions to help them maintain and enhance the health of their animals. For further information, please visit www.pahc.com.

Forward-Looking Statements

This press release contains forward-looking statements, which reflect the current views of Zoetis and Phibro with respect to business plans or prospects, future operating or financial performance, the proposed sale of Zoetis' medicated feed additive (MFA) product portfolio, certain water soluble products and related assets, and other future events. These statements are not guarantees of future performance or actions. Forward-looking statements are subject to risks and uncertainties, including uncertainties as to the timing of the consummation of the proposed transaction or whether it will be completed; risks associated with the impact or terms of the potential transaction; risks associated with the benefits and costs of the proposed transaction, including the risk that the expected benefits of the proposed transaction will not be realized within the expected time frame, in full or at all, and the risk that conditions to the potential transaction will not be satisfied and/or that the potential transaction will not be completed within the expected time frame, on the expected terms or at all; the risk that any consents or regulatory or other approvals required in connection with the proposed transaction will not be received or obtained within the expected time frame, on the expected terms or at all; the risk that the financing intended to fund the proposed transaction may not be obtained; the risk that costs incurred in connection with the proposed transaction will exceed Zoetis' or Phibro's estimates or otherwise adversely affect their business or operations; and the impact of the proposed transaction on their respective businesses and the risk that consummating the proposed transaction may be more difficult, time-

consuming or costly than expected, including the impact on their respective resources, systems, procedures and controls, diversion of management's attention and the impact on relationships with customers, governmental authorities, suppliers, employees and other business counterparties. There can be no assurance that the proposed transaction will in fact be completed in the manner described or at all. If one or more of these risks or uncertainties materialize, or if Zoetis or Phibro management's underlying assumptions prove to be incorrect, actual results may differ materially from those contemplated by a forward-looking statement. Forward-looking statements speak only as of the date on which they are made. Zoetis and Phibro expressly disclaim any obligation to update or revise any forward-looking statement, whether as a result of new information, future events or otherwise. A further list and description of risks, uncertainties and other matters can be found in each of Zoetis' and Phibro's respective most recent Annual Report on Form 10-K, including in the sections thereof captioned "Item 1A. Risk Factors," Quarterly Reports on Form 10-Q and Current Reports on Form 8-K. These filings and subsequent filings are available online at www.sec.gov, www.zoetis.com or www.pahc.com, as applicable, or on request from Zoetis or Phibro, as applicable.

ZTS-COR

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Contacts

Media Contacts for Zoetis:

Jenielle Alonso

1-973-945-4333 (o)

jenielle.alonso@zoetis.com

Laura Panza

1-973-975-5176 (o)

laura.panza@zoetis.com

Investor Contacts for Zoetis:

Steve Frank

1-973-822-7141 (o)

steve.frank@zoetis.com

Nick Soonthornchai

1-973-443-2792 (o)

nick.soonthornchai@zoetis.com

Contact for Phibro Animal Health Corporation

Glenn David

Chief Financial Officer

+1-201-329-7300

Or

Investor.relations@pahc.com



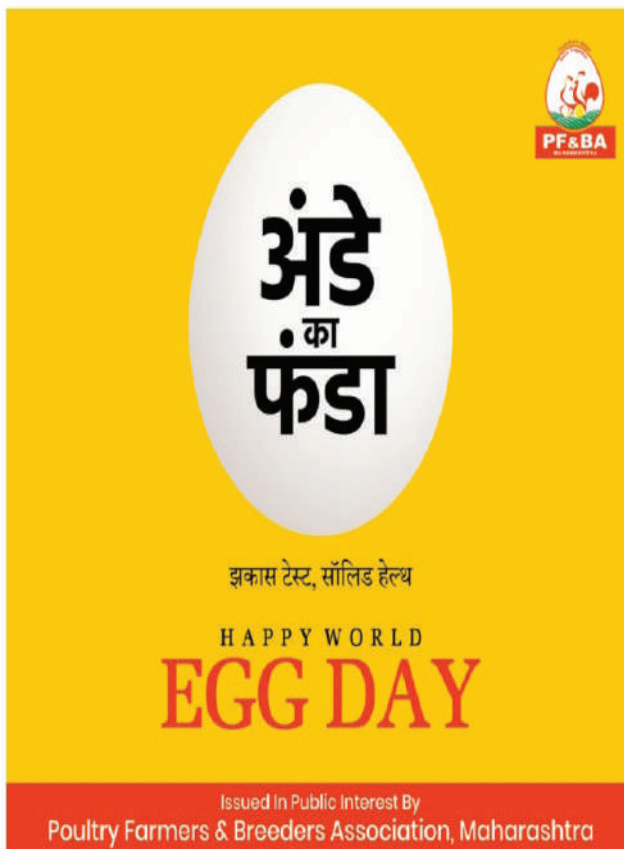
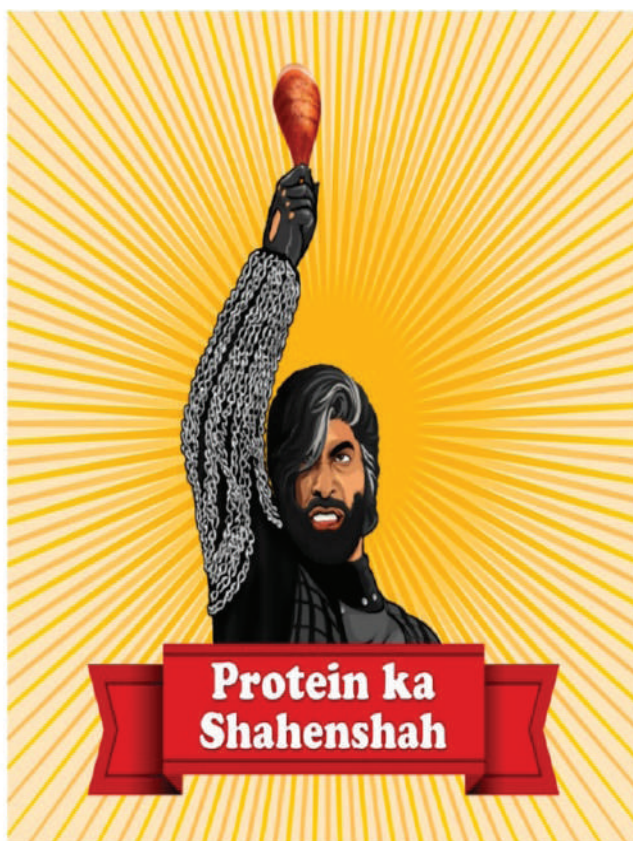
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Telangana Poultry Federation Introduces Modern Meeting Facility in Telangana, Seeks Industry Support



