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VOLUME - 23

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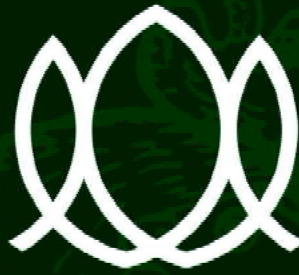
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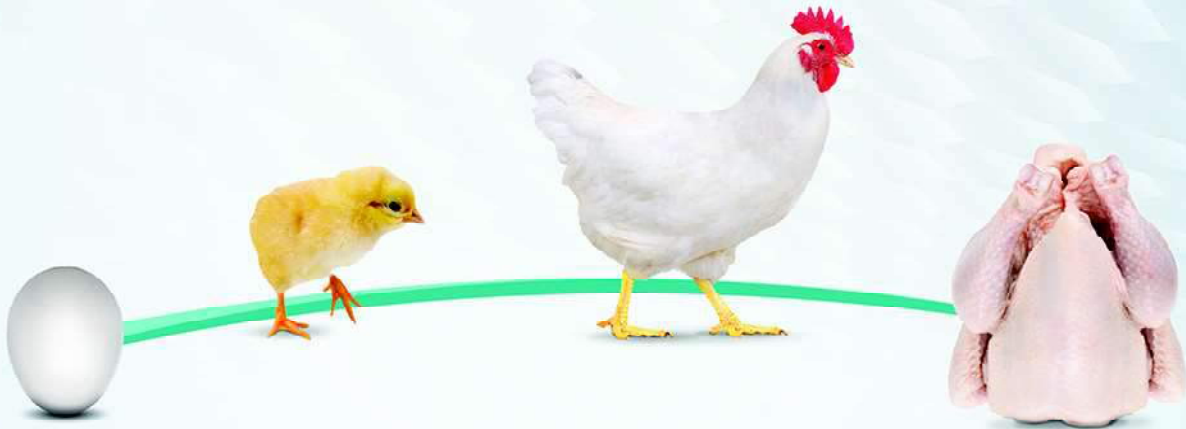
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*From the Editor's Desk.....* 



## **The Booster Dose - Tezasvi Expo!**

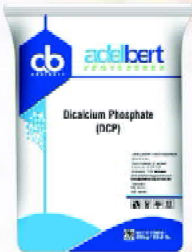
The challenges in the poultry industry continue to remain unresolved for several decades. We still do not have a Poultry board where as in India, there are boards for every agri- produce. We are yet to equate Poultry to agriculture and are deprived of so many benefits thereof. While Poultry Breed, Feed, management have all peaked to excellence, nevertheless, the marketing still remains the weakest link, plaguing the industry.

It is mind-boggling that there are corporate's large integrators and professionally managed companies and yet there is no way that we have streamlined true value for the chicken and egg. The non-existence of a matured promotion and marketing of the final produce unhealthy competition within the industry is also to blame stop. There are moments when the old chick price of sky High and the farmer ultimately ends up with a huge loss. There is no correlation between cost of production and the final realization, the middlemen becoming an obstacle is always scooted, but they are not positively used as a distribution channel. The question is who will bell the cat? Who is going to address all these issues seriously in such a large poultry industry which is bigger than the telecom industry of the country, can the industry make a conscious decision of not going for further expansion in their production, but instead to invest a part or whole of the amount towards marketing and selling their own produce profits. It appears that self help is the best help in the case of our Indian poultry industry. The NGO's and Animal Welfare Activists have a fun time spreading wrong ideas about the genuine animal protein and get away gleefully. We are not well organized even to make a noticeable protest from the stalwarts or the opinion leaders from the industry.

The recent pentagon secret information leak has embarrassed the US and brought distress to its allies. Ukraine is also exposed of its exploiting this war. There are also hundreds of millions of dollars in corruption charges against Zelenskyy and his ministers. Ukraine will go down the list as another victim of a political agenda after Libya, Syria, Sudan, Iraq and Afghanistan. While Ukrainians have every right to defend themselves from the Russians, yet they should not be made scapegoats and guinea pigs by the vested group. This war can never be won by Ukraine. There are clear benefactors of this war clearly - The oil producers, weapons sales, siphoning money within Ukraine and to serve as a political mileage for the rivals you can never attain peace, if you continue to invest in arms, ammunition, corruption, and political agenda.

Europe has not been wise enough to fall into a trap of a super power. They landed in a chakravayuh - by destroying their own backyard source of cheap energy and grain supplies from Ukraine and the Russians, got their NATO allied under discord, propagating blatant lies and hollow policies. They advise others to not support Russians by not buying their oil and energy source but have been exposed to be the largest buyers in the last year of oil, Gas and also nuclear fuel. Even Ukraine is routing its aid money through front companies to buy cheaper Russian oil to fuel the war. It is only a matter of time and all are getting exposed of their hollowness.

The recent Tezasvi Exppo at Nashik has been the right "Booster Dose" to give the right push to the Poultry industry that needs motivation and proper deliberations and promotion to keep it a sustainable business.



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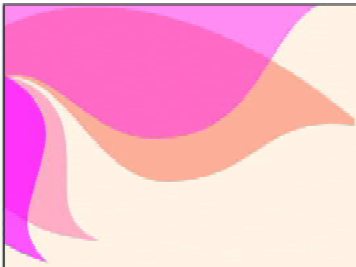


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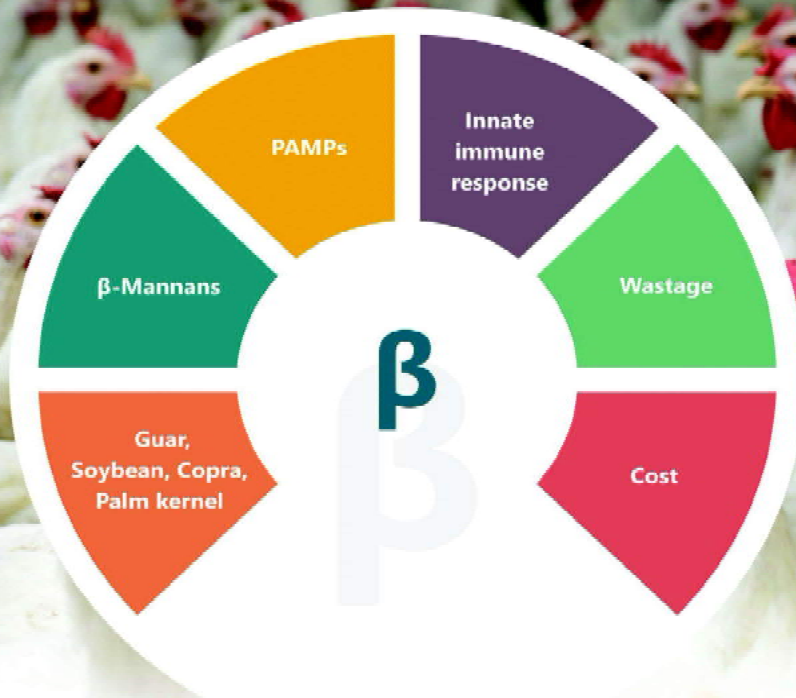
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3. Do you see a change in the food habits and food consumption habits of Indians? What is your advice to the meat producers in this regard?
4. It is being said that growing demand for livestock products is likely to have an undesirable impact on the environment. What are your views on this?
5. What, according to you, are the key food safety challenges faced by the animal foods sector and what are the avenues to mitigate them?
6. Growing concerns about animal welfare and sustainable meat production have triggered an interest in more sustainable meat alternatives like cultured or lab-grown meat. How do you think this innovation will pan out?
7. In some countries including India, consumers prioritize taste over convenience, packaging, price, brand and serving time. How will this affect the processed and packaged meat products market, going forward?

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SCAN TO LISTEN

# APWA – United voice of Veterinary Professionals in Indian Poultry Industry

## Introduction

In India, the poultry industry is growing and evolving rapidly over the recent decades. The advancement in poultry genetics, balanced nutrition, improved poultry houses and effective health management are the most important pillars of the success of the industry. However, these rapidly moving dynamics of the industry has been creating more challenging issues for the professionals involve in the industry.

The Poultry veterinarian's role in modern poultry industry is vital for sustainable development of the industry. The challenges face by poultry vets today, are completely different from the challenges encounter during the last decade of 20th century and beginning of the 21st century. The emerging diseases, variant form of existing diseases, zoonotic diseases, antimicrobial resistance, animal welfare and food safety are some of the challenges that poultry vets face today.

The infectious disease challenge still exists at their best in most of the poultry farms. There are new variants emerge for most of the poultry viruses and vaccination is still questionable for some of the rapidly changing viral diseases like IB, LPAI, HPAI. The emergence of antimicrobial resistance has created more challenging issue in controlling these diseases. Therefore, the alternative control strategies like prebiotics, probiotics, inorganic acids,

competitive exclusion should be adapted to minimize colonization of the pathogen as well as to reduce antimicrobial usage.

The increasing concern of animal welfare among consumers is a significant challenge for the poultry health professionals in modern poultry farming. While ensuring the rights of birds such as freedom of hunger and thirst, freedom of pain, freedom from discomfort, freedom of expression of normal behaviour, the achievement of optimum

performances is important for the sustainable development of the business.

The food safety is one of the important aspects of poultry farming. The control and prevention of diseases like salmonellosis and campylobacteriosis is vital for human health as well as poultry health. There should be a well-coordinated system along the whole value chain of the poultry product to control such food borne diseases.

Role of Veterinarians in Boosting the Poultry Industry. In various types of poultry production, veterinarians are needed for the welfare of the birds. Although many non-profit organizations are vital in the well-being of the birds, veterinarians are the experts in this job. They are experts because they know how to diagnose, prevent, control, and treat the diseases and other conditions of the birds.

## ABOUT AVIVET PROFESSIONAL WELFARE ASSOCIATION (APWA)

The Avivet Professional Welfare Association (APWA) is an Indian non-profit professional organization established in the year 2022 to raise a united voice for the veterinary profession in livestock farming & animal husbandry sector and the advancement of Veterinary Profession & Animal Health Science in India.

APWA is an unique combination of poultry veterinarians from field of Production, Researchers, Academicians, Marketing, Producers of Broiler/Layer/Breeder, Feed Millers, Policy Makers, Politicians etc from Indian and International market, Servicing dedicatedly to Poultry sector.

We work for championing and empowering the veterinary profession to thrive by providing a voice, education, community and support.

## Mission Statement

The mission of APWA is to preserve, promote and encourage the activities of entire stakeholders

including Veterinarians , Poultry Professionals, Broiler farmers, Layer Farmers, breeders, processors, consumers and other allied fields related to the poultry either directly or indirectly.

APWA is mainly focused and dedicated towards poultry industry through our set common objective. We are keen to explore all possibilities to add value by our professional expertise.

Focussing on advocacy for the profession, we try to meet with government and industry stakeholders to represent the views of our members, developing and implementing strategies to address the issues that matter to the profession, including workforce issues, animal health and welfare, veterinary legislation and biosecurity etc. which the sector faces in their day to day life and do its best to safeguard the interests of all the stakeholders of the industry.

APWA aims at providing facilities for exchange of information and opinion of interest to all poultry Farmers. It believes in the advantages of united action to accomplish goals where individuals will not be in a position to accomplish on their own.

Additionally, APWA also aims to works on eradication of Protein Malnutrition in India, as India is highly protein deficient. It creates awareness amongst local mass about the amount of protein to be consumed by a person per day and how chicken & Egg consumptions will meet their need .

APWA will supports the poultry and egg industries through research related to all aspects of the poultry and egg industry, education via our seminars and conferences, and on a technical level, specifically focusing on food safety, environmental aspects, worker health, safety and human resources.

APWA is also aiming to working towards providing financial assistance to the association member or his/her nominee in case of total permanent disablement which renders him/her unfit for further services as much possible. Encouraging youngsters, members of poultry professional for entrepreneurship in Poultry Farming and allied industries/profession.

APWA is progressively serving its poultry and egg farmers through research, education, communications and technical services.

Being technocrats of the industry we are using various social platforms to get real time insights and extension work in poultry industry.

#### **We support to ensure:**

1. A “Farm gate-to-Plate” system of food safety assurance in the production of poultry products. This includes validated HACCP programmes throughout the production-marketing process.
2. The viability of all aspects of the Indian poultry enterprise. This involves health surveillance and risk assessment to protect Indian and export consumers and provide them with safe, high-quality poultry products.
3. Bird welfare, by providing an optimum environment including fresh air, clean water, dry litter and adequate room so that they remain healthy and in a state of well-being.
4. Prevention of diseases based on good management practices, biosecurity and hygiene during growth, production and transportation.
5. Continuous progress of the poultry industry through education and research, which we source, develop and share with our clients, industry partners and colleagues.
6. To remove all discriminations between small, medium and big poultry farmers and to design the organizational structure in an efficient manner between the local level/block level and district level/ state level and even to extend it till the gram panchayat level.
7. We undertakes professional, technical and management consultation service to farms in different villages, towns and cities in all states apart from undertaking studies, surveys and research projects.

#### **Vision Statement**

APWA will be the premium national resource for knowledge relating to health, welfare and food safety for the commercial poultry industry throughout India.

