



# POULTRY EXPRESS

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## Poultry Equipment Needs Uniform Tax Policy

Resentment prevails among the poultry farmers of India in general and Breeders, Hatchers in particular for indifferent attitude of Taxation department of Government of India and of States for charging an exorbitant amount in highest category of Value Added Tax (VAT) on their poultry equipments.

Poultry farmers are more adamant on the fact that big houses like Reliance, Tata Group and others are charging minimum percentage of VAT on their product from consumers and around one percent tax is being charged on the luxury as Gold, Silver and Diamond Jewellery etc.

But, the poultry farmers, the backbone of the Indian Economy who are working day and night to maintain their existence and are hardly getting any benefits from the Government of India and State Governments are forced to pay exorbitant amount of VAT to the equipment manufacturers in the form of tax.

Managing Director of Diamond Incubators Overseas, Delhi, Rajesh Sethi, stated that poultry equipment sector is playing an important role in supporting the main poultry industry, by giving good modern quality products to increase efficiency and productivity of poultry operations by reducing wastages of the poultry, inputs and labour by improving the quality of the poultry produce and by improving the rearing conditions of the birds with more hygienic and bio-security system demanded by present conditions.

Growth of poultry is mostly in the rural sector and by making the poultry equipments available to these farmers at affordable prices, will boost the growth further, Mr. Sethi added.

Dr. A.P. Sachdev, Senior Consultant in poultry while offering his comments on the taxation part on the poultry equipments said, "Poultry equipments are classified under HSN Classification No: 8436 tariff head scheduled under Excise & sales tax/commercial tax under the heading Poultry keeping and Bee Keeping Machinery, as such they are chargeable at the rate of four percent."

"But it is unfortunate that none of the states except Andhra Pradesh approached the 'VAT EMPOWERED COMMITTEE' some three years back to bring this vat to a level of four percent from 12.5 percent," he added.

Dr. Sachdev further stated that "It is understood that Poultry Federation of India (PFI) has sent a representation to Government of India (GOI) but the fact is it is not the GOI, which can take any corrective action, the onus lies with the State Government only and no amount of recommendation will work from any quarter except the Commercial wings of the respective states."

As the taxation part is a state subject but in our country, different states have different taxation format on equipments which was

highly objectionable and not acceptable including the poultry equipments which are not classified properly, Dr Sachdev alleged and further stated that except Andhra Pradesh state where it is only four percent.

Dr. Sachdev further told *POULTRY EXPRESS* that different states have their different tax slabs leaving the consumers at a bay and poultry farmers of Andhra Pradesh state were not in a position to purchase any items required for their farms from any other state. In Maharashtra, agricultural implements not operated manually or by animals attract VAT four percent whereas for the poultry sector equipments used by poultry farmers are being charged by 12.5 percent. Same is the case with Karnataka VAT Act 2003, Tamil Nadu, Delhi, Haryana, Punjab, Madhya Pradesh and Rajasthan states also, Dr. Sachdev confirmed.

It is high time that PFI, which represents all Farmers interest from all states, should take up this matter of uniform Vat applicability to all the states, Dr Sachdev concluded.

Giving the present duty structure of Indian Poultry Equipment Manufacturers Association (IPEMA), Mr. Anil Dhumal told *The Editor, POULTRY EXPRESS*, that if they were competing the foreign buyers in India against their supplies, their quotations were treated costlier by 12.5 percent and the taxation part was the basic reason behind that.

The President further stated that poultry equipment sector is playing an important role in supporting the poultry industry by giving good modern quality products to

increase the efficiency and productivity of poultry operations in a right manner.

The current scenario demands that by improving the rearing conditions of the poultry birds putting them in more hygienic and bio-security atmosphere, our poultry farmers need to be equipped with the latest equipments to compete in the world market and that too on a minimum taxation as it is being done in other agricultural activities in India, he added.

Anil Dhumal further alleged that the Andhra Pradesh Government which is charging four percent VAT on poultry equipments and on the other hand, its neighbouring states like Karnataka, Tamil Nadu, Maharashtra and others are loaded with 12.5 percent tax keeping the poultry farmers of Andhra Pradesh to remain induced with Andhra products forcibly and not to go for other states as it costs more as compare to Andhra State.

The president further said that the growth of poultry is mostly in the rural sectors and by giving and providing poultry equipments available to these farmers at affordable prices will further boost the business opportunities for farmers doing agriculture in their agriculture lands.

Giving details of the items consumed by the manufacturers, maximum duties and government taxes have been paid and while exporting these end products, they are not getting the duty drawback as well as other refund of duties as in other manufacturing units are getting benefits. The President confirmed that while using aluminium, the total duty, which is being paid by them, is

**Rakesh Bhardwaj**

18.624 percent.

Similarly, other poultry equipments fetch 12.034 percent; for using Fan and cooling pads, they had to pay 21.523 and 24.421 percent respectively. But after making these huge taxes, no such benefits of duty draw back or other sorts of refund from the government department is being offered to help the equipment manufacturers, the President stated.

A poultry farmer from Hyderabad, subject to anonymity, told *The Editor POULTRY EXPRESS* that due to tax variations, they were forced to purchase equipments from Andhra state only leaving the poultry farmer in a bay and they were not in a position to purchase any item from other state despite the fact that the other state manufacturer is providing a latest equipment as compared to their Andhra state.

In India, poultry industry has been going through a series of set backs since 2003 despite the high selling price of end products, farmers continue to suffer because of the high cost of feed and huge mortalities going up to 40 percent being faced by them in many parts of the country.

The President IPEMA further clarified that since poultry is a part of the agricultural activity in the broad sense and as per the policy of the Central Government, it is more correct to classify the poultry equipments as at par with the agricultural equipments as has been done by the Andhra Pradesh state Government.

Contd. on Page 3 ►

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## Former European Commissioner and Food Safety Pioneer Awarded Alltech Medal of Excellence



[Dublin, IRELAND] Alltech, a global leader in animal health and nutrition, has awarded Commissioner David Byrne the prestigious 2009 Medal of Excellence for his commitment to food safety including his revolutionary reform of the European Union's safety systems during his tenure as



European Commissioner for Health and Consumer Protection.

The award was presented during Alltech's 25th International Animal Health and Nutrition Symposium in Lexington, Kentucky, USA.

"Commissioner Byrne pioneered the structures of traceability, rapid response and recall within the European Union. These structures are gaining acceptance worldwide and are recognised as the global blueprint for feed and food safety systems. He revolutionised feed and food safety and restored consumer confidence in the industry," said Dr. Pearse Lyons, president and founder of Alltech.