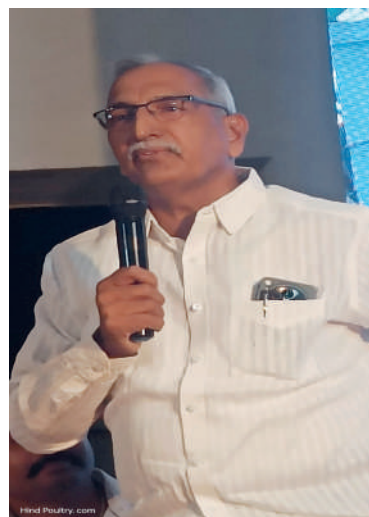
The Telangana Poultry Federation has called upon all members of the poultry community to utilize the meeting facilities at its newly constructed building of Telangana Poultry Federation in Peda Amberpet on the Vijayawada Highway. At a meeting of pharmaceutical professionals on March 19, 2024, held on the premises of the building during the finishing process. They appealed for generous donations to support the Telangana Poultry Federation. They have showed video presentation showcasing the features of the new building.

Addressing the gathering, Mr. K. Mohan Reddy,

President Telangana Poultry Federation, emphasized the convenience of the two-story building's location near the outer ring road, making it easily accessible to farmers from all corners of Hyderabad. He acknowledged the financial support received from various donors, including Srinivasa Hatcheries, Skylark Hatcheries, IPEMA, Tara Enterprises, Indovax, Hester and Vesper Group among others.

Mr. V. Narasimha Reddy, Vice President welcomed pharmaceutical companies as major stakeholders in the poultry industry, inviting them to utilize the new facility





for meetings with farmers, leveraging its upcoming five-star facilities.

An audio-video presentation led by Mr. Abhishek Reddy, Treasurer Telangana Poultry Federation, showcased the amenities of the building, branding it as the “Poultry Temple” and appealing to all stakeholders to contribute generously towards its completion.

Mr. K. Narayana Reddy, Former President, recalled the federation’s history, dating back to its founding in 1976 by Late Sri K. Rama Chandra Reddy, and its subsequent leadership under Sri MP Seshiah. He noted that while farmers had constructed community halls in Tanuku, Vijayawada, Warangal, and other places, there was only one apartment in Hyderabad leased to the NECC Office in Hyderguda, Hyderabad. Following the formation of the Telangana State, the Telangana Poultry Federation acquired 1180 square feet of land by collecting a contribution of Re. 1/- per bird from farmers in 2018.

Construction of the new building began in 2021, and completed in May 2023, Dr. Ranjith Reddy, the MP, inaugurated the office.

Mr. P. Chakradhara Rao, Former President of IPEMA, expressed optimism regarding the location of the new building, reflecting on

the area’s significance as the site of India’s largest poultry farm in 1974. He assured that this place will definitely be convenient as it is far from traffic problems and nearer to the Outer Ring Road. Additionally, he suggested utilizing IPEMA premises in Road No. 36, West End Mall in Jubilee Hills for smaller meetings of 15 to 20 persons. Furthermore, he expressed the opinion that the Poultry Breeders Office in Jubilee Hills could also be utilized, where there is a meeting hall capable of accommodating 30 to 40 people.

