



# POULTRY EXPRESS

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## Carving of Poultry Estates- A New Initiative Taken By Madhya Pradesh Government

Rakesh BHARDWAJ

For the first time in history, a new era came into existence in the poultry industry due to positive efforts of Madhya Pradesh State Government, which took a lead in making poultry in the state, a viable programme for the upliftment of farmers in a proper and energetic manner.

For this positive effort and approach, Credit goes to the Animal Husbandry Minister, Madhya Pradesh State Government, Mr. Ajay Vishnoi, who happens to be a Veterinarian from Veterinary College, Jabalpur; whose personal initiative and interest in the particular subject, opened a new chapter in carving out of poultry estates industry in Madhya Pradesh.

To provide knowledge in poultry and to make awareness on the subject matter amongst the veterinarians, a two-day seminar was organised in Bhopal, the state capital of Madhya Pradesh, attended by more than 150 veterinarians from all over the state.

It was observed that the present initiation by the Animal Husbandry Minister was a fruitful venture for the benefit of the state, specifically for poultry farmers, as it was attended by a team of state Government officers including the Principal Secretary of the department concerned.

While briefing, the Minister Mr. Arun Vishnoi said that the veterinarians of Madhya Pradesh should take keen interest in making viable projects in rural areas, not only poultry but also for sheep, goat, piggery and dairy etc..

It was also suggested by the minister that most successful system in respect of "Poultry Estates" should be adopted in PPP Model (Public-Private-Participation). "However, this will entail integration type of approach by using services of an experienced poultry integrator, who will provide all the inputs and take back the produce till the consumer end," the minister added.

The animal husbandry minister further desired that industry should also

be roped in for poultry and livestock projects by showing them the way towards diversification.

However, It was a pride for Haryana state, as a Poultry Legend & stalwart, a technical consultant of international repute, a pillar in the poultry industry having vast experience in the line, who handled good number of turn key projects; Dr. A.P. Sachdev, was specially invited and he gave detailed information in the Workshop on both days to the veterinarians of Madhya Pradesh. It is a coincidence that Dr. Sachdev, who is also a veterinarian from Jabalpur veterinary College, Jabalpur, Madhya Pradesh.

Giving details of the poultry history, the consultant, Dr. Sachdev, who was invited by the Madhya Pradesh Government to initiate the poultry industry in the shape of 'Poultry Estates' in the state, stated that if poultry settled in the Estate, as decided by the MP state Government, the system would be a boon only if the process could be adopted "All In All Out System" otherwise, the whole program would be a flop show like other state of India, i.e; Rajasthan.

The Poultry stalwart also told the audience, majority of them veterinarians, that the number of flock should be minimum 50,000 and it would be better if this system could be managed in integration program and that too in a cooperative basis, under one hatchery unit, which should provide the farmers, day old chicks all over on the same day, to make the system fool proof as far as diseases are concerned.

As the state Government is planning to initiate the poultry in specific "Poultry Estates" initially in four districts, the pros and cons of the scheme were also discussed.

The veterinarians were also apprised by the detailed informative lecture and information provided by the Haryana based consultant, Dr. A.P. Sachdev as majority of them were not aware of the poultry functioning.

Special presentation was given by an Officer of NABARD who came to attend the workshop especially from Indore.

The contribution of the Madhya



Dr. A.P. Sachdev



## Ayurvet Entered Layer Feed Market "Technical Seminar cum Farmer Meet"



A Technical Seminar cum Farmer Meet under the brand "AYURVET SAMPARK" was organized by Ayurvet Limited, one of the premier organization's

in providing health care solutions for livestock and poultry, in Hotel Nirula's, Panipat on June 12, 2010.

The meeting was well attended by all prominent breeders, layer and broiler farmers from different states including Haryana, Himachal Pradesh, Rajasthan and Punjab.

This is the right step and platform selected by Dabur Group concern, Ayurvet Limited to provide the poultry farmers a best animal nutritionist and Professor Dr. D. Chandrasekaran in this area for their nutrition issues.

Cont. On Page 3 ▶

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Indeed! Poultry India is getting tremendous response from the poultry industry. Not only has it become the only reliable source of business for farmers and manufacturers, but also forms a strong base for acquiring technical know-how as well as expanding one's poultry network. The fame poultry India has received is truly astounding, which is clearly reflected in its ever growing demand, year after year. So please mark the dates for the 4th edition of Poultry India 2010 at Hitex, Hyderabad:

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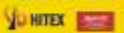
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Cont. On Page 2 ▶

Cont. from Page 1 ▶

Pradesh Rajya Pashudhan Nigam Ltd, cannot be forgotten at this moment as it has done a yeoman's job since Madhya Pradesh was un-divided and now they are working on poultry part also despite working for livestock.

The Managing Director of the Nigam, Dr. B.N. Singh, a genuine person in the livestock segment, has been always in the forefront in getting the funding from Government of India for different poultry and livestock schemes. The fruitful working of the Nigam could be understandable by the only one parameter that this is the only livestock Corporation in India which is in profit.

The Editor POULTRY EXPRESS, however congratulated the Haryana consultant, Dr. A.P. Sachdev for his achievement in making Madhya Pradesh state, another poultry hub in the country.

It was further suggested to the Haryana's Poultry Legend and he also cautioned that the work should be started in such a manner that it won't be a repetition of an attempt by Rajasthan Government in Jaipur, where 30 parties were reportedly given half an acre of land

to each farmer to establish exclusive poultry zone, but till date every thing is reported to be on paper, whereas the farmers have constructed two storied residential houses and some other business community has purchased this land from farmers and the Government project is a total failure.

Dr. Sachdev was further appraised about another similar failure of Kota city Poultry Project Estate which too failed and where reportedly the allottees or their plot purchasers constructed VIP residential colony with no more Poultry Estates.

However, both the cities are reported to be having Exclusive Poultry Estate Zones in Jaipur and Kota without any 'single chick' or 'a grain' of feed, despite the working of a Feed Mill on papers.

If the state Governments come forward and take initiative for the upliftment and welfare of poultry farmers in a serious manner, then surely the poultry industry in India would reach the top in the world, which is presently 3<sup>rd</sup> and 5<sup>th</sup> in terms of eggs and broilers (chicken meat) respectively.

## Hatchery owners charging higher prices for chicks in Bangladesh

Small poultry farmers warned that they would stop buying layer and broiler chicks from 01 July if the hatchery owners charge prices more than the government fixed rates.

"The government has fixed broiler and layer chicks prices at Tk 30 and Tk 32, but the hatchery owners are selling the chicks at Tk 65 to Tk 70," Khandaker Mohammad Mohsin, general secretary of National Council to Protect Poultry Farms of Bangladesh (NCPFB) said.

The government fixed the prices of chicks on 31 March, when it was also decided that every carton of chicks should have price tag effective from 15 June, for 3 months.

"But the hatchery owners still charge high prices of chicks flouting the government's decision. This will ultimately

destroy the industry," said Mohsin, adding that they have decided to stop buying chicks at prices higher than the government fixed rates.

Syed Abu Siddique, president of Bangladesh Poultry Industries Association (BPIA), said lack of pragmatic policy support has been threatening the existence of the poultry industry.

Though the poultry sector makes significant contribution to the national economy it is now on the verge of collapse as unscrupulous businessmen are making huge money by taking advantages of absence of effective trade regulations and market monitoring, he said.

"The government should break this unholy business circle," the BPIA president said.

## For Joint Ventures in Egypt Interested

Its Simple Turn to Page Nos. 7, 9, 11

## Who Plays The Poultry Game: The Breeder, The Farmer Or The Government

Stress The Thread Until It Remained Intact:

### EDITORIAL



Breeder Community as a whole in India is concerned with their own and instead are least bothered about their revenue generation sources; poultry farmers, to whom they treat as their scapegoats, slaughter them mercilessly as and when needed.

However, the system adopted by them for the last more than a year shows that either poultry farmers would extinguish themselves under the clutches of this community if the Government did not intervene or the farmers would force to make some necessary arrangements for their regular requirements of hatching eggs.

Due to monopolistic nature of breeders and their act as a pressure group on poultry community as well as Government, the present scene in the requirement of hatching eggs is totally controlled and regulated by them, resulting in making the poultry farmer more aggressive and confused.

