



# POULTRY EXPRESS

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 <b>Bentoli AgriNutrition</b> Addresses Current Issues of Layer Farmers in North India	 <b>VIV-INDIA</b> Expo Launched	 <b>CLFMA of India at VIV ASIA 2009</b>	 Export from India; Negligible on World Map: <b>Ricky Thaper</b>	 <b>VIV ASIA</b> EXPO At Bangkok Concluded:	 <b>MESSAGES</b>
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## Is There Any Utility Of So Many Poultry, Livestock and Aqua Shows Organized by Foreign Companies in India ??

Rakesh Bhardwaj

Are the Poultry industry farmers in India earning so huge an income that they could bear huge losses due to 'Bird Flu Impact' OR supply their produce in the market below cost price OR are they wasting their hard earned money by participating in foreign expos held in India without getting any tangible good results?

The answer of all the above three questions is a Big ZERO.

Then why Indian Poultry industry and market is targeted by foreign nationals competing to get hold of share of Indian Poultry Industry knowing fully that they will incur losses and they have to reimburse the local agents.

AND why the local partners of these foreign nationals, encourage Poultry, Meat, livestock and aqua industry people to exhibit their products in their shows, dependent on these foreign national companies to reimburse their losses incurred by them to run the show?

However, there is a repercussion in the industry, that local agent is working on pick and choose and offered rates as per his own wish, resulting in, the rates being charged from Rs.5, 000 to Rs.1, 00, 000 per stall of 9 square meters; which created a loss to the tune of more than Rs.60 lakh to the organizers in the year 2008 show held in New Delhi.

If the losses are so high then why organizers are interested to exhibit shows one after the other? Why? This is the question in the poultry industry people's mind but without any proper answer.

About four years ago, in the year 2005, India was not even noticed by these foreign nationals as viable clients for their expo shows. Even, in 2009, the scene is same.

However, when some Indians attended show in Bangkok, Thailand in the year 2005; the seed of Indian shows was sown at that time and the first international show was initiated in the year 2006 at Pragati Maidan, New Delhi. And from that day onwards, the foreign nationals started exhibiting their expos in India, without any proper approval from Government of India either directly or through local agents.

The shows exhibited in the year 2006, 2007 and 2008 were reported as good looking shows in the eyes of industry people. However, for business point of views, they were treated as "FLOPSHOWS."

Majority of the exhibitors when asked about comments, were not satisfied with the performance of the local persons or agents of the foreign organizers, it was the main reason of their flops.

But the important point is, that these shows were funded by foreign companies, which are known to be a co-partners of the local agent and they re-imbursed the losses to them without knowing the fact that the losses were either actual or manipulated.

Similarly, when the foreign collaborator of Haryana based local agent decided to exhibit the next show in Hyderabad; which was already announced by them; the local agent, instead of agreeing to, decided to launch another show before their expo to show them they could be in a position to start their own Expo in India. However, their local show was also reportedly a flopped one as far as revenue was concerned.

Another international company's show in November 2007, also proved to be a flop, even though they were assured about show's success as majority of foreign participants were there in the Expo.

Even the current show in August 2008 was also said to be of loss to the tune of more than Rs.60 lakh (six million rupees) which was compensated by the foreign collaborator to Indian agent. However, the losses suffered by the local Indian agent reported to be a manipulation.

Now again, the local agent, right from day one after completion of previous expo,

has started luring poultry, meat, livestock and aqua industry clientele by openly offering discount to the tune of 50 percent, which means that again the discounting system has started which will result in huge losses and the same story of reimbursement from foreign nationals.

On the contrary, the second foreign international party has decided to participate in November 2009. But after getting information that the local association of Equipment Manufacturers will also exhibit on the same dates, they deferred the expo from November 2009 to February 2010 and the venue has been shifted from New Delhi to Bangalore.

Basically our point is not to investigate these stories but to ensure poultry/ meat/ livestock and aqua industry people to become cautious and not to become a scapegoat of these foreign companies.

However, there is a need of a local authoritative agency, which is not based upon egoism in different natured stalwarts of the industry.

But, smelling the need of the hour and adamant style of functioning of foreign national organizers and their local agents in India, a group of manufacturers of

poultry industry equipments gathered and decided to launch a platform for the benefit of poultry people, Indian Poultry Equipment Manufacturers Association by name, widely known as IPEMA, came into existence and started its own expo in comparison with foreign nationals and their local Indian agents.

IPEMA started in 2007 with a small number of 70 exhibitors and in the year 2008, the number increased to 140 with two big halls in the poultry hub of India; Hyderabad; IPEMA-2008 inviting more than 13, 000 visitors, who attended and witnessed the show which was a big thumping success as compared to other foreign nationals events in the same sectors.

IPEMA 2008 show was also a great success and the Exhibitors Advisory Council (EAC) has declared November 2 4, 2009, the dates for its 3rd Expo at the same venue at Hyderabad.

However, both the shows of IPEMA, achieved a great success with enthusiasm as compared to international fairs and expos being organized by foreign nationals.

In IPEMA shows, it was noticed, that local poultry farmers attended these local

Continued on Page 2 >>>

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## EDITORIAL

## Egg Industrialization in Asia Sub-Continent

The world egg production is 60 million tons, out of which 40 million tons come from Asia and nearly 30 million tons come from China alone. Considering Asia as one area we can find that 15 countries making up Asia are quite different from each other, both with regard to culture, religion, wealth, infrastructure and also eating habits.

In this context it may be stated that China is the top egg producer in the globe, whereas India has a third position in the world. But in spite of this position the egg industry is not quite developed and there is major room for industrialization leading to higher efficiency and improved returns. In many countries excluding Japan, fresh eggs are still the main product in the egg industry.