The association intends to bring out and publish for sale or private circulation or free distribution, books, newspapers, periodicals and pamphlets.

It also seeks to organize exhibitions, trade fairs, promote marketing, marketing groups and to undertake such activities to promote marketing of poultry products.

Providing a supportive framework to enable social and professional connection and bring us together on important issues.

Providing a Veterinary Health and Wellness Framework to secure a thriving and sustainable future for the profession.

The mission of APWA is to preserve, promote and encourage the activities of entire stakeholders including Veterinarians , Poultry Professionals, Broiler farmers, Layer Farmers, breeders, processors, consumers and other allied fields related to the poultry either directly or indirectly.

APWA is mainly focused and dedicated towards poultry industry through our set common objective. We are keen to explore all possibilities to add value by our professional expertise.



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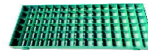
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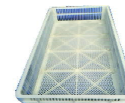
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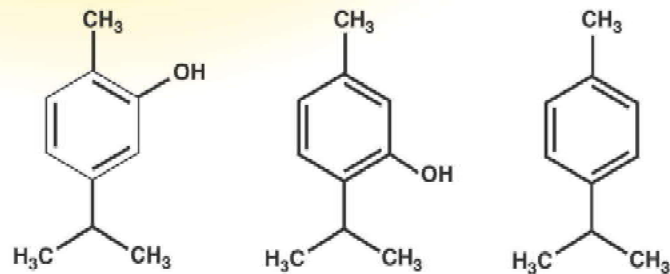


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www.rossari.com





## **Rossari Biotech Limited successfully participated in VIV Asia, 2023 at Bangkok, Thailand**



Rossari Biotech Limited, Mumbai participated in the recently concluded VIVASIA - 2023, considered one of the largest & most comprehensive feed-to-food trade events in Asia. The event was held from 8 – 10<sup>th</sup> March at IMPACT Exhibition Venue in Thailand, Bangkok.

The company showcased its innovative nutritional & poultry health products like Feed Enzymes – Multienzyme formulations & single enzyme series, Probiotic Series, Micronutrient formulations & other Gut Health portfolios etc. designed & developed to support the cost-effective poultry production in today's competitive markets. Rossari Family is immensely grateful to our international visitors,

supporters, partners, and customers, who turned this event into a successful show with incredible energy and great insights.

Rossari Biotech Limited is one of India's leading enzyme and speciality chemical manufacturing companies and has successfully diversified into animal health and nutrition. With our core expertise in the manufacturing of enzymes, probiotics, organic acids and other gut & poultry health products, Rossari – AHN is established as one of the credible & innovative manufacturing companies for feed additives in both B2B and B2C animal nutrition markets.

Regards,  
**Dr Aashaq Hussain Ganaie**  
AGM - Technical (AHN)  
**E-mail: [aashaq.hussain@rossarimail.com](mailto:aashaq.hussain@rossarimail.com)**  
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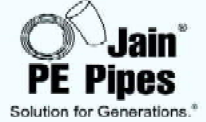


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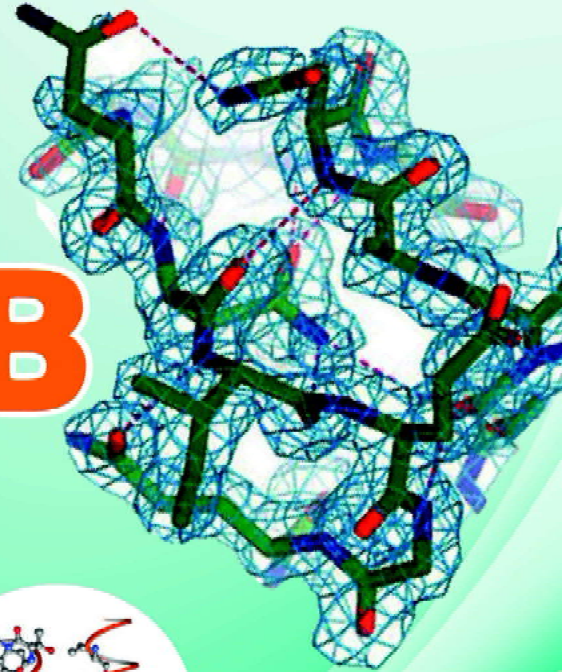
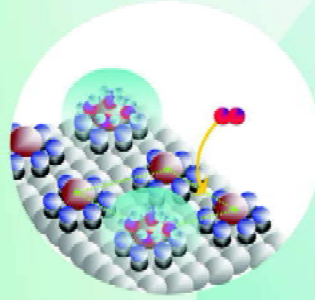
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**Ph:** 9440797816,9440797824,9440797825,9440797833. **Email:** jainhyderabad@jains.com.

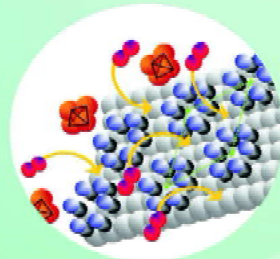
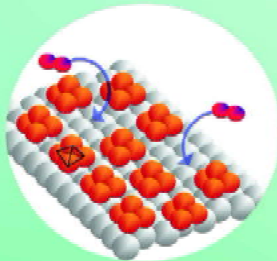
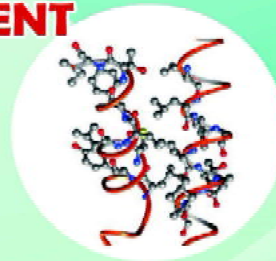
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## Control of Early Chick Mortality & Stress Management during summer with **GROX**



**Dr. Ramdas Kambale**  
CEO & Board Member  
GLOCREST  
Pharmaceutical Pvt. Ltd.

### WHAT IS STRESS???

In simple terms, any deviation from normal routine is called the stress. There are several reasons for stress and poultry always exposed to stress conditions which are due to various causes listed below.

- 1) Seasonal impact
- 2) Management causes.
- 3) Nutritional causes.
- 4) Disease causes.

**Seasonal impact:** The summer is the worst season which causes heat stress and early chick mortality. Stress management during summer is always challenging. Global warming impact is clearly seen and every year farmers suffers heavy losses especially during summer.

**Management Causes:** High brooding temperature, low brooding temperature, starvation, inadequate feeders and drinkers, high relative humidity; **poor brooding conditions:** All those listed reasons cause severe stress and cause heavy mortality in chicks and even in adult birds

**Nutritional Causes: Water:** Water is one of the essential elements for maintaining the health and performance of the birds. It not only acts as a transport medium for nutrients and metabolic end products but also it helps in maintaining body temperature during hot weather. Besides, water balances the minor deficiency of minerals like Na, Cl, K, etc. Unhygienic water causes high mortality.



**Dr Kiran Balikai**  
Technical Manager  
Krishna Farm

### Vitamins deficiencies:

Vitamins are very essential parts of poultry diets. They take part in vital body processes like metabolism, growth and development, reproduction, repair of worn-out tissues; they serve as antioxidants, take part in enzymatic actions, etc.

**Diseases:** As the immune system is not fully developed at hatch, chicks are particularly susceptible to several viral, bacterial, and parasitic infections. High mortality rates during the first week tend to be very common in poultry productions because of omphalitis, respiratory tract infections, airsacculitis, and septicemia etc.

### Probiotics, prebiotics, symbiotic, and postbiotics

Currently, different microorganisms are being used to reduce mortality during first week and protect the gastrointestinal tract. Positive effects of these products have been described in the performance and gut health of chickens. Beta Glucan is known to enhance immunity and bioactivity by promoting secretion of cytokines, activating macrophages, natural killer cells and neutrophils, and have antitumor, antibacterial and antiviral effects ([Brown and Gordon, 2005](#)).

**Role of MSM (Methyl Sulphonyl Methane:** MSM is the buzz word in stress management in not only poultry but in human beings too. It's one of the super foods as antioxidant and typical stress controlling

factor especially in young chicks and even in adult birds.

**CONTROL OF EARLY CHICK MORTALITY & STRESS with GROX**

COMPOSITION:	
Each Kg contains	
Vitamin A	50,000,000 IU
Vitamin D3	5,000,000 IU
Vitamin E	1,200 IU
Vitamin C	5,000,000 IU
Vitamin B1	1.2 g
Vitamin B2	1 g
Vitamin B3	11 g
Vitamin B5	1 g
Vitamin B6	600 mg
Vitamin B12	2.5 mg
Mineral Sulphanyl Methane source	10 g
Mineral Sugar Zinc Oxide (ZnO)	1 g
Mineral Hydroxyapatite	20 g
Mineral glycine	5 g
Linoleic acid acidophiles	50 x 10 <sup>12</sup> CFU
Spore forming bacteria	70 x 10 <sup>12</sup> CFU
Bacterial culture	70 x 10 <sup>12</sup> CFU
Enzymes cellulase	100 g
Potassium sulphate	100 g

Birds have limited body resources for growth, reproduction, response to environmental changes

& defense mechanism. Birds are subjected to frequent stress factors listed above. Therefore, stress management plays a crucial role to get optimum performance. To address these critical issues, GLOCREST introduced its flagship product to control EARLY CHICK MORTALITY & STRESS named **GROX** with above composition

**GROX** is complete product to address all the stress factors and help to control early chick mortality. During summer it could be a 'Ramban' solution. PI use it to know it. Basically, it is considered as **ORS – Oral Rehydration Solution**.

In some of the trial reports (can be provided on demand), it has been observed that there was 0.25-0.5% saving in mortality & there was 15-20g extra body weight in first 10 days against their normal routine products which could result approximate 100g extra body weight at the time of culling. In nut shell, **GROX** is complete package to manage summer stress and controlling early chick mortality and stress conditions in chicks and adult birds too. It can be given 1g/lit water or can be also added in 1kg/ton of feed. However, drinking water application can give instant results.

*M.A. Waheed*



# S.S. Associates

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Cell: 78931 40260

## **Colossal and magnificent participation of INDIAN HERBS in VIV ASIA Bangkok (Thailand), 8-10 March, 2023**

**INDIAN HERBS**, pioneer and global market leader in Herbal Animal Health Care Products Industry since 1951, participated in VIV ASIA held at Bangkok, Thailand, 8<sup>th</sup> to 10<sup>th</sup> March, 2023 with its strong technical and marketing team. It was a colossal and magnificent event and our stall was visited by our global business partners, customers, consultants and poultry nutritionists. The sales and marketing team extended a warm welcome to all the visiting customers and consultants at **INDIAN HERBS** stall.

Being a pioneer of Veterinary Ayurveda, **INDIAN HERBS** has been continuously innovating to give the world innovative phyto-genic feed supplements and healthcare products. Innovation is what always keeps us at the forefront of discoveries in phyto-genics. With the holistic approach of 'Traditional Glory and Modern Science', **INDIAN HERBS** is dedicated to transform 'Herbalism' into a 'Dynamic, scientifically validated and evidence based science'. **INDIAN HERBS** offer unique phyto-genic alternatives for synthetic products with superior efficacy at lower cost which are free from side effects and residual toxicity. The company is catering to wide range of animal species including poultry, ruminants, equine, swine, pets, aquatic and other animal species for more than seven decades. Realizing the emerging challenges of animal industry, **INDIAN HERBS** innovated natural alternatives in segments such as antimicrobial growth promote AGPs), immunopotentiator, metabolic stimulant, gut enhancers, respiratory anti-septic, anti-stress and adaptogen for different species. **INDIAN HERBS** phyto-genic solutions are unique since there is an advantage of combination of several plant-derived bioactive and phyto-compounds, and their synergistic effects than a single component that empowers our products to exploit the animals full genetic potential, promote growth, immunity & for control of diseases. On basis of advanced scientific techniques, safety, efficacy and mechanism of action of products is deciphered successfully.

Our product portfolio is constituted by 230 + products for poultry, cattle, swine, equine, aqua and companion animals. We strictly adhere to quality norms, comply with the regulatory compliances and we have core competence in research and development. **INDIAN HERBS** has very diligently invested in research and development activities. Our R&D and QC laboratories are well equipped with the state-of-the-art scientific instruments to ensure quality and consistency of our products. We rigorously pursue product quality control and scientific validations. Product quality control on basis of herbal standardization and phyto-analytical profiling.

Product safety and efficacy is validated on basis of scientific trials in collaboration with global research institutes and veterinary universities.

The products of **INDIAN HERBS** are natural, safe, efficacious, environment friendly, hence there is no withdrawal period of these herbal products. Therefore, the herbal products are becoming clear choice for the consultants and farmers. These products are suitable to produce **ANTIBIOTIC FREE CHICKEN / EGGS**. Looking to the harmful after-effects of synthetic medicines, the veterinarians, consultants and farmers all over the world are now taking keen interest in the use of herbal feed supplements and health care products and Indian Herbs is dedicated to promote the use of natural products for the betterment of animal health and production performance.

**INDIAN HERBS** is successfully marketing its products to more than 50 countries across four continents including Asia, Europe, Latin America and Africa successfully. In many countries, these products are under active consideration for granting registration or authorization for marketing. **INDIAN HERBS** has also received the certificate from **EXPORT INSPECTION COUNCIL OF INDIA**, Ministry of Commerce and Industry, Govt. of India and was the first Herbal Company to get this recognition. The R&D Centre of **INDIAN HERBS**, which is approved by the Ministry of Science and Technology, Govt. of India, since 1986, is well equipped with the best available state of the art modern facilities for standardization and quality control of herbal products.