Presently, chicks are being supplied at the rate of Rs28 to Rs30 which includes cost of hatching egg, breeder's margin, percentage loss on hatching, mortality cost, packing and forwarding. After getting the lot at farmer's premises, he has to invest the proper feed cost, medicines if any to make the flock around 1.5kg to 2kg. After covering all risks including the mortality, finally the farmer has to manage the raw deal at wholesale markets where he has to save himself under the trap of middlemen resulting in less price of their produce with one reason or the other.

As per statistical calculation, it is estimated that at time, when poultry farmer was getting chicks at Rs7, with an investment of Rs70, 000 for a 10, 000 lot, he was earning Rs10-Rs12 per bird. Presently, with same investment, hardly he is getting 2250 birds with almost same margin of profit.

Same is the data today. But the investment has increased four times with the margin of profit per bird remaining the same.

In percentage ratio, rather it has come down merely to 22 percent of the previous profits. Whereas the breeder community is taking advantage and growing day by day in a big way with opening of new units and branches in other states to capture good markets everywhere. And the same trend is continuously going on for poor poultry farmers like water in hot sand seen in Rajasthan areas.

Recently, in the PFI meeting, the Joint Commissioner, Animal Husbandry Division of Ministry of Agriculture, Dr. P.K. Shukla announced on the dais that this year the Government will work on the hatching eggs and chicks price, so that the farmer should feel satisfied on this front.

Seriously, if the Government decides to set the things right and in proper manner, it can be done. The poultry farmers, the back bone of the poultry industry, would be thankful to Dr. Shukla, if he would do something on this burning issue to safeguard their interest and make the farmers satisfied, as he announced in the PFI meet.

Who Plays The Poultry Game: 'The Breeder', 'The Farmer' or 'The Government'? Farmers played their game and under "Mrig Trishna" are still playing. The Breeders are playing different strokes to make the farmers upset and puzzled.

Now, this is the time for the Government to play the Umpire role, providing benefits to both the communities for their betterment.

Let us hope that this would be done in a proper and better manner.

Rakesh Bhardwaj

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Cont. from Page 1 ▶

"Presently, Dr. Chandrasekaran is Professor & Head, Department of Animal Nutrition, Veterinary College & Research Institute, Tamil Nadu; Veterinary & Animal Sciences University, Namakkal, is a busy man and after waiting for three months, got his precious time. He will be visiting at least four times in a year to meet Ayurvet's poultry farmers in different areas for his excellent tips on nutrition and problems related to nutrition," the CEO of the company Dr. Anup Kalra confirmed.

Pankaj Sharma, Executive, Ayurvet Atulya Poultry Feed addressed the audience with welcome speech.

A brief overview of the company's activities and initiatives were flared by senior Marketing Manager, Dr. Ajeet Bishnoi.

The main attraction of Ayurvet Sampark programme was the Technical Seminar & lecture of Dr Chandrasekaran, Professor & Head, Department of Animal Nutrition, Veterinary College & Research Institute, Tamil Nadu; Veterinary & Animal Sciences University, Namakkal.

He spoke on "Handling the Disease and Environmental Challenges with Nutritional Alterations in Poultry". Participants got a fair idea as to how the alterations in the feed formulations would enable the farmers to face the challenges of extreme weather and high disease risks.

Dr Chandrasekaran elaborated the role of amino acids, vitamins, minerals in enhancing the efficiency of the birds. Besides this how the alterations in the energy and protein in different conditions affect the performance of the birds was also discussed. The role of lysine, organic minerals and herbal feed additives for

increasing the efficiency of the birds against extreme environments and disease outbreaks was also shared in the session. He also pointed out the role of hygiene and bio security as well as disease surveillance in control of different diseases.

Dr Santosh Sharma, Senior Manager, Sales and Marketing, Ayurvet Feed, elaborated the benefits of using herbal extracts, balanced formula and feed sterilization for improving uniformity of the flock, timely weight gain and peak production.

Dr Ajeet Bishnoi invited attention of the participants on the current issues and major problems of the area, high respiratory disease outbreaks along with summer stress which are stealing away the profits of the farmers.

Dr Ajeet Bishnoi shared the importance of herbs to fight with these two problems. He discussed in detail the role of Ayurvet's research breakthrough products viz Stresroak and Respzz for Stress and respiratory problems management.

On this occasion, the distinguished Guest and Speaker of the Seminar, Dr. Chandrasekaran, Dr. Kansal, World's First Odour-less Egg manufacturer along with Ayurvet's Chidana Animal Feed Plant, Unit Head, Mr. ND Pandey, jointly inaugurated and launched "Ayurvet Atulya Layer Chick Crumbles Feed" & "Ayurvet Atulya Layer Grower Crumbles," poultry feed. It was a long felt need of the farmers that Ayurvet should introduce value added layer feed. Ayurvet has one of the best feed manufacturing unit in the country already producing the value added broiler feed.

Ayurvet's Chidana Animal Feed Plant, Unit Head, Mr. ND Pandey expressed the vote of thanks to the audience. The session was very much appreciated by the farmer community.



Mr. ND Pandey,  
Ayurvet's Feed Plant,  
Unit Head

## Poultry Companies Invest to Meet Projected Demand

INDIA - The consumption of chicken meat is set to double by 2014-15, according to the top poultry companies, which are investing heavily to meet the projected increase in demand.

The eating-out phenomenon, with more quick service restaurant chains opening up, is changing the consumption profile of Indians. The Data of Government of India says that the current chicken consumption is under three kilos per head a year and the poultry industry expects the consumption to double in the next five years.

The 400-billion-rupee (INR) domestic poultry industry produces 2.4 billion birds commercially every year. To cope with the doubling of demand by 2014-15, the industry will need to expand at a rate of 12 to 15 per cent annually, requiring an investment of INR300 per commercial broiler and INR450 to 500 per commercial layer, not including the land cost, says Venkateshwara Hatcheries' Deputy General Manager, P.G. Pedgaonkar.

Mr. Pedgaonkar further said, "While consumption is expected to double in the next five years, it may not become six kilos per head in 2014-15. It may increase to 4.5 to 5.0kg per head, factoring in an increase in our population." By then, the poultry industry could become a INR600 to 650 billion sector. Other players such as the Mumbai-based Godrej Agrovet and the Coimbatore-based Suguna group maintain that the current chicken consumption is just over two kilos per head annually but both agreed that consumption is expected to double by 2014

Godrej Agrovet Managing Director B.S. Yadav said, "The consumption of chicken doubles every five-six years, so we expect it to double by 2014-15. This will require huge investments but banks have lost large sums of money through growers going bankrupt so the investment needed for capital formation is not happening. Everyone will have to invest, from poultry farms, to breeders and hatcheries since this is an investment-intensive business. Consumption may be ready to increase but the matching infrastructure to handle it is not ready."

Outlining the issues the poultry industry faces, Suguna Group Managing Director, B. Soundararajan, said: "In 2007, the per-capita consumption in India was two kilos. But due to the financial crisis and an increase in commodity prices, there was a drop in consumption. This year, consumption has picked up again."

Outlining the investments they have lined up to cater to this projected growth in the market, Prasun Kumar Roy, Managing Director, Arambagh Hatcheries, a Kolkata-based integrated

poultry company, said: "We will invest in the infrastructure to cope with the growth. This year, we will invest INR2.3 billion, which will rise to INR5.53 billion in 2014-15."

Mr Yadav added that the current high prices of chicken are driven by food inflation since pulses have become expensive.

He further said, "Farmgate chicken prices have nearly doubled this year over prices in 2008. In 2008, the farm gate price was INR30 to 35 per kilo, this year it is INR60 to 65 per kilo, mainly because the industry shrank last year. Retail prices have reached an all-time high of INR100 to 110 per kilo. In 2008, 42 to 44 million chicks were placed every week. In 2009, the placement fell to 36 to 37 million per week, leading to the current chicken shortage."

Projecting an annual industry growth of around 10 to 12 per cent, the Suguna group has invested around INR4 billion in the last two years to develop its network across the country. In Tamil Nadu, farmers need to invest INR80 per bird compared to INR50 per bird five years ago. Most of them have a minimum of 6,000 birds, and their initial investments will go up by INR500,000.

Mr Soundararajan said: "We have already made the capital investment to tackle 50 per cent of the growth in the next five years. The infrastructure will be adequate to meet the requirements for the next two years."

Industry players agreed that the capacity expansion, pushed by the growth in consumption, will require farmers being able to handle birds for six to seven weeks, which means an investment on land. Dr Pednekar added that capacity increase can be effected through an increase in efficiencies, a sort of de-bottlenecking of existing facilities, and by an increase in automation. This would reduce the need for more land, he said.