There are only 110 further egg processing factories and laying farms with modern cage systems in E-C housing in all of Asia. Most regions have smaller laying flocks with birds being kept in open houses. Take the instance of China about 76 percent of eggs are collected from smaller back yard farms and other 24 percent of eggs come from commercial farms. Presently highly advanced industrialized farms are showing up now with flocks in the millions.

The current buzz words in the poultry and egg industries around the world are safety and disease prevention, with a big focus on Bird flu (AI), which continues to disrupt the industry putting great strain on an already difficult industry facing tremendous fluctuations. The industry is now facing increasing feed costs, primarily due to the production of bio-fuels made from corn. These farms become increasingly subject to the fluctuations in feed costs and vulnerable to diseases.

Controlling the egg quality has also become very difficult due mainly to the constant use of antibiotics and nitro furans in the feed. The traceability factor has become a national concern and consequently export is suffering much due to safety reason. Printing on each egg with date of lay and a tracking number means it is possible to track the egg backwards to which shed it came from, and thereby determine which batch of feed was used at the time. This further brings about the need to set up controlled environments with individual handling of eggs.

Egg prices fluctuate widely within Asia and the prices are being influenced by factors such as domestic consumption, degree of industrialization, disease prevention and reliance of imported feed. As a result of very low domestic consumption India has the lowest prices of eggs by far. The odd one out is China, which has a large domestic consumption more than 90 percent. But due to extremely large production the costs remain low.

Regulating the shell eggs is the first step towards industrialization. There are very large differences in the level of grading found in Asia, ranging from 0 in a country like Indonesia to being almost a prerequisite in a country like Malaysia. Grading and packing can be done on a large range of machines with different capacities and differing ranges of automatic detection. The egg industry needs a paradigm shift to meet the multiple challenges. Industrialization now dominates every link in the food chain from the manufacture of seed to processing, preparation and packaging for the supermarket shelves and industrial food product manufacturers.

Rakesh Bhardwaj

◀◀ Continued from Page 1

shows for their benefits with great inquisitiveness to increase their knowledge.

Whereas, in the international shows, held in Delhi, local farmers did not come, being a very big city, majority came to see are supposed to be deaf and dumb as compared to big stalwarts of the industry sitting in air-conditioned offices.

Finally, the need of the hour is that these types of expos managed by IPEMA at Hyderabad are the best shows as farmers have a faith in local organizers.

Moreover, instead of different shows and expos which exhibit chaos, people instead of gaining some thing suffer

financial loss which ultimately creates aversion among them for such shows.

However, the major difference between these two styles of Expo is that the local agents of their foreign organizers are least interested with the resultant effect of the show as they are concerned with minting money from these shows.

Whereas, local organizers, basically are all manufacturers of equipments and other poultry related activities are organizing these shows collectively, for the benefit of the industry and its visitors comparatively cheaper by 60 to 70 percent.

Moreover, they work with a motto of "No-Loss-No-Profit" as also for the welfare

## Bentoli AgriNutrition Addresses Current Issues of Layer Farmers in North India



Bentoli AgriNutrition a Globally renowned company in animal nutrition, conducted technical seminar at Panchkula. The seminar was



attended by important consultants and poultry farmers. The objective of these seminar was to discuss on various important issues concerning poultry nutrition and productivity.

Mr. William Robinson, Chairman, Bentoli AgriNutrition, Inc. in his address explaining the vision of the company and its commitment for the farmers.

Dr. Kasula Rajasekhar, Executive Vice President presented the overview of Bentoli AgriNutrition explained the product and service ranges offered by the organization. This was followed by a technical session on

'Nutrition for Improved Productivity in Commercial Layers by Dr. K. R. Gunasekar, Territory Sales Manager South & West India.

The sessions were highly appreciated by the participants as they addressed the current issues of the Layer farmers in the region.

Earlier, in his welcome address, Dr. Sunil Yadav, Territory Sales Manager, North & East India appealed to the delegates for extended support for the growth of Bentoli AgriNutrition India Pvt. Ltd. committed reciprocal relationship. He reiterated the commitment of Bentoli AgriNutrition for providing the best quality products and specialized services to all players in the



poultry industry. The program was followed by informal discussion on various topics covered by the speakers.

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of farmers, exhibitors and visitors of the industry.

They created a milestone against the so called manipulation agents working for foreign nationals illegally without taking any official permission causing revenue loss to the Indian Government.

When one of the local organizers was asked to comment on the issue related to them, they however, delaying the matter for a fortnight and afterwards refused to comment on this issue despite our repeated request. The final answer, which was received, is being published for the readers of Poultry Express.

Forwarded message  
From: Tavinder  
E-mail: advertisement@pixie.co.in  
Date: Mar 3, 2009 4:44 PM  
Subject: Re: Waiting from 25 February onwards  
To: Meghna Sharma  
E-mail: poultryexpress@gmail.com  
Dear Rakesh,  
I am sorry but my company does not bestow me with the authority to divulge such details.  
Thanking You, Tavinder Singh

If such a system, the organizers are adopting, then what sorts of services they are providing and to whom? The answer of this question is to find out by the readers and market people of the livestock industry.

Moreover, Indian companies or agents working for these foreign nationals are alleged to defrauding these foreigners while providing lollipops for their maximum benefits and greater earning. They are said to be not providing any service for the promotion of poultry trade or poultry farmers, rather selling the image of India in the eyes of these innocent foreigners. Poultry industry is suffering because of these expos.

Moreover, the basic drawback in these foreign aided expos is that the foreigners don't have any direct rapport with these poultry farmers, hatchers etc. However, language barrier is also another drawback to them to get a clear cut entry in to these poultry / livestock farmers den.

Even the color and status barrier is also a major part playing in these expos, which created a drawback or failure of these expos as compared to the local one held two times in Hyderabad and gearing itself for the third consecutive time with mad rush gaining ground day by day and the foreign nationals events are going down day by day with total losses accumulated higher from the previous losses and giving a bad to name to the image of our country.