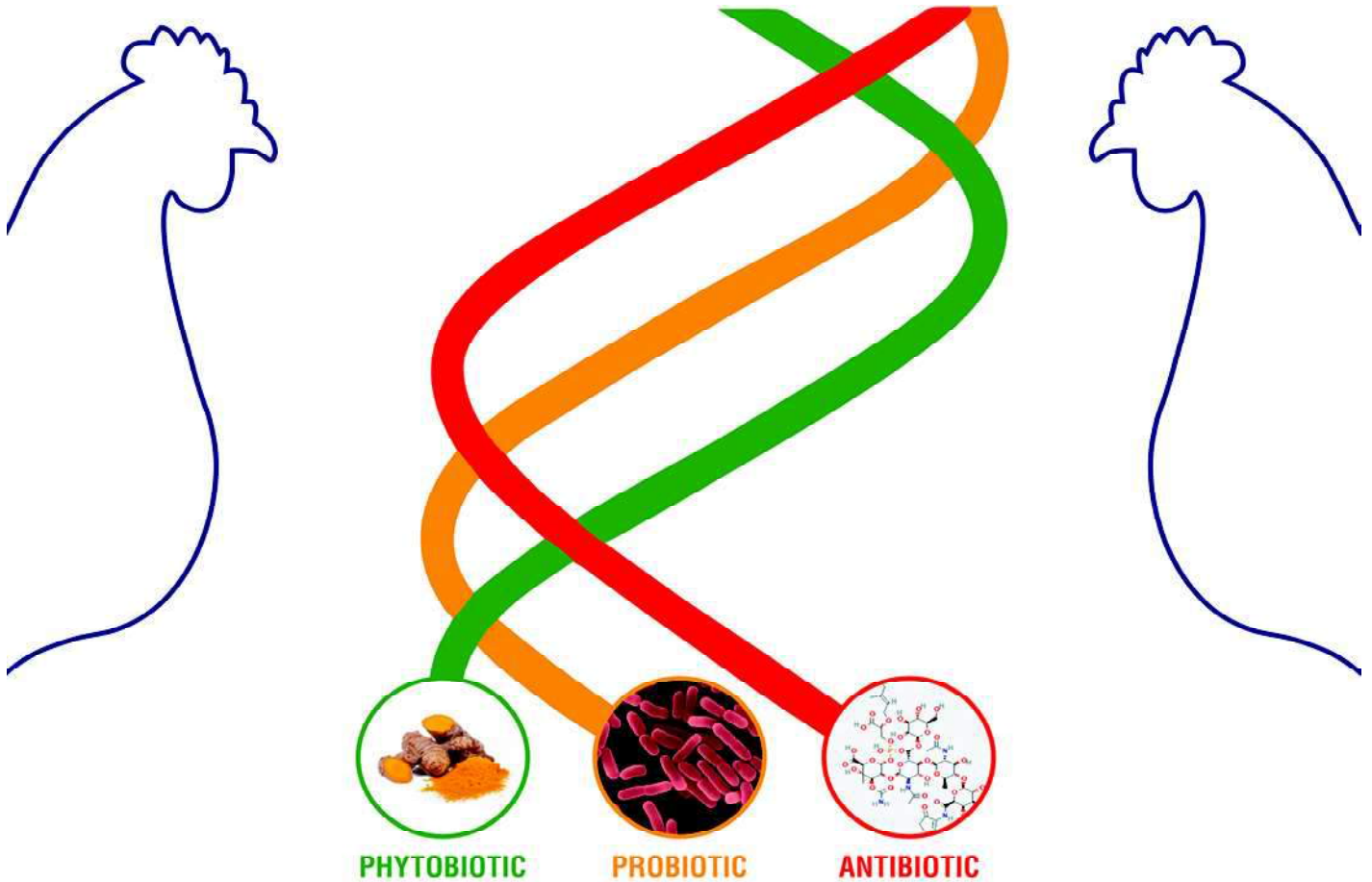
The stall of **INDIAN HERBS** attracted a large number of global visitors, including feed millers, integrators, large farmers, consultants, nutritionist and distributors etc. All the queries of the visitors were answered by the technical team of **INDIAN HERBS** to their best satisfaction. With a re-affirmation of our vision and following a path to sustainability and global well-being, **INDIAN HERBS** is committed to support animal healthcare industry and esteemed customers by all means. **INDIAN HERBS** is committed to foster the wellbeing of animals through nature's bliss and caters antibiotic free, residue and resistance free, environment friendly, cost effective phyto-genic solutions for animal healthcare and ensuring feed to food safety.

We are indebted to all our customers, patrons, scientists and well-wishers for their support, cooperation and guidance. We look forward to explore new business dimensions and to receive your continued cooperation in future as well.



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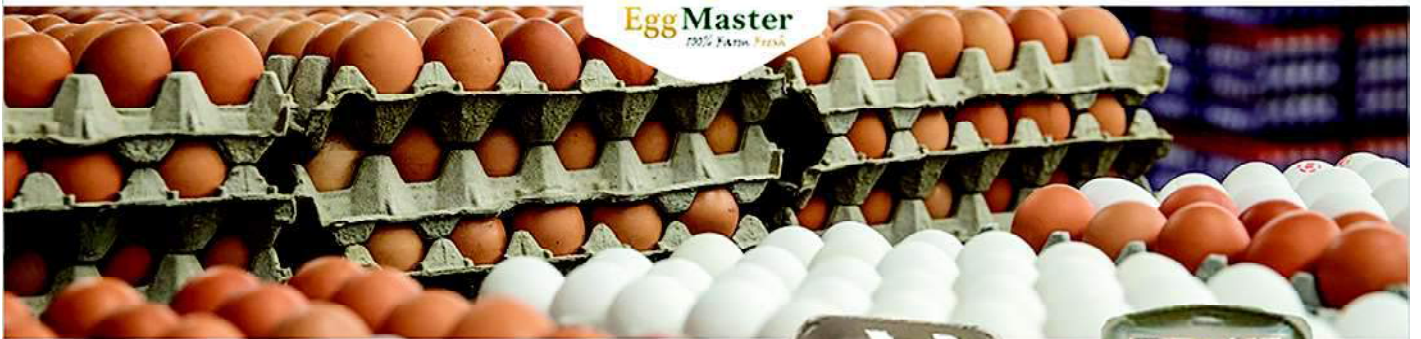


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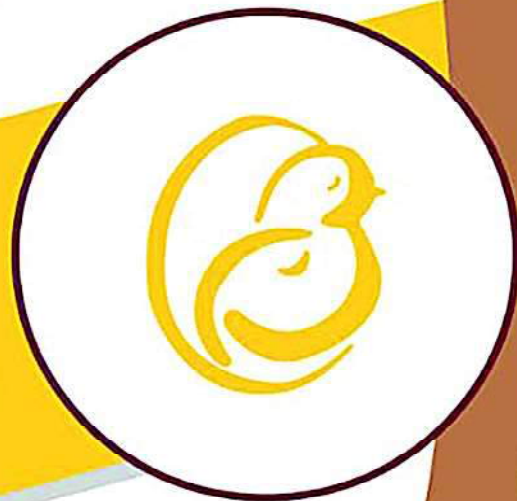
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## PRESS RELEASE

# Zoetis unveils the 1<sup>st</sup> Biodevice Learning Center to support biodevice business expansion in Asia Pacific



Dr. Bhushan Gangurde - Group Product Manager), Ashwini Deshpande - General Manager - India & BNS (Distributor Markets), Dr. Anupam Srivastava - National Technical Manager

- *Zoetis has opened the first learning center in Pathumthani, Thailand, to enhance customer service support through regular colleague trainings and routine device demonstrations for Zoetis customers on the Embrex® line of in ovo vaccination biodevices.*
- *This initiative reinforces Zoetis' commitment to continuous learning of colleagues that supports a customer-centric approach.*



Inovoject NXT system Customer demonstration by Service Engineers



- *Worldwide, Zoetis is the largest supplier of in ovo vaccination equipment and leads the industry in customer satisfaction<sup>1</sup>*

Pathumthani, Thailand – March 8, 2023 –Zoetis has committed to advancing animal care and humankind across a continuum of care by driving innovative growth, enhancing the customer experience, and cultivating a high-performing organization. Zoetis opens the region's first BioDevice Learning Center in Pathumthani, Thailand, to support not only its purpose and response to rising biodevice demand, but also to improve customer experience and field-service colleague competency development. Furthermore, having the Embrex Biodevice products on site allows a true touch-and-feel experience for



Inovoject NXT system at Display



Bio Device Learning Centre In-augural day (R- L) Ms. Jessica Alderman (Sr. Marketing Manager Global Bio Devices), Satinder Wahi (Commercial Lead Global Bio Devices – Asia Pacific), Arkhom Cheewakriengkrai (Vice President -South East Asia, India & Distributor Markets) , Ulrich Ginting ( General Manager - Indonesia) , Jecce Singayan-Fajardo ( L&D Director Asia pacific)

customers who are considering adopting the technology to learn more about its features and benefits.

In addition, Zoetis has training facilities in Madrid, Spain, and Durham, North Carolina, the United States. The Zoetis learning centers enable regular service specialist training and upgrade programs, as well as customer visits for device demonstrations.

**Arkhom Cheewakriengkrai**, Vice President of Southeast Asia and South Asia and distribution markets, states that “*We have observed a*



*noticeably expanding demand for sophisticated biodevice equipment for in ovo vaccination and service among the proprietors of hatchery businesses and those who operate hatcheries throughout Southeast Asia and South Asia. Because our colleagues are the primary force behind our company’s success and are what sets us apart from the competition in the market, we have made it a priority to contribute to the learning and advancement of our biodevice colleagues to accommodate both the expansion of our company and the ambitions they have for their professional careers. Today, we are delighted to open the first Zoetis Biodevice Learning Center in the Asia Pacific region. The purpose of this center is to provide customers and colleagues, not limited to only biodevice teams from around the world, with the opportunity to experience our next-generation biodevice technological equipment and to leverage this learning center for the purposes of learning and development.”*





For over 30 years, Embrex® BioDevices from Zoetis have delivered exceptional performance and unmatched support. The introduction of automated in ovo vaccination by Embrex® in 1992 with the Inovoject® system, the world's first commercial in ovo vaccination biodevice, fundamentally changed how poultry companies approach vaccine delivery at the hatchery. Using automated in ovo vaccination with Embrex technology helps address labor challenges, improves and provides earlier immunization,<sup>2</sup> benefits bird health,<sup>2</sup> and drives hatchery efficiency when compared with competitor single needle in ovo vaccination and subcutaneous vaccine administration.<sup>2</sup>

In 2018, Zoetis released the next generation of the Inovoject® system, the Inovoject® NXT. Building on the gold standard Embrex brand, the Inovoject NXT system brings together patented loop-wire design with Haylo™ technology for gentle egg handling, EmbrexAccusight™ technology for egg identification, and EmbrexPrecixion™ technology for up to 100% injection-site accuracy<sup>3</sup> in order to optimize the vaccination process.<sup>4</sup>The Inovoject NXT system is the result of decades of poultry health and biodevice equipment experience working with poultry producers to effectively immunize chicks and address disease challenges while advancing productivity in the challenging hatchery environment.

*“Every year, Embrex®BioDevices® injects more than 20 billion eggs in over 40 countries, and this number is increasing year after year. We are pleased to provide more impactful learning opportunities to our field service colleagues on*

*Embrex in ovo vaccination technology by establishing a learning center in the Asia Pacific region. In-person and hands-on training not only improves our colleagues’ skills and capability and their comprehensive understanding of the device, but it also reinforces our commitment to providing exceptional service to our customers.”* **Curtis Shuey**, Vice President of Global BioDevices and Site Leader, says.

### **A Service and Support-based Model for Customer Success**

Zoetis backs its Embrexproducts with best-in-class, dedicated technical support available 24 hours a day, every day, helping ensure trouble-free operations that empowers customer success. This unsurpassed and inclusive service with no hidden fees enables continuous hatchery improvement through sustained attention to best practices and utilizing science-based tools to achieve consistent results. Customers have access to subject matter experts to gain insights for process improvement and maintain their success over time.

The team includes some of the world’s foremost in ovo vaccination experts, so customers receive guidance from leaders in the field and assistance from technicians who support through:

- Site inspection to determine the hatchery readiness status
- Device installation, initial start-up, and hatchery staff training for operation
- Maintenance, emergency service, process evaluations, and spare parts
- Zoetis continues to be recognized for its service, equipment and technology of the Embrex portfolio and has earned a higher satisfaction rating compared to any other supplier.<sup>1</sup>

<sup>1</sup> International and US NPS Score Surveys, 2022

<sup>2</sup> Barbosa T, Williams C, Villalobos T. Efficacy and Marek’s disease protection comparison between different vaccination methods, in Proceedings. 18th Congress World Veterinary Poultry Association 2013;217.