Mr. D. Subrahmaniam of Tara Enterprises lamented the diminishing respect for pharmaceutical representatives among farmers, emphasizing the vital role of the pharma sector in the success of poultry exhibitions like Poultry India. He thanked Telangana Poultry Federation for acknowledging the contributions of pharmaceutical representatives and pledged continued support.

In recognition of their contributions, Telangana Poultry Federation honoured managers and senior officials from various pharmaceutical manufacturers and distributors, alongside poultry press personnel, underscoring the importance of collaboration between the poultry and pharmaceutical sectors.





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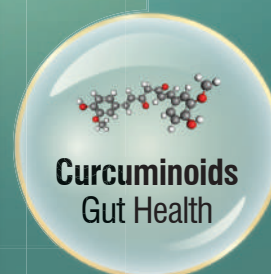
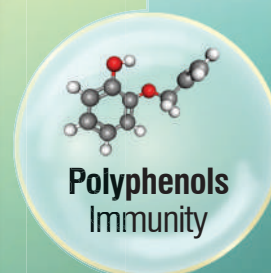
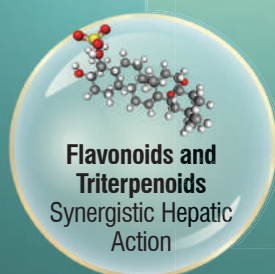
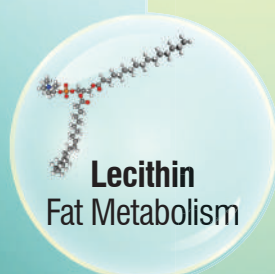
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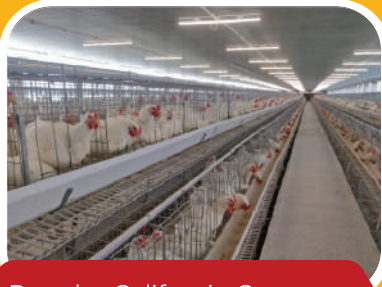
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Please contact :

Y. Ram Mohan Rao
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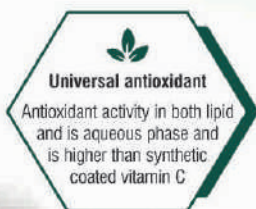
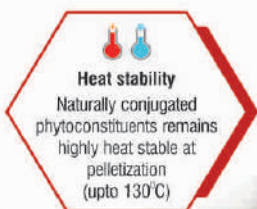
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INDIAN HERBS SPECIALITIES Pvt. Ltd.

C-215, 2nd Floor, Elante Offices, Plot No. 178-178A, Industrial & Business Park
Phase - 1, CHANDIGARH (U.T.) - 160002, Ph. No. 0172 - 5011470, 4181014, +91 9023247217
E-mail : ihspl@indianherbs.org, Website: www.indianherbs.org

Unveiling Success: Indian Herbs Specialities organized Spectacular One-Day Technical Seminar at Namakkal, Tamil Nadu on March 15, 2024

The Spectacular One-Day Technical Seminar organized by INDIAN HERBS in Nala Hotel, Namakkal, Tamil Nadu, on March 15, 2024, was a resounding success, leaving an indelible mark on the attendees and organizers alike. The event served as a beacon of knowledge and innovation in the realm of layer farming, offering a platform for industry stakeholders to converge, exchange ideas, and glean insights from leading experts.

The seminar's thematic focus on 'Layer nutrition and management' addressed crucial aspects vital for the sustainable growth and productivity of layer farming operations. Through a meticulously curated program, participants were exposed to practical knowledge and cutting-edge research, empowering them to enhance their practices and optimize their outcomes.

The esteemed presence of Dr. D. Chandrasekaran and Dr. Abhijit Mishra, distinguished poultry nutritionists, as the 'Guests of Honour', elevated the seminar to a prestigious platform. Their profound expertise and rich experience lent credibility to the discussions, enriching the audience with invaluable perspectives and best practices.

Key highlights of the seminar included insightful sessions on mitigating 'Summer Stress Management', delivered by Dr. D. Chandrasekaran, and gaining 'Practical

Insights into Layer Nutrition', elucidated by Dr. Abhijit Mishra. These sessions were complemented by Dr. Shivi Maini's presentation on 'Novel Phytogenics for Summer Stress Mitigation in Layers', offering innovative solutions to prevalent challenges in layer farming.

Furthermore, the active participation of over 100 top layer farmers, integrators, feedmillers, and patrons underscored the event's significance and relevance within the poultry community. The vibrant exchange of ideas, experiences, and best practices fostered a collaborative spirit, nurturing a conducive environment for collective learning and growth.

The enthusiastic engagement of the Tamil Nadu Sales team, led by Mr. Paramartha Roy, National Sales Manager, and comprising Mr. Balu, Mr. Ramesh, and Mr. Senthil, further exemplified INDIAN HERBS dedication to fostering strong customer relationships and providing unwavering support to the farming community.