Godrej Agrovet's Mr Yadav said the growth in quick service restaurants has pushed chicken consumption over the past three years to emerge as a significant segment.

He explained: "Over the past decade, institutional sales, which means these quick-service restaurant chains, have emerged as the biggest consumers. Eating out of the home has become a big segment."

However, Arambagh Hatchery is also basing its growth on this segment. Mr Roy said the company is looking at growth and future requirements of its products by consumers from institutions, ranging from fast food outlet chains, railways and the hospitality sector.

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## CIPHET's Meat Processing Technology- Started Attracting Entrepreneurs:

CIPHET has taken another innovative initiation in the field of meat processing. It is commercializing the meat processing and value addition technologies too for the benefit of livestock farmers, entrepreneurs and consumers.

CIPHET has already licensed these



technology entrepreneurs from Maharashtra, Karnataka and Tamil Nadu. Now it has attracted NRI entrepreneur from Ludhiana itself, the hometown of CIPHET.

Mr. Jessie Singh of California Farms has entered into an agreement with CIPHET for establishing his own meat processing plant and products manufacturing unit at Bharawal, near Ludhiana.

When Editor, POULTRY EXPRESS approached the Ludhiana based entrepreneur Mr. Jessie Singh at his farm, he was totally satisfied by the training given to him by CIPHET. Giving detailed history of his transport business in America, he told that after serving USA for more than 20 years now he decided to work in India and that to processing of chicken meat and other varieties of meat. Also he would manufacture value added products in milk like 'cheese' and 'Khoya'

under the technical support & label of CIPHET.

Similarly, Mr. Srinivas Rao for Sri Laxmi EMU farms, Andhra Pradesh has also signed an agreement with CIPHET for establishing EMU meat plant at Kakinada.

However, he was not available for

comments.

Both the entrepreneurs are trained by Dr. Suresh K Devatkal in Livestock Products Processing Laboratory. Further, they have received the information on meat plant design, project cost, equipment and marketing strategies from Dr. Suresh K Devatkal, Senior Scientist, CIPHET.

Under this agreement the entrepreneurs will be utilizing commercially the CIPHET'S technology brand to attract the consumers.

On this occasion Dr. R.T. Patil, Director CIPHET said that hygienic practices and simple marketing tools played an important role in attracting the consumers to buy meat and meat products. Further he stressed upon the importance of low cost technologies for developing nutritious meat products which are affordable to all classes of consumers.

## NOREL Appointed Sales & Technical Manager



NOREL Animal Nutrition is pleased to announce its expansion in the Indian sub-continent with the opening of our India Liaison Office and the appointment of Dr.

Sachin M. Ingewar, effective June 1<sup>st</sup> 2010. Dr. Sachin will be Sales & Technical Manager for the Indian sub-continent covering India, Bangladesh, Sri Lanka and Nepal.

In his role Dr. Sachin will take care of Commercial and Technical activities of NOREL in the region and look after distributors as well as follow up direct sales to customers. Dr. Sachin will also manage NOREL's new India Liaison Office.

Dr. Sachin M Ingewar has a rich experience of over 8 years handling technical, sales & marketing operations of poultry products including chicks, poultry feed, feed additives, feed formulations, teaching research and extension.

He has worked with companies like Uttara Foods & Feeds Pvt. Ltd, Kemin Nutritional Technologies and Novus

International and has always been focusing on new solutions for the improvement of productivity in livestock and poultry.

In his last career path Dr. Sachin worked as an Assistant Professor in Department of Animal Nutrition, NVC, Nagpur where he has strengthen his technical skills in terms of research and extension, applying the "From Lab to Farm" concept for the benefit of the livestock and poultry farmers of India. Norel is looking for a dynamic growth in the Indian sub-continent and the opening of our Liaison Office means we are here to stay.

NOREL's expertise is the production of nutritional additives and specialties for most animal species. Our aim is to contribute to the optimization of available resources such as energy sources in the feed, as well as to develop and elaborate specialties for a more natural feed production (NATURE LINE). With more than 30 years experience and sales in more than 50 countries, NOREL is headquartered in Madrid (Spain) and has different production plants and R+D labs in different provinces of Spain as well as Egypt and Mexico.

## Use Consultant Services For Betterment Of Poultry:

A Message From Dr. D. Chandrasekaran;  
Exclusive Interview By Rakesh BHARDWAJ



Dr. D. Chandrasekaran

develop their own consultant."

This was stated by Dr. D. Chandrasekaran, Professor & Head, Department of Animal Nutrition, Veterinary College & Research Institute, Tamil Nadu; Veterinary & Animal Sciences University, Namakkal in an exclusive interview with Editor POULTRY EXPRESS while on his one-day visit to Panipat (Haryana) recently.

Dr. Chandrasekaran was here to inaugurate and launching of Ayurved's Poultry Feed in Panipat and near by areas of Haryana towns.

While talking to POULTRY

EXPRESS, Dr. Chandrasekaran said, "Development of consultant is as important as like preparing a poultry farm to rear birds. But that is lacking here in North India as poultry farmers in this zone don't

EXPRESS, Dr. Chandrasekaran said, "During summer season, the average mortality rate is five to six percent, whereas in our Namakkal zone, it is just three percent. I have seen this figure up to 30 percent in North India, which is on a very higher side. The major difference

is that here poultry farmers are totally dependent on consultants whereas in Namakkal, farmers uses the consultants."

Giving the comparison, Dr. Chandrasekaran said, "The poultry farmers in Namakkal zone uses the consultants and act accordingly, do that the ailment would be taken care before it comes. Moreover, the consultants in Namakkal always try to nail down that ailment in such a manner that it won't appear again in that particular poultry farm. Whereas in North, I have noticed that the poultry farmers call the consultant only when the ailment started occurring in their farm resulting in maximum mortality and this type of thinking has to be changed to get good results in poultry."

## Capture Herbal Market of Africa & Middle East

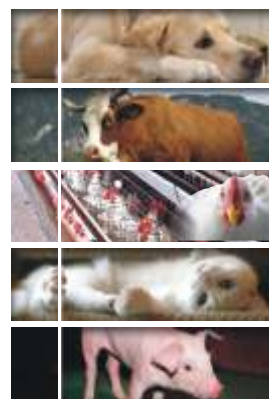
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## Flood Destroys Dairy, Poultry, Paddy seedlings

Imphal: A considerable quantity of paddy seedlings nurtured for the next season has been destroyed as the campus of Indian Council for Agricultural Research (ICAR) located at Lamphelpat has been inundated by water gushing in from the overflowing Nambul river and surrounding canals.

The flood also caused major damages to horticulture and plant breeding nursery farms, fish ponds, dairy and poultry sheds, seed storage units as well as research farms.

Consequent upon this, farmers are apprehensive that they may face shortage of paddy seedlings and other necessary items this season.

Flood water which gushed into the campus in the intervening night of June 9 and 10 submerged paddy seedlings of RCM variety.

The flood also caused major damages to horticulture and plant breeding nursery farms, fish ponds, dairy and

poultry sheds, seed storage units as well as research farms.

Giving information, an ICAR official said that a large quantity of indigenous germ plasm developed by ICAR under Horticulture Mission has been destroyed by the flood.

A large number of fingerlings of rare varieties of fish have also been swept by the flood water.

With the cow sheds also inundated, cows reared in ICAR have been shifted to Langol for the time being.

Because of the flood, the Poultry Seed Project has also been seriously hampered.

Office rooms and staff quarters are still in deluge, informed the official while drawing attention of the Government to take up all possible measures to drain out the flood water which is not flowing out on its own.

But all the efforts have gone in vain as flood water has destroyed the seedlings.

## Poultry import curbs to remain for now

NEW DELHI: India has refused to remove restrictions on import of pork and poultry products imposed last year as a preventive measure against spread of bird flu despite mounting pressure from the EU and the US at the World Trade Organization (WTO). In a recent meeting of the WTO committee on sanitary & phytosanitary measures in Geneva, the US and EU representatives protested that the restrictions were not justified as their exports did not violate the standards set by the World Organization for Animal Health (OIE).

"We are well within our rights to impose the restrictions as we have been affected by the bird flu virus in the past and don't want to take any risks," a commerce department official said justifying India's stand.

The EU representative pointed out that this concern had been discussed bilaterally for several years but India has gone beyond the OIE standards and applied restrictions.

Backing the claim, the US official argued India had maintained an emergency measure in one form or another since 2002 and its emergency notifications since 2004 had essentially blocked all imports.

