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POULTRY REVIEW

THE MAGAZINE OF INDIAN POULTRY INDUSTRY | SEPTEMBER 2026



POULTRY REVIEW



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ARTICLE

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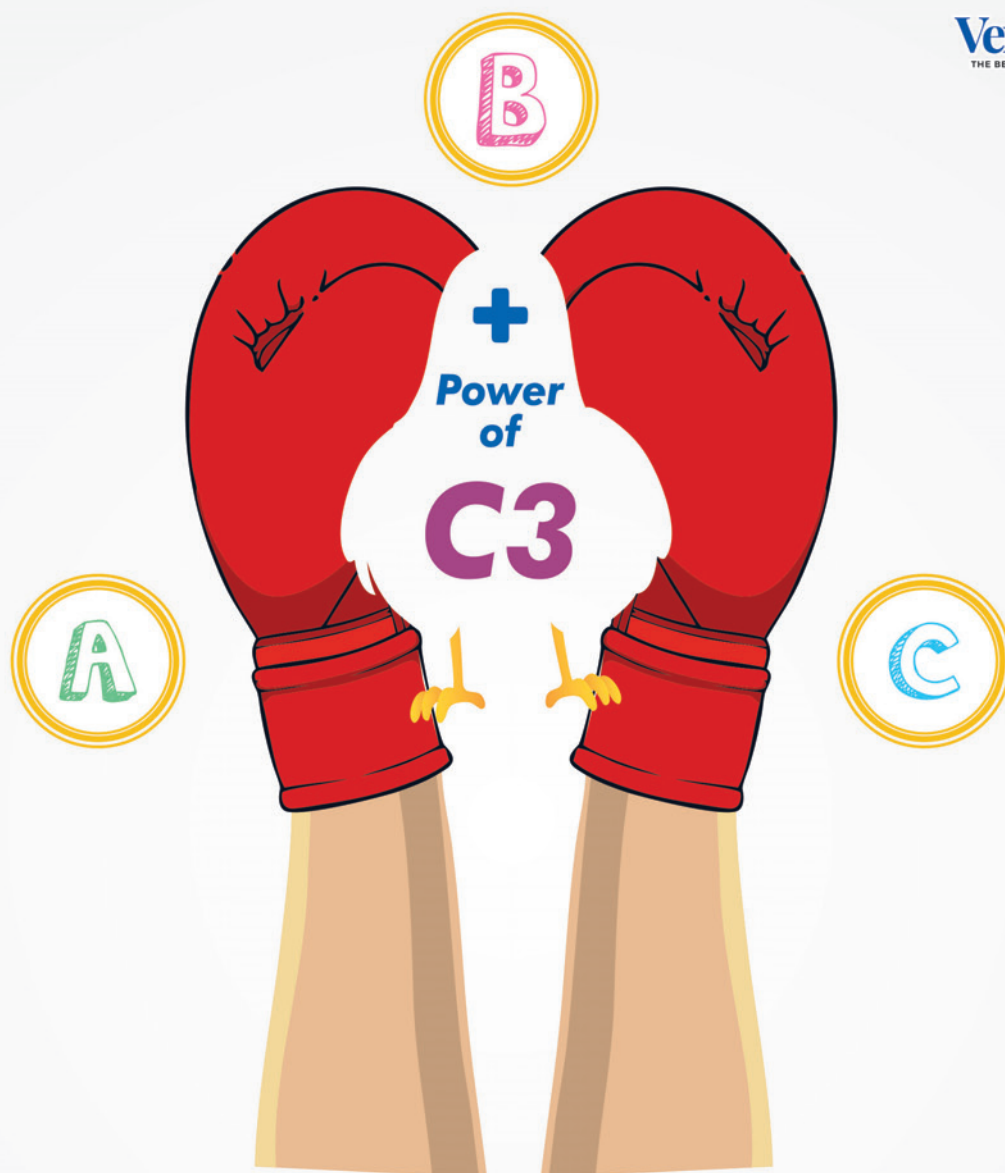
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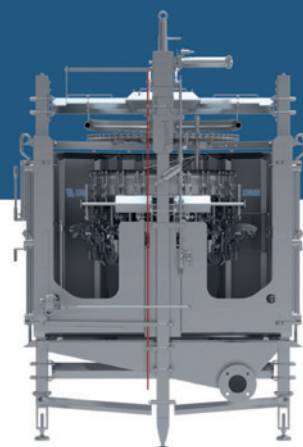
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The Edit

CLIMATE CHANGE IS COMING TO THE FARM



G. N. Ghosh
Managing Editor

Climate change is no longer a distant environmental concern. It is an immediate reality for agriculture, livestock and the entire human food chain reshaping animal health, productivity, feed and water availability, disease patterns, food production and, ultimately, food security. For the poultry industry, rising temperatures and increasingly frequent heat events are compelling us to rethink how birds are bred, housed, fed, managed and processed.