<sup>3</sup> Data on file, Study Report Nos. 02-18-70R7D PS-5802CDI SR, 02-18-70R7D PS-5802B SR, 02-18-70R7D PS-5802C SR, 02-18-70R7D PS-5802CD SR, 02-18-70R7D PS-5802D SR and 02-18-70R7D PS-5802I SR, Zoetis Inc.

<sup>4</sup> Data on file, Study Report No. 05-18-70R7D, Zoetis Inc.

#### 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 \$8.1 billion in 2022 with approximately 13,800 employees. For more information, visit [www.zoetis.com](http://www.zoetis.com)

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# Feedback of participants at Nashik

Dear Mr Shivshankar ji,

Firstly I would like to thank on behalf of all the farming community for arranging this expo. It was a great honour to be a part of this event. This



expo has helped all the farmer community of Maharashtra, Gujarat, Madhya Pradesh & North India farmers in acquiring knowledge about modern technology and changing trends of the Industry. Such events will definitely help the farmers in enhancing the knowledge which will add overall value to their business.

I feel this expo has helped new entrepreneurs to get attracted in poultry sector as a business option. I sincerely appreciate your efforts and wish you the best in your future endeavours.

Thanks & Regards,  
Dr. Pedgaonkar,  
General Manager,  
Ventateshwara Group, Pune

Dear Shivshankar,

It is indeed a great pleasure that you have organized an India Poultry Expo in Nashik in the month of March 2023. You did a commendable job of bringing the Expo to Nashik which has a good size of small and medium size of poultry population.



The Expo was very well organized and you have invited all the reputed persons in the industry and it was witnessed a lot of sharing

of ideas and new technology that has been showcased in the Expo.

It was worth to remember the expo that lot of small, marginal and medium poultry farmers and integrators positively attended the Expo. This Expo has benefitted to the small and marginal farmers who visited from Maharashtra, Gujarat, Madhya Pradesh and Rajasthan. These farmers could not spend money and go to the distance places were highly benefitted from this Expo.

I wish you all the best for future endeavours and hope you cover the expo to all 2<sup>nd</sup> and 3<sup>rd</sup> tier cities in the future and bring innovative ideas and technology closer to them.

With warm regards,  
Vasanthkumar C Setty,  
Chairman and Managing Director,  
Quality Poultry Products Pvt Ltd.  
(M):98607 58235

Dear sir,

4th India Poultry Expo which was held at Nashik on 25th- 27th Mar 23 was a great opportunity to develop new skill and innovation to farmers to improve the profitability in farming.



The locality of expo was well connected, very well arrangement of stalls by organizers and well designed by exhibitors, the speakers of technical seminar having good subject knowledge. Amazing crowd for all three days shows the success of event.

Stalls of every division were fully crowded with customers and they were satisfied with the positive response from exhibitors.

This type of events are helpful to share the knowledge, exchange the ideas, innovative techniques, current scenario and prosperity of the industry.

Overall the event was successful and all the credit goes to Tezesvi Events and organizing committee for their great effort to make the event successful.

Thanks,  
Dr Datta S. Padol,  
Simran Feeds Pvt Ltd.,  
Plot No.E-129, MIDC Industrial Area,  
Awathan, Dhule, Maharashtra - 424 006.  
(M): 83800 90004.

Dear Shivshankar Ji,  
Kudos...once again you have made history with a successful poultry expo. Whenever I analyse your efforts for the benefit of Indian



Poultry Industry, I remember our Hon'ble Prime Minister Shri Narendra Modiji's statement..."Mujhe Makkhan pe nahi, patthar pe lakheer keenchne ki aadat hai". Your positive effort, support of local people & belief of exhibitors on you, have made a remarkable success for your expo. Beside all odds, your positive attitude and intention made the show successful. Opening ceremony, technical seminar & valedictory function, everything was amazing.

Once again I congratulate you for your success & best wishes for your upcoming expo in Guwahati. Keep the good work continue. As a poultry consultant & President of People for Poultry Welfare Society, Chhattisgarh, I am always with you.

Dr Manoj Shukla, Poultry Consultant,  
Raipur, Chhattisgarh. (M):96442 3397

Dear Shiv Shankar Ji,  
Congratulations on successfully running the fourth consecutive year of India Poultry Expo. Amazing inauguration, the stall



holders show a national level ambient experience. The prominent speakers presented their valuable opinions on various topics. Amazing contribution by organiser, overwhelming response to stalls, energetic involvement of participants and productive gain to visitors. The expo was far better than expected. Overall it was a good show and I am sure more people will visit the next expo and will become more successful.

Thanks & Regards,  
Jitendra Suryawanshi, Director  
Ozone Biosecurity & Nutritional Services Pvt Ltd.  
Nashik. Mobile - 86000 28371

Dear Sir  
We thank you for the kind cooperation extended to us.  
The overall response rate was good. It was a good platform for showcasing our company within the local and regional limits.



The outcome of exhibition has resulted in some fruitful business cooperation.

On behalf of our company, a special thanks to Mr Uddhav Ahire ( M.D., Anand Agro ) for his leadership role in leading the event from the front and making the event a grand success.

Mrs Sheral Dsouza,  
Shido Pharma,  
Mumbai-400083.Maharashtra,India.  
(M):98204 47322.

Dear Shivshankar ji,  
 Hearty congratulations for arranging an excellent and memorable event in Nashik. This expo is a replica of International



standards and everyone who has participated in the expo has appreciated your efforts.

This success is not an ordinary one and a milestone for Western part of India. This expo has helped all the farmers who visited from neighbour states viz, Gujarat, Madhya Pradesh, Chhattisgarh, Rajasthan, Karnataka, Tamilnadu, Telangana and Andhra Pradesh in gaining knowledge about modern technology and new trends of the industry. The western part of India in particular the Nashik which is the hub of poultry is needed such expos in the interest of the industry and wish you the best in your future endeavours.

Dr Sahebrao Rathod,  
 Yashraj Feeds & Vet Medicare, Nashik.  
 (M):94236 87945

Dear Mr. Shivshankar,  
 The recent exhibition at Nashik organized by Mr. Shiv Shankar went well with promising results for the participants.



The location was a non ac hall but we never felt uncomfortable due to planned floor prints. The footfall of the first two days was very much satisfactory. Though there was a postponement from January to March the event was justified by its impact it created.

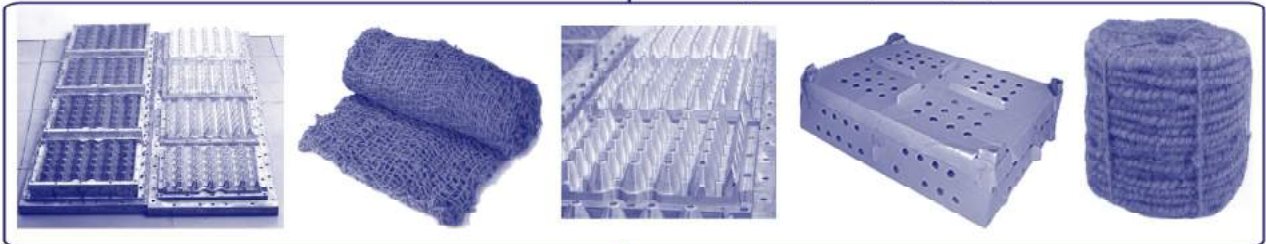
We are into all the events of Mr. Shivshankar who is known for his hospitality took this Nashik show also to a successful event.

Mr Rex Christi Raj,  
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**Tezasvi Events honoured **Shri C Vasanth Kumar** with a Citation, Shawl and Memento for his outstanding contribution as President of Poultry Farmers and Breeders Association and as Convener for Pan India Co-ordination Committee**



**CITATION**

Mr.Vasant Kumar Shetty, a dynamic Entrepreneur of Balakrishnan Hatcheries who has been in the poultry sector from the year 1977 onward. He was the person responsible for the Development of Layer Belt in the Sangli District. He was the instrumental in providing the service and best quality of chicks to the farmers. He played a crucial role in developing the layer sector in Sangli District. He also played an important role along with Padmashree Late Dr B V Rao in establishing the NECC for the Benefit of the farmers. He worked for the benefit of the small and medium farmers and encouraged the Feed mills in the farms of the Layer in Vita. He worked hard in providing the best quality of chicks at affordable prices to the farmers.

At the time of bird flu in the year 2005-2006, he actively involved in the Association and influenced the Govt. to help the Poultry sector in providing the funds. He played a key role in the Association in tackling with the Govt. authorities in getting the various benefits to the farming community. He also interacted with all stakeholders of the poultry and made them to join the Association for the mutual benefit of the farmers. He played not only the key role involving the various stake holders in reducing the excess production, realizing the better price but also requested other various states associations to follow the suit. He also ensured all the poultry and hatchery units to get one tariff from MERC. He also tried his level best in getting the Agriculture Status to the Poultry Sector. During the crisis of high prices in Maize and Soya, on behalf of the Association, he has influenced the Central Ministry in importing the Maize and Soya.

He also joined the Pan India Broiler Co-ordination Committee as Convener in the year 2016 and used his influence in bringing all the stakeholders of Parents, big Integrators across the country on one platform and involved them as members of Pan India Co-ordination Committee in tackling the burning issues of the industry with Central Govt. Ministry.

He worked as the President of Poultry Farmers and Broilers Association from the year 2005 to 2022, and tirelessly did his best for the benefit of the farmers across the country. He also worked as Convener for Pan India Co-ordination Committee and worked hard in achieving many pertinent issues of the industry from the year 2016 to 2020.

Recognizing his yeomen services to the industry, the management of Tezasvi Events feels proud of his dynamic role in the Poultry Sector and wish to honour him by presenting with a citation and memento at the platform of India Poultry Expo 2023 at Nashik.



# INDIA POULTRY EXPO 2023 AT NASHIK



After Covid Pandemic and a gap of four years the much anxiously awaited India Poultry Expo 2023 in Nashik, Western part of Maharashtra was once again organized at the Dome, Thakker Estate, Nashik from 25 to 27 March 2023. The Expo has jointly been organized by Hyderabad-based Tezasvi Events and People For Poultry in Collaboration with Western India Poultry Association.

As usual it attracted a good number crowd like in the past three years and the appreciation was downpour from all sections of the industry. People from the neighbouring states like Gujarat, Madhya Pradesh, Rajasthan, North parts of the country, Karnataka, Tamilnadu, Telangana and Andhra Pradesh witnessed the expo which we feel the testimony of our commitment and mission to carry forward the Poultry for all and the benefits should reach nook and corner of the rural India and we did not disappoint them either.

Dr Manoj Shukla, a well known poultry consultant and President, People for Poultry, Raipur has played an Anchor role effectively.

The dignitaries, before start of the inaugural session, lighted the traditional lamp and worshipped Lord Ganesh and the doyen of Poultry Industry Dr Padmashri B V Rao.,

Shri Dadaji Bhuse, Hon'ble Guardian Minister, Nashik District, Ports Development and Mining Department was the Chief Guest, Dr Chandrakant Pulkundwar, Commissioner & Administration, Municipal Corporation, Nashik, Shri Makarand Anaspure, Actor, Producer and Director, Shri Sanjay Nalgirkar, President, Poultry Farmers & Breeders Association, Pune, Dr P.G. Pedgaonkar, General Manager, Venkateshwara Group, Pune, Shri Uddhav Ahire, Vice President, PF&BA, Representative of CLFMA and Chairman, Anand Agro, Shri Ajay Deshpande, President, VIP, Dr K.P.Kale, G.M. (Integration), Venkateshwara Group,





**Dr Chandrakant Pulkundwar**

West Zone, Dr Shankar Modhe, DGM, Venkateshwara Group, Pune, Shri Anvesh Ramesh Bhai Patel, President, Broiler Farmer Co-ordination Committee, Gujarat, Mrs Shilpi Awasthi, Director, Supreme Equipments Pvt Ltd., Shri Ramesh Khatri, Chairman, Poultry Federation of India and Mr B V Shiv Shankar, Organizer, India Poultry Expo and other dignitaries of the region were invited on to the Dais.

**Poultry industry has immense importance in economy: Dr. Pulkundwar**

Speaking on the occasion, Dr Chandrakant Pulkundwar, Commissioner, Nashik Municipal Corporation (NMC) said that the Poultry industry has immense importance in Indian Economy and even the employment generation in the industry is countable. However, there is a scope to expand the orbit of industry for which endeavour is expected to be made by all means, he opined. Dr.



**Shri Makarand Anaspure**

Pulkundwar further said, it is necessary to associate employment and self-employment to expand the orbit of Poultry Industry. Marketing for overall growth of this industry is essential. Traders involved in the industry should take serious note about rumours claiming entry of harmful contents into human body while eating eggs and chicken. For the same, public awareness is required, he emphasized. As Anganwadis have started providing eggs as a part of School Nutrition Scheme, schools must do the same and there is a need for follow-up with the government body to take a policy decision in this regard, he suggested.