"Receiving the Alltech Medal of Excellence is a great privilege and I am honored to be the first non-scientist presented with this prestigious award," said Commissioner Byrne.

Commissioner Byrne was appointed as Ireland's European Commissioner for Health and Consumer Protection in September 1999, a position he held until 2004.

As European Commissioner for Health and Consumer Protection, he oversaw the implementation of highly significant laws and regulations governing food and feed safety which are now widely perceived as

setting the global standard for excellence.

Among his many other achievements in office, Commissioner Byrne also established the European Food Safety Authority (EFSA), the European Centre for Disease Control (ECDC), and introduced new legislation to combat foot-and-mouth disease. He also led the adoption of the first European Food Law and framework on GMOs and was instrumental in implementing a comprehensive risk analysis and risk management strategy.

Prior to his role as European Commissioner, Commissioner Byrne served as Attorney General of Ireland from 1997 to 1999. Called to the bar in 1970, Commissioner Byrne became Senior Counsel in 1985 and practiced in both the Irish Courts and the European Court of Justice. He is a graduate of University College

Dublin, Ireland with a Bachelor of Arts Degree in Economics, Ethics and Politics, and studied law at King's Inns Dublin, Ireland.

David Byrne currently holds the position of Chancellor of Dublin City University and serves as non-executive director of Alltech. As part of his role with Alltech, Commissioner Byrne is a member of the Reputation Overview Committee (ROC) where he works to ensure that the company has effective and efficient risk management structures in place.

For the past 19 years, Alltech has presented the Medal of Excellence to an industry leader for his or her exceptional research into natural and advanced solutions in animal health. Past winners include: Dr. Ronan Power, Alltech; Professor Peter Ferket, North Carolina State University, U.S.A; and Professor Mingan Choct, University of New England, Australia.

Alltech is the proud sponsor of the Alltech FEI World Equestrian Games 2010™ to be held in Kentucky, USA from September 25 to October 10, 2010 and the Alltech European Championships to be held in Windsor, United Kingdom from August 25-30, 2009.

## EDITORIAL

## Indian Poultry Industry: Still Long way to go



The future of Indian Poultry Industry is very bright. India has a unique advantage of two major homegrown feed ingredients, i.e; corn and soybean. Around the country, India has highly talented pool of poultry scientists as well as marketing experts.

In the next few years, India will become one of the top efficient poultry producers in the world. Moreover, these factors will make India "Brazil of Asia."

Indian Poultry farmers are innovative and industrious. They have capability to survive during the most challenging market conditions. They only need genuine guidance from the experts in poultry science and marketing.

For an efficient poultry producer, there is no option other than that the poultry industry is fully integrated.

Poultry industry in India has seen a remarkable growth rate in productivity during the last 10 years. Significantly, the entire production is consumed in domestic market without any surplus.

No player has left the field and the existing players have performed well. There has been a good acceptance from consumers' side for the poultry products and the per capita consumption has increased from 0.4 Kg to 2.0 Kg in the last 10 years.

India having 1/6<sup>th</sup> of the world's total production happens to be a potential market. Nest to Oil, Grain Flour, Milk and the highest consumption by any Indian now is poultry meat. But still, per capita consumption is low. Neighboring Sri Lanka, Pakistan is well above 4 Kg per capita consumption.

The basic fact is that the majority of Indians, particularly Hindus are vegetarian. However, younger generation is inclined towards chicken meat consumption and they hold some additional purchase power because of higher income in every segment, so increase in both production and demand is imminent.

According to data, growth in India's poultry sector was slow relative to growth in other developing countries in both the 1970s and 1990s but fast in the 1980s.

Our estimation says, however, may provide a more accurate assessment of the growth and structural change in the Indian poultry industry, particularly during the 1990s. A comparison of India with the other regions suggests that Indian poultry production and consumption are now expanding at a pace consistent with other fast growing developing countries. India is now the sixth largest poultry producer in the world, after the United States, Brazil, European Union, China and Mexico.

The only generalization we can make with some confidence is that the recent high growth rates of per capita consumption of poultry meat in India is bound to continue unabated in the coming decades. That is, India's participation in the global upsurge of the poultry sector, being at its incipient stage, still has a long way to go.

Rakesh Bhardwaj

## Ayurvet: A leading Name For Its Efforts In Innovative Initiatives

Shri Pradip Burman, Chairman Ayurvet Limited received the prestigious TERI Corporate Environmental Award in a recognition of corporate leadership efforts towards environmental management and sustainable initiatives from Her Excellency President of India, Shrimati Pratibha Devisingh Patil at Vigyan Bhawan, New Delhi.

The award is to recognize the leadership efforts of corporate houses operating in India towards integration of sustainable elements



in their overall corporate strategy on the World Environment Day.

In the case study titled, "Developing Technology for Hydroponics (soil less cultivation) Fodder Producing Machine and System," Ayurvet bagged the highest and the only award in category one.

Due to increasing pressure on land for growing food grains, adequate attention could not be given to the production of fodder crops. Hydroponics Fodder produced in this system, consist of root

fibers, shoot fibers and grain is nutritive, palatable, contamination free and improves animal health and productivity.

This technology offers whole lot of benefits and was appreciated by the Jury as there is saying of land 1000 kgs hydroponics fodder requires 300 square feet area only against 2,700 square feet for conventional fodder.

With this system, there is saving of water, as to produce one kg fodder requires three liters of water against 80 liters per kg of conventional fodder

There is saving of time also as Hydroponics green fodder can be harvested on every 7<sup>th</sup> day in comparison to harvesting of conventional green fodder at 30-45 days constant feed supply. Hydroponics fodder can be harvested for 365-7=359 days in a year which conventional fodder available only for few months.

### Calendar of Events

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**6-9 OCTOBER 2009**  
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## Hester appoints Dr. H. J. Singh as Vice-President Sales & Marketing



Dr. H. J. Singh

Hester Biosciences has appointed Dr. H. J. Singh as VP Sales & Marketing. Dr. Singh, a veterinarian by profession, has over 30 years of experience in the Animal Health Industry, which includes 15 years specifically in poultry biologicals.

Immediately after his appointment, the size of Hester's sales and marketing team has been increased to double its earlier size, with a clear mandate to address newer pockets within India as well as increase Hester's share in existing markets and with existing customers.