Poultry and meat exports from the US and the EU were banned by several countries following the outbreak of the avian influenza. Subsequently, certain

countries, such as the Philippines, have lifted the ban. India had also announced that import of unprocessed meat would no longer be blocked for reasons of avian influenza, but said only heat-treated pig meat could be allowed, a measure not in line with international standards, the EU said.

India should provide scientific evidence justifying its strict measures to bring its import requirements in line with international standards, the EU added.

Refuting the allegations, India has said that notification issued in August last year prohibited the import of poultry and poultry products and live pigs from countries reporting both highly pathogenic and low pathogenic avian influenza.

India's technical experts had observed that symptoms of highly pathogenic avian influenza were noticeable and the infection could be controlled, but low pathogenic avian influenza might pass unnoticed and the controlling the infection could become difficult.

Additionally, there was no data available confirming that low pathogenic avian influenza could not mutate into highly pathogenic avian influenza.

Imports are currently allowed based on the avian influenza status of the exporting country. The official added that comments received from trading partners on this notification were under examination.

## Poultry ban lifted

In a notification issued by the Department of Animal Husbandry & Veterinary, it has been notified to all concern that the Government of Nagaland has lifted the Ban imposed on import of poultry birds and poultry products from Murshidabad district of West Bengal with immediate effect.



### Agri Tech India 2010

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## EC Meeting of IPSA Concluded At Hyderabad:

The executive committee (EC) of Indian Poultry Science Association (IPSA) held at Hyderabad on May 18, under the chairmanship of Dr. R.P. Sharma, President, IPSA at CARI, Izatnagar.

The agenda items were discussed including the proceedings of last executive meeting held at CARI on 17.11.2009 were confirmed. It was further decided to write reminder letter to all the Vice Chancellors of SAUs/SVUs wherein poultry science department does not exist with a copy to an active IPSA member of that University for monitoring/pursuing. Moreover, it was felt to formulate a uniform syllabus on "poultry production technology" at PG level. Accordingly a committee of three persons (Dr. A.G. Khan, Dr. S.C. Mishra & Dr. A. S. Ranade) was formed for formulation of such syllabus. (Action: General Secretary). Approval of the theme, technical sessions and registration fees for XXVII IPSACON to be held at Chennai: Approved

IPSA Awards, fellowships and lifetime achievement awards to be conferred in XXVII IPSACON. The other points which were decided including the chief editor will prepare lists of evaluators (excluding executive member) for different awards based on research papers published in IJPS 2009 with the approval of the President, IPSA. (Action: Chief Editor)

The executive decided to confer IPSA fellowship to 10 life members. The NAAS proforma will be utilized for evaluation of the Fellows. An amount of Rs. 5000/- will be charged as fee for admission as IPSA fellow. (Action: General Secretary).

The executive decided to have a special session for the students during VII conference immediately after Avitech Award session. Best presentation award

(one certificate and a memento) to one student (enrolled as student) in each discipline of poultry science will be conferred based on evaluation by a committee. The organizing committee, XXVII IPSACON will bear the expenditure for mementoes (Action: Organising Secretary, XXVII IPSACON)

The executive requested the life members to nominate the retired life members for life-time achievement awards. After receiving the nominations, the final decision will be taken by the executive. (Action: Organising Secretary)

Accordingly it was decided for wide circulation of these proceedings. (Action: Organising Secretary and executive)

The president nominated Dr. R.P. Singh, the Director of CARI, Izatnagar as the Vice President from the head quarter with retrospective effect from 1<sup>st</sup> Feb, 2010 in place of Dr. B.P. Singh, the earlier Director of CARI. (Action: Organising Secretary)

Emphasis was given for raising more money from different organizations for VII IPSACON.

The office bearers and members of EC, who were present including Dr. R.P. Sharma, President, IPSA; Dr. A.G. Khan, Ex Prof. & Head, JNKVV (Special invitee); Dr. R.P. Singh, Director, CARI (Special invitee); Dr. R.P. Moudgal, Vice-President, IPSA

Dr. S. Ranade, Vice-President, IPSA; Dr. D. Thyagarajan, Director, CAPS, TNVASU (Special invitee); Dr. M.C. Kataria, Member, IPSA; Dr. M.V.L.N. Raju, PS, PDP (Special invitee); Dr. S.K. Bhanja, Treasurer, IPSA & Dr. A.B. Mandal, General Secretary, IPSA

The meeting ended with vote of thanks to the Chair and Dr. A.G. Khan for his valuable suggestions.

## Summer inflates poultry prices as supply shrinks

New Delhi: Retail broiler prices across the country have risen consistently last month, largely on account of low production as expenditures by poultry farmers rise during summer because of which they cut down on the number of birds.

Poultry industry officials said that during summer, farmers use sprinkler pipes and water coolers to keep birds cool which not only requires additional expenditures but also needs extra space, because of which production comes down leading to drop in supplies.

Prices have moved up because demand has remained consistent even during the summer.

Wholesale live weight broiler prices in Delhi and adjoining areas have increased to Rs 75 - 80 per kg from Rs 58-62 per kg a month back. This has led to an increase in retail prices of dressed broiler to Rs 140-150 a kg from Rs 110-120 per kg in a month.

"Due to gap between demand and supply, broiler prices usually rise in summer months," Ricky Thapar, spokesperson for Poultry Federation of India (PFI), told FE.

Similarly, egg prices have also started to move up in the last few weeks across the country. Wholesale egg price in Delhi on Friday was quoted at Rs 2.58 per egg, up from Rs 2.40 per egg a month back.

In the retail markets of Delhi presently, egg is selling at Rs 3.50 per piece. "Cost of production for eggs have gone up during the last one month because of summer heat," an official from

the National Egg Coordination Committee said.

Meanwhile, steep decline in exports of soyameal, a key component of poultry feed, in comparison to last year mainly because bumper soybean output in Brazil and United States has helped in keeping



the local feed prices down.

Soyabean meal prices have dropped to Rs 15,300 per tonne in recent times as compared to Rs 19,000 per tonne in January 2010. Similarly, prices of corn, another important constituent of feedmeal, have also dropped to around Rs 1,200 per tonne since January.

Thapar said though earlier days poultry demand dropped during summer months, but of late, this trend is changing as poultry meat is cheaper and healthier than other varieties.

India is the world's fifth largest broiler producer with an estimated production of 2.3 million tonne per annum. However, there is a huge scope for growth of poultry industry as the country's per capita consumption is only 2.4 kilogram per person per annum....

## For Good Business Connection in Middle East & Africa

Its Simple Turn to Page Nos. 7, 9, 11

## VAT on Feed Will Lead to Chicken Price Hike

PAKISTAN - The imposition of a value-added tax on poultry feed is expected to increase chicken prices by 20 percent.

The proposed imposition of value added tax on poultry feed will increase the chicken rates at least by 20 per cent, according to industry sources of Pakistan.

Market experts claimed that farmers will go bankrupt, production will nose-dive, and chicken rates will rise to unprecedented level if VAT is levied from July 01, 2010.

They say that thousands of people will be faced with unemployment, and that it involves not only the poultry industry but the whole agro-based industrial sector will have to bear losses. They added the inflationary trend in the past two years has pushed up chicken cost, while poultry production has dropped by 40 percent during this period due to high input costs.

They further revealed that the

poultry farmers will not be able to pass on the impacts of VAT to consumers because the selling prices are not governed by cost of production but by demand and supply. In such case, the farmers will have to bear the total tax incidence by curtailing the overall production.

The sources further said, "Retail being done through makeshift outlets on footpaths with no name, Sales Tax/VAT registration, VAT transfer to the consumers is not possible in case of poultry products. In such case, the farmers will have to bear the total tax incidence. Producers will be forced to curtail production, disrupting the demand and supply equation leading to a further increase in prices for the fewer affordable consumers

"Three years back, Pakistan was producing 800 million chickens a year that went down to around 550 million, the industry had just started turning around when VAT threat dampened the spirit of the farmers."

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## Gateway to unexplored Indian food industry

August 20-22, Palace Ground, Bangalore

Having made the food processing sector virtually tax free, Ministry of Food Processing Industries has prepared 'Vision 2015', targeting an increased level of processing of perishable commodities from 6% to 20%. A new market driven farming is emerging in the country and the food processing sector could provide income generation opportunities to 70% of country's population, directly or indirectly.