## Calender of Events

## June 2009

11-13 JUNE 2009, AGRITEX 2009

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25-27 JUNE 2009, VIV TURKEY 2009

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34349 Besiktas, ISTANBUL  
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E-Mail: info@hkf-fairs.com; Web: www.hkf-fairs.com

## July 2009

2-4 JULY 2009, AGRENA 2009

11th International Exhibition for the Management & Production of Poultry & Livestock  
Venue: Cairo International Conference Center (CICC)  
City/ Country: Cairo, Egypt  
Contact: MAARC Services; Mobile: +91-93158-83669  
Email: maarcservices@gmail.com

2-4 July 2009, ILDEX INDIA 2009

ITPO Pragati Maidan, New Delhi, INDIA  
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## VIV- INDIA Expo Launched

After dilly-dally two expo shows of ILDEX during the last three years in India and it is still struggling for its survival, another international company has come forward with great fanfare to announce its



VIV India show in Livestock sector at Bangalore scheduled to start on February 1- 3, 2010.

VNU Exhibitions Company, the promoter of VIV India, which is already having its presence in Europe, Russia, China, Bangkok and Turkey has launched its second show in India this time with a changed venue from Delhi to Bangalore.

From April 14, 2009 onwards, VIV India started its programme of discussions from Bangalore followed by Delhi and Mumbai cities with reputed companies and their heads for promotion of their expo.

Highlighting the previous achievements of VIV India held in 2007, Ruwan Berculo stated it was a total of 3339 trade visitors including 577 International and 115 exhibitors from 23 countries.

Giving details of the present venue, Ruwan Berculo, Project Manager, VIV Asia Pacific said that first time in India they put their expo in New Delhi. But this time, the venue was changed to Bangalore due to its being a focal point with good connectivity to all Southern States of India.

Moreover, in South India, which is a major poultry hub having more than 60 percent poultry market in Gujarat, Maharashtra and Karnataka are the upcoming dairy farming states with majority of coastal sea area for aqua clientage, Bangalore was selected.

Mr. Berculo further said that Bangalore was centrally located in the Southern part of India, catering to the need of all coastal areas of the country and that's why they decided to launch their event from that city only.

Further the infrastructure such as hotels, business parks, fun centers, the garden city would be having a good space to cater to the needs of the coming visitors from every nook and corner of the country and even from abroad, Ruwan confirmed.

Mr. Berculo also stated that CLFMA of India and Inter Ads Exhibition would be the active sponsors for VIV India shows and he specifically lauded their efforts for promoting the event in India.

Similar launching shows were organized in Delhi and Mumbai where many exhibitors and media actively participated to make the launching a success.

### Poultry Express Team

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Reporter :	Raghav Kumar
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## Technical Seminar Organized By Expert Bio-Products at Coimbatore:

A technical seminar on March 20, was organized by the poultry division of Experts Bio-Products at Hotel 'The Residency' of Coimbatore in Tamil Nadu, which was attended by 50 leading consultants, poultry farmers, Integrators and trade channel associates to discuss various important issues concerning "Effective & Successful Feed Manufacturing Practices" and to provide information on the company's brands.

Dr. A. Natarajan, Associate Professor, AFAQCL, Veterinary College & Research Institute, Namakkal was the key speaker of the seminar.

The unit head, Mr. Sunil Chawla during his welcome address briefed that Expert Bio-Products (EBP) has build a global business dedicated to satisfying the needs of the poultry and livestock nutrition industries.

Mr. Chawla briefed the company's vision, key achievements and reiterated its commitment to provide best quality products through the GMP certified manufacturing facilities at Derrabassi in Punjab.

Dr. A. Natarajan, Associate Professor, AFAQCL, Veterinary College and Research Institute, Namakkal delivered a guest lecture on feed management and briefed about importance of managing the material, machine and men to produce quality feed in a cost effective manner. He also addressed the problems of farmers and feed millers during the open session.

Business Development Manager, Dr. Ajmer Singh gave the corporate presentation of EBP and its products. He introduced the parent company in Switzerland and briefed about the presence of group companies in Italy, France, USA and India. He also briefed about portfolio of the company in the poultry segment.

Dr. Manoj Bharti, Technical Manager gave a detailed technical presentation on different leading brands and updated the users with new information and the results of the research studies and in his presentation, he emphasized upon the uniqueness of these products.

Dr. Kannan, Assistant Professor, Department of Poultry Science, Veterinary College and Research Institute, Namakkal briefed about the results of the trials conducted by their department for fibrafid Avi.

In his presentation, he highlighted the improved weight, better FCR, better immune status, better livability and productivity of the

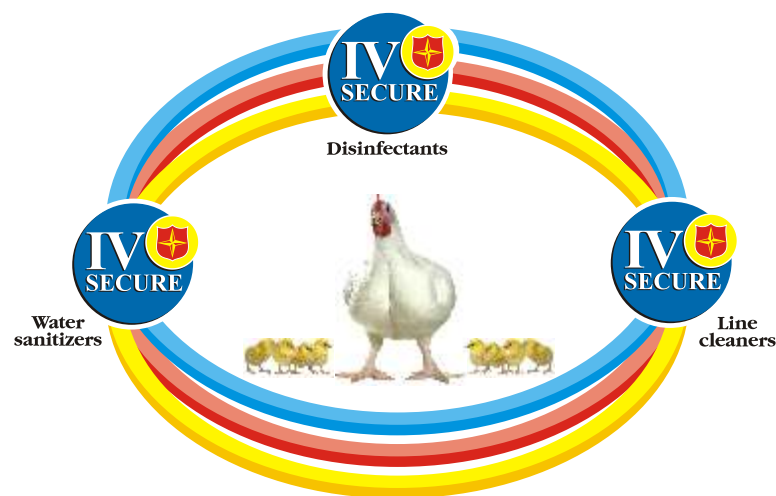
flock treated with fibrafid Avi as compared with other leading brands of antibiotic growth promoters, acidifier and emulsifier.