Hester Biosciences is the second largest poultry vaccine company in India. Having a capacity to manufacture over 500 crore doses of animal vaccines in its GMP certified manufacturing unit, Hester Biosciences has a range of 39 types poultry vaccines.

The recently concluded expansion program at an investment of over Rs. 40 crores will enable Hester to soon enter into the large animal vaccine market, as well as make a foray into the international markets.

To address emerging diseases in the poultry as well as the live stock industry, Hester is setting up an independent R&D centre for which it has signed a MOU with the Government of Gujarat.

With the experience of Dr. Singh and the ability of the company to manufacture quality vaccines, Hester is poised to grow in geometric progression on the coming years.

◀Contd. From Page 1

Mr. Dhumal further pointed out that the VAT Empowered Committee in its white paper on state level Value Added Tax, (Paragraph No.2.19) has clearly mentioned that the tax rate should be at four percent for goods in all the states, comprising items of basic necessities such as medicines and drugs, all agricultural inputs and capital goods. Here, all poultry equipments, utilized by poultry farmers are basically their capital investment and the benefit of minimizing uniform taxation policy should be made available by all the state governments to provide benefits to the poor poultry farmers, he concluded.

### Poultry Express Team

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## Alltech Announces Young Scientist Award Winners for 2009



[Dublin, IRELAND] As part of its commitment to furthering scientific education, global animal health and nutrition company Alltech has presented the 4<sup>th</sup> annual Alltech Young Scientist Award to Tung M. Che and Fan Liu during Alltech's 25<sup>th</sup> International Animal Health and Nutrition Symposium in Lexington, Kentucky, USA.

Tung M. Che, a doctoral student at the University of Illinois at Urbana-Champaign, Illinois, USA who submitted a paper examining the *Effects of mannan oligosaccharide on immune function and disease resistance in pigs* is the overall graduate winner of the competition.

Fan Liu of Nanjing Agricultural University, Nanjing, China who submitted a paper on *HSP70 as a new biomarker in the development and evaluation of anti-stress feed additives* is the overall winner in the undergraduate category.

"This year's Alltech Young Scientist Award programme was a very close competition which attracted many high calibre young scientists" said Dr. Pearse Lyons, president and founder of Alltech. "At a time when we need the brightest young minds in the world to engage in scientific study, I am delighted to present this prestigious award to such talented young students."

Tung M. Che and Fan Liu will be awarded prizes of \$10,000 and \$5,000 respectively.

Tung M. Che holds a degree in animal science from Nong Lam University, Ho Chi Minh City, Vietnam and a masters degree in animal nutrition from Universiti Putra Malaysia in Malaysia. In 2005, Tung M. Che left his native Vietnam to pursue a Ph.D. programme in the area of swine nutrition at the University of Illinois, USA. Tung M. Che has published extensively and in 2004 co-authored a book entitled "Husbandry Techniques for Aquatic Birds". Professionally, he has worked as both a teaching and research assistant on university based projects and as a consultant for a number of private swine production farms in Vietnam. His areas of interest include: pig and poultry production; dietary factors on animal health and performance; and nutrigenomics/nutritional immunology.

Twenty four year old Fan Liu comes from Shijiazhuang City, Hebei Province, China. He is currently studying for a degree in animal science at Nanjing Agricultural University. Scientifically, his interests

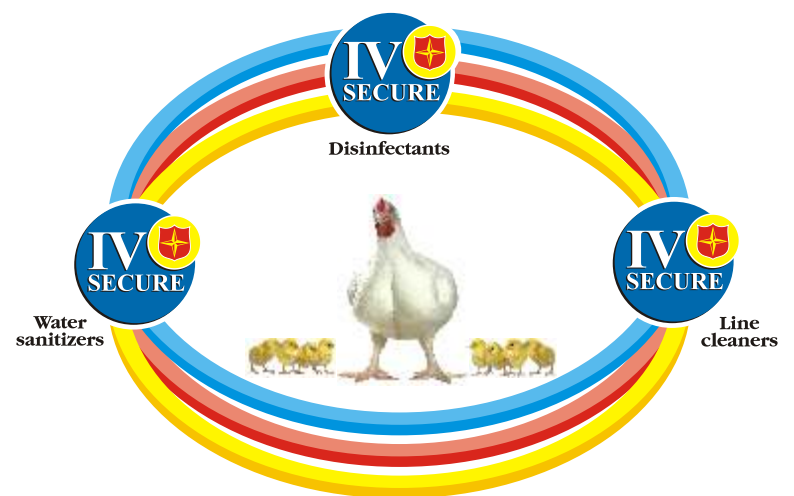
include reproductive and molecular nutrition. When he graduates, Fan Liu intends to pursue a Ph.D. in animal nutrition.

Each student who entered the competition was required to submit a scientific paper of 3,000-5,000 words on a topic involving Alltech's natural solutions to animal health challenges. Out of the 1,800 entries received, eight regional semi-finalists were invited to the USA for the international phase of the competition where they presented their papers to a panel of judges.

The Alltech Young Scientist Programme provides a forum for undergraduate and graduate students throughout the world to interact with one of the leading players in the animal feed industry while strengthening their academic portfolios.

Students interested in participating in the 2010 Alltech Young Scientist Award competition should visit [www.alltechyoungscientist.com](http://www.alltechyoungscientist.com) to register, review a list of suggested paper topics and submit their paper.

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# Big Dutchman Acquires Poultry Management Systems



Clovis Rayzel (right), President of Big Dutchman USA, shakes hands with Stephen Herbruck, founder of Poultry Management Systems, Inc., at the closing of this historic acquisition.

US - Big Dutchman, a leader in poultry and pig production equipment, has acquired a majority interest in Poultry Management Systems, Inc. (PMSI), located in Saranac, Michigan, USA.

PMSI holds the majority of the market share in the USA and Canada in computer controls for the egg production industry. PMSI was founded in 1980 by Stephen Herbruck who will remain a shareholder and Chairman of the Board of Directors. Doug Powell, its president, will maintain his position. PMSI will continue its operations in Saranac and will continue to operate as a fully independent company.

"The similarities between Big Dutchman and PMSI led us to make this acquisition," says Clovis Rayzel, President of Big Dutchman, Inc., "PMSI and Big Dutchman share common values such as being customer driven, solutions oriented, and forward thinking."

Big Dutchman global headquarters are located in Vechta, Germany. The headquarters for the Americas are located in Holland, Michigan.