The total food production in India is likely to double in the next few years and there are ample opportunities for large investments in food products, food processing, packaging, technology and allied sectors. Prominent among the areas waiting to be tapped are canning, packaging, refrigeration for dairy, poultry, fisheries, meat, ready to eat products, cereals and grains, soft drinks consumer product groups like confectionery, chocolates, coco products, soya-based products, mineral water, high protein foods and nutraceuticals, apart from health food and health food supplements, which is a fast growing segment of the food processing industry.

It is against this background that Media Today, which has an impeccable track record in organising international trade fairs and conferences, is holding the 2<sup>nd</sup> edition of India Foodex 2010 exhibition. This three-day event will take place in Bangalore with its concurrent show GrainTech India 2010, beginning on August 20.

The exhibition will focus mainly on food products, spices, fresh foods, coffee and cocoa, food ingredients, food retailing & technologies, grains and many more that demand attention.

Both the expos -- Grain Tech and India Foodex -- are closely interlinked, forming a composite whole, encompassing the entire food business from the grower to the consumer. India Foodex will have under its ambit production of good quality food, ready-to-eat products and promotion of marketing for retail outlets in India and abroad while Grain Tech will be devoted to post harvest management, processing and value addition to grain.

To impart more value to the event, a two-day international conference is being planned. Appropriately, the theme of the conference is "Food Security through Technology".

The event has the full support of the Union Ministry of Agriculture, the Ministry of Food Processing Industries (MFPI) and APEDA, all of which have a vital stake in increasing food production to meet rising domestic demand and to promote food exports. While the Agriculture Ministry has a plethora of schemes to encourage adoption of latest technology to raise productivity levels in the farms, MOFPI has its focus on checking colossal losses of harvested food grains and horticulture produce by promoting value addition through use of latest technology. APEDA's role, on the other hand, becomes important as it has set its eyes on taking food exports from the country to a new high. The aim is to make India a "Food Basket of the world." APEDA has set an export target of 15 billion dollars worth food products to be achieved in the years to come.

Closely associated with organisation of the conference are other important bodies that are involved in producing and marketing of quality food products, both for the domestic and global markets. The organisations are: Indian Institute of Crop Processing Technology, Roller Flour Millers' Federation of India, Solvent Extractors Association of India, Soyabean Processors Association of India, Indian Oilseeds and Produce Export Promotion Council, All India Food Processors Association, Indian Biscuits Manufacturers' Association and Bhartiya Krishak Samaj.

Why the event is focusing on South India? In South India, farmers are growing a number of crops, but facing problems in enhancing production and value addition because of inadequate exposure to the latest technology, advanced production practices, logistics and marketing as well. Therefore the expo aims at bridging this huge communication gap among enterprising farmers of South India, machinery manufacturers, food product exporters & importers.

Exhibitors from India and abroad will participate in the Expo. Last year trade visitors, from 26 countries like The Netherlands, Bahrain, Iran, UAE, USA, Germany, Taiwan, Canada, Malaysia, Singapore, China, Kuwait, Jamaica, Greece, Pakistan, Israel, Uganda, Turkey, Ethiopia, UK, Spain, Belgium and Japan were at Expo.

Organisers: Since 1996, Media Today Group, backed by dedicated team of professionals, technocrats and marketing experts with over a decade of experience in publishing and conducting exhibitions, conferences, workshops, training programmes, is pioneer in organising specialised trade exhibitions. The Group has already organised a series of events including International Horti Expo, Flora Expo, Landscape and Gardening Expo, Food & AgriBiz Expo, Cold Chain & Logistics Expo, Seed, Agrochem & Irrigation Expo, Processing & Packaging Expo, India organic Expo, Food Retailing Expo, Agri Finance & Insurance Expo, Medi Herbal Expo and Agri Tech India.

The Group publishes national-level magazines like Floriculture Today, Agri Business & Food Industry, Saarc Oils & Fats Today, and Directories like APEDA Exporters Directory, Food Processing Industry & Trade Directory, Roller Flour Mills & Allied Industries Directory, and Floriculture, Nursery & Landscape Industry Directory.

Media Today Group regularly participates in all major national and international exhibitions related to floriculture, horticulture, food & technology, etc held at major centres like Holland, Japan, Germany, France, Italy, South Africa, Russia, Singapore, China, Saudi Arabia, Pakistan, Nepal and Sri Lanka.

Also the Group has a strong marketing network spread over all major business destinations including New Delhi, Mumbai, Pune, Hyderabad and Bangalore with marketing associates in China and Taiwan.

## Vetoquinol India Launches Strexia® to Strengthen its Poultry Product Portfolio:

Vetoquinol India Animal Health Pvt Ltd, subsidiary of Vetoquinol SA, France launched Strexia® - a unique combination of electrolyte, vitamins and dextrose in oral soluble powder form in Indian poultry market. This product is launched



in May and available in all locations in India. Dr. Jayanta Bhattacharyya, Group Product manager has confirmed our correspondent, "Strexia® is first of its kind with the advantage of B complex vitamins. Vitamin B complex helps to overcome hypoglycemic situation by optimizing energy metabolisms."

He also added that during summer general practice in poultry to give oral B-complex liquid product along with antistress electrolyte formula to maintain the performance. But he affirmed that Strexia® alone will play double role of electrolytes as well as B-complex vitamin.

Our recent conversation with Dr. Shyam Vane, Product manager of Vetoquinol has established that Strexia® will give a new approach to reduce heat stress in poultry. He also told our correspondent that during field trial, this product has shown equally excellent results in treatment and control of vitamin B complex deficiency.

It is available in 1 kg pack and

recommended dose is 1 ml/ 2 liter of drinking water.

In 2009, Wockhardt Animal Health Division, 5<sup>th</sup> largest veterinary pharmaceutical company in India has been acquired by Vetoquinol SA, France. Vetoquinol is an independent veterinary pharmaceutical laboratory serving both the companion animal and livestock markets. This family-owned group specialized exclusively in animal health is the 11th largest laboratory in the world, and nearly 80% of Vetoquinol's revenues come from outside France. Vetoquinol engages in the research and development, production and marketing of medical and nutraceutical products.

Vetoquinol has positioned itself in the curative sector, and has developed expertise in three therapeutic fields: anti-infectives, pain management and anti-inflammatories, and cardiology and nephrology. The Group currently distributes its products in one hundred countries throughout Europe, North America and Asia, with subsidiaries in 23 different countries and a network of 140 distributor partners. The Company has more than 1,550 employees worldwide for a turnover (2009) of 252.2 million euros.

For further information, please contact:  
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## NOVUS INTERNATIONAL, INC. ACQUIRES IQF GROUP

**Extends the Novus Product Portfolio in new Categories Including Feed and Food Carotenoid Pigments, Essential Oils, Anti-Caking Agents and Mold Inhibitors**

St. Louis, Missouri - May 25, 2010 - Novus International, Inc. announced today that it has acquired the IQF Group, including Carotenoid Technologies, S.A. and Investigaciones Químicas y Farmacéuticas, S.A. based in Tarragona, Spain and IQF-ENAMEX, S.A. de C.V. based Córdoba, Mexico. IQF is a world leader in natural feed and food carotenoid pigments, essential oils, anti-caking agents and mold inhibitors. Terms of the deal were not disclosed.

IQF was established in 1970 and has a customer base extending across more than 60 countries. The acquisition of IQF enables Novus to expand its product and food ingredient offerings for new and existing animal agriculture customers in Europe and around the world.

IQF's natural feed additives can be mixed with feed to enhance meat and egg nutrition and color. Feed carotenoid pigments from the acquisition, with their natural antioxidant properties, align with Novus's feed preservative and dietary antioxidant product families. IQF is currently active with these product lines in the poultry, ruminant, pork and aquaculture markets. Key IQF brands include: Xamacol®, Astacol®, Lutecol®, Betacol®, Canthacol®, Toxiban®, Micokap® and NextEnhance®.

"Incorporating these new technologies into our existing product base will enable Novus to better serve our customers worldwide," explained Thad Simons, President and Chief Executive Officer, Novus International, Inc. "This acquisition is consistent with Novus's commitment to continuously identify new approaches to improve the health of animals through optimized nutrition and to enhance the business operations of our customers."

This is the second acquisition Novus has made in recent months. In December 2009, Novus announced the acquisition of the Animal Nutrition Division of Albion Laboratories, Inc., expanding Novus's existing chelated trace mineral offering, particularly to the beef and dairy industries.

"We are very excited about this acquisition as it will take Novus into a world leadership position in natural pigments as well as in new geographical segments which will benefit our customers and our industry," said Giovanni Gasperoni, Executive Vice-President, Marketing and Sales, Novus International, Inc. "These products are very high quality and they are a natural, complementary extension of our existing product portfolio."