In essence, the Spectacular One-Day Technical Seminar not only served as a platform for knowledge dissemination but also as a catalyst for fostering innovation, collaboration, and sustainable growth within the layer farming ecosystem. It epitomizes INDIAN HERBS commitment to driving positive change and empowering stakeholders across the agricultural value chain.



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

A-1, Gaytri Nagar, Phase-II, P.O. Shankar Nagar, Raipur, Chhattisgarh-492007

Mob.No : 09644233397, 07746013700, Res. 0771-4270230

Email : drmanu69@gmail.com

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

WINTER MANAGEMENT OF POULTRY

z, Suvam Shekhar Shaw, Debasis Soren, Keerti Mohanty, Iswari Ipsita Das, Kalpita Subhalagna Dey
College of Veterinary Science and Animal Husbandry, Odisha University of Agriculture and Technology,
Bhubaneswar-751003, Odisha

Poultry birds require special attention during winter months as most of the diseases related to respiratory system occurring frequently due to favourable environmental conditions for proliferation of different pathogens. Improperly ventilated poultry house always causing a problem in aggravating the early onset of diseases. High ammonia concentrations in poultry shed coupled with poor temperature management acting as an incrementing factor for occurrences of respiratory affections like Ranikhet disease (RD), Infectious laryngo tracheitis (ILT) and infectious bronchitis (IB). Reduced temperature, poor ventilation, and decreased photoperiod during winter have various impacts on the poultry industry such as: -

- a. Decrease in FCR
- b. Reduced water intake
- c. Reduced fertility and hatchability
- d. Decrease in egg production
- e. Decrease in meat production

Common diseases of poultry during winter

- Fowl Cholera: Birds aged 6 weeks and older are susceptible to fowl cholera caused by *Pasteurella multocida*. This highly contagious disease can cause acute septicemia or chronic, localized infections, and can result in death up to 100%.
- Aspergillosis: Aspergillosis is a fungal disease of poultry birds caused by the fungus *Aspergillus fumigatus*. In wet and cold seasons, high humidity and insufficient sunlight create an ideal environment for

fungal growth in poultry. It is common for birds to inhale aspergillus spores, which then develop into lesions in their lungs, causing respiratory issues with very typical signs such as gasping or mouth breathing. Necropsy lesions in Aspergillosis are typical caseated granulomatous nodules in lungs and air sac. This disease mainly affecting the chicks during the brooding period, so known as Brooder's pneumonia.

- Bacillary white diarrhoea: It is caused by *Salmonella Pullorum*. There is huddling, lameness, somnolence (sleepy), labored breathing, blindness, etc. in young birds. The prevalence of morbidity can range from 10 to 80%, and mortality usually increases after 7 to 10 days in stressed or immunocompromised flocks.
- Winter coccidiosis: It is a protozoal disease caused by the genus *Eimeria*, causing damage to the intestinal mucosa. Wet litter and humid conditions are primary factors causing outbreaks of coccidiosis. Clinical signs include severe diarrhea (sometimes mixed with blood), anemia, somnolence, and reduced egg production. Birds recover from severe infection within 10-14 days but cannot restore normal performance. Post mortem examination of dead birds are useful in diagnosis of the disease presenting hemorrhagic caeca, ballooned intestine and pale carcass.
- Infectious laryngotracheitis (ILT): It is an upper respiratory disease caused due to *Herpes viridae*, otherwise known as avian diphtheria, most common among 3-9 month birds. Blood clots seen attached to the feeder, drinkers as well as other areas of poultry house with respiratory distress are

important clinical signs. Necropsy lesions revealed presence of Caseous plugs between larynx and trachea, hemorrhagic tracheitis and frothy to blood clots in mouth commissures.

- **Ranikhet Disease:** This disease is caused by avian paramyxovirus and resulting a heavy mortality. Clinical signs mostly involving greenish-white diarrhea, neurological signs, respiratory affections as well as ocular discharges. Tremors, convulsions, paralysis of wings and legs, torticollis, circling, gasping, coughing, sneezing, rales and decreased egg productions are common clinical signs in affected birds. Typical post mortem lesions include button shaped ulcer in intestine, hemorrhagic caecal tonsil and peyer's patches and hemorrhages at the tips of proventricular glands.

Therefore, to reduce these winter stresses following steps should be taken: -

- **Shed orientation:** A shed should be made in such a way that it can reduce environmental stresses like hot winds during summer and allow enough sunlight during winter. An east-west alignment of the longitudinal axis of the shed permits an ample amount of sunlight to enter the shed during the daytime. Gunny bags should be used to prevent cold winds which enter the shed during cold hours of the day. External heat sources should be used to provide warmth to the shed. The false ceiling also helps reduce shed volume. During winter, reduced ventilation causes accumulation of ammonia leading to various respiratory problems. Exhaust fans can be used in such cases.

- **Feed management:** Food is used as a source of energy and growth by poultry. An increase in temperature increases feed intake to produce more energy to maintain body temperature and thus they should be provided with more food. The number of feeders should be increased. Usually to get more energy from feed other nutrients are also consumed in excess which are otherwise not required and thus get wasted. So, to prevent this wastage either oil/fat should be added to the diet or other nutrients should be reduced.