The PMSI-team is looking forward to a successful cooperation (from left to right): Pat Huver, Steve TenBusschen, Bill Trommater, Sean Ryan, Eric Hansen, Jimmie Miller, Dan Henslee, Jim Jones, Stephen Herbruck, Tim Trommater, Doug Powell, Eric Winslow, Rod Briggs, and James Wheeler

## Dr. Thaper visited USA



Dr. Ramesh Thaper, renowned veterinarian and consultant, American Soybean Association-International Marketing shall visited USA on June 06, to attend an advance course on Dairy Feed Manufacturing Technology in Northern Crops Institute, Fargo, North Dakota, USA. On behalf of ASA-IM,

Dr. Thaper has been guiding poultry, dairy and aqua farmers in north India, on the latest concepts in scientific farming, including use of soybean products-SBM, SBOM and FFSBM in

feeds for many years.

Recognizing the services of Dr. Thaper in the veterinary profession, Vets Club, Ludhiana recently honoured him with 'Life Time Achievement Award' Dr. Thaper graduated in Veterinary Science in 1958 and has completed more than fifty years of service to the profession.

Dr. Thaper visited USA, Canada, Germany, United Kingdom, Japan and The Netherlands, a number of times, to study the working of various Institutions involved in poultry and dairy production and attended US Poultry Show in Atlanta, USA, Euro Tier in Hanover, Germany and VIV EUROPE in Utrecht, The Netherlands.

## Corn and Other Cereal Prices Moving Up In Demand

Corn prices firmed up in the wholesale markets during last week to average at Rs8, 250 per tonne level on rising demand, according to US Grains Council India Representative Amit Sachdev.

"While prices in Karnataka, Maharashtra and Tamil Nadu remained close to Rs7, 700 per tonne at the market yard, prices in other markets were close to Rs8, 200 per tonne," he said.

Corn prices were about 10 percent higher than last year. On the futures market, corn remained stable, except for July contract where prices firmed by three percent to reach Rs9, 340 per tonne.

Globally corn strengthened due to planting concerns and good demand. In the United States, corn prices have been moving up steadily last week due to planting concerns.

As per reports, 33 percent of corn planting has been completed, up by 24 percent compared to last year, but is lower than the five year (2004/2008) average of 50 percent.

In other coarse cereal category, Bajra prices moved up slightly to Rs8, 860 per tonne at the market yard. It was 13 percent higher than last year.

The total bajra stock at the FCI godown is about 310, 000 tonne at various locations across the country.

Jowar prices have surged by 14 percent to Rs11, 409 per tonne. Prices were 10.8 percent higher than last year.

Barley prices moved up by about 12 percent to Rs9, 000 per tonne range, but are lower by 12.7 percent than last year. In the futures market, barley prices remained stable, while in the spot market in Jaipur, prices moved up by 0.5 percent to Rs9, 035 per tonne.

Food Corporation of India (FCI), Haryana, released about 11,000 tonne bajra in the open market at Rs8, 120 per tonne and the coarse cereal will find way into poultry or cattle feed if the prices are right, Sachdev concluded.

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## DIAMOND: A Vision That Keeps On Toes

There is an old saying that "One Must Always Change, Change For The Future, Change For The Best."

Rajesh Sethi, Managing Director of Diamond Incubator Overseas Company, down to earth person proved this with complete dedication in his unit, which raised him from scratch to present heights.

"DIAMOND" which has an impressive Research & Development set up, constantly is trying to make better products, satisfying the need of the customers, presently having a majority of market share in India with its presence in more than two dozen countries in the world.

"Diamond," recently bagged an order of 72 machines of Incubators, Hatchers, Setters worth Rupees One and a half crore from Uttar Pradesh based company, who are planning to start with twenty lakh chicks per month capacity from July onwards. Credit for such an order goes to Rajesh Sethi due to his in-depth labour and dedication.

Mr. Sanjay K. Singh, Chief Executive Officer (CEO) of Rajput Agro Industries Limited, who placed the order when asked to comment said, despite visiting some other units all over India, we found that the products manufactured in the Diamond factory were really diamonds in all respects.

So many similar orders are with him. *The Editor Poultry Express* verified some of the clients of Diamond like National Livestock Company LLC and Naseer Al Yahut Trading, both from Sultanate of Oman; S.G.S. Hatchery Complex and Kesari Poultry & Hatchery from Bangla Desh and in Saudia Arabia one Rafat A.H. Mimish Farm, all endorsed credits in his favours.

There is a long list of appreciation to his credit. He is having his clientage right from each nook and corner of India. His unit is the only unit, which is producing 90, 000 hatching eggs in a single Incubator in 40 percent less space and savings of power more than 42 percent giving hatching more than 93 percent in each climatic condition in India.

With a small family, wife and only son, Rajesh Sethi is dedicated to his job under all odds with a strong team of his manufacturing unit running every day to prove their master's leadership in all respects.

Going back to the history, the foundation stone of Diamond Incubators was laid over three decades ago and since then, it has risen to the heights of manufacturing incubators of all capacities.

When asked about his success, the Managing Director, Mr. Rajesh Sethi told, "The success of Diamond Incubation system is backed up on the wealth of expertise acquired through years of experience. It is the perfection of incubation system that almost 90 percent hatchery men take pride in owning a Diamond Incubator."

"To survive in the ever changing market, one must always innovate to manufacture products of higher quality that enables higher productivity at a cost effective price to ensure complete customer satisfaction. And that's why, we at Diamond Incubators, firmly believe in this regard and get inspired everyday to make even better products and services. A vision that keeps us on our feet is my motto and my ultimate goal is to wish the future of poultry industry very bright globally," he concluded.

## Leading Agricultural Experts Offer Opposing Views at Alltech's Symposium



[Dublin, IRELAND] The 2009 'Great Debate' held during Alltech's 25<sup>th</sup> International Animal Health and Nutrition Symposium in Lexington, Kentucky, USA, saw three global agricultural leaders present differing views on sustainability. Offering insightful opinions, the panellists commented on a variety of issues with topics ranging from environmental concerns to raw material traceability.

Dr. Lutz Goedde from the Bill & Melinda Gates Foundation, Philip Wilkinson OBE (Order of the British Empire), managing director, 2 Sisters Group (the United Kingdom's largest chicken producer) and Professor Michael Boehlje of Purdue University each took the stage to discuss their ideas in front of over 1000 delegates representing top global agribusinesses.