"The IQF Group has enjoyed an excellent partnership with Novus since 2001 and this acquisition is a logical and strategic next step," stated a spokesperson for the IQF Group. "We are confident that the complementary aspects of IQF and Novus cultures and products will build upon the success of our 40 year legacy."

Novus's current products include amino acids, chelated trace minerals, feed preservatives and other nutrition and health products for the poultry, aquaculture, pork, dairy, beef, companion animal and human markets. Key areas of focus include: animal health and nutrition, improvement of livestock performance, feed quality, food safety and sustainable agriculture practices.

## Poultry Prices Fall as a Result of CCP Raids

SAARC NEWS

PAKISTAN - Prices of poultry, eggs and chicken have come down following raids conducted by the Competition Commission of Pakistan (CCP) at the Pakistan Poultry Association in Karachi, Lahore and head office in Islamabad.

A senior CCP official said on Saturday, June 12, that the commission has aggressively started actions against the cartels and companies involved in collusive behavior following re-promulgation of the CO 2009.

The CCP has also completed studies on different sectors, which would be shared in the next meeting of the CCP

consultative group in Karachi, according to media reports. In the months of May-June 2010, the commission has not only issued policy notes but also taken several legal actions against the cartels.

Recently, the CCP officials conducted inspections of the poultry associations at Karachi and Lahore and recovered valuable record and minutes of meetings and other data.

Besides other factors responsible for price control of poultry products, it has been observed that the poultry prices have come down due to recent raids conducted by the CCP.

## NOREL Animal Nutrition holds successful poultry seminars in Asia

More than 500 delegates attended the series of seminars "Maintaining the intestinal integrity and improving broiler and breeder performance through effective control of Salmonella and other Enterobacteria" recently organized by NOREL Animal Nutrition and its local partners in Thailand, Philippines and Indonesia.

The largest crowd was seen in

farms and feeds. Last but not least, in Jakarta (Indonesia), Prof. Drh. Charles Ranga Tabbu from the Gadjah Mada University of Veterinary Studies, Yogyakarta, Indonesia, made a very complete review of the pathogens affecting poultry in the archipelago, and how they can threaten birds but also humans.

The keynote speaker for those



A view of the audience in Thailand

Thailand, where Dr. Jiroj Sasipreeyajan, Professor of Avian Medicine at the Faculty of Veterinary Science, Chulalongkorn University (Thailand), focused his speech on the consequences, at the farm and consumer levels, of infection with different strains of Salmonella. In Manila (Philippines), the audience could listen to a very interesting presentation from Dr. Mildred Padilla, Professor at University of the Philippines Los Banos, Department of Veterinary Paraclinical Sciences, College of Veterinary Medicine. Dr. Padilla reviewed the different food borne diseases encountered in the Philippines and also discussed surveys made in the country on the incidence of pathogens in

seminars was British poultry veterinarian Dr. Nigel Horrox, a prominent consultant in the poultry industry. In his presentation, he explained that control of pathogens on the farm should be centred around increasing the bird's resistance to infection (vaccination), stopping its introduction via the feed (e.g. acid treatments) or other routes (biosecurity) and minimising the stresses birds encounter, as stressed birds are more prone to infections. When it came to biosecurity he stressed the importance of only letting on to the farm those things that are essential for the operation of the farm and in such cases management should see what can be done to eliminate or, failing this, reduce the risk of such items introducing pathogens. He likened the various components of biosecurity to a chain in that biosecurity is only 'as good as the weakest link in a chain'. Nigel concluded by looking at various facets of biosecurity including people, vehicles, wild birds, vermin, lizards, insects, bedding materials, water supply and equipment going on to the farm and what could be done to eliminate or lessen the risks that these present to the flock. He stressed the importance of making the poultry houses and the areas around them unattractive for vermin, wild birds, lizards and insects.

Finally, Mathieu Cortyl, Manager Asia Pacific for NOREL Animal Nutrition, focused his talk around the importance of gut health and integrity. Delivering the best feed makes sense only if it is correctly digested and absorbed, and if pathogens are correctly controlled. A review of feed additives that can help in this respect was made with a focus on organic acids including sodium butyrate (GUSTOR) and probiotics like ECOBIOL. Their benefits at gut level and the positive consequences for the producer were reviewed. Trial data with economical calculations were presented.

If you need more information feel free to contact Mathieu Cortyl, [mcortyl@norel.es](mailto:mcortyl@norel.es)

## Third International Exhibition For the Production & Management of Poultry & Livestock



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## India's Poultry Industry Outlook is Bright

INDIA - The country's poultry industry has been through hard times but stakeholders are looking ahead with optimism.

After going through a trying period, the poultry sector is now on a roll. The price of an egg has stabilised around 2.75 rupees (INR), while broiler producers are witnessing good profits.

Broiler producers were, in particular, affected last year due to a variety of reasons, including the Kerala government's decision to slap a higher value-added tax on poultry products import. It hurt even established players in the sector.

All that seems to have gone-by now with the producers move, in particular, to cut production in the wake of fall in demand last year paying off. For example, live birds are quoting at INR60 per kilo, higher than the production cost of INR45.

Not just that, farmers are getting huge orders for growing birds.

The poultry industry is showing promise. The INR400-billion plus industry has transformed itself from a mere backyard agricultural activity to a profitable, dynamic commercial industry.

One of the fastest growing segments of Indian agricultural sector, its growth is driven by an increasing urban population, a growing middle-class with increasing per capita and disposable income apart from rising cereal prices and stable poultry prices.

Companies such as Venky's India, Srinivasa Hatcheries, SKM Eggs and Hester Biosciences are the ones that could benefit investors. A word of caution, however, is that these companies' fortunes are linked to the poultry prices and industry.

According to the available data, India, with a poultry population of 489 million and estimated more than 532 billion eggs production, ranks among the top three countries in egg production in the world. While the production of agricultural crops has been rising at 1.5 to 2.0 per cent a year, the broiler production is growing at the rate of nearly eight to 10 per cent every year and growth in production of poultry/chicken meat increased from mere 0.12 million tonnes

in 1981 to 2.2 million tonnes presently. The annual per-capita availability of eggs and chicken meat has also increased from a mere 10 eggs and 146g in 1970s to around 43 eggs and 1.6kg respectively and is set to double by 2015.

The changing eating habits and growth of fast-food outlets and quick-service restaurants speak highly in favour of improvement in levels of poultry production over the next many years.

The poultry industry has suffered major losses with problems such as bird flu, spiralling costs of feed materials such as maize and soya because of low production. Going by the Met Dept outlook of good monsoon this year and with the crop cycle improving for these crops coupled with a rationalisation of prices, this industry holds promise although a word of caution that though livestock is an industry where diseases such as avian flu can mar the best laid plans.

With the prices of pulses, a cheap source of protein, ruling high, consumers are now turning to poultry for their health needs. The sector will stand to gain as long as this trend continues.

Hyderabad-based Srinivasa Hatcheries was in the red last year due to a spurt in rising input costs and avian flu threat. However, this year it has bounced back with a PAT of INR79 million for nine months, as against a loss of INR6.8 million in the corresponding period of previous year.

A fully export-orientated unit with its base in Erode, the company manufactures egg powders for the confectionery and fast-food segments. As an EOU, the biggest risk associated with SKM these days is the currency fluctuation.

It is currently ruling at INR18.60 posting a 3.3 per cent gain over previous day's close. Although billed as the most prominent player in the egg powder segment across the country, there is no word of dividend.

The Ahmedabad-based poultry vaccines manufacturer has shown a good performance over the years. Although its sales dropped in financial year 2008-09 on low demand as poultry units slashed their production owing to sluggish demand, Hester should be able to do well in the coming days on the impending growth in poultry industry.

## Bangladesh Reports One New HPAI Outbreak

BANGLADESH - Bangladesh has reported a new outbreak of highly pathogenic avian influenza (HPAI) in birds.

The World Organisation for Animal Health (OIE) received follow-up report no. 25 on June 1 The country first observed the presence of bird flu type H5N1 on February 5, 2007 and confirmed on 22 March of the same year.

According to the report, there were 332 cases of HPAI and 5621 of the birds were found susceptible. 5289 were destroyed.

The source of the outbreak is still unknown.

India's Poultry Industry Outlook is Bright

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The source of the outbreak is still unknown.

## Farmers Call for Urgent Government Support

BANGLADESH - Unethical behaviour by businessmen has been blamed for the near-collapse of the country's poultry industry.