It is against this backdrop that the 10th IPR Annual Conclave 2026 brought together the industry under the theme “Adapting for a Warming World.” The theme reflects a simple but important truth: resilience can no longer be an option; it must become an integral part of the livestock and food production strategy.

The challenge extends well beyond poultry. Heat stress affects cattle, dairy animals, pigs, small ruminants and aquaculture, while changing rainfall patterns, water scarcity, feed availability and emerging disease risks can disrupt production across the agricultural ecosystem. These pressures eventually travel through the food chain, influencing the availability, affordability and quality of animal protein for consumers.

Yet this challenge also presents an opportunity. Adaptation will require climate-resilient genetics, precision nutrition, better housing and ventilation, efficient water and energy use, stronger biosecurity, renewable energy and data-driven management. Equally important will be investment in research, farmer education, technology and resilient supply chains.

As India’s demand for affordable, high-quality protein continues to grow, building climate resilience across livestock and food systems becomes a national imperative. As Indian Poultry Review marks a decade of its Annual Conclave, the conversation must move beyond understanding the challenge to building solutions. The future will belong to those who anticipate change, adapt intelligently and turn resilience into opportunity.



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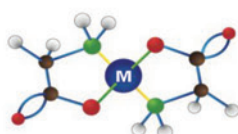
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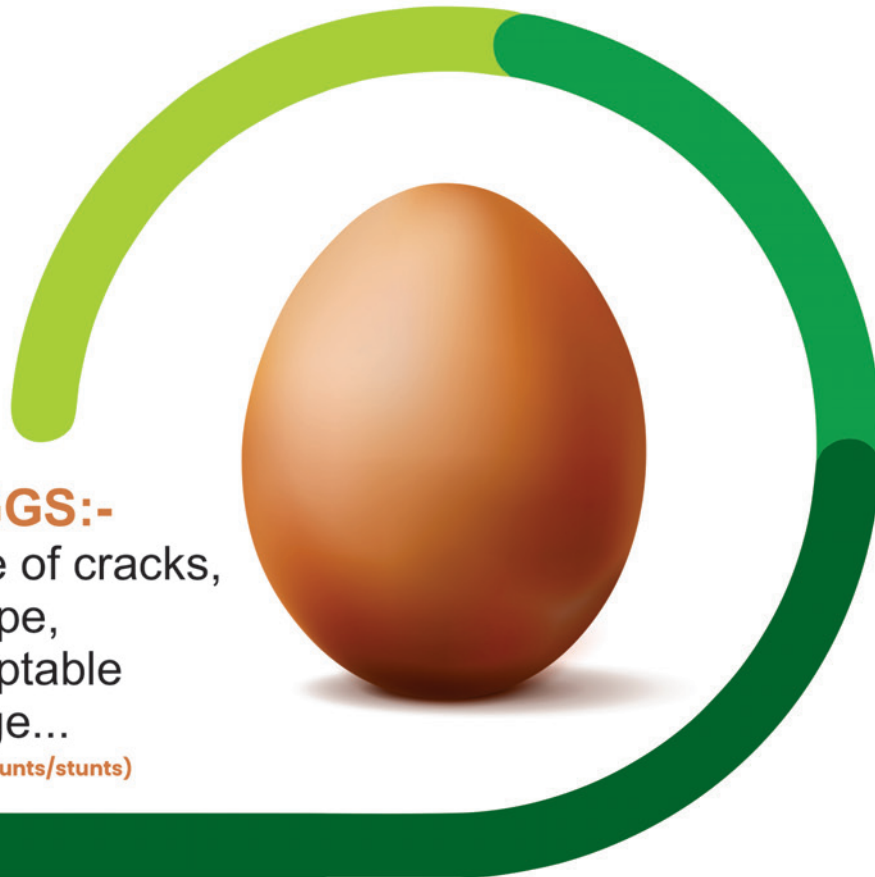
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Rethinking Litter Management in Poultry: Addressing Flies and Odour Beyond Conventional Interventions

Team ABTL

Introduction

Litter management is a cornerstone of sustainable poultry production, directly impacting bird health, environmental safety, and community acceptance. Among the many challenges faced by poultry producers, fly infestation and persistent odour remain the most difficult to control. These issues not only affect farm hygiene but also pose risks of disease transmission, regulatory scrutiny, and strained relationships with neighbouring communities. While physical and chemical interventions are widely used, their limitations have become increasingly evident, prompting the need for more holistic solutions.