**Change perception towards agriculture sector: Anaspure**

While addressing the gathering, the renowned actor, producer and director, Mr Makarand Anaspure appealed to change the perception towards agriculture sector. Poultry Industry has become a



**Dr. P.G. Pedgaonkar**



**Shri Sanjay Nalagilkar**



**Shri C. Vasanth Kumar**

part and parcel of society and it has also become an important factor of agri-based economy. Days of dependency on a single trade are over and choosing co-trades is the need of the hour nowadays for farmers, he opined. It is a great need to work on a three-point strategy of marketing, technology and credibility while being a part of the Poultry Industry, he said.

**Equal status to agri and poultry industries required: Dr. Pedgaonkar**

Synergized poultry business and strategic marketing policy is a need of the hour, said Dr P.G.Pedgaonkar, General Manager, Venkateshwara Group while delivering the speech. Poultry Industry is a part of extended form of agriculture sector. Analysing the same, he said, almost 1.5 crore out of 14 crore registered farmers in the country have been busy cultivating maize and soybean



**Shri Uddhav Ahire**

production. He also nailed the difference between agriculture and poultry sector.

Dr Pedgaonkar further said that poultry industry now-a-days is travelling through a different journey. One can found vast difference among costings of maize, soybean, egg and chicken. There is a great need to have equal status to agriculture and poultry industry. This is an era of marketing and the same is needed to give priority to poultry industry. Reaching maximum masses and garnering big cliental base could definitely change the present scenario in poultry industry, Dr Pedgaonkar pointed out at the conclusion of speech.

**Nashik is poultry hub: Sanjay Nalagilkar**

Addressing the gathering, Sanjay Nalagilkar, President, Poultry Farmers and Breeders Association, underlined the importance of Nashik by all means, especially, rising business in poultry.



**Shri Arun Pawar**



**Shri B V Shiv Shankar**



**Dr Manoj Shukla**

He said, inspite of nashik being a holy centre known all over the world on account of Simhastha Kumbh, it has a separate identity for its agriculture importance. Grape, onion and few crops from Nashik do reach worldwide every year. Nashik is known as a poultry hub nowadays. The environment here is superb and the aspiring farmer community as well. Majority of farmers in the district have been involved in producing Maize, which is a part and parcel of poultry industry. Maize, produced here, do reach every nook and corner of the state, he added.

However, it is a need of hour to bring the poultry industry into a frame of scientific marketing. Experience of farmers, producing maize and soya, would be different if the needful is done, Nalagilkar said. Besides, use of eggs in school nutrition programme, would boost the industry by all means. The practice of the same should be executed all over the Maharashtra, as it has already been done



**Sri Ramesh Khatri, Chairman, PFI  
Mr. C. Vasanth Kumar, Ex. President, PF&BA  
Mrs. Uddav Ahire & Mrs. Shailendra Awasthi**

in many states in the country. While concluding his speech, Sanjay Nalagilkar expected exemption of tax on poultries by Gram Panchayats in Maharashtra.

**Sustainable marketing policy required: Vasanth Kumar**

In his speech, Mr Vasant Kumar, Ex-President, Poultry Farmers and Breeders Association, lauded the success of exhibition in Nashik and gave credit to Tezasvi Events for the same. He further added that poultry fraternity should not be satisfied with the existing business graph. Everyone, involved in the industry should adopt the way of constructive and sustainable policy of marketing. This will led the overall growth of the industry, he added.

Vasant Kumar also announced the names of office-bearers of Poultry Farmers and Breeders



**The August gathering**



**Receiving Dr Chandrakant Pulkundwar by the dignitaries**



**Declaring the Expo opened by cutting the ribbon - Dr Chandrakant Pulkundwar & Shri Makarand Anaspure**

Association, Western region and assured frequent event organization in upcoming days. They are as under:

- |                              |               |
|------------------------------|---------------|
| 01. Shri Uddhav Ahire        | Chairman      |
| 02. Shri Srikrishna Gangurde | Vice Chairman |
| 03. Shri C. Vasanth Kumar    | Member        |
| 04. Shri Sanjay Nalgilkar    | Member        |
| 05. Dr. K.P.Kale             | Member        |
| 06. Shri Ajay Deshpande      | Member        |
| 07. Shri Shailendra Awasthi  | Member        |
| 08. Dr Saheb Rao Rathod      | Member        |
| 09. Dr K B Chatankar         | Member        |
| 10. Shri Annubhai Patel      | Member        |
| 11. Shri Sanjay Brahmankar   | Member        |
| 12. Shri B V Shiv Shankar    | Organizer     |

**Exhibition to inspire new experiments: Uddhav Ahire:**

Uddhav Ahire, Chairman, Anad Agro, Vice President, PF & BA and Representative, CLFMA mentioned in his speech that Nashik district has an immense

importance in poultry industry. Involvement of thousands of farmers here, especially maize and soya producers is remarkable. However, increasing challenges in the industry greatly need marketing policy at grassroots level. Fortunately, farmer fraternity and poultry industry here has been involved in new business experiments. Rise in number of Business to Business (B to B) meets has led 35 percent growth in business during last three years, he added. Ahire appealed farmers to be a part of the poultry industry via producing maize and soya in the district.

Praising the well-organised attempt in the exhibition by the organisers, Uddhav Ahire expressed the view that the same will prove a supplement to the upcoming business. He described the exhibition as the Kumbh Mela of the industry and the same will prove beneficial to execute new experiments as well.





**Need to make the Poultry Industry More Viable:  
B V Shiv Shankar**

While speaking on the occasion, Mr Shiv Shankar welcomed the dignitaries on the dais. During his welcome speech, he focused on a few realities in the poultry industry. He said, India stands second and fifth positions in egg and broiler production, which is a phenomenal achievement. However, in terms of consumption we are far behind saying that per capita egg consumption is 70 and chicken approximately 5 kg which makes us perhaps 5th position at the bottom. The reasons for this he said food habits, religious sentiments, lack of knowledge about poultry products, lack of promotional consumption, non-implementation of eggs in mid day meal of school students. To safe-guard the industry from natural causes and market vagaries, the leaders of the industry should arrive at constructive and long-term strategies, he urged.

Highlighting the ascending efforts of Tezasvi Events to make the poultry industry grow widely, he inform



that we are organizing such events in emerging markets, closer to farmers where it belongs. Till date, Tezasvi Events has organized 21 such events in places like Hyderabad, Vijayawada, Rajahmundry, Namakkal, Raipur, Lucknow, Patna, Guwahati and now at Nashik is the 22nd attempt, he said.

The purpose of selecting Nashik for the expo is keeping in view its all established poultry with a layer population of 28 lakhs, approximately, broiler population around 1.5 crores and 7 lakhs of breeder population approximately, he added. Most important reason for growth of poultry in the area is the production belt of raw materials such as maize and soya and even the support from neighboring states like Gujarat and Madhya Pradesh for the ready bird market. In near future, the growth in both the Layer and Broiler sectors in the region will be in many folds, he ascertained. Finally, he assured the entire industry to go hand in hand and committed devotion by all means for the growth in coming future.





Tezasvi Events honoured Shri C Vasanth Kumar with a Citation, Shawl and Memento for his outstanding contribution as President of Poultry Farmers and Breeders Association for the period from 2005 to 2022 and as Convener for Pan India Co-ordination Committee for the period from 2016 to 2020.

Later Dr Chandrakant Pulkundwar and Shri Makarand Anaspure jointly declared the expo opened by cutting the ribbon. Later both of them visited the stalls

In the evening a grand gala cocktail and dinner party was arranged with nearly 500 participants. The dinner was memorable with a classical dance program and was appreciated by one and all.

The second day began with a technical session. Dr Manoj Shukla apart from playing anchor role, has also acted as convener for the session. The well attended farmers, doctors and scholars listened the following topics with utmost care and attention.

1. Summer Management – Protect your birds from heat stress by Dr Rajendra B Pawar, AGM, Technical Services, PDRC, Pune
2. Gut Health in Poultry (Broiler): Issues, Challenges and Mitigation Strategies by Dr Rais Rajpura, Asst Professor, Anand Agricultural University, Anand, Gujarat.
3. Importance of Water Management in Poultry by Dr Venket Shelke, Kemin Industries, Chennai

4. Current Poultry Scenario in India and Future by Dr Manoj Shukla, Poultry Consultant, Raipur.

At the end of each session, the speakers were honoured with a shawl and mementos. It is heartening to mention here that the “NUTRIDIAN ANIMAL HEALTH, A UNIT OF KANAD CHEMICALS PVT LTD has sponsored the technical seminar and the organizers expressed gratitude for their hospitality.

Shri Dadaji Bhuse, Hon'ble Guardian Minister, Nashik District, Ports Development and Mining Department who could not visit on the inaugural function day due to his hectic schedule, has visited the expo on the second day. Mr Uddhav Ahire along with the team of organizers invited him and honoured him with flower bouquets, shawl and memento. Later he was escorted to the exhibitors stalls and the exhibitors also honoured him with bouquets. The Hon'ble Minister with inquisitiveness visited each stall and interacted with them. He appreciated the organizers of the expo for coming from neighbouring states and organized such a gigantic expo in Nashik and assured them to be available for any kind of assistance.

Later Shri Radhakrishna Game, Divisional Commissioner, Nashik, who is head of North Maharashtra has also graced his presence on the occasion. He was also received by Mr Uddhav Ahire and the team of organizers and was honoured with bouquets, shawl and memento. He was also accompanied by the team and took him to each stall wherein he has interacted with them and tried to know the products that were showcased for the farming community. He also visited the celebrity Chef Mr Ratan Luth to enquire inquisitively about the ten plus egg dishes that was being cooked in front of the visitors. He tasted each and every variety cooked by Mr Ratan Luth and appreciated him for the wonderful dishes. Later he was sent off by the team of organizers and Mr Uddhav Ahire.

Here we would like to mention that the CLFMA on behalf of its representative Mr Uddhav Ahire has

arranged the celebrity Chef Mr Ratan Luth in association with Pro Chicken to cook his more favourite egg recipes in front of Mr Uddhav Ahire's stall who made all arrangements with perfection. To promote egg consumption in front of a large audience Mr Rathan Luth has cooked more than 10+ egg dishes and promoted egg eating habits and its benefits. The audience assembled enjoyed tasting the variety of dishes prepared by Mr Ratan Luth. Thus the purposes of promotion of consumption of eggs were meted out totally. We, the organizers, express our gratitude to CLFMA for arranging such an event.

We also thank CLFMA who has obliged our request for the first time and made their unique presence as Guest of Honour in our Expo through Mr Uddhav Ahire, Chairman Anand Agro, who is also a representative of CLFMA. We also express our special thanks to Mr Suresh Deora, Chairman, CLFMA and his new team despite their busy schedule, requested Mr Uddhav Ahire to represent on behalf of CLFMA.

We also thank sincerely Mr Ramesh Khatri, Chairman, Poultry Federation of India, who visited the expo on the first day of the Inaugural session and made the expo colourful.

The day three was witnessed with a colourful valedictory function wherein all the exhibitors were presented with mementos by Mr Uddhav Ahire, Mr B V Shiv Shankar, Mr Arun Pawar, Mr Uddhav Patil, Mr Anna Tombare, Mr Ravi Aher, Mr Jitendra Suryavamshi, Dr Sahebrao Rathod, Dr K B Chattankar, Dr Bhagat, Mr Laxman Gadgil, wives and children of bigwigs were also invited on to the dais to honour the exhibitors with the mementos..

This time also we have arranged to honour with three best decorated stalls and arranged a committee under the leadership of Shri Uddhav Ahire to decide the best of three. The committee has declared the three winners out of total decorated stalls as under:

1. Venkateshwara Group,
2. Supreme Equipment Pvt Ltd and
3. Intas Pharmaceuticals Ltd.

Not to undermine other decorated stalls, the committee has also declared the "Appreciation Award" to them as under:

1. SKD Consultants,
2. Virbac Animal Health India Pvt Ltd.,
3. Lark Engineering Company India Pvt Ltd.
4. Saife Vetmed Pvt Ltd.
5. Ozone Biosecurity & Nutritional Services Pvt Ltd.,
6. Orchem Products and
7. Ande ka Funda

Tezasvi Events profusely express their sincere gratitude to the following sponsors for their contribution to the success of our event:

1. Hipra India Pvt Ltd., Pune as Gold Sponsor
2. Allana Pvt Ltydf., Mumbai as Silver Sponsor
3. Godrej Tyson Foods Ltd., Mumbai as Silver Sponsor
4. Huvepharma Sea (Pune) Pvt Ltd., as Silver Sponsor
5. Maharashtra Oil Extractions Pvt Ltd. bronze sponsor
6. Yashraj Feeds for sponsoring Mementos and
7. Shido Pharma towards sponsoring tags to visitors

The members of Western India Poultry Association were honoured uniquely by the organisers with mementos. Mr Uddhav Ahire and his team also felicitated Mr B V Shiv Shankar and Dr Manoj Shukla as token of appreciation.

Dr Manoj Shukla has once again given a festive touch to this expo by his impressive stage performance. He received thumping applause for his narrations with poetry on many occasions. Everyone who attended the function appreciated his role to make the function a successful.

The organisers expressed their sincere gratitude to the V.H. Management for its all out support in making the expo a grand success in this region. they also thanked all the exhibitors for their patronage by way of participation and support and feel that but for their participation, the expo would not have been a grand success. The expo ended with a satisfactory note.