He also highlighted the important aspect of positive changes in the group treated with Fibrafid as compared to the other treatments which ensures a good productivity with the use of fibrafid Avi in poultry.

The technical interaction was well supported by the company brochures and literatures and ended with vote of thanks by Mr. R. Ramkuttu, Managing Director, Niswin Enterprises.

The meeting ended with a few unforgettable suggestions and appreciations from farmers.

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## SRCC Meeting for Poultry Development Held at Bangalore

Southern Regional Coordination Committee Meeting for Poultry Development was held at Central Poultry Development Organization (CPDO) at Hessarghatta, Bangalore on March 26, 2009 under the Chairmanship of Dr. N. Rajeshwar Rao, vice-chancellor of Karnataka Veterinary and Animal & Fisheries Sciences University was the chief guest.

Sixteen members of the coordination committee from Karnataka, Andhra Pradesh and Kerala also attended the meeting, which was inaugurated by Prof. R.N. Srinivasa Gowda who narrated the present status of poultry industry in India particularly of rural poultry development.

Dr. Sangeetha Mehra briefed about the role of NABARD.

In the afternoon, technical session was organized with the presentations from

representative officers of the states of Andhra Pradesh, Karnataka, Kerala and Tamil Nadu briefing on present status of Central sector Schemes "Assistance to State Poultry Farms" which was given for developing infrastructure for rural poultry development in their state farms.

The technical session gave an opportunity for exchange of information among the southern states for better implementation of the scheme.

Prof. Narasimhamurthy briefed the importance of Government organizations including universities in developing and multiplication of rural poultry varieties with diversification.

The delegates were taken out for field visits to get an exposure of activities at CPDO (SR) and demonstration were given at chicken, Turkey, Duck & EMU production units with briefing about

hatchery and feed mill operations.

Dr. N. Rajeshwar Rao, Director CPDO (SR) assured to conduct such meetings at regular intervals for the benefits of poultry development in Southern States of India.

Godrej Tyson Look To Enter Ready-To-Eat Segment:

Bringing in the Tyson brand and its portfolio of products that include chicken strips and nuggets in the ready-to-eat segment is also a strong possibility being explored by Godrej Tyson Foods, the 49:51 joint venture company formed a year ago.

"The ready-to-cook segment is possibly growing faster than the ready-to-eat segment today. But like all nascent markets there is transition from raw to packaged ready-to-eat food. Today, we already have a range of finger foods under the Yummiez brand and intend entering the ready-to-eat segment as well,"

stated Mr. Malik Sadiq, Chief Executive Officer of Godrej Tyson Foods.

"The ready-to-eat segment is a far younger market than the ready-to-cook segment. But we plan to enter this market within a year. The products will be made to cater to Indian taste," claims Mr. Sadiq.

Further segmentation within its foods portfolio is also envisaged with region and age-specific items planned in the future. "There will be different kind of segmentation within our portfolio. There could be more regional brands as well as different foods to cater to kids and adults," he added.

Having entered the ready-to-cook segment under its Yummiez brand, the integrated poultry company is now poised to make a foray into the nascent ready-to-eat category in the near future.

## CLFMA of India at VIV ASIA 2009



VIV is the global brand for trade shows and conferences organised for the animal husbandry and processing markets for meat, eggs, fish-shrimp and milk. VIV Asia 2009 was held at BITEC, Bangkok from 11 to 13 March 2009, where more than 550 exhibitors from 39 countries participated in the show. "Eggs" was the special theme of the show. Aquaculture section was included for the first time in VIV Show.

CLFMA OF INDIA had a booth which was appreciated by visitors. Mr. C. V. Rao, Chairman, Mr. Bharat Tandon, Ex. Chairman, Dr. P. N. Narkhede, Dr. Dinesh Bhosale, Dr. P. G. Phalke, Dr. P. P. Vitkar, and Dr. S. S. Chhabra represented CLFMA at the booth. About 400 Indian and 200 foreign delegates visited the stall. VIV



Asia Expo proved to be a very good platform for CLFMA in becoming globally visible now. With the grand success at Beijing and Bangkok, CLFMA has decided to support the VIV INDIA 2010 at Bangalore, which is scheduled to be held from February 1 to 3, 2010

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## Export from India on World Map is Negligible Despite Its Position As No. 4 & 5 in Egg & Broiler Production: Ricky Thaper

"Major constraints for export from India of broiler meat are Lack of export driven chicken processing plants; Viral out break threats;



Limited support from Government for livestock sector; High cost of logistics/transport; Poor infrastructure of cold storages and Increase in cost of soybean meal and corn feed ingredients mainly due to export."

This was narrated in an exclusive interview by the Consultant of American Soybean Association and Treasurer Poultry Federation of India to the Editor of Poultry Express, while discussing the problems faced by the exporters of India while competing in the world market.

Being the Treasurer of Poultry Federation of India commonly known as PFI, Mr. Ricky Thaper

was on a move to visit the poultry farmers in Haryana state while discussing the parameters for the benefit of farmers.

Mr. Thaper disclosed that being worth more than Rs.200,000 million poultry industry of India, it is growing annually at seven to eight percent, in which growth of broiler segment is above 11 percent and layer with little above five percent, contributing eight percent of the value of livestock and 25 percent of total agriculture products.