"We will only have a sustainable system if farmers are protecting their assets," said Dr. Lutz Goedde, deputy director Agriculture Development, Bill & Melinda Gates Foundation.

"Sustainability is more than just sustaining your own business. It is the next generation and the next generation. The United States' response is disappointing. We need to broaden our horizons," said Prof. Michael Boehlje, Department of Agricultural Economics and the Centre for Food and Agricultural Business (CAB), Purdue University. "Children do not believe that intensive agriculture and sustainability are compatible...We need to shape the definition or the textbooks will," he continued.

"The main limitation on agricultural sustainability in the future is people and the understanding of what sustainability is. Calorie demand doubled in the past 30 years and will continue to grow. Population will increase, the climate is changing and water is an issue for all," according to Philip Wilkinson, OBE, managing director, 2 Sisters Group. "We need to take a leaf out of Dr. Lyons' talk and be proud of what we do....We need to be passionate about what we do. Then, and only then can we win the hearts and minds of our consumers," he said.

Alltech's 2<sup>nd</sup> annual industry 'Great Debate' was held during the company's 25<sup>th</sup> International Animal Health and Nutrition Symposium which took place in Lexington, Kentucky, USA from the 17<sup>th</sup> to the 20<sup>th</sup> May 2009.

Commenting on the debate, Alltech President and Founder, Dr. Pearse Lyons, said, "It has been an honour for us to host these respected figures at our 25<sup>th</sup> Symposium. Sustainability for Alltech is about long term business. That means finding ways to produce meat, milk and eggs in a manner which is not only economically viable, but also recognises the relationship that production has with the environment, consumer needs and with the importance of traceability. It is clear that sustainability must be viewed through the prism of the economic crisis. Our industry has no other choice than to become more cost efficient."

About the speakers:

Dr. Lutz Goedde Deputy Director, Agriculture Development, Bill & Melinda Gates Foundation

Dr. Lutz Goedde is deputy director in the Agricultural Development Programme at the Bill & Melinda Gates Foundation. He previously worked as a senior executive in

the agricultural inputs sector. As CEO and President, he led the turnaround of Alta Genetics, the world's largest privately owned cattle genetics improvement and artificial insemination company. Prior to his leadership of Alta Genetics, he was a management consultant with McKinsey & Company, the world's foremost strategy consulting firm, in their Toronto and Chicago offices. He focused his consulting work on agriculture, food and healthcare, becoming co-lead of the firm's Agriculture & Food Chains industry practice. In his earlier career he worked as a marketing manager for Bayer's crop protection business in Central America.

Dr. Goedde is fluent in English, German and Spanish and has extensive work experience in North America, Latin America, Europe, Southern Africa and Southeast Asia. He holds a Ph.D. in Agricultural Economics from the University of Bonn, Germany, and an MBA with honours from the Tuck School of Business at Dartmouth College.

Philip Wilkinson OBE Managing Director, 2 Sisters Group

Philip Wilkinson is managing director of the 2 Sisters Food Group, the United Kingdom's largest producer of chicken. Starting out as a management trainee at the Milk Marketing Board of England and Wales, he progressed through a range of different roles within the industry, culminating in that of Managing Director of Arla Foods Plc, one of the leading producers of milk products in Denmark and the UK. In parallel with this career, he has spoken at the Harvard Agribusiness Seminar. He has also served on the board of many of the leading UK Governmental bodies looking at food policy and sustainability. Mr. Wilkinson received an OBE in recognition of his contribution to the food industry.

Professor Michael Boehlje - Distinguished Professor in the Department of Agricultural Economics and the Center for Food and Agricultural Business (CAB), Purdue University.

Professor Michael Boehlje has devoted his career to helping farm and agribusiness managers as well as policy makers understand the pragmatic economic and financial consequences of their decisions. The fundamental focus of his work has been to integrate concepts of economics, finance, and strategy to solve problems of farm and agribusiness managers. A major theme of Professor Boehlje's research, writing and lecturing for the past 10 years has been the importance of strategic planning and thinking, and positioning the firm for long-term viability and success. His work has attempted to extend and apply modern management concepts of systems analysis, process control, transactions cost, strategic positioning, real options and supply/value chain management to the food production, processing and distribution system. Dr. Boehlje is the author or co-author of four books, and over 450 articles and other publications. He is also Senior Associate of Centrec Consulting. He is a Fellow of the American Agricultural Economics Association and of the International Food and Agribusiness Management Association. Professor Boehlje is known for his passionate defence of commercial and industrial agriculture and his understanding of many of the issues we face today. As Professor at Purdue University, he has been involved with many of the agribusiness programs which are held there.

For more information, visit [www.alltech.com/symposium](http://www.alltech.com/symposium)

## DSM Wins Innovation Award for Egg Quality System



SPAIN - The European feed industry has recognised DSM's iCheck Eggs with a new innovation award.

Fima Ganadera 2009, the most important feed exhibition in Spain, has recently presented DSM Nutritional Products with a Technical Innovation award for the development of iCheck® Eggs, a unique analytical system for fast quantitative determination of carotenoids in eggs.

The use of egg products in foodstuffs is increasing steadily worldwide. This fact can be attributed to the growing use of egg yolk in products, which make up consumers' everyday purchases: pasta, mousses, mayonnaise and biscuits, for instance.

Recent international consumer research has shown that colour from eggs in foods such as cakes and mayonnaise is a decisive factor at the moment of purchase. Food companies therefore require raw ingredients, such as eggs, to meet precise standards of colour consistency.

One of the main reasons why companies still do not standardise and control the colour of egg products used by the food industry was the lack of an easy-to-



use and flexible analytical system that provides precise and reliable information, and even better when this is done in just some minutes.

As confirmed by this last FIMA's innovation award, with iCheck Eggs, this is not an issue anymore. iCheck Eggs is a fast test kit developed by BioAnalyt and DSM Nutritional Products, which allows users a rapid monitoring of the colour of eggs and egg products. It is simple to use, easy to transport and gives reliable results in less than 10 minutes.

This new award for DSM iCheck Eggs comes just some few months after SPACE (France), one of the most relevant global feed exhibitions, had awarded the iCheck Eggs kit with the InnovSPACE prize for this new service to the poultry industry.



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## Maharashtra to set up Poultry Development and Regulation Act soon

Shaken by the swine flu pandemic, the Maharashtra government has decided to revisit an unfinished task. The government will soon set up a committee to draft legislation to regulate the state's poultry industry, which has been badly hit since the outbreak of bird flu in 2006.