- **Water management:** Since water intake reduces in winter thus continuous supply of fresh, clean, and normal-temperature water should be there throughout the day. Pipelines should be checked for any blockage due to freezing of water. Medications given in water should be adjusted according to water intake.

- **Litter management:** A good quality litter helps insulate the birds from the cooling effect of the floor, provides comfort, and helps drying by absorbing moisture. During winter 6 inches of litter height is good. Care should be taken to keep the litter dry as wet litter and humid climate mostly leads to clostridial and coccidial infection.

- **Brooding management:** Brooder guards ensure that birds stay near the heat source thus preventing chilling and piling up of the birds. For this purpose, either gas brooders operating on LPG gas or infra-red-light brooders can be used. The quality of the brooder should be such that it can be properly sterilized, and the height should be approximately 16-18 inches.





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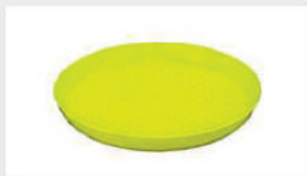
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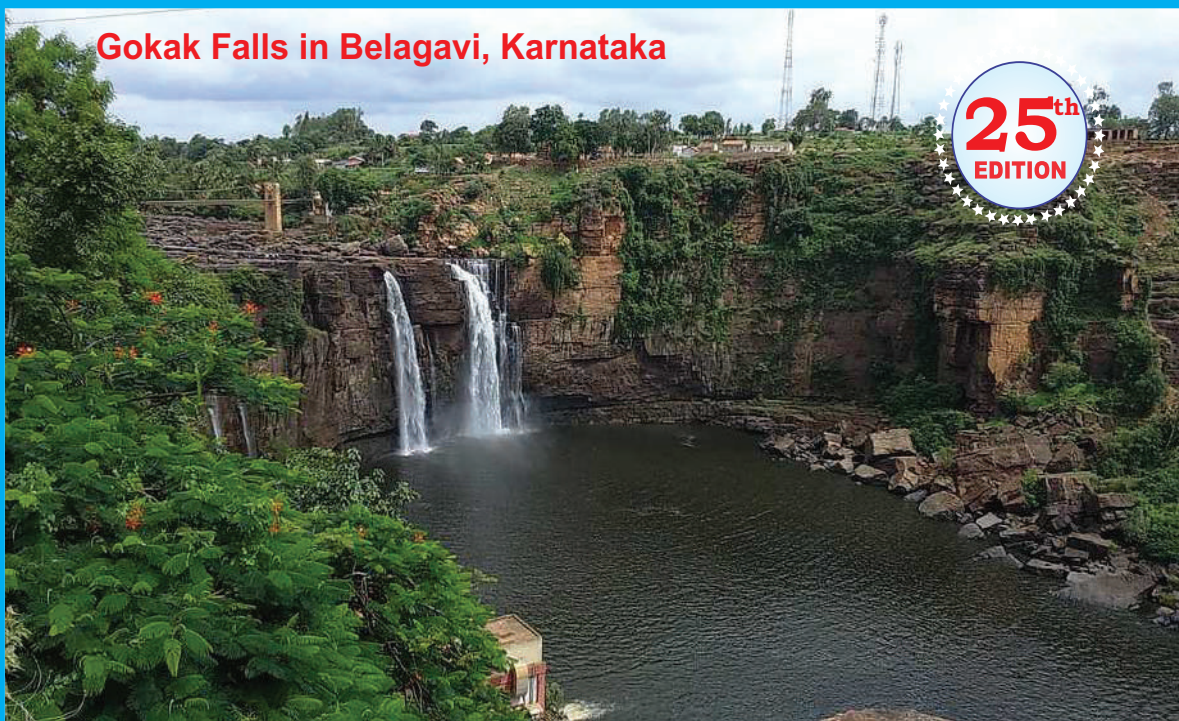
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Breeding Strategy to Improve the Germplasm of Commercial Broiler

SurajAmrutkar¹, SuhasAmrutkar², Bharti Deshmukh³, Vinod Gupta⁴ and S. K. Gupta⁵

1. Scientist, Poultry Science, SKUAST-J, Jammu.

2. SMS, Animal Nutrition, Parbhani Veterinary College, Parbhani, MAFSU

3. Assistant Professor, AGB Division, GADVASU, Punjab

4. Senior Scientist & Head, KVK Samba, SKUAST-J

5. Director Extension, SKUAST-J

Introduction:

Modern chicken breeds are the result of billions of years of evolution by means of natural selection, on which artificial selection for commercial objective has been applied. The greatest progress made in chicken genetics since their domestication has been witnessed in the latter half of the twentieth century. This can be attributed to developments made in quantitative genetics and the success of its commercial application. An understanding of general poultry genetics is important before starting a breeding programme. Wing or leg bands can be used in order to identify chicks. Chicken was the first animal species in which Mendelian inheritance was demonstrated. A century later, the chicken was the first among farm animals to have its genome sequenced. The last several decades have seen a dramatic transition in poultry genetics, both in commercial breeding and research focus. Industrial production has facilitated replacement of the dual purpose chicken by stocks bred specifically for meat or eggs. With increasing demand for young chickens, breeds have been selected for rapid weight gain, efficient feed conversion and high yield of valuable carcass parts.