While discussing and providing details about the layer part, Mr. Thaper told that with 48 billion number of eggs per annum, India is rated as fourth largest egg producer in the world. Moreover, the business of layer market is of more than 100 billion rupees providing employment to around two million people directly or indirectly. Besides, per capita consumption in India was only around 20 to 21 percent as compared to European Union or the United States consumption of eggs, which is around 230 eggs per person per annum, he added.

Comparing the ranking and percentage share of India's export, Ricky Thaper was disturbed as with total daily production of 150 million eggs meagerly four percent were exported from India to Oman, Kuwait, UAE, Angola, Qatar, Bahrain, which is negligible as

compared to European Union, United States and Brazil competitors. He categorically confirmed that out of total export of rupees 3,160 million in 2006-07, around 90 percent of egg export was from South India.

Speaking on the export of eggs, Mr. Thaper said that Egg price remained volatile throughout the year with increasing poultry feed cost due to its export; threat of viral out break; Poor infrastructure and lack of storage facilities; High taxes on egg powder including State Sales Tax 10 percent, Inter State Sales Tax 4 percent and Excise Duty 12.5 percent which were the main constraints for export, despite the fact that India is number four in production. Moreover, the fact is that no out break of bird flu was seen in South India but the export from that part is highly affected due to the havoc of bird flu in that zone, he alleged.

Mr. Thaper was more concerned about the broiler meat exports from India as India is ranked fifth broiler producer in the world. Total broiler meat production is 2.3 million tonnes per annum. Cost of production of broiler meat is second lowest in the world after Brazil, but still the export of broiler is negligible and other countries dominated 11 times higher than India including countries

like USA, China, Brazil and European Union. Even consumption of broiler meat per capita in India is very low and is only 2.4 kilogram per person per annum. Per capita consumption of broiler meat has grown at 10% in last 15 years and this growth is likely to continue, he added.

Speaking on the feed part, Ricky Thaper told Poultry Express that total feed consumption in poultry is around 15 million metric ton with estimated value Rs.150,000 million (15 billion rupees) and the volatility in feed ingredients prices has been hitting poultry farmers hard putting pressure on their margins.

According to Ricky, soybean meal prices have risen from Rs.13,000 per tonne in October 2008 to Rs.21,000 per tonne. The cost of feed, which comprises of around 70 percent of the total cost of production of eggs and chicken and is mainly consists of soybean meal, corn, supplements which are now selling at Rs.17,000 per tonne, up from Rs.14,000 per tonne in October.

The PFI has made the representations to Ministry of Agriculture, Government of India to ban export of corn and soybean meal to support poultry industry, Ricky Thaper concluded.

## NECC Appeals For Inclusion of Soya Meal and Corn in the List of Essential Commodities

National Egg Coordination Committee (NECC), the Apex body of poultry farmers of India, has appealed to the Government of India to include Soya meal and corn the most crucial ingredients of poultry feed in the list of essential commodities under the Essential Commodities Act, just like wheat has been brought under the Essential Commodities Act, the same should be done for Corn and Soya, so as to check hoarding and speculation by the traders and to bring the price of these commodities to an affordable level for the poultry farmers.

NECC said that the price of Soya meal, which had softened a couple of months ago to Rs.10,000 to Rs.12,000 per tonne, is now ruling at Rs.21,000 to Rs.23,000 per tonne an increase of almost 100 percent - mainly on account of speculation and anticipated increase in exports. Similarly, the price of corn also increased from Rs.6000 to Rs.6,500 per tonne last year to more than Rs.10000 per tonne.

This unprecedented and unjustifiable increase has happened mainly because of forward trading in corn, speculation and hoarding by traders and Multi-national Companies, and exports. The increase in price due to forward trading has also not benefited the corn and soya bean farmers, as a majority of the corn/soya farmers are small and marginal farmers, who have no holding capacity, and, the grain was sold by them at much lower prices at harvest time, and the price was subsequently jacked up by the traders and speculators taking advantage of forward trading.

As a result of this unjustifiable increase in the cost of feed ingredients, the break-even level for egg production has gone up from Rs 0.90 to Rs.1.00 to Rs.2.25 and that of broilers has gone up from Rs.27 to Rs.28 to Rs.47-48 per kg.

In the absence of a corresponding increase in farm-gate price, thousands of farmers have incurred huge losses. Unable to survive in the face of mounting losses, already 15 percent of the industry - consisting mainly of small and marginal farmers has closed down.

While on one hand the recurring declarations of Bird Flu in backyard farms are hurting the industry, the unprecedented

increase in the cost of essential feed ingredients has wiped out the profit margins of the farmers. The economic health of the industry has become unpredictable, and farmers are desperate and unable to buy the replacement flocks.

Poultry farming plays a vital role in rural employment generation and providing nutrition security, especially among the poorer sections of the population. At the current level of production, poultry sector contributes Rs.450,000 million to the GNP and provides direct and indirect employment to over 3.2 million persons

In addition to this, over 20 million corn farmers and 0.5 million soya bean farmers are also directly dependant on poultry sector, because more than 80 percent of the corn and a substantial share of soya meal produced in the country are consumed by the poultry industry.

If the poultry industry is weakened, not only the 3.2 million people dependant on poultry might lose their livelihood, but even the maize and soya farmers will be severely hurt as the demand for their produce goes down drastically and no amount of exports can compensate for the loss of the huge domestic demand from the poultry industry.

The resultant loss of production of eggs and chicken would push up the retail price of these products, making it unaffordable to the poorer sections among the consumers, and adding further pressure to inflation, which has just recently decreased a bit, from an unacceptably high level.

Eggs and chicken are the cheapest sources of animal protein available to the masses. Alternative sources like mutton and fish are 100 percent costlier than poultry meat, and eggs are often cheaper than many vegetables.