# HONOURING THE DIGNITARIES ON THE DAIS



# HONOURING THE DIGNITARIES ON THE DAIS



# HONOURING THE DIGNITARIES ON THE DAIS



# HONOURING THE DIGNITARIES ON THE DAIS



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### 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](mailto:drmanu69@gmail.com)

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

# The Hon'ble Minister's Visit to the Stalls



# Photographs of Ande Ka Funda & Collector



# Technical Session of India Poultry Expo.



Dr. Rajendra B Pawar on Summer Management



Dr. Rajendra B Pawar being honoured



Dr. Rais Rajpura on Issues, Challenges & Mitigation Strategies



Dr. Rais Rajpura being honoured



Dr Venket Shelke on Importance of Water Management in Poultry



Dr Venket Shelke being honoured



Dr Manoj Shukla on Current Poultry scenario in India and Future



Dr Manoj Shukla being honoured



# INDIA POULTRY EXPO 2023







# INDIA POULTRY EXPO 2023





# INDIA POULTRY EXPO 2023





# INDIA POULTRY EXPO 2023





# INDIA POULTRY EXPO 2023





# INDIA POULTRY EXPO 2023





# INDIA POULTRY EXPO 2023





# INDIA POULTRY EXPO 2023





# INDIA POULTRY EXPO 2023



VH Group receiving the Best Stall Award



Ventri Division, V.H.Group receiving the Memento



Venco Division, V.H.Group receiving the Memento



AHP Division, V.H.Group receiving the Memento



B.V.Biocorp Division, V.H.Group receiving the Memento



VRB Division, V.H.Group receiving the Memento



Anand Agro receiving the Memento



Intas Pharmaceuticals Ltd. receiving Best Stall Award





# INDIA POULTRY EXPO 2023



Intas Pharmaceuticals Ltd. receiving the Memento



Supreme Equipments Pvt. Ltd. receiving Best Stall Award



Supreme Equipments Pvt. Ltd. receiving the Memento



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Vet Medicare receiving the Memento



# INDIA POULTRY EXPO 2023



SKD Consultant Pvt. Ltd. receiving the Memento



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Keyul Enterprise receiving the Memento



Berg & Schmidt (India) Pvt. Ltd. receiving the Memento



Promois International Lt. receiving the Memento



Vesper Pharmaceuticals Pvt. Ltd. receiving the Memento



Saife Vet Med Pvt. Ltd. receiving the Memento



# INDIA POULTRY EXPO 2023



Shukla Homeo Pharmacy receiving the Memento



S.G. Equipments receiving the Memento



Lark Engineering Co. India Pvt. Ltd. receiving the Memento



Reliable Hitech Industries receiving the Memento



Shidopharma receiving the Memento



Concept Pharmaceuticals Ltd. receiving the Memento



E.C. Poultry Care & Services receiving the Memento



Karamsar Poultry Equipments receiving the Memento



# INDIA POULTRY EXPO 2023



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# INDIA POULTRY EXPO 2023



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Western India Poultry Association honouring Shri B.V. Shiv Shankar



Western India Poultry Association honouring Dr. Manoj Shukla



Shri B.V. Shiv Shankar expressing gratitude for the honour



Dr. Manoj Shukla expressing gratitude for the honour



## BROILER LIFTING RATES FOR THE MONTH OF FEBRUARY 2023

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	31
Hyderabad	92	87	87	85	87	89	91	93	93	93	93	96	96	96	91	86	80	85	90	90	90	97	97	97	87	87	87	87	87	87	87
Karimnagar	92	87	87	85	87	89	91	93	93	93	93	94	94	94	89	84	78	85	90	90	90	97	97	97	87	87	87	87	87	87	87
Warangal	92	87	87	85	87	89	91	93	93	93	93	96	96	96	91	86	80	85	90	90	90	97	97	97	87	87	87	87	87	87	87
Mahaboobnagar	92	87	87	85	87	89	91	93	93	93	93	96	96	96	91	86	80	85	90	90	90	97	97	97	87	87	87	87	87	87	87
Kurnool	92	87	87	85	87	89	91	93	93	93	93	96	96	96	91	86	80	85	90	90	90	97	97	97	87	87	87	87	87	87	87
Vizag	105	100	100	100	100	100	95	99	99	99	99	99	99	91	83	83	83	88	93	98	98	101	101	101	94	94	94	94	94	94	94
Godavari	101	96	96	96	96	96	91	91	96	96	98	98	98	90	83	82	82	85	90	93	93	98	98	98	90	90	90	90	90	90	90
Vijayawada	101	96	96	96	96	96	91	91	96	96	98	98	98	90	83	82	82	85	90	93	93	98	98	98	90	90	90	90	90	90	90
Guntur	101	96	93	93	93	93	93	93	96	96	96	96	96	90	90	86	86	89	94	97	97	102	102	102	92	92	92	92	92	92	92
Orngole	101	96	93	93	93	93	93	93	96	96	96	96	96	90	90	86	86	89	94	97	97	102	102	102	92	92	92	92	92	92	92
Chittoor	101	101																													



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Name of the Farm	State	Week hit 90% Production
● D.S.P P F	Andhra Pradesh	<b>23</b>
● Rubiya Hitech P F	Karnataka	
● R M Traders	Maharashtra	
● Kaliyannan P F	Tamil Nadu	
● Ashok Poultryies	Telangana	
● Uddanam Agro Farms	Andhra Pradesh	<b>24</b>
● Riddhisiddhi P F	Gujarat	
● Nandi P F	Karnataka	
● Sikandar P F	Rajasthan	
● Velusamy P F	Tamil Nadu	
● Sri Venkataramana P F	Telangana	

Name of the Farm	State	Week hit 90% Production
● Asha P F	Andhra Pradesh	<b>25</b>
● Emen Agri Farms	Andhra Pradesh	
● Sulabha P F	Odisha	
● Santosh Dhanawade P F	Maharashtra	
● Mulani P F	Rajasthan	
● RASUL ALI P F	Rajasthan	
● Shri Om Bana P F	Rajasthan	
● Sri Raja Rajeshwara P F	Telangana	<b>26</b>
● M. Kanchana Rao	Andhra Pradesh	
● Sri Rajkamal Agro P F	Andhra Pradesh	
● Vijaynagar Egg Farm	Karnataka	
● Mahadev P F	Rajasthan	

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Weeks Above 90%

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Weeks Above 95%

**6**

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- Weeks Above 90% : **13**
- Hen House Eggs : **391.66**
- Cumulative Feed per Egg : **112 g**
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- % Achievement of standard H.H Eggs : **98%**
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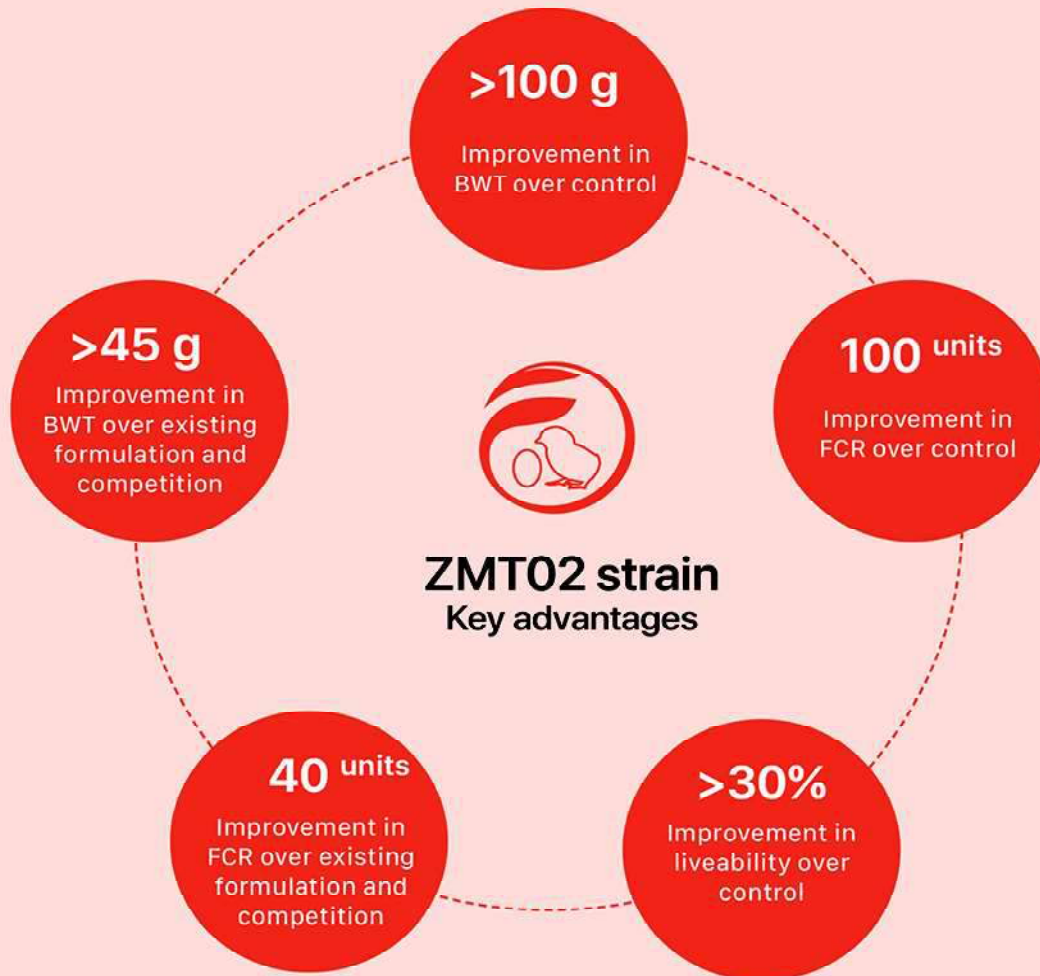
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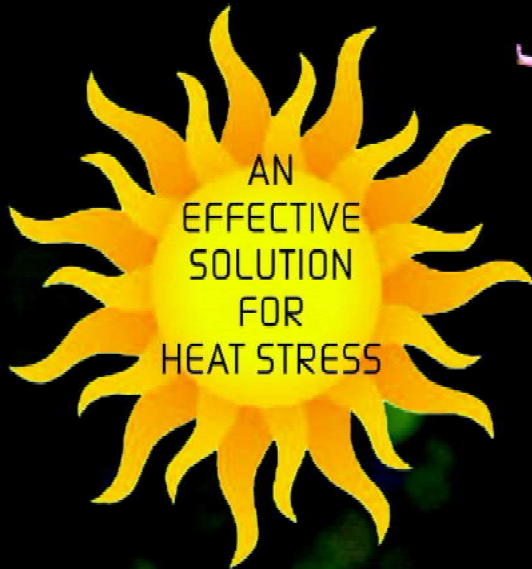
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# External examination and diagnosis of Poultry Diseases

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## Introduction

External examination is of prime importance in the diagnosis of disease conditions in poultry especially in a developing country like India, where most of the farms lack sophisticated instruments for the diagnosis purposes. It requires extraordinary skill and depth in knowledge to judge the disease condition of chicken by examining the external body parts with optimum accuracy. Now a day, the technically skilful Veterinarians should be trained

in this regard to diagnose the disease conditions in poultry with minimum use of instruments.