Maharashtra's Rs 4, 500 crore poultry industry, is growing at the rate of 15 percent annually. It employs about 21, 000 farmers. This does not include the small farmer with 50-100 birds kept by individual farmers as a secondary income, according to Anuradha Desai, chairperson of a leading integrated poultry major, Venkateshwara Hatcheries Group.

"A technical committee under his chairmanship will soon be set up to draft the Maharashtra Poultry Development and Regulation Act," said state's animal husbandry commissioner DS Zagade.

The proposed Act is expected to provide for registration of the poultry units and their breeding farms. It may also give search and visit rights to the government officials. "This was a major hurdle faced by us while tackling the bird flu outbreak in the state a few years ago. In the absence of a legal right to check the poultry, some organised poultry denied us entry in their units," said another official of the state animal husbandry department.

However, Ms Desai said that routine and regular visits by government officials to organised sector units have never been a problem. "If they want samples, they are free to do so. For instance, in the case of salmonella testing, they regularly collected samples. Moreover, if they suspect disease in the poultry farm, no one can stop them," she added.

"The proposed Act will focus on surveillance and monitoring for disease control and prevention," said Mr Zagade.

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## Russia Halts All Poultry Imports from German Region

Russia: Russia has banned imports of poultry meat from the German region of North-Rhine Westphalia due to an outbreak of low-pathogenic avian influenza (LPAI).

Federal Agency for Veterinary and Phytosanitary Supervision (Rosselkhoznadzor) has imposed ban on poultry product imports to Russia from Federal Land of North Rhine-Westphalia following the detection of avian influenza H7N7 subtype detection there, according to *Meat Russia*.

According to an *RIA Novosti* report,

Rosselkhoznadzor has imposed temporary restrictions on all types poultry product supply from this region, i.e. live poultry, hatching eggs, feather, poultry meat, feed and feed additives for poultry, as well as equipment used for poultry breeding, slaughtering and dressing.

S Korea on Alert over Residues in Duck Meat

SOUTH KOREA: The import of heat-processed duck meat from China has been suspended after low levels of the antibiotic, chloramphenicol, were discovered in one consignment.

Import of Chinese heat-processed duck meat has been suspended after the discovery of an antimicrobial substance that can cause a fatal condition known as aplastic anaemia in humans, the government said yesterday, reports *Yonhap*.

The National Veterinary Research and Quarantine Service (NVRQS) said it found 1.0 parts per billion of Chloramphenicol in a 3.8 ton shipment of meat from a Chinese meat exporter.

It said the ban will be imposed until Henan Huangchuan Huaying Poultry Corporation-Meat Products Co. can determine the exact cause of the contamination and ensure that tainted meat is not shipped to South Korea in the future.

Because the meat packer is the only company that ships heat-processed duck meat to South Korea, the ban will effectively halt all imports of the product. The company shipped 363 tons worth of duck meat this year.

NVRQS added that for products that are already in transit, no quarantine inspections will be carried out, while the 190 tons that are held in customs must undergo detailed examinations to check for any traces of the drug.

Chloramphenicol is used to treat human patients but has been banned from livestock use since 1991 because it can cause aplastic anaemia and childhood leukaemia in rare cases. Aplastic anaemia is a condition that occurs when your body stops producing enough new blood cells. There is no known cure for the condition. It is almost always fatal and can affect people weeks and months after having been exposed to the drug.

## Bhutan Lifted Ban On Indian Poultry Products

Bhutan state authorities have asked their people to adopt necessary measures to check the outbreak of swine flu in the country despite it has lifted the ban on import of poultry products from India.

The Department of Livestock (DoL) and Bhutan Agriculture and Food Regulatory Authority (BAFRA) together decided to lift the ban.

"The decision was made in view of improvement in overall bird flu outbreak situation in India and that there is minimal risk," a DoL statement said.

However, according to DoL officials, only frozen chicken and eggs



by land transport via West Bengal and Assam can be imported from approved firms.

All consignments are to be brought in sealed containers and should be opened only at the entry points in the presence of BAFRA inspectors.

With cases of swine flu or AH1N1 influenza increasing and spreading worldwide, the Ministry of Health has asked authorities to coordinate preventive and response measures to the possible entrance and outbreak of the flu in Bhutan.

It is recalled that Poultry and its products were banned since December 2008, following bird flu (H5N1) outbreak in neighbouring Assam and West Bengal districts in November.

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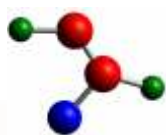
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## Kemin organizes the Kemin Kontakt (Technical Seminar) Program



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Kemin Industries South Asia Private Limited has taken a step forward to conduct the Kemin Kontakt Programme (The Technical Seminar) at different places like Bangalore, Coimbatore, Hyderabad and Panipat on 23<sup>rd</sup>, 24<sup>th</sup>, 25<sup>th</sup>, and 26<sup>th</sup> respectively. The objective of Kemin Kontakt program is bringing in the experts and industry personals together to interact the issues pertaining to the industry and provide valuable solutions for better progress of the Industry

The Major focus of this year Kemin Kontakt Program will be on the topic of "The New Vistas in Mycotoxin Management and Feed Efficiency program"

Dr. Stefaan Van Dyck The Director of Research and Development, Kemin Europe will address the audience about Mycotoxins Management and Feed Efficiency programs the topic which is the need of the industry today. Dr. Stefaan Van Dyck is well versed in Mycotoxin Management; he had

published several numbers of articles on Mycotoxin Management in [www.gdspublishing.com](http://www.gdspublishing.com). Dr. Stefaan Van Dyck also has immense knowledge on various measures which can be undertaken to improve the feed efficiency and thus bring down the feed cost. He has got the patent award for "Solid phase synthesis of salts of organic acids" on January 2006 and "Solid phase synthesis of salts of organic acids, including butyric acid" on February 2006.

Kemin is confident that the above seminar will provide better solutions to the farming community and look forward to receive them during the above said seminars in stated places. For more information kindly contact [Sudhar.m@kemin.com](mailto:Sudhar.m@kemin.com), 09790434893.

Kemin is happy to serve the customer through this Kemin Kontakt program a Platform for the meeting of Industry and Experts apart from the regular services which it offer such farm audit, Customer Lab Service etc.

## Formation of separate poultry zone for uninterrupted egg exports

Coimbatore: Following the outbreak of bird flu in Northeast states, Gulf countries had banned poultry products from India for most part of 2008-09 and it led to fall in egg exports from Namakkal zone during the year. To facilitate export of eggs from non-affected regions, the farmers in Namakkal have called for compartmentalisation of farms or separate zoning of each state.