The mainline pedigree populations, categorized into male and female lines, undergo genetic selection to obtain incremental improvements in the major economic traits. The major traits are improved by intensive selection (high intensity), which is regenerated from the best families. Minor traits such as fertility, hatchability and livability are improved by eliminating the few worst families (low intensity). Geneticists employed by the breeding companies have greatly

increased growth rate and have reduced feed conversion and age to slaughter in commercial broilers. The modern broilers reached almost twice the live weight on 50% less feed when compared to their performance in 1953. The greater part of these changes have resulted from genetic improvement; 85.3% for growth rate, 91.3% for carcass yield and 62.5% for feed conversion with remainder being due to diet. The decrease in mortality over the years is mainly due to better control of diseases and improved management. Family selection for livability and eradication of egg transmitted diseases at the pedigree level may have contributed to the reduction of mortality in the past, but the main contributing factors were probably better general hygiene, vaccination against common field infections, and experience of successful farmers and reduced disease risk during a shorter life.

The companies have utilized different breeding and selection technologies at different period of time for the genetic improvement of poultry. Improved broiler growth (body weight) has consistently been the prime selection trait over the decades, because of its ease of selection, high heritability and large impact on total meat production cost. There has been increasing emphasis on yields of white (breast) meat, because consumers increasingly favoured this portion. There was also a growing emphasis on efficiency factors, most notably feed conversion efficiency of broiler growth.

Selection strategies for growth and carcass traits:

• Body weight and Growth

Large body weight is of primary importance in broilers. Establishing a proper breeding

objective is only the first step in developing a viable breeding programme. The primary breeding industry typically follows one of the three basic approaches in selecting for growth rate.

- i. Selection at a commercial age: This is the most common approach, where pure lines are selected at an age that corresponds with market age under this system.
- ii. Selection at commercial weight: In this approach the pure lines are selected at a weight that matches market weight and the age at selection becomes progressively earlier as growth potential increases. It is the most common strategy employed in industrial broiler breeding.
- iii. Multi-stage selection: It represents a practical compromise between selection at a commercial age and selection at a commercial weight.

• Breast Muscle Weight

The broilers are evaluated based on feed conversion and body weight gain. However, strong consumer demand for breast meat has increased its value to the industry and led poultry producers to look for ways to optimize breast muscle growth. For many producers, breast yield is considered as important as growth rate and feed conversion. The breast meat of chicken commands a high price relative to other cuts because of its low fat content and tenderness. The genetic approach has been hampered in the past because of lack of an accurate, non-destructive measure of breast meat yield in live animals. The most direct method of selection is to utilize yield data from pedigree siblings to identify the birds with superior yield potential. Breast muscle measurements (length, maximum and minimum width) were taken in live birds, using a pachymeter, at 42 days of age, together with body weight.

• Meat Quality

Recently, due to demand of best quality meat by consumer; meat quality is also

important trait as breeding point of view. The increasing importance of technological quality of the meat (performance in storage or during further processing) has highlighted the need for research work on the genetic control of meat characteristics, which has been seldom studied in poultry. In common with other species, variations in the rate and extent of rigor mortis markedly affect the technological quality of poultry meat. Muscle pH has been associated with other meat quality attributes such as colour, water holding capacity, tenderness, juiciness or shelf life. High final pH produces dark, firm and dry meat with poor storage quality. Low final pH produces meat with improved shelf-life but produces pale, soft and exudative meat. The fat influences the technological quality of the meat and also consumer preferred meat with less fat.

Genetic strategies to alleviate metabolic and physiological disorders in broilers

Increasing productive performance by selection has been linked to the increase in metabolic and physiological disorders observed in commercial flocks.

- Ascites and Selection Strategies: Ascites (water belly) is a growth-related disorder of broilers. This functional hypoxia is caused by the high oxygen requirement for rapid growth and the inability of the heart and lungs to deliver sufficient oxygen to tissue and occurs more often in fast growing birds at low temperature and at high altitude. This syndrome has been a source of concern to the Broiler breeding strategies.

Factors responsible for Ascites in birds

1. The relative heart and lung sizes have decreased with genetic selection for growth rate.
2. Oxygen requirement is influenced by feed conversion. Improved feed efficiency results in decreased maintenance of metabolic rate, which may not be able to provide adequate oxygen delivery. Broilers selected for low oxygen consumption exhibit

superior feed conversion efficiency and low thyroid activity.

3. Because thyroid regulates metabolic rate, early selection for FCR results in low thyroid activity, low oxygen consumption and decreased thermogenesis, leading to anoxia, heart failure and Ascites.