Various external body parts of the bird can be examined to correlate them with different disease conditions. The body, feather, skin, head, comb, eyes, face, nostrils, mouth, wattles, neck, legs, feet, droppings, egg production, etc can be extensively examined to diagnose various disease conditions occurring in the poultry, which are summarised as under:

### 1. BODY

Symptom	Possible Cause
Emaciation	Off-feed; nutritional deficiencies; lymphoid leukosis; enteritis; gizzard impaction; tuberculosis
Stunted, uneven growth	Gizzard impaction; blue comb disease; aflatoxin poisoning; synovitis; contaminated hatching egg
Swellings	Ruptured air sac; edema
Twitching, muscular spasm	Botulism; infectious bursal disease
Trembling	Epidemic tremors; encephalitis (brain damage)
Paralysis	Botulism; Marek's disease; arthritis; aflatoxin poisoning; epidemic tremor
Dehydration	Acute lack of water; coccidiosis; infectious bursal disease; nutritional imbalance-dietary salts
Nervousness	Hysteria; drug intoxication; Newcastle; fungus infection
Lying on breast, legs paralyzed	Algae poisoning; acute lack of water; yellow jasmine poisoning; botulism; drug toxicity

## 2. FEATHER

Symptom	Possible Cause
Moist under wing	Infectious coryza
Loss of feathers	Molting
Deposits at base of shafts	Lice or mite egg
Soiled hackle feathers	Infectious coryza, eye infection
Feathers picked	Lice; nutritional deficiency-methionine; birds not debeaked
Depigmented	Nutritional deficiencies-lysine, iron or folic acid
Broken on upper thigh	Self picking
Feather eating	Nutritional deficiency-methionine

## 3. SKIN

Symptom	Possible Cause
Pigmentation excessive	Poor production; high pigment intake
Nodules, mainly legs	Marek's disease
Nodules over vent	Flukes (rare)
Moist, necrotic, edematous	Necrotic dermatitis, exudative diathesis
Darkened, purplish	Erysipelas; fowl cholera
Crusted areas	Erysipelas; scab; gangrenous dermatitis
Scabby hip	Self picking, inflicted by other birds
Gangrenous, green	Hemorrhage; arthritis; gangrenous dermatitis
Vent irritated	Northern fowl mite; lice (occasionally)
Pale	Anemia; nutritional deficiencies-iron, copper, or vitamin B <sub>12</sub>

## 4. HEAD

Symptom	Possible Cause
Swollen, puffy	Ruptured air sac; infectious coryza; injury; Newcastle disease

## 5. COMB

Symptom	Possible Cause
Mottled, red and white margins	Frozen/Frost bite
Eruptions, nodules	Fowl pox
White, scaly, powdery	Favus

## 6. EYES

Symptom	Possible Cause
Watery	Infectious coryza
Blindness	Fowl pox; aspergillosis; Arizona paracolon; paratyphoid
Watery, red, inflamed, closed	Laryngotracheitis; ammonia burn; Newcastle disease; nutritional deficiency-vitamin A
Cataracts	Nutritional deficiency-vitamin A
Crusts on eye lids	fowl pox
Pupil irregular, blindness	Marek's disease
Blood in eye	Hemorrhagic anemia
Large, swollen	Mycoplasma infection

## 8. NOSTRILS

Symptom	Possible Cause
Discharge	Infectious coryza; chronic respiratory disease; infectious bronchitis; influenza



**7. FACE**

Symptom	Possible Cause
Swollen	Infectious coryza; Newcastle disease; nutritional deficiency-vitamin A; E. coli
Darkened, purplish	Erysipelas; fowl cholera; septicemia; injury
Nodules	Fowl pox

**9. MOUTH**

Symptom	Possible Cause
Pustules	Nutritional deficiency-vitamin A
Crusts at margins	Nutritional deficiencies-pantothenic acid or biotin
Beak soft, rubbery	Nutritional deficiencies-vitamin D or calcium-phosphorus imbalances
White coat over tongue and in mouth	Wet form of fowl pox
Ulcers	Mycotoxins; chemical injury

**13. FEET**

Symptom	Possible Cause
Joints fixed	Tenosynovitis
Swollen foot pad	Infectious synovitis; bumblefoot
Toes curled	Nutritional deficiency-riboflavin; genetic; management deficiency
Foot pad cracked, dermatitis	Nutritional deficiency-biotin or pantothenic acid; management deficiency
Bird walks on toes...	Tenosynovitis
Toes twisted	Genetic

**11. NECK**

Symptom	Possible Cause
Paralysis (limber neck)	Botulism; yellow jasmine poisoning
Twisting	Newcastle disease; fowl cholera; brain infection; improper injection of Marek's vaccine
Retracted over back	Newcastle disease; nutritional deficiency-thiamin
Retracted under breast	Nutritional deficiency-vitamin E; Newcastle disease
Scabby necrotic areas	Improper injection of drugs; other injury

**14. DROPPINGS**

Symptom	Possible Cause
Profuse	Enteritis; excess roughage in diet
Bloody	Cecal coccidiosis; Newcastle disease
Green	Feed intake low; bile not diluted
Sulfur yellow	Blackhead
Light yellow or yellowish-green	Fowl typhoid; fowl cholera
Foamy	Intestinal parasites (protozoa)

## 12. LEGS

Symptom	Possible Cause
Paralysis	Marek's disease; botulism; heat stroke; epidemic tremor; cage layer fatigue; vitamin E deficiency; algae poisoning; yellow jasmine poisoning; acute lack of water
Rough, scaly	Fowl pox; scaly leg mite
Bowed, weak	Nutritional deficiency-vitamin D; osteodystrophy
Bone bends	Nutritional deficiency-vitamin D
Joint swelling	Infectious synovitis; paratyphoid; pullorum; zinc deficiency; staphylococcosis; tenosynovitis; arthritis
Tendon at hock displaced	Perosis (nutritional deficiency-manganese or choline)
Stilted gait	Tenosynovitis
Shank depigmented	Nutritional deficiency-vitamin A; coccidiosis; any low grade slow disease (for any length of time)
Toes twisted	Genetic

## 10. WATTLES

Symptom	Possible Cause
Swollen, bulbous	Infectious coryza; fowl cholera
Nodules	Fowl pox

## 15. EGG PRODUCTION

Symptom	Possible Cause
Sudden severe drop	Newcastle disease; infectious bronchitis; laryngotracheitis; influenza-A, mycotoxin, mismanagement (no lights, feed, or water)
Unsatisfactory	Infectious coryza; fowl cholera; chronic respiratory diseases; diet deficiencies; gizzard impaction; fowl pox; hepatitis; lice; mites; ascarids; capillaria; lymphoid leukosis; coccidiosis; enteritis; pullorum; fowl typhoid; aflatoxicosis; adenovirus infection; toxins
Egg wrinkled, depigmented	Necrotic enteritis; infectious bronchitis
Production pause	Epidemic tremor
Poor shell quality	Newcastle disease; infectious bronchitis; adenovirus infection; diet deficiency; T-2 fusariotoxin

## 16. DEATH

Symptom	Possible Cause
Instant, few or no prior signs	Aortic rupture; acute lack of water; fowl cholera; overheated, fatty liver hemorrhagic syndrome
High mortality-producing diseases	Fowl cholera; erysipelas; exotic Newcastle disease; acute coccidiosis; aflatoxin; botulism; poison; fatty liver hemorrhagic syndrome



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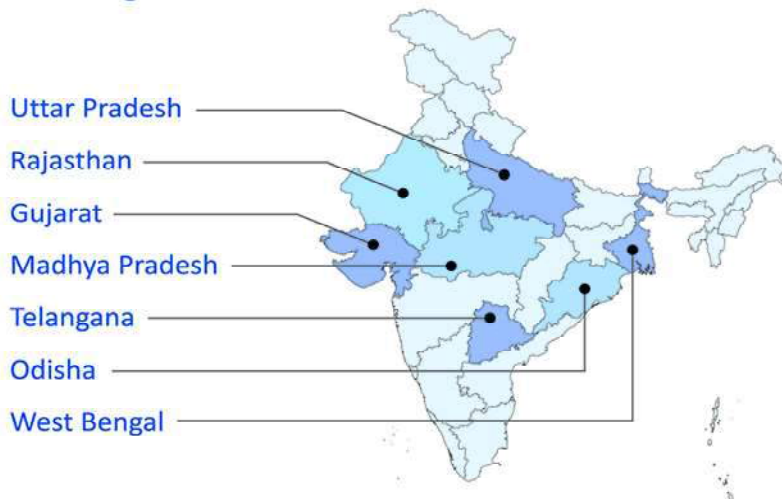


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Natural, heat stable vitamin C with betaine and Phyto-antioxidants

**Heat stability**  
Naturally conjugated phytoconstituents remains highly heat stable at pelletization (upto 130°C)

**Universal antioxidant**  
Antioxidant activity in both lipid and is aqueous phase and is higher than synthetic coated vitamin C

**Adaptogen**  
Helps attaining adaptive homeostasis

**Outstanding bioavailability**  
Provides self replicating, sustained bio-activity and gets fully absorbed in biological system



Heat and oxidative stress

Cellular oxidation

Free radical generation

Cell death and mortality

Immuno-suppression

Increase respiration, alkalosis and compensatory HCO<sub>3</sub> loss

**Extreme heat stress adversely affects production, performance and farm profitability**

Modern high performing poultry birds face difficulties in coping with heat and other stressors resulting into thermo-intolerance, reduced feed intake, poor growth, FCR, poor shell quality, reduced egg production, hatchability, increased morbidity and mortality. There is a need to strengthen antioxidant defense of birds by supplementing potential antioxidant.

**INDIAN HERBS SPECIALITIES Pvt. Ltd.**

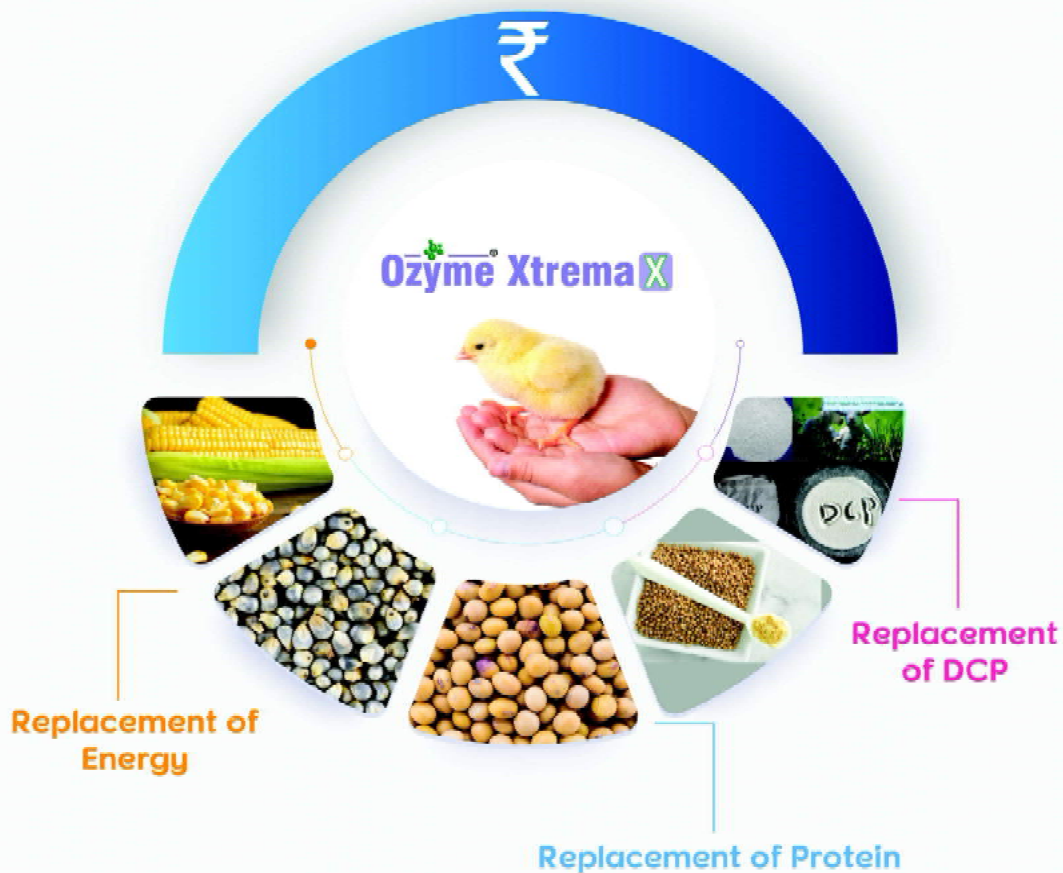
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Phase - 1, CHANDIGARH (U.T.) - 160002, Ph. No. 0172 - 5011470, 4181014, +91 9023247217  
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## **Lachance Group Salon Event on “Feed Efficiency Optimization and Liver Health Technical Forum” in Bangkok**



On March 07, 2023, Lachance Group (Shandong Longchang Animal Health Products Co., Ltd., China), organised Salon Event “Feed Efficiency Optimization and Liver Health Technical Forum” at Hotel Richmond, Bangkok, one day before VIV Asia Exhibition. This seminar was attended by poultry, dairy and aqua industry delegates from Turkey, Egypt, Kenya, Indonesia, Australia, Malaysia, China, India besides Thailand.

Ms. Bonnie Li, General Manager of International Department, Lachance Group welcomed all the delegates and gave brief introduction about Lachance Group, the largest Bile Acids production base. The product “RUNEON” bile acid is for the

improve fat digestion and absorption and protects liver. “RUNEON” for Poultry is marketed by INTAS Pharmaceuticals Ltd., in India

During this technical forum, Professor Zhao Ruqian from China gave her presentation on “Liver Health and Homeostasis Regulation”. Dr. Usama Taha, Director, Dakahlia Group from Egypt spoke on “Farm Management and Slaughter Performance”. Professor Orapint Jintasataporn from Thailand gave her presentation on “Trend of Aquaculture in Thailand”.

Dr. Yumin Bao from Australia spoke on “Reduced Protein Diet and Bile Acid Application in Australian Broilers”, Mr. Ricky Thaper gave the presentation on “An Overview of Indian Poultry Industry”. There was good interaction among Speakers and Delegates during the panel discussions.

Mr. Yongcun Xu (popularly known as Fred) and other Team members from Lachance Group extended warm hospitality to all the delegates attending this Salon Event which was followed by cultural and musical program with drinks and dinner. All delegates appreciated Lachance Group Salon Event as it was good networking and nice to interact with delegates from different part of the World.