Also, poultry products are the most preferred non-vegetarian food articles in India as beef/pork are unacceptable to large sections of the population due to religious reasons - and account for more than 75 percent of all non-vegetarian food items consumed in our country. Industry analysis indicate that poorer sections of the population like daily wage earners form the bulk of consumers of eggs and chicken and it is this section which will be hurt most if the



retail price goes up.



NECC said that the Government should look into these issues seriously, and considering that poultry farming is an important source of income for over 3.0 million people, and also a vital tool for achieving nutrition security NECC makes a


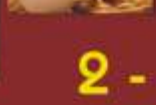
strong appeal to the Government to immediately include Soya meal and corn in the list of essential commodities, and place necessary controls on the volumes of stock holding, and price of these commodities, so as to leave no scope for speculation and hoarding.

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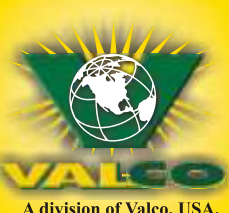
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The XI<sup>th</sup> edition of AGRENA - International Exhibition for the Management & Production of Poultry & Livestock is scheduled for 2<sup>nd</sup> to 4<sup>th</sup> July 2009 in Cairo International Conference Center (CICC), Cairo, Egypt. The Organisers of the exhibition is Crose Fair Organisers, Egypt.

Targeting the flourishing poultry & livestock industry in one of the biggest markets in Middle East, AGRENA 2009

emphasises on giving the possible opportunities to broaden your horizons & to see the latest technology, products and services.

AGRENA is receiving an overwhelming response this year with 70% of the exhibiting space already booked. Participation has been confirmed from UAE, Saudi Arabia, Jordan, Syria, Italy, Spain, Australia, Cyprus, Belgium, China, Germany, Sweden, the

Netherlands, France, USA, India and offcourse Egypt. This year visitors from Saudi Arabia, UAE, Middle East, Sudan, Kenya, Ethiopia, Libya, Algeria, Morocco and many other African countries are expected to benefit from the event.

Last edition of AGRENA featured over 570 exhibiting companies (340 international) and visitors well over 50,000 including 21,500 international visitors.

Organised annually for 3 days, the total exhibition area this year comprises 19,500 m<sup>2</sup> indoor and 2400 m<sup>2</sup> in the open. This increase in exhibition area is from the satisfaction level among the exhibitors with the quality of organization and the new innovations that had been made at last edition in 2008.

Some of the Indian companies who participated in AGRENA over the years are: Ayurvet Ltd., Baader Schulz Lab, Bios Agri Corp, CIPLA Ltd., Gartech Equipment Pvt. Ltd., IPEMA, Paragon Mech, RND Practical Engg., RK Feed Equipments, Vetnex - RFCL, Vijay Raj Equipments, Vital Pharmaceutical, Zeus Biotech Ltd.

Queries regarding participation in the event, please contact our exclusive Indian representative: Mr. Ashish Kala, MAARC Services, Karnal (Haryana) with contact: +91 93158 83669

Email: [maarcservices@gmail.com](mailto:maarcservices@gmail.com)

Website: [www.agrena.net](http://www.agrena.net).

## Poultry Feed Prices Rise Steadily:

The huge fluctuations in the feed prices have been not only impacting poultry farmers but also the feed manufacturers, prompting the Poultry Federation of India (PFI) to renew its call for curb on soy meal exports as it hurts local consumers.

Due to significant rise in soybean meal prices along with anticipation of spike in corn prices because of lower output, poultry feed prices have been rising steadily during the last few months. This in turn could push up local poultry prices, which coupled with the slowdown in demand during summers, could badly hurt the Rs20, 000-crore poultry industry.

According to trade sources, soybean meal prices in Delhi market rose to Rs22, 800 per tonne on Wednesday from Rs13, 000 per tonne in October 2008, a step rise of 60 percent.

Similarly, the prices of corn in Bihar has shown northward trends and is now selling at Rs9, 500 per tonne against Rs7, 000 per tonne prevailing during the same period last year.

Price of poultry feed mainly consisting of soy meal and corn, rose to Rs19, 000 per tonne against Rs14, 000 per tonne six months back.

"The government for the time being can at least withdraw the 10 percent export incentive for the soy meal for providing level playing field for the poultry sector," Ricky Thaper, Treasurer, PFI said.

"The demand of the local poultry industry needs to be met before the soybean meal is allowed to be exported," Rajeev Gupta, Director, Khushboo Feed Mills, Gurgaon based poultry feed manufacturers said. The poultry industry needs about three million tonne of soybean meal annually.

However, Soybean Processors Association (SOPA) said that the export of soy meal from the country during the year would be around four million tonne against the target of five million tonne achieved last year. India, Asia's biggest supplier of soy meal, exported five million tonne of the animal feed last year. India produces around 10 million tonne of soybean annually.

Bihar's flood in 2008 is also impacting the output from the state, which produces around 10 percent of the total production estimated to be around 15 million tonne.

"The corn production is expected to go down this year," Amit Sarogi, executive member, PFI (east zone) said. In Bihar, the corn production is expected to go down from 2.8 million tonne last year to around 1.8 million tonne this year.

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## Indira Gandhi National Open University (IGNOU) Launches Certificate Program in Poultry Farming:

IGNOU Puts Its Eggs In New Basket: Indira Gandhi National Open University (IGNOU) launched a certificate program in Poultry Farming at a countrywide videoconference with most regional directors, staff and resource persons.

Enrolment has started for the program, meant for entrepreneurs, unemployed rural youths, women and farmers.

As per data available and for record, India is the world's third largest producer of eggs; 50.7 billion in 2006-07, next to China and USA.

According to Prof O.P. Mishra, pro-vice-chancellor and in-charge of Educational Development for North East

Regions for IGNOU. "The basics of the program will be poultry breeding and management."

The move would be started from a Regional Director from a northeastern region, where it is most sought after.