Traits related to Ascites:

- Hypertrophy of the smooth muscles of the pulmonary arterioles.
- Right ventricle to total ventricular ratio (RV: TV):- An increase in ratio is due to right ventricular hypertrophy as a result of workload.
- Lung capacity
- Lung length and width

Heat stress and selection strategy:

Chickens are homoeothermic in nature; maintain a constant body temperature over a wide range of ambient temperatures. However, when the physiological and behavioural responses to high ambient temperature are inadequate, an elevation in body temperature occurs, causing a decrease in appetite, growth rate and productivity. As commercial broilers are selected for high growth rate, they generate more heat. At high ambient temperatures, they experience difficulty in dissipating heat through feather coverage.

Three major genes associated with heat tolerance were identified in poultry and they were naked-neck gene (Na) (reduce the feather coverage), frizzle gene (F) (modify the shape of the feather) and dwarf gene (dw) (reduces body size). Among these three genes, most notable is the gene for naked neck (Na), which influences heat tolerance by reduced feather coverage, thereby increasing the rate of heat dissipation. Fast-growing naked neck broilers are advantageous over their normally-feathered sibs at a constant ambient temperature of 24°C and more so at constant ambient temperature of 32°C.

• Skeletal problem in broilers:

Leg disorder in broilers is a major economic and welfare problem. The etiology of many disorders is complex and involves genetics, nutrition, growth rate, feed conversion efficiency, body conformation, exercise and stocking density. Higher and faster growth rate predisposes many skeletal defects in meat-type chickens. Male broilers show about twice the incidence of skeletal disorders. Rapid growth may be the main factor in defects occurring up to about 4 weeks of age, after which weight produces more stress on the bones, tendons and ligaments. The different growth related defects are tibial dyschondroplasia, epiphyseal ischaemic necrosis, epiphyseal separation, skeletal fracture, spondylolisthesis (Kinky-back) and gastrocnemius tendon rupture. This growth-related abnormality occurs when transitional chondrocytes accumulate, forming a mass of a vascular cartilage underlying the layer of proliferative chondrocytes, most frequently in the proximal tibia. It is a genetic defect in broilers. Genetic selection appears to be the most effective means of preventing non-infectious skeletal disorders and in recent years has had a major impact on decreasing the incidence of disorders such as Tibial Dyschondroplasia.

• Reproduction performance:

Reproductive performance by broiler stocks showing less performance due to the continuous increase in growth rate, because the genetic merits of the two traits are negatively correlated. Egg production responds very moderately to within-line selection due to low heritability, sex limited and late-in-life expression, but it is affected to some extent by heterosis. Selection for increased body weight altered appetite control centre and overconsumption of feed by meat-type chickens has contributed to obesity and reduced fecundity. Obesity in growing chickens has been addressed by incorporation of selection for improved feed efficiency and by indirect methods of selection to reduce abdominal fat, a trait with high heritability. A negative correlation of about 0.20 has

been reported between egg production and fatness. The hatchability of eggs produced by lean broiler breeders is higher than that by fat birds. Genetic correlations between body weight and sperm cell motility are negative, and males selected for rapid growth have poorer libido and lower mating frequencies.

Conclusions

Utilization of Proper breeding method is a key tool to overcome the genetic problem of poultry. Growth rate of modern broilers has several times increased tremendously since commercial breeding commenced in the 20th century. However, apart from a favourable increase in production traits, birds that have been selected for high production efficiency seem to be more sensitive to sub-optimal conditions and also affected by metabolic and physiological disorders. Although commercial breeding program have been successful in reducing the incidence of ascites and leg disorders; there is no doubt that commercial broilers today are showing higher mortality and higher susceptibility than that have been selected less extremely for body weight, feed conversion efficiency and meat yield. In future, more constraints will arise for issues such as leg strength, female and male reproduction and several aspects of carcass

and meat quality. Therefore, further breeding should consider not only how to increase production and productive efficiency but also how to alleviate correlated side effects by extending or changing selection goals. Hence, research is needed for better understanding of the biological basis of the consequences of the lack of balance in modern broilers compared with its wild ancestor. The use of improper genotypes has resulted in large economic losses due to decreased growth rate, reduced protein gain and high mortality. The phenomenon of genotype-environment interactions requires additional efforts in the choice of breeding stock with a general adaptability to more than one environmental condition. Recent molecular studies have resulted in complete genome sequencing, identification of several quantitative trait loci affecting production and reproduction traits and identification of the genes responsible for different phenotypic variation. In future, genomics could well play an important role in unraveling the biological mechanism and supporting breeders in selection programmes. Modern chicken breeding programs have the potential to successfully produce chickens with high production efficiency and optimal welfare, resulting from resistance to stress and diseases.