The Scale of the Problem

In layer farms, manure accumulates over extended periods. High organic content, combined with moisture and warmth, provides an ideal environment for microbial decomposition. This decomposition releases ammonia and volatile organic compounds (VOCs), causing characteristic odours. Simultaneously, manure becomes a breeding ground for flies, especially the housefly (*Musca domestica*), which thrives in moist litter. These flies are more than a nuisance; they act as mechanical vectors for pathogens such as *Salmonella*, *E. coli*, & *Campylobacter*. Odour emissions, meanwhile, not only reduce the quality of farm air but also raise complaints from nearby communities, often escalating into regulatory challenges.

Physical Interventions and their Limitations

Producers have long relied on physical interventions such as:

- Frequent manure removal to reduce breeding material
- Ventilation systems to disperse odour and maintain drier litter
- Litter drying and aeration using mechanical turners
- Screens and traps to reduce adult fly populations

While these practices offer temporary relief, they often fail under real-world conditions. For instance:

- Frequent manure removal is labour-intensive and costly, particularly in large-scale operations
- Ventilation disperses odour but does not eliminate its source
- Mechanical drying is inconsistent, especially during humid or rainy seasons

- Screens and traps reduce adults but do not address the root cause, fly breeding in litter



Chemical Interventions and their Drawbacks

Chemical interventions, including insecticides, larvicides, disinfectants, and litter amendments, are common tools in poultry waste management. However, their limitations are increasingly recognised:

- Insecticide resistance develops rapidly in fly populations, reducing effectiveness over time
- Chemical residues may contaminate litter, raising concerns for composting
- Ammonia-binding chemicals like alum or lime can lower odour temporarily but require repeated application, adding to costs
- Overreliance on chemicals may disrupt the microbial balance of litter, sometimes worsening odour generation



- Moreover, environmental and consumer concerns around chemical residues and sustainability are pushing farms to move away from sole reliance on these methods

The Recurrent Fly Cycle: Why Larval Control is Critical

Flies are persistent because of their rapid and recurring life cycle. A single housefly can lay hundreds of eggs on moist manure, which hatch into larvae (maggots) within 24 hours. These larvae then pupate and emerge as adults in less than 10 days under favourable conditions. As long as litter provides moisture, warmth, and nutrients, this cycle continues relentlessly.

Targeting only adult flies is a short-lived strategy. Even if adults are eliminated, new generations emerge within days, re-establishing the infestation. The only sustainable way to control flies is to break the cycle at the larval stage. Interventions that dry litter, stabilise nutrients, or directly suppress larval development can drastically reduce fly populations at their source. By focusing on larvae, producers can prevent future outbreaks rather than constantly chasing adult flies with traps and insecticides.

Why Current Approaches Fall Short

The persistence of fly and odour issues highlights a critical point: physical and chemical interventions primarily address symptoms, not causes. Flies proliferate because manure remains nutrient-rich and moist enough to sustain their lifecycle. Odours persist because microbial breakdown of uric acid and proteins continues unchecked. As long as litter remains biologically unstable, these problems will resurface despite repeated interventions.



Moving Toward Sustainable Management

The limitations of current strategies underscore the need for integrated, biology-centred approaches that stabilise manure at the source. By modifying microbial activity and nutrient dynamics within the litter, it becomes possible to:

- Reduce ammonia release and odour formation
 - Limit the conditions favourable for fly breeding
 - Improve litter value as a safe, nutrient-rich organic fertiliser
- Such approaches not only provide long-lasting results but also align with the poultry industry's push toward sustainability, biosecurity, and circular economy practices.



ABTL's Integrated Protocol

To overcome the limitations of conventional methods, many farms are now adopting biological interventions that harness the power of microbes and enzymes to stabilise litter. Among the proven approaches are ABTL's flagship solutions - Flyzyme and Envirozyme, which are applied directly on the litter.