Vice-chancellor Prof V.N. Rajasekharan Pillai has asked regional directors to translate the course materials in all local regional languages. "Fees should not be a limitation for any willing learner to pursue the courses of poultry farming." He also advised Regional Directors of IGNOU centers to identify Non-Government Organizations (NGO's) and competent rural people to assign responsibilities of delivering the program.

## New CEO with VETCARE:



The appointment of Dr. Sandeep Karkhanis as the new Chief Executive Officer (CEO) of Vetcare in Bangalore, India with effect from April 1, 2009 was announced.

Dr. Sandeep Karkhanis, succeed Mr. Bharat Tandon, who had been CEO cum Managing Director of Vetcare since its establishment in 1983. However, Dr. Sandeep joined Vetcare in the year 2001 as Marketing Manager.

Vetcare is a manufacturer and exporter of animal health and nutrition products for poultry, dairy and other small animals. Its product range consists of veterinary medicines, feed supplements, premixes and specialties for dairy and pet.

Vetcare was established in 1983, operates five plants in India and currently employs about 450 staff.

## Launch Of Nicometh By Piramal Healthcare Limited at Anand (Gujarat) and Hyderabad (AP)

ANH Division of Piramal Healthcare Limited conducted a launching Meet of "NICOMETH a synthetic methionine replacer" at Hotel Vrindavan, Anand (Gujarat) and Hotel Katriya Hyderabad (Andhra Pradesh) on March 4 & 25, 2009 respectively. The main aim of the event was to share technical information on the cost effective ways of poultry production.

Dr. T. Vallabha Rao, Vice President, Marketing welcomed all the participants. He presented bouquets to Dr. G. Devegowda and Dr. K.S. Prajapati and extended a warm welcome to them as Chief Guest of Honour.

The Vice President stated, "We are continuously engaged in production of commercial form of Vitamin A, which are used in the premixes, customized premixes and pharmaceutical products of food, pharma and feed industry. Our mission is to make a difference to the quality of life by reducing the burden of diseases all over the Globe."

He further said, "We are committed of enhancing value for our customers with quality products and services to meet their changing needs. But now a days cost of feed has tremendously increased due to raw material and certain feed additives prices particularly of the major fluctuation in DL-Methionine (DL-M) prices, which has increased three times. The alternative to

DL-M is need of hour, NICOMETH will provide the best and economical alternative to DL-Methionine," he added.

Dr. K.S. Prajapati, chief guest and well-known poultry consultant in Gujarat has appreciated the innovative concept of NICOMETH. He has given presentation on "Bio-security Measures in poultry with particular focus of Infectious Laryngotrachitis (ILT)."

More than 120 delegates from Breeders and Broiler Industry of Hyderabad and surrounding area participated in launched meet of NICOMETH at Hyderabad on March 25, 2009.

Dr. G. Devegowda was chief guest who is well known poultry consultant in India and

abroad and he gave a technical presentation on "Feed Quality & Feed Processing Two Essentials of Good Poultry Feed."

Dr. Atul Patil, Product Manager, while giving technical presentation described the importance of methionine in Poultry. Methionine mainly is used in protein synthesis and transmethylation function. Out of these functions, protein synthesis function cannot be replaced, but efficient methyle group donors could replace other function.

The team of experts of Piramal Healthcare Limited thanked chief guests for their informative presentation and all the participants for their attendance and active participation.

## BIOMIN: Leading Company In Feed Additives Strengthens Presence in South India:



Biomim, a leading global company focusing on health in Animal Nutrition announced the relocation of its office, warehouse operation and team to Chennai, South India on April 15, this year.

This initiative reinforces Biomim's commitment to India as a Strategic South Asia market for animal feed additives.

The poultry industry of India estimated at Rs125 billion, consumes around 15 million tons of feed valued estimated to Rs15, 000 crore. As per Government of India data, production is estimated around 2.3 million tons of

poultry meat and 47 billion eggs.

"India has one of the largest livestock populations in the world, contributing approximately four percent to the country's GDP and 27 percent to agriculture GDP," said Dr. K.N. Ravindran, CEO, Biomim India.

Mr. Erish Erber, Chairman of Executive Board of Erber AG and CEO of Biomim Asia said, "The vision of Biomim is expressed in the slogan, "We care for health in animal nutrition."

"India holds great promise for the long term and we need a strong leader like Dr. Ravindran and his entire team to help Biomim make the most of this potential," Mr. Robert Nichol, Regional Director of Biomim Asia said.

## VIV ASIA EXPO At Bangkok Concluded:



Prime Minister of Thailand presided over the opening ceremony of VIV ASIA 2009 along with CEO of VNU Exhibitions Europe Mr. Ton Otten and Mr. Rirksmat Sukhum, Vice Chairman of N.C.C. Group, Thailand.

The overall theme of the VIV ASIA 2009 opening conference was the "Impact of the Financial Crisis on the Global Animal Protein Industry."

Project Manager of VNU Exhibition, VIV ASIA-Pacific, Mr. Ruwan Berculo stated, "We saw a strong selection of innovations for poultry, pigs and aquaculture which contributed to the innovative buzz that was clearly present at VIV ASIA 2009."

Despite the economic downturn, VIV ASIA attracted high quality trade professionals with appropriate buying power and exhibitors were pleasantly surprised with their business results and rated VIV ASIA 2009 with a rating of 7.7, Berculo added.

Mr. Gordon Butland, one of the international poultry industry's leading advisors and specialist in poultry financial



Mr. Gordon Butland

beautifully managed by VNU Exhibitions under the command of Project Manager Ruwan Berculo.

The rest of 47 percent was shared among visitors from India, Philippines, Vietnam, Malaysia, Indonesia, China, Pakistan, Bangla Desh, Sri Lanka and many others. The exhibition was rated as 8.1, an all time high by visitors.