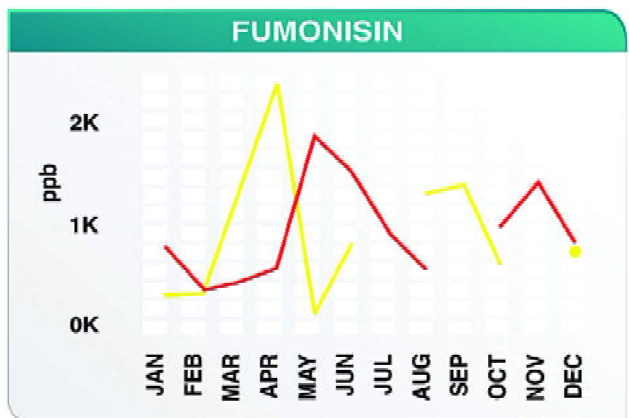
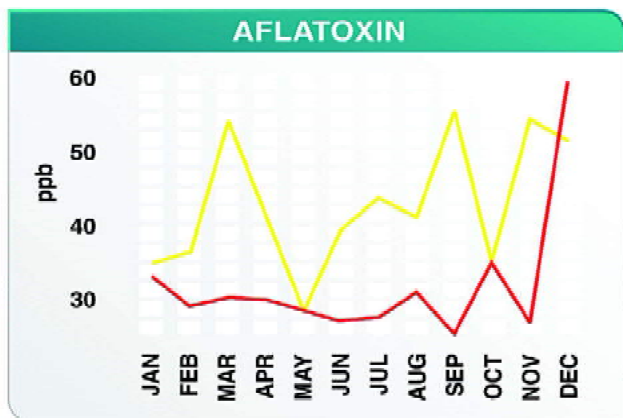
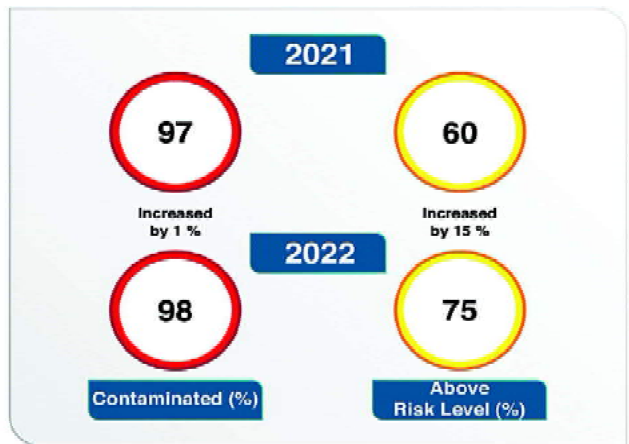
# Cargill Mycotoxin Survey

Cargill Mycotoxin Survey (India)

Survey period: Jan'22 - December'22

- Total number of analysis** 5960
- Contaminated samples** 97.58%
- Above Risk Level** 74.70%
- Region** 18 States
- Sources** Suppliers, Farms, Feed Millers, Integrators

Largest Data base of analysed Mycotoxins in India  
 Best Reflection of Mycotoxin Contamination pattern in India



# Cargill Mycotoxin Survey

Cargill Mycotoxin Survey (India)

Survey period: Jan'22 - December'22

## MYCOTOXIN PREVALENCE PATTERN

■ ABOVE RISK LEVEL (%)    ■ CONTAMINATED (%)



Average (ppb)	133	Maximum (ppb)	965	DDGS
Average (ppb)	123	Maximum (ppb)	1056	DDGS
Average (ppb)	1002	Maximum (ppb)	7740	CORN GLUTEN MEAL
Average (ppb)	34	Maximum (ppb)	440	DORB

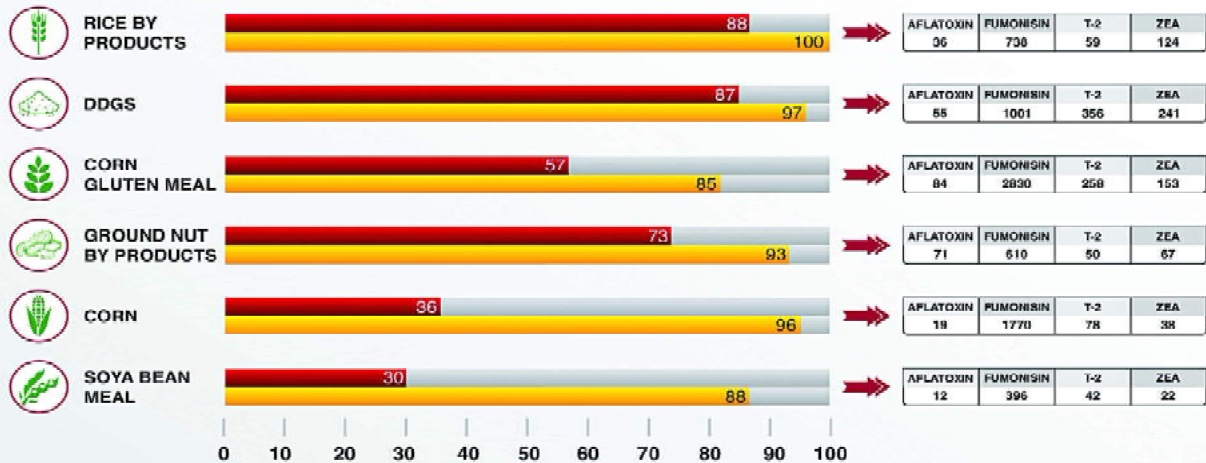
Aflatoxin > T2 > Fumonisin > Zea

## Mycotoxin Prevalence Pattern in Ingredients

■ ABOVE RISK LEVEL (%)

■ CONTAMINATED (%)

AVERAGE LEVEL OF MYCOTOXINS (PPB)



# Cargill MycoSchool

Leverage Cargill's Global Expertise to get insight on Mycotoxin Prevalence & its Mitigation Strategies



## Your partner in Animal Health

In a globalising world with a growing population, the demand for food is rapidly increasing. It is a challenge for our customers to produce enough food in a safe, healthy, animal-friendly, and sustainable manner. Healthy livestock makes an important contribution to achieving this. We support the livestock business worldwide with our products and services. The combination of diagnostics and animal health expertise is what makes Royal GD unique. It enables us to help you improve animal health by making sure you provide reliable results to your customers with, for example, our diagnostics and PTS.

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E-mail: [anandanimalhealth@gmail.com](mailto:anandanimalhealth@gmail.com), [science@anandanimalhealth.com](mailto:science@anandanimalhealth.com)

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**PATENTED**

# CHROMIATE-C

**CHROMIUM PROPIONATE**

(US Patent No: 9,663,438)

## With Vitamin C And Black Cumin Powder



### Stress Buster 365 days

#### Features & Benefits :

- **First in class unique formulation** in India
- **Chromium content 4000 mg** of propionate per kg & 800 mg as per inclusion dose
- **Coated Vitamin C content 125000 mg** per kg & 25000 mg as per inclusion dose
- **Vitamin C** supplementation complements chromium uptake & stress management
- Added **Black Cumin** seed powder support as immunity booster
- Using **Zeolyte** as a best carrier instead of calcium carbonate
- Chromiate C is Next level **Stress Reliever for all season**
- **Optimum RBV** value (Relative Biological Value) helps for good bioavailability
- **Support** Ovary regeneration and brain development (CNS)
- **Maintaining Appropriate levels of Chromiate C** in feed (800 ppm) shows significant growth in performances
- Original Product Pack from USA Manufacturing unit.
- **Value to money**

#### Guaranteed Analysis:

Chromium Propionate 4000 mg per kg  
Coated Vitamin C 1,25,000 mg per kg

#### Ingredients:

Chromium Propionate, Coated Vitamin C, Black Cumin Powder and Zeolyte

#### Feeding Directions:

**Poultry** : 200 grams per ton of feed  
**Dairy** : 300 grams per ton of feed  
Each dose (200 grams) of Chromiate provides 800 mg of Chromium Propionate and 25,000 mg of Coated Vitamin C.

#### Packing:

25 Kg Bag



Manufactured By:

**NuTech Biosciences, Inc.**  
537, Fitch Street, Oneida, New York, USA  
13421315-505-6500  
www.nutechbiosciences.com



Marketed By:

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Egg Tray



Chick Feed Tray



Chick Drinker



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# ROSH-C +



*Next Generation Stress & Stroke Reliever*

**“Rosh C+” is Unique blend of 26 Crucial Ingredients**

■ **Composition :**

- A. Synthetic Coated Vit C-50%
- B. Other Ades-50%
- 1 - Heat regulator
- 2 - Aspirin
- 3 - Chromium
- 4 - Betaine
- 5 - Energiser
- 6 - Electrolyte-SDHP, DSHP, Ca Gluconate, Mg sulphate, Ca hypo phosphate, Ca Lactate etc
- 7 - Minerals
- 8 - Immune boosters

■ **Product Pack :**

500 Gm Pouch

■ **Pack/Carton Size :**

500 Gm \* 35

■ **USP :**

- **Unique & Leading** formulation since last 20+ yrs
- Work better for **Stress and Stroke** ( Hot, Cold & Other Stress )
- Power pack blend of **Vit.C 50% and 26+** Ingredient mainly **Heat Regulator, Aspirin, Chromium, Betaine, Minerals, Immune Booster** etc.
- With Special Technology **Vit C coated with Energiser** to prolong Vit C degradation & insta energy source
- **Special Value added agents** helps to protect from stroke in peak heat after 2/3 pm.
- **Balanced Electrolyte and Osmoregulation.**
- **Achieving Hormonal Balance** to combat stress
- **Quick Relief** to birds
- **Effective** than individual uses of Vit.C & other concern supplements etc.
- **Addition** of of essential amino acids will help to maintain body weight in stress
- **Value for money**

■ **Dose :**

**WATER** - 15 gm/ till 1kg B.Wt for 1000 birds & then after 1 gm/ 100 gm B.Wt

**FEED** - 200 gm/MT

■ **Mode of Administration :**

**Water** - Give total calculated dose (as per flock size) in morning drinking water (before 1 hour start of heat) as drinker/vaccine dose and complete medicated water in 1-2 hrs. Only concentrate dosing. Do not give total calculated dose through maximum water or diluted form



Manufactured By :

**ROSH PHARMA**

S.No. 159, Phursungi,  
Tal. Haveli, Dist. Pune, India.



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- +91 897590191 (Service Manager)

Contact Us :- Dr Santosh Ire : 9850979652 & Dr Manoj Sarma : 9396686500

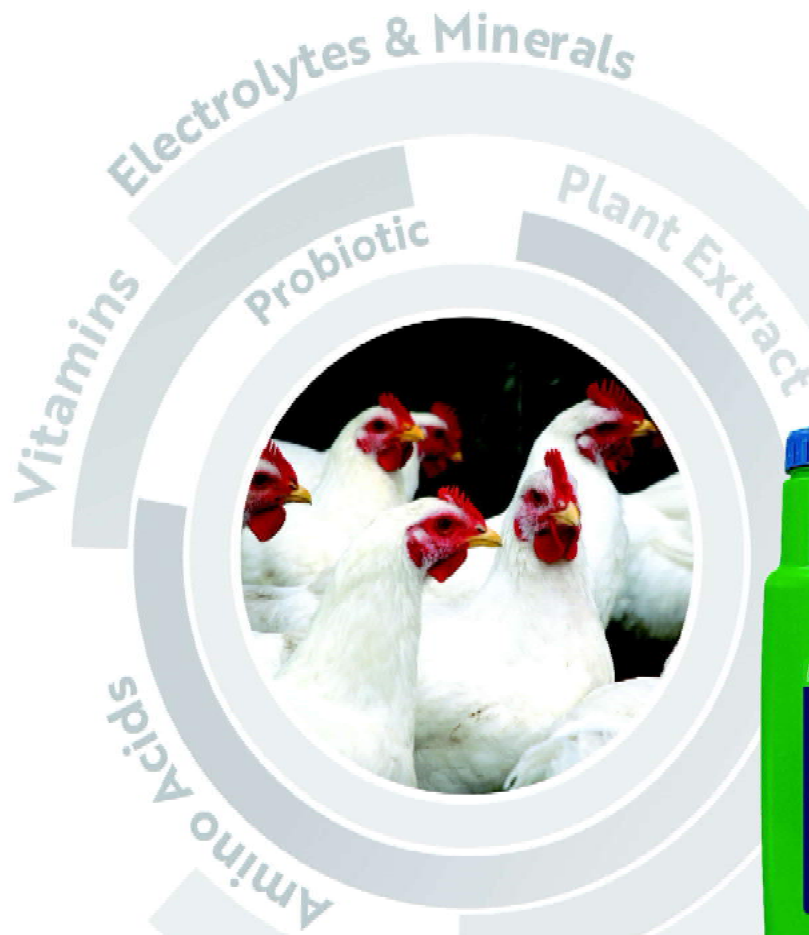
# Metostim<sup>®</sup> Liquid

Unique Metabolic Stimulant And Growth Enhancer



## Benefits

- Energy Enhancer
- Supports in development of Immune system
- Improves Gut morphology and functions



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(Opportunities for all)

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*In collaboration with*



**ALL ASSAM POULTRY FARMERS & TRADERS ASSOCIATION**

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And



**Director of Research (Vety),  
Assam Agricultural University, Guwahati**



Kamakhya Temple



Date

**04-05-06**  
**September 2023**

Venue:

Maniram Dewan Trade Centre **AC**  
Guwahati, Assam

Contact :



**TEZASVI EVENTS**

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