Namakkal, which is the poultry hub of India, reported a drop of 10.15% in egg exports last year compared to the previous year. Data compiled by National Egg Coordination Committee (NECC) showed the region exported 10,986 lakh eggs in 2008-09 against 12,228 lakh eggs in the previous year.

The region, which accounts for 90% of the total egg exports from the country, is said to have suffered due to the ban on imports in the Middle East. It was imposed though there were no reported cases of Avian influenza outbreak in Namakkal zone.

"We are thousands of kilometres away from Tripura, the place where the flu outbreak started and still we are not able to export to Middle East countries because the whole country is treated as one zone," said KS Ponnuswamy, proprietor of KSP Feeds, Namakkal.

Since February 2006, when the first outbreak of Avian influenza was reported in India, the country has been facing a downturn in exports. But, it also paved way to explore other potential countries for export of eggs and Afghanistan turned out to be one. In 2007-08, when the ban was lifted for the whole year, exports to Afghanistan and Africa almost doubled. However, last year was the worst affected with the ban lifted for only few days during November 2008.

"After the country declared itself bird flu free on November 4, 2008, an outbreak was reported on November 11, 2008 and thus the Middle East ban was present almost throughout the year," said VKS Sivakumar, MD, VKS Exports. His company holds a 70% market share in egg exports from India.

Namakkal zone was regularly shipping 30 lakh eggs to Gulf countries everyday before the ban. "With newer markets, we could have grown three-fold in

egg exports," said P Valsan, secretary of All India Poultry Products Exporters Association.

"But to achieve that our government should take proper steps by bringing the whole industry under single window system and establish a Poultry



Development Board," he added.

Dr AT Venugopal, who is a technical consultant for poultry farmers in India, told ET that the state government should implement a Notifiable Avian Influenza free establishment within Highly Pathogenic Notifiable Avian Influenza free compartment according to terrestrial Animal Health Code of OIE, 2008.

"International trade is governed by WTO SPS agreement and OIE (World Organisation of Animal Health) is the guiding source for export-import risk analysis as per the international code. Export from NAI establishment within HPNA free compartment is 100% safe and free from risk," he added.

The Tamil Nadu Poultry Farmers Association president R Nallathambi said the government should facilitate implementation of international norms so that exports to Gulf countries can be revived. The zone has nearly 1,200 layer-egg producing farmers and around 2.35 crore eggs are produced every day. ■

## ASA-IM organizes seminar in Tawanag, Arunachal Pradesh

To encourage the utilization of soybeans and assist the industry to set up soybean processing units in North Eastern Sector of India, a one-day seminar was organized on June 3, by the International Marketing Division of American Soybean Association (ASA-IM) in Tawanag in Arunachal Pradesh.

The seminar which was jointly organised with North Eastern Regional Agricultural Marketing Corporation Ltd and Department of Industries, Government of Arunachal Pradesh with ASA-IM was attended by more than 65 high level delegates from Government of Arunachal Pradesh, business entrepreneurs, officials from Small Industries Service Institute (SISI) besides electronic & print media.

Mr. Ricky Thaper, Consultant, ASA-IM gave the introduction of ASA-IM and it's working in Asia Sub-continent region to the participants of seminar.

North Eastern Regional Agricultural Marketing Corporation Limited (NERAMAC) is Government of India Public Sector Undertaking. The corporation provides marketing assistance to small and cottage scale processing units of North East Region. NERAMAC also provides Entrepreneurship Development (EDP) programs in all the states of North Eastern Region.

Besides providing technical bulletins to the delegates, the consultant Mr. Thaper added that the purpose of the seminar was to encourage the utilization of soybeans and

assist the industry to set up soybean processing units in North Eastern regions.

Dr. M.M. Krishna, Senior Consultant, ASA-IM gave presentation on setting up of soy-based industries in North East Region. Dr. Krishna's presentation was very much appreciated. There was good interaction with the delegates.

Dr. Krishna satisfactorily replied to the queries from the participants. TV Channel and Press gave excellent coverage of seminar. National channel Doordarshan North East also carried the news and highlighted the theme of the seminar. The television channels aired interviews of both the consultants.

In the evening, Hon'able Chief Minister of Arunachal Pradesh hosted the dinner for the government officials and the important dignitaries.

(L to R) His Excellency General (Retd.) J. J. Singh, Governor, Arunachal Pradesh, Hon'able Mr. Dorjee Khandu, Chief Minister, Arunachal Pradesh and Mr. Ricky Thaper, Consultant, ASA-IM at the get to gather hosted by Hon'able Chief Minister of Arunachal Pradesh.

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## Possible Swine Flu scares and higher feed costs raise poultry prices

Rising costs of feed, particularly soybean meal and maize, along with fear of H1N1 virus (swine flu), have resulted in stiff increases in prices of the poultry products during the last two weeks.

Despite the onset of summer when poultry prices usually soften owing to decline in demand, prices of chicken have jumped from Rs 52 live weight per kg in the wholesale market in Delhi to Rs 64 per kg at present, an increase of more than 23 percent.

Subsequently, retail prices have soared from Rs 75 per kg to Rs 90 per kg for live weight chicken.

Industry sources confirmed that prices of soybean meal, a primary ingredient of poultry feed, have risen from Rs 13,000 per tonne in October 2008, when fresh soybean crop entered the market, to Rs 23,800 per tonne at present, an increase of more than 80 percent.

Similarly, prices of corn in Bihar are showing northward trends. It is being sold at Rs9,000 per tonne as against Rs7,000 during the year-ago period.

Consequently, according to the Poultry Federation of India (PFI), prices of poultry feed consisting mainly of soy meal and corn is selling at Rs18,000 per tonne at present compared with Rs16,000 during the corresponding period of the previous fiscal.

However, what is worrying poultry farmers is that owing to decline in corn crop in Bihar as a result of the last year's flood, large-scale hoarding is taking place in the state.

According to Amit Sarogi, executive member of the Poultry Federation of India (east zone), there is an acute artificial shortage of corn for the poultry industry in the state and prices are expected to rise further over the next few months.

According to the Bihar government

estimates, corn production in the state is expected to go down from 2.8 million tonne last year to around 1.8 million tonne this year. Bihar produces around 15 percent of the total production estimated to be around 15 million tonne.