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Hyderabad	126	126	126	126	126	116	116	107	107	112	112	112	114	114	104	104	104	104	99	101	106	108	113	118	118	118	118	120	122	127	127
Karimnagar	126	126	126	126	126	116	116	107	107	112	112	112	114	114	104	104	104	104	99	101	106	108	113	118	118	118	120	122	127	127	
Warangal	126	126	126	126	126	116	116	107	107	112	112	112	114	114	104	104	104	104	99	101	106	108	113	118	118	118	120	122	127	127	
Mahaboobnagar	126	126	126	126	126	116	116	107	107	112	112	112	114	114	104	104	104	104	99	101	106	108	113	118	118	118	120	122	127	127	
Kurnool	126	126	126	126	126	116	116	107	107	112	112	112	114	114	104	104	104	104	99	101	106	108	113	118	118	118	120	122	127	127	
Vizag	127	127	127	127	121	121	121	113	113	113	103	103	103	103	103	103	103	103	98	100	100	105	110	115	115	115	117	117	117	117	
Godavari	134	134	134	134	128	124	124	114	114	116	116	106	106	106	106	106	106	106	101	103	106	106	111	116	116	116	119	121	126	126	
Vijayawada	134	134	134	134	138	124	124	114	114	116	116	106	106	106	106	106	106	106	101	103	106	106	111	116	116	116	119	121	126	126	
Guntur	134	134	134	134	124	124	124	114	114	116	116	106	106	106	110	110	110	110	105	107	107	112	117	117	117	117	120	122	127	127	
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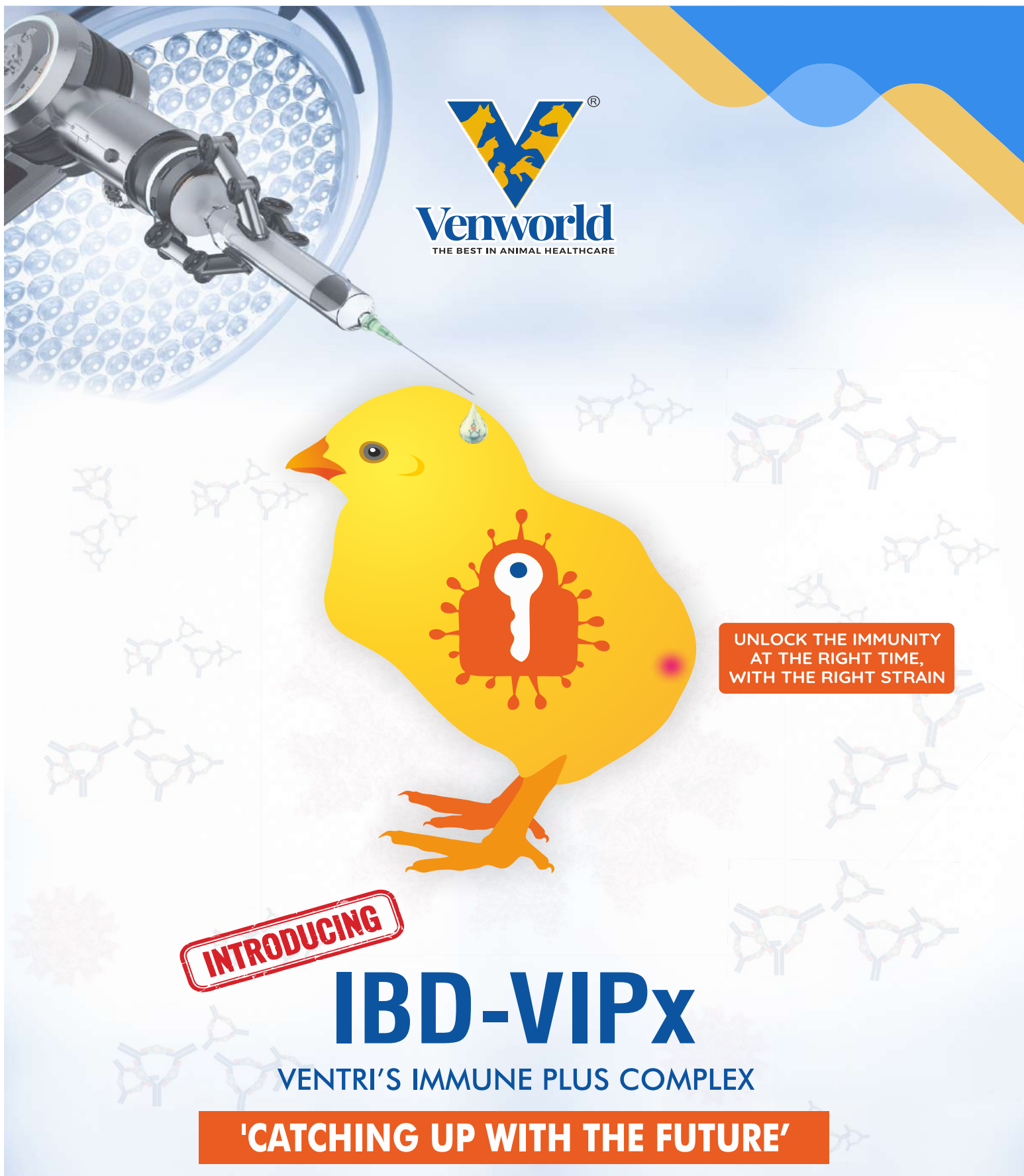


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