- **Flyzyme:** A microbial-enzymatic formulation that accelerates litter decomposition while disrupting the housefly life cycle. By enhancing the breakdown of organic matter, Flyzyme creates conditions that are unfavourable for maggot survival, effectively killing larvae and preventing their progression into adult flies. This approach tackles the problem at its source, ensuring long-term control over fly populations.
- **Envirozyme:** A specialised blend of enzymes and beneficial microbes aimed at reducing odour emissions from poultry litter. By stabilising nutrients and limiting the microbial breakdown processes that release ammonia and volatile organic compounds, Envirozyme significantly lowers foul smells. This not only improves in-house air quality for birds and workers but also minimises complaints from surrounding communities.

Together, these biological tools provide a dual benefit - Flyzyme strengthens decomposition and halts fly breeding at the larval stage, while Envirozyme tackles odour by stabilising litter nutrients.

Supporting Evidence from Field Trials

Field evaluations conducted under commercial poultry farm conditions have validated the efficacy of these biological interventions.

These outcomes demonstrate that combined microbial enzymatic interventions such as Flyzyme + Envirozyme can significantly improve litter quality by achieving nutrient stabilisation (optimum C:N ratio), odour reduction, and fly control at the larval stage: results not consistently attainable with physical or chemical interventions alone.

Parameter	Initial Litter Condition	After Flyzyme + Envirozyme Application
C:N ratio	10-12:1	25-30:1 (optimum)
Fly larvae survival (%)	High (70-80%)	<10%
Odour intensity (qualitative)	Strong, Persistent	Significantly reduced
Ammonia release (ppm range)	80-120 ppm	30-40 ppm
Litter stability & fertiliser value	Poor, Unstable	Stabilised, Nutrient-rich

Conclusion

Poultry litter management is more than a sanitation task; it is a critical determinant of farm performance, environmental impact, and community relations. While physical and chemical interventions remain widely used, their shortcomings in controlling flies and odour are increasingly evident. Tackling these challenges at their biological root, rather than applying temporary fixes, represents the path forward for resilient and sustainable poultry production.

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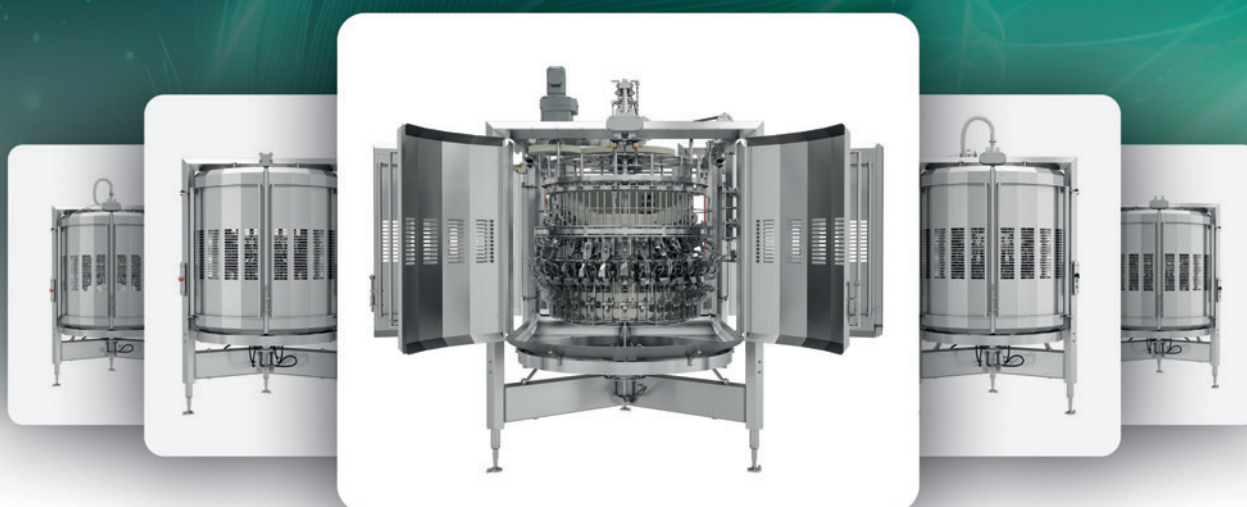
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Article

Indian Poultry 2035: From an Industry of Production to a Movement for Nutrition, Prosperity and National Development

SHRIDHAR speaks



Tarun Shridhar
Director General,
Indian Chamber of
Food and Agriculture,
and former Secretary,
Ministry of Fisheries,
Animal Husbandry and
Dairying, Govt. of India

Would it be a tall statement if I say that poultry represents one of the most remarkable success stories of modern India. Certainly not. In fact, the entirety of agriculture, animal husbandry and fisheries define modern India success, yet poultry stands out.