This week, central and local leaders of Bangladesh Poultry Industries Association (BPIA) and National Council to Protect Poultry Farms of Bangladesh (NCPFFB) urged the government to take effective steps including special budgetary allocation of 30 billion taka (BDT) for further growth of the country's potential poultry industry.

Addressing a press conference, they said that several crucial problems created artificially and also lack of pragmatic policy support have been threatening the very existence of the poultry sector in the country.

BPIA Mymensingh district unit and NCPFFB jointly organised the press conference at the local Press Club, saying that the sector is now on the verge of collapse due to unethical business by a section of the businessmen. NCPFFB General Secretary Khandaker Mohammad Mohsin, district unit President of BPIA Md. Raiqul Islam Talukder, General Secretary Md. Kamal Pasha, Organizing Secretary A.T.M. Moniruzzaman, Netrokona district unit President Rizvi Khalid Khan Titu and Jamalpur district unit President Dr A.F.M. Shahan Shah addressed the press

conference.

The leaders said though the sector has significant contribution to the national economy generating huge employment, it is now on the verge of collapse as unscrupulous businessmen are making huge money by taking advantages of absence of effective trade regulations and market monitoring in the sector.

They alleged that the companies involved in producing day-old chicks, poultry feed and medicines have been making profit ranging from 100 to 300 per cent and at the same time producing adulterated poultry feed and medicines that causes enormous financial losses to small- and medium-scale farm owners.

They also urged the government to allocate BDT30 billion in the next budget for providing soft term loans for the farm owners, BDT2 billion to set up biogas plants at prospective places, the setting up of a Bangladesh Standard and Testing Institution (BSTI) and activation of the current one, a ban on the import of all chicks, eggs and chicken meat and finally, the formulation of a comprehensive action plan to fight bird flu.

The leaders said thousands of poultry industry owners are ready to make the government's 'One home - one farm' programme a success and help materialize the charter of change if pragmatic steps are taken for healthy survival and steady growth of this sector.

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## Poultry Sector Wants Insurance Coverage

BANGLADESH - Poultry industry operators have urged the government to introduce insurance scheme to protect farmers in the sector from losses in the wake of avian influenza.

They said the government should include poultry insurance in its plan for an agriculture insurance scheme proposed in the new budget.

However, the government has taken steps to introduce agriculture insurance to provide farmers with crop price support in case of crop failures due to natural disasters.

The poultry industry leaders do not need price support but a policy guideline to encourage insurance companies to introduce poultry insurance.

Poultry insurance will help improve quality management practices and encourage new investment in the sector, the operators said.

"We expect the poultry insurance to be part of the agriculture insurance scheme," said Kazi Zahedul Hasan, president of Breeders' Association of Bangladesh, a body of about 50 poultry breeders.

The poultry insurance is necessary to offset the losses caused by disasters such

as avian influenza, said Mr Hasan, also managing director of a leading poultry breeder, Kazi Farms Ltd.

The poultry stakeholders make their plea as the attack of avian influenza continues to bleed the sector, causing a loss of investments and jobs. The disease is claimed to have caused a loss of about Tk 5,000 crore since the outbreak in early 2007.

According to the statistics of Bangladesh Poultry Industries Association, the first wave of the bird flu outbreak forced nearly 40 percent out of 150,000 farms to quit production, winding up direct and indirect jobs of around 20 lakh people.

"We have seen that the farmers just become bankrupt in a night because of the death of the birds in avian flu attack," said Moshir Rahman, managing director of Paragon Group, another leading poultry breeder.

He said many farmers run business by procuring chicks and feed on credit. "If insurance coverage is extended to the farmers, they will be able to repay the debts and won't need to quit the business," he said.

## Chicken Shortage Marginal and Temporary, Says Association

SRI LANKA - The country's poultry association has asked the government not to import more chicken to meet what it describes as a marginal and temporary shortage.

The All-Island Poultry Association had urged the Cooperative and Internal Trade Minister, Johnston Fernando, not to import chicken to fill the shortage in the market as it would affect the local poultry industry of Sri Lanka.

Speaking to the media, the Association chairman, Dr D.D. Wanasinghe, said the main cause for the current marginal shortage of chicken in the market was due to the high demand in the previous month with festivities and elections.

"The minister has asked from us the statistics of poultry breeding in the market currently and will take a decision on importing chicken after the report was submitted to him; the report will be ready

by week's time," Dr Wanasinghe said.

He also observed the marginal shortage was also due to elections, which saw an increase in social events. He explained that chicken is a favourite dish at social functions and during festive seasons, and added that marginal shortage of chicken at the moment was due to this reason.

"The opening of the North and the East has seen many restaurants and cafes opening in those areas and the demand for chicken consumption keeps on increasing," he said.

Dr Wanasinghe criticised the Consumer Affairs Authority for being harsh on local poultry breeding as the fixed price on chicken has not increased since September 2008, and this is leading some local poultry breeders to close down due to the production costs being higher than the selling price, he concluded.

## PAKISTAN - Value added tax (VAT) would cause poultry prices to rise, warns the industry association chairman.

Chairman Pakistan Poultry Association (PPA) Raza Mehmood Khursand has said that the levying of value-added tax (VAT) on the poultry sector would increase the cost of poultry products.

He said increase in the cost would be at least 20 per cent after the imposition of VAT. He said poultry farmers were at a loss as far as VAT is concerned because the selling prices were not governed by the cost of production, adding that retail prices are controlled by the demand and supply of the products.

He said NOC fee was already exempted by the government and

demanding the licence fee and other charges to be reduced. He demanded that development charges be fixed at 500 rupees (PKR) per acre. He further requested that building plan fees and 'malba fee' on poultry farms should also be exempted.

Mr Khursand also requested the government to exempt the poultry farms from property tax, as poultry farming was a part of agriculture sector. He urged the government to review all the taxes imposed on the poultry farmers.

Other poultry farmers and members of PPA including Abdul Basit, Abdul Haiy, Rai Mansab Ali Kharl, and Dr Mustafa Kamal were also present.

## Farmers urged to take up poultry farming

MANGALORE: A one-day training programme on poultry farming organised by directorate of extension, Karnataka Veterinary and Fisheries Sciences University, Bidar at Panaje, Puttur last week introduced farmers to the lucrative area of poultry farming. Inaugurating the programme, H Shivananda Murthy, Director of Extension, KVAFSU, Bidar urged the farmers to take up poultry farming, which he said is lucrative.

The university has developed an improved variety called "Swarnadhara", which yields 180 to 200 eggs per year besides producing high yield of meat. Likewise, "Giriraja" variety developed by University of Agricultural Sciences, Bangalore also holds great promise. In view of the successful contract farming in the state, farmers should take advantage of the assured returns with the help of college and animal husbandry department, he said.

Ramesh Bhat, Director, SKADS and K V Halagappa, Deputy Director of Animal Husbandry, DK who explained the different stages of poultry farming, emphasised on the fact that there is great scope for poultry farming in the district. Dayanand Adyar, president of Karnataka State Co-operative Poultry Farmers Union presided over the function and offered all help to the entrepreneurs, who took up poultry farming.


Dayanand assured the 64 farmers


who attended the training that the union would extend lower interest rate loans to them. In view of the ban on cow slaughter




in the state, the demand for poultry meat has increased. The price of broiler variety of chicken, which used to cost Rs 50/kg few years ago, is now commanding a price of Rs 90/kg. Farmers should cash in on this changed scenario, Dayanand noted.

Four resource persons from department of animal husbandry and veterinary science delivered guest lectures on poultry farming, feed and disease management. A film showing modern techniques of poultry farming was screened. Farmers were taken for a visit to a nearby poultry farm. S M Shivaprakash, head, extension education wing of College Fisheries, Mangalore welcomed the gathering.

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## Call for Papers: FIAAP 2011, May 4, 2011, Cologne, Germany



Honolulu, Hawaii – June 16, 2010: An integral part of FIAAP 2011, part of Victam 2011, will be the FIAAP Conference. The European feed sector is increasingly subject to the political, economic and social forces that are shaping food and agriculture, such as raw material availability and price, environmental impact of both manufacturing and livestock production and consumer safety. Careful ingredient selection and formulation and the skilful application of appropriate feed additives have

never been more crucial for meeting the primary objectives of feed production: food and feed safety, nutritional excellence, and of course, profitability. The FIAAP Conference 2011 will provide insight into market direction, innovative solutions for optimizing available raw materials, functional ingredients for animal health, environmental impact and the manipulation of finished animal products, and feed additives for physical quality and food chain safety. Papers are

invited from qualified presenters in the following subject areas, as they relate to the animal feed industry:

- ? measures to ensure feed and food safety and hygiene,
- ? novel raw materials,
- ? ingredients for animal health and nutrition,
- ? feed and ingredient treatments and pelleting additives,
- ? ingredients for improved finished animal product attributes,
- ? formulation optimization,
- ? raw material quality and availability,
- ? regulation, consumer attitudes, market trends,

As in all sectors of the food chain, safety and hygiene and sustainability are key issues.