India secured the top position of foreign visitors 1, 218 (5.85%) followed by Philippines with 1, 080 (5.18%) visitors; Vietnam with 992 visitors; Malaysia with 889 and Indonesia with 844 visitors. More than 10, 000 visitors from the host country, attended the Expo in Bangkok.

Mr. Apirak Kosayothin, advisor to the



Dr. Orapin Sukpiriyagul



Mr. Prajit Udnoon

matters, was the recipient of "VIV ASIA Poultry Personality Award" winner of the International Poultry Production.

The International Pig Topics VIV ASIA Pig Personality Award went to Dr. Orapin Sukpiriyagul, a Nutritionist and backbone of Thailand's leading agribusinesses, Betagro.

The International Hatchery Practice VIV ASIA Poultry Breeder Personality Award was given to Mr. Prajit Udnoon, who has been active in various Thai Associations and played an important role in bringing evaporative cooling into Thailand.

These awards were established jointly by Nigel Horres of Positive Action Publications and Ruwan Berculo of VNU exhibitions Europe.

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## Plea To Ban Futures in Corn and Soy Meal

The National Egg Coordination Committee (NECC) has appealed to the Centre to ban forward trading in corn and soy meal and channelise the export of these commodities through a designated Government agency immediately.

The NECC has said these measures and a ceiling on the volume of exports were absolutely necessary to ensure availability of these ingredients of poultry feed to farmers at affordable rates.

"The poultry industry has, over the past three years, been facing one crisis after another. Recurring bird flu in backyard farms in some states and unprecedented increase in the cost of corn and soy meal have dampened the prospects of the poultry industry," an NECC release said.

The price of maize has soared from Rs 5,000 to Rs 5,250 a tonne to over Rs 10,000 in some places in the last two years. Soy meal price doubled from Rs12,500 a tonne in December 2008 to Rs25,000 a tonne at present.

The NECC has alleged that this unprecedented increase in the price level was mainly due to forward trading, exports by some large MNCs and speculation by traders.

Due to the steep increase in the price of the feed ingredients, the break even level for egg production rose from Rs1.00 - Rs1.25 last year to Rs2.00 - Rs2.25 at present and that of broilers from Rs30 - Rs32 a kg to Rs42 - Rs45 a kg.

"This concept of forward trading may work in developed countries because agricultural land holdings are huge and farmers have the capacity to hold the grain. Here, an overwhelming majority are small and marginal farmers with hardly any capacity to hold the produce/grain. Forward trading would benefit only traders, speculators and exporters," the NECC said.

## Egg Exports Down by 10.15 Percent at India's Poultry Hub Namakkal

Following the outbreak of Bird Flu in Northeast India, the gulf countries 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 compartmentalization of farms or separate zoning of each state.

Namakkal zone, which is the poultry hub of India, reported a drop of 10.15 percent in egg exports last year compared to the previous year. Data compiled by National Egg Coordination Committee (NECC) showed the region exported 1,098.6 million eggs in 2008-09 against 1,222.8 million eggs in the previous year.

The region, which accounts for 90 percent 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 kilometers 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 Mr K S 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 to be bird flu free on November 4, 2008, an outbreak was reported on November 11, 2008 and therefore the Middle East ban

was more or less present throughout the year," said Mr. VKS Sivakumar, MD, VKS Exports. His company holds a 70 percent market share in egg exports from India.

Namakkal zone was regularly shipping three million eggs to Gulf Countries everyday before the ban. "With newer markets, we could have grown three-fold in egg exports," said Mr 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 A T Venugopal, who is a technical consultant for poultry farmers in India, told ET that the state government should implement a Notifiable Avian Influenza (NAI) free establishment within Highly Pathogenic Notifiable Avian Influenza (HPNA) free compartment as per terrestrial Animal Health Code of OIE, 2008.

## India To Consume 30 Million Tonne of Corn in 2020

Increasing demand from Poultry sector is likely to substantially hike corn consumption to go over 30 million tons by 2020 due to which its production has started growing at faster pace since corn is basic raw material for poultry farming, says Corn Report of The Associated Chambers of Commerce and Industry of India (ASSOCHAM).

According to the ASSOCHAM, poultry sector forms the largest chunk, 51 percent of total corn consumption in India; followed by human consumption 26 percent; starch 12 percent and livestock feeds etc. 11 percent.

The report says that the current level of corn yield in the country - 2.17 MT per Hectare is far behind the global average of 5 MT per Hectare and there is a huge scope for improvement in yield by improving the adoption of hybrids, particularly in traditional corn growing regions. If the country manages to push corn yields anywhere close to global average, there is a huge scope for increasing corn exports from the country as global demand for corn is growing strongly.

Even if we presume that growth in corn consumption is maintained at the average

levels of last two decades - five percent in the coming years, it will grow over 30 million tones in 2019-20 from about 16 million tones in 2008-09.

However, as the domestic demand is increasing at a brisk pace with rising demand from poultry and starch industry, the country needs to boost its yield of corn to assure continued self-sufficiency. Also, looking at the increasing global demand, particularly in Asia, India has a huge potential to increase its market share global trade and to make its presence felt in the global corn market.

## MESSAGES

Anuradhaj. Desai  
Chairman

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April 14, 2009

Dear Ms. Bhardwaj,  
I am glad to learn that you are launching a new poultry magazine / News Journal - "Poultry Express".

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with best regards,

Your sincerely,

Anuradha J. Desai.



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Vinod S Kapur  
Chairman Keggfarms Group

It gives me great pleasure to congratulate Rakesh Bhardwaj, a well known journalist specializing in poultry reporting, for bringing out a new publication. We in the poultry world have always savoured his news and views on the subject and look forward to his interesting and balanced views in the issues of POULTRY EXPRESS. I wish the journal success and renown in the coming years.

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