Whenever I have had the opportunity of interacting with the Indian poultry fraternity, I have returned with renewed admiration for a sector that has quietly transformed itself through science, enterprise and perseverance. It has rarely sought the limelight. Yet it has touched the lives of millions of Indians in ways that few sectors can claim.

Today, however, I do not wish to merely speak about poultry as poultry.

I wish to speak about our nation- through the story of poultry.

For I have increasingly come to believe that the story of Indian poultry is not really about birds.

It is about people.

It is about children whose future depends upon adequate and good nutrition.

It is about farmers who seek dignity through enterprise.

It is about scientists who devote years of

patient research to solving problems that the public seldom notices.

It is about veterinarians who stand as silent sentinels protecting both animal and public health.

It is about entrepreneurs who convert knowledge into opportunity, and into wealth for the nation.

And, ultimately, it is about a nation striving to become healthier, more prosperous and more confident, a Viksit Bharat.

When historians eventually write the story of Indian agriculture in the latter half of the twentieth century and the early decades of the twenty-first, they will undoubtedly devote a special chapter to Indian poultry. The stellar contribution of IPR in general, and Shri G. N. Ghosh, one of the earliest and original voices of poultry in India, in particular would find a special mention, not just a footnote. What a progressionist legacy he has created.

For what we have witnessed over the last fifty to sixty years is nothing short of extraordinary.

An activity once confined largely to backyard flocks evolved into one of the most dynamic, technologically advanced and professionally managed sectors of Indian agriculture.

Millions of livelihoods/jobs have been created.

Billions of eggs have been produced.

Millions of tonnes of poultry meat has reached Indian households.

Entrepreneurs have built world-class enterprises.

Scientists have generated solutions adapted to Indian conditions.

Farmers have displayed resilience, innovation and courage.

Together, they have built an industry that today stands among the proud

achievements of modern India.

And yet, as we gather today, I believe we stand at an even more important moment than any we have faced before.

For the question before us is no longer whether Indian poultry will grow.

The question is: *What is the larger purpose of that growth?*

The Next Chapter Cannot Be Written in Numbers Alone

For decades, our conversations have often revolved around numbers.

How many birds?

How many eggs?

How many tonnes of meat?

How much investment?

How much growth?

These questions remain important.

But they are no longer sufficient.

For every mature industry eventually reaches a point where it must ask a deeper question.

Not “How much bigger can we become?” “How to accelerate our growth?” etc.

But rather,

“What role do we wish to play in society and nation building?” Nation building not just in the narrow sense of nationalism or patriotism, but transforming the quality of life of our citizens.

The next chapter of Indian poultry cannot and should not be written merely in numbers, tonnes and percentages.

It must be written in terms of impact.

Impact on nutrition.

Impact on livelihoods.

Impact on sustainability.

Impact on public health.

Impact on quality of life.

In short, Impact on national development.

The future belongs to sectors that serve a purpose larger than themselves.

And Indian poultry possesses precisely such an opportunity.

Protein is the foundation of progress. This may be a non-scientific statement but it highlights an undeniable truth: *protein has played an indispensable role in the biological existence of humans and the cultural, economic, and physical development of human societies.* Historically, meat and other protein-rich foods are associated with health and wealth. High protein consumption is a marker of *social status* and, in some cases, linked to *national or racial superiority*. Protein provides healthy nutrition to pregnant mothers, fuels learning in children, productivity in adults, and hence resilience in communities and nations. And poultry represents the most accessible, affordable, and scalable source of animal protein for our people. And you all are custodians of essential nutrition, creators of health and wealth, and prosperity of communities.

Let us consider for a moment the challenge before our nation.

India is home to one of the youngest populations in the world.

It is also home to millions of children who require better nutrition.

Millions of mothers who need access to affordable protein.

Millions of workers whose productivity depends upon nutritional security.

Millions of elderly citizens who require high-quality diets for healthy ageing.

In this context, eggs and poultry meat are not merely commodities.

They are instruments of human development.