Presentations that address these concerns are strongly encouraged.

Please visit the conference website: [www.feedconferences.com](http://www.feedconferences.com) and click on CALL FOR PAPERS on the FIAAP Conference 2011 page for more information.

## India, Bangladesh to set up border haats' for trade

To boost local business and trade between the two neighbour countries, India and Bangladesh will soon set up 'HAATS' (Commercial Markets) along their international border in the northeast sector, senior officials said here on Monday, June 21, 2010.

On India Bangladesh Trade Summit, It has been decided by senior officials and traders that Two 'border haats' would be set up along the Indo-Bangla border in Meghalaya while eight such 'haats' would be established along Tripura's border with Bangladesh.

'The first 'border haat' is expected to be opened in the next two months along the Meghalaya border in West Garo Hills,' said India-Bangladesh Chamber of Commerce and Industry (IBCCI) president Abdul Matlub Ahmad.

Addressing the summit, Tripura Chief Minister Manik Sarkar said: 'Northeast India with a population of 43 million and market size of about \$20 billion offers an attractive opportunity to Bangladesh.'

'Northeast India has rich natural resources like various horticultural and plantation crops, including rubber, which could be of interest to Bangladesh,' he added.

Locally produced agriculture and horticulture commodities and products including, spices, minor forest products excluding timber, fresh and dry fish, dairy, fishery and poultry products, products of cottage industries, wooden furniture and cane products, handloom and handicraft items besides materials useful for farmers would be traded in these so called 'Haats'.

The 'Haats' would operate within 1.5 km radius of both sides of the border under close supervision of the border guards and customs officials of both the countries.

These 'border haats,' which came to a halt post-partition, resumed after a few years and stopped again after the 1971

Bangladesh liberation war.

Four northeastern states - Tripura, Meghalaya, Mizoram and Assam - share a 1,880 km border with Bangladesh, while India and Bhutan share a 643 km unfenced border.

The Tripura chief minister said that at present Bangladesh has a larger volume of trade with China as compared to India.

'There is no reason why India cannot become the largest trading partner of Bangladesh, if the process of cooperation under SAFTA (South Asian Free Trade Agreement) is further intensified and all the barriers to trade and investment are removed,' he said.

'Most important cities of Bangladesh, including Dhaka, Chittagong, Sylhet and Comilla, are within 15 km of the northeast borders and towns,' he stated.

The summit was organised by the Rajasthan-based Consumer Unity and Trust Society (CUTS) to boost and highlight the opportunities of increasing trade between India and Bangladesh focusing the northeast.

Stressing the urgent need to establish air connectivity between Bangladesh and the northeastern states of India, Sarkar said: 'The 'Maitree' Express train service which runs between Kolkata and Dhaka should also be extended upto Akhaurah railway station near Agartala.'

Speaking about Tripura, he said that with a population of about 3.5 million, the state is also 'a fairly large market of the size of about \$2 billion'.

'If the union government agrees, Tripura can supply power to Bangladesh from its upcoming two mega power projects (740 MW in south Tripura and 104 MW in west Tripura), which would start generating power within the next few years.'

The official trade between Tripura and Bangladesh has increased more than three times in the last three years and was about Rs.150 crore during the last fiscal (2009-10).

### Calendar of Event

#### August 2010

20-21-22, August, 2010  
Palace Ground,  
Bangalore, India



#### October 2010

20-22 October  
Accra Ghana, Africa



#### November 2010

24-26, November  
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## How To Manage Disease & Environmental Challenges:

Dr. D. Chandrasekaran



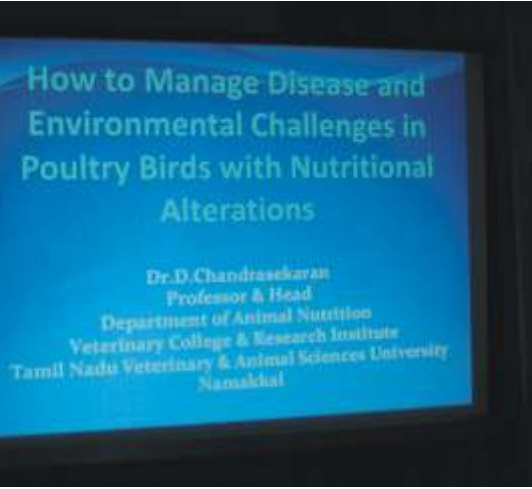
Dr. D. Chandrasekaran, Professor & Head, Department of Animal Nutrition, Veterinary College & Research Institute, Tamil Nadu; Veterinary & Animal Sciences University, Namakkal; gave a detailed and very useful information in a seminar held at Hotel Nirula, Panipat (Haryana) while at an inaugural function of launching of Poultry Feed by Ayurvet, a company dealing in animal feed and organic medicines for livestock and poultry.

Dr. Chandrasekaran while giving details in the seminar which was attended by more than 110 poultry farmers, feed distributors, Doctors, Consultants and media people, advised how with Nutritional Alterations, the poultry farmers could manage Disease and Environmental Challenges in the birds.

"In chick growers, Pre-Layers and Layers up to 30 weeks- 100 mg of Vitamin E; Broilers Pre Starters-100 mg; Starters-75 mg and Finisher- 50mg per kg Feed and selenium one gram per tonne of feed

is required to increase the nutrition, Immuno-boosters; the nutritional value to make the bird self dependent to manage Diseases," Dr. Chandrasekaran stated.

"Giving definition of challenges, which were caused by us, due to



Colibacillosis and CRD etc., resulting in sudden outbreaks, sub-optimal performance and moreover, feed was blamed even though it could not be confirmed and specific lesions were seen of and on with suspected micronutrient deficiency seen.

Referring to Namakkal, Dr. Chandrasekaran stated that there we created a Disease Surveillance program in which we used to check shed & sanitation; Feed Microbial Quality, HI titers for RD which included monitoring 'RD' titer, Last Live Vaccine, Last Mono valent RD killed, Last combined RD Vaccine, Date of sampling for RD serology; HA organs neutralization with R

D autiserum; IB serology which include monitoring IB titre. Last IB vaccine, last mono valent IB inactivated vaccine, Last IB combined vaccine, Kidney HA-neutralization with ND & IB autiserum with prevalence of inter current infection



Dr. D. Chandrasekaran



Dr. Ajeet Bishnoi



environmental stress and due to diseases are the major challenges to be handled," Dr. Chandrasekaran said.

Dr. Chandrasekaran further said that high temperature and humidity, low temperature, Microbial load in the shed; Feed with mycotoxins and microbial load and water quality chemical and microbial were some of the basic factors of making stress in the birds for their ailments, Diseases like RD, WRD, IB, IBD,

like MG, MD, IBD, CIA & Necrotic dermatitis are checked and action taken accordingly.

The lecture was attended by the audience very coolly and carefully, as there was a little bit language problem, but that was managed as Dr. Ajeet Bishnoi was told to interpret the dialogues of Dr. Chandrasekaran in the local language for the benefit of poultry farmers.

## BIOMIN Appointed C&F Agent in Kolkata



Dr. K.N. Ravindran, CEO, BIOMIN exchanging Agreement documents with Dr. Trideb Chatterjee.

appointed M/s. Stats Speciality Solutions Pvt Ltd, Kolkata as their new C&F for Eastern Region. Dr. Ravindran the Chief Operating Officer of BIOMIN INDIA told that the demand for BIOMIN Products is in upward trend and also the number of customers using BIOMIN Products is increasing across the country. So for BIOMIN was catering their customer needs from



Chennai and now to satisfy their customers for timely and effective supply signed contract with M/s. Stats Speciality products as C&F to supply the products to customers of West Bengal, Bihar, Jharkhand and North Eastern States.

Dr. Trideb Chatterjee, Director M/s. Stats Speciality Products Kolkata said that the association with BIOMIN will benefit both mutually and the business will double for both the companies with in two years.

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