Besides, the possible threat of Swine Flu in the country is also pushing chicken prices up. "There are possibilities that those who consume pork may shift to chicken in the short run," Ricky Thaper, Spokesperson, Poultry Federation of India, said.

However, there is a possibility of feed prices softening over the next few months in expectation of better soybean crop. Meanwhile, the data released by Indore-based Soybean Processors Association of India (SOPA), the country's soy meal exports during April 2009 went down by more than 84 percent and in May it was down by 64 percent.

Exports of soybean meal used mostly for poultry feed went down to 83,894 tonne in April as against 5.5 lakh tonne during the same month last year.

The fall in exports is primarily attributed to lesser arrival of soybean in the market and lower crushing of the commodity. This is encouraging news for the domestic poultry industry, as it has been demanding that exports of soybean meal be curbed for halting the rising trend in soy meal prices.

India is the fifth largest broiler producer in the world with an estimated production of 2.3 million tonne of broiler meat per annum.

However, there is a huge scope for the growth of poultry industry as the country's per capita consumption is only 2.4 kilogram per person per annum. Per capita consumption of broiler meat has grown at 10 percent in last 15 years and the growth is likely to continue.

## Alltech and the Muhammad Ali Center Join Forces For Philanthropic Endeavor



Alltech Muhammad Ali Global Education and Charitable Fund strives to alleviate global problems as they relate to education, health and nutrition, disaster relief, and other humanitarian efforts.

[Dublin, IRELAND] Alltech and the Muhammad Ali Center announced today a joint initiative at Alltech's International Health and Nutrition Symposium. Alltech president and founder, Dr. Pearse Lyons presented Muhammad and Lonnie Ali a check for \$50,000 to establish the Alltech Muhammad Ali Center Global Education and



and efforts of our two entities," said Greg Roberts, president and CEO of the Muhammad Ali Center in Louisville. "Both of our institutional goals include social responsibility and education. This fund will help us to have greater impact around the world."

"For 29 years Alltech has believed that it is our responsibility to not only provide science-based solutions to agribusiness, but to give back to the communities in which we operate," said Alltech president and CEO, Dr. Pearse Lyons. "The establishment of this fund and this collaboration will undoubtedly help us raise global awareness of the problems that we hope to address; particularly those that are educational or humanitarian in nature."

Alltech's 25<sup>th</sup> International Animal Health and Nutrition Symposium is being held May 17-20, in Lexington, Kentucky. More than 1,100 people are in attendance to learn about the latest technologies designed to improve animal health and performance.

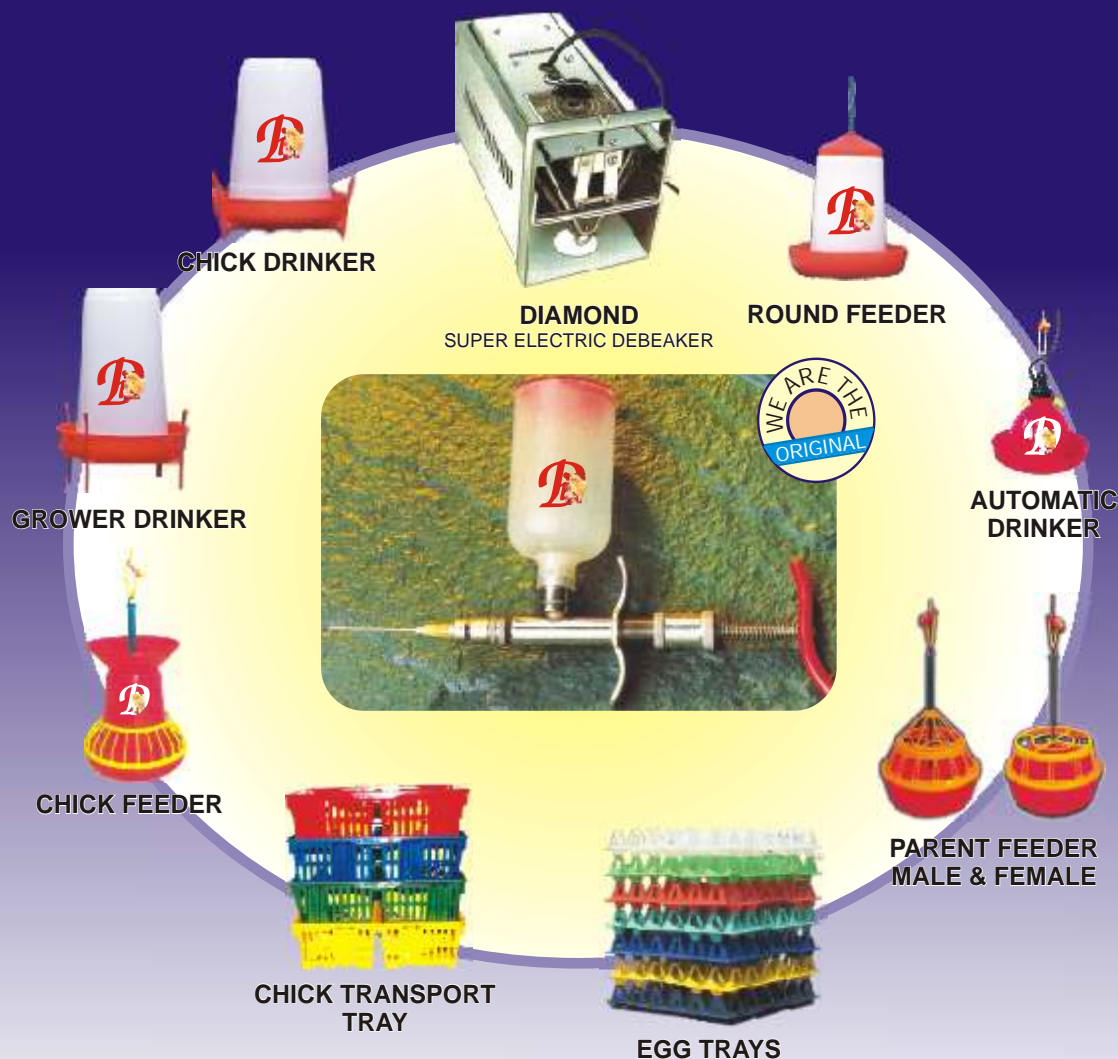
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Charitable Fund. The focal point of the fund is education. Alltech and the Muhammad Ali Center will stress programs that positively impact others around the world, promote excellence and achieving one's potential. The fund will have humanitarian and artistic components as well.

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