Every egg consumed by a child contributes to cognitive growth.

Every nutritious meal contributes to productivity.

Every improvement in nutrition contributes to national progress.

Therefore, perhaps it is time for us to redefine ourselves.

Perhaps we should stop thinking of poultry solely as an industry.

Perhaps we should begin thinking of it as a national nutrition movement.

The significance of this shift cannot be overstated.

Industries seek markets.

Movements seek missions.

And missions inspire people in ways that markets alone.

The India of 2035 will be very different from the India we know today.

It will be more urban.

More connected.

More prosperous.

More informed.

More demanding.

Consumers will not simply purchase products.

They will purchase trust.

They will ask:

Where was this food produced?

How was it produced?

Can I trust the producer?

Is it safe?

Is it nutritious?

Is it sustainable?

The future consumer will be less interested in claims and more interested in credibility.

This means that the most successful poultry enterprises of the future may not necessarily be those that produce the most.

They may be those that inspire the greatest confidence.

Trust will become the new currency of growth.

And trust, once earned, becomes an enduring competitive advantage.

The poultry sector has always been a science-driven industry.

But the next decade may witness changes more dramatic than anything we have experienced before.

The IPR Excellence Foundation shall be the most trusted knowledge, dialogue and foresight institution advancing a sustainable, scientific and inclusive poultry, creating meaningful synergies across livestock and fisheries value chain

Artificial intelligence may predict disease outbreaks before they occur.

Precision nutrition may optimise feed efficiency at unprecedented levels.

Genomics may accelerate breeding improvements.

Sensors may continuously monitor flock conditions.

Data analytics may transform farm management.

Automation may redefine productivity.

Yet technology alone will never guarantee success.

Technology is only a tool.

Its value depends upon the wisdom with which it is used.

The future, therefore, requires not only better technology but also better leadership, better training and better institutions.

The greatest investment of the coming decade may not be in machines.

It may be in human capability.

Till now, sustainability was often discussed as an environmental concern.

Today it is becoming an economic imperative.

Tomorrow it will become a business necessity.

Climate change, water availability, feed security and environmental stewardship are no longer distant concerns.

They are realities that increasingly affect daily decisions.

The good news is that poultry is already one of the most resource-efficient forms of animal protein production.

The challenge before us is to become even better.

Can we reduce waste?

Can we improve water efficiency?

Can we create circular systems?

Can we convert waste into wealth?

Can we reduce environmental footprints while increasing productivity?

The answer, I believe, is yes.

And if India succeeds, we may offer valuable lessons to much of the developing world.

If there is one lesson that recent years have repeatedly taught us, it is that disease anywhere can become a concern

everywhere.

Biosecurity can no longer be regarded as a specialised subject.

It must become a way of thinking.

A culture.

A discipline.

An industry-wide commitment.

The future belongs not to those who react fastest to crises but to those who prevent crises from occurring.

The strongest poultry sectors of the future will be those that build resilience into their systems.

Resilience is not visible during good times.

Its value becomes evident during difficult times.

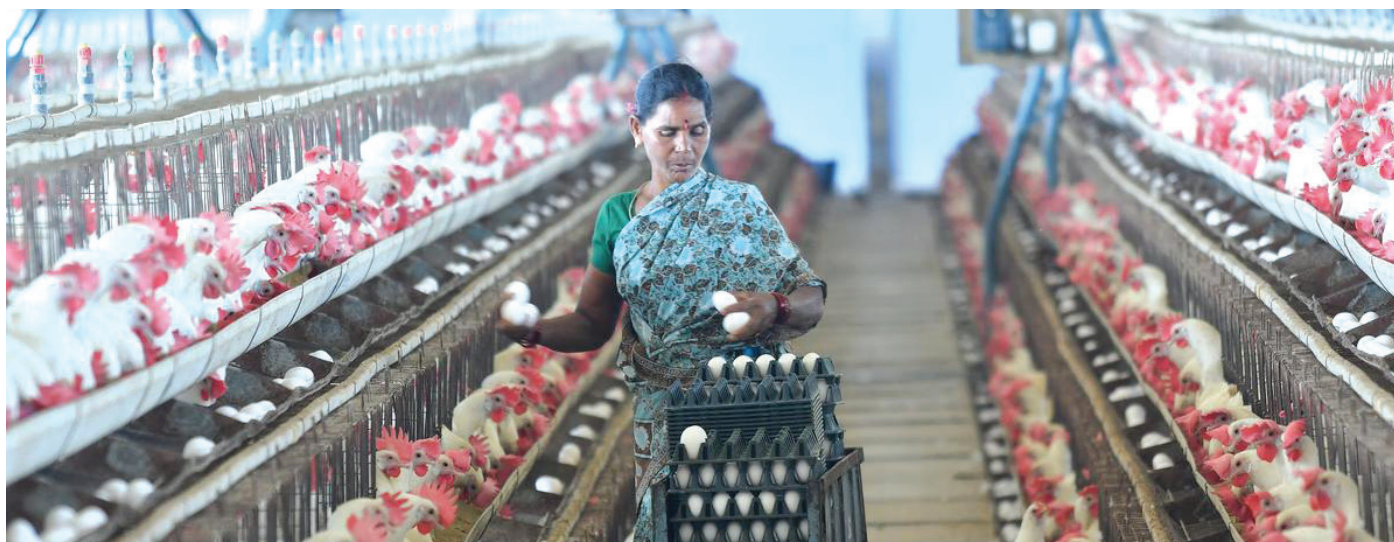
For many years, the poultry industry has rightly focused on meeting domestic demand.

And that task remains important.

But we should also begin thinking beyond our borders.

The world is searching for sustainable protein solutions.

Many developing countries face challenges remarkably similar to those



India has already addressed.
India possesses valuable experience in tropical poultry production.
India possesses entrepreneurial talent.
India possesses scientific expertise.
India possesses scale.

The coming decade offers an opportunity not merely to participate in global poultry dialogue but to help lead it.

The question before us is not whether India can become a major global poultry voice.

The question is whether we are prepared to embrace that responsibility.

No great industry or sector advances without strong institutions.

Companies create value.

Institutions create direction.

Companies build businesses.

Institutions build ecosystems.

This is why entities such as Indian Poultry Review hold a special place in our collective journey.

For six decades, IPR has chronicled the growth of Indian poultry. Shri G. N. Ghosh's persistence and commitment has been the motivation.

It has documented achievements.

Recorded challenges.

Highlighted innovations.

Celebrated pioneers.

But the future calls for an even larger role.

The future requires not merely reporting. It requires thought leadership.

It requires foresight.

It requires the courage to ask difficult questions and the wisdom to facilitate meaningful dialogue.

The industry needs a platform that can connect farmers, scientists, entrepreneurs, policymakers and consumers.

A platform that can translate knowledge into action.

A platform that can help the industry see beyond immediate concerns.

A platform that can illuminate the road ahead.

The IPR Excellence Foundation is uniquely positioned to become such an institution.

Helping India Eat Better is not simply a vision statement, nor a mirage; it is an ambition, a passion, a commitment, an inspiration that is truly visionary. Let it be a *Shared Vision*.

Every successful envisioned journey requires a roadmap, a destination.

Allow me, therefore, to propose the mission for The IPR Excellence Foundation.

The IPR Excellence Foundation shall be the most trusted knowledge, dialogue and foresight institution advancing a sustainable, scientific and inclusive poultry, creating meaningful synergies across livestock and fisheries value chain.

Both the vision and mission are ambitious; but they are achievable, as demonstrated by the sector time and again..

And most importantly, they are inclusive. They recognise farmers.

Consumers.

Scientists.

Entrepreneurs.

Workers.

Policymakers.

Every stakeholder becomes part of the same story.

Let us imagine India in the year 2035.

Children receive better nutrition.

Farmers enjoy greater stability and prosperity.

Consumers purchase food with confidence.

Disease outbreaks are rapidly contained. Technology empowers rather than excludes.

Waste becomes a resource.

Young professionals view poultry as an exciting and meaningful career.

Indian expertise is sought across continents.

And the poultry sector is recognised not merely for what it produces but for what it contributes to society.

That future is within reach.

But it will not emerge automatically.

It must be envisioned.

It must be planned.

And above all, it must be built.

The coming decade presents us with a historic opportunity.

An opportunity not merely to create a larger poultry industry or sector.

But to create a better one.

An industry that feeds people.

Supports livelihoods.

Advances science.

Protects the environment.

Strengthens the nation.

And inspires future generations.

When future historians look back at this period, may they say that this was the decade when Indian poultry discovered its larger purpose.

Not merely growth.

But significance.

Not merely production.

But transformation.

Not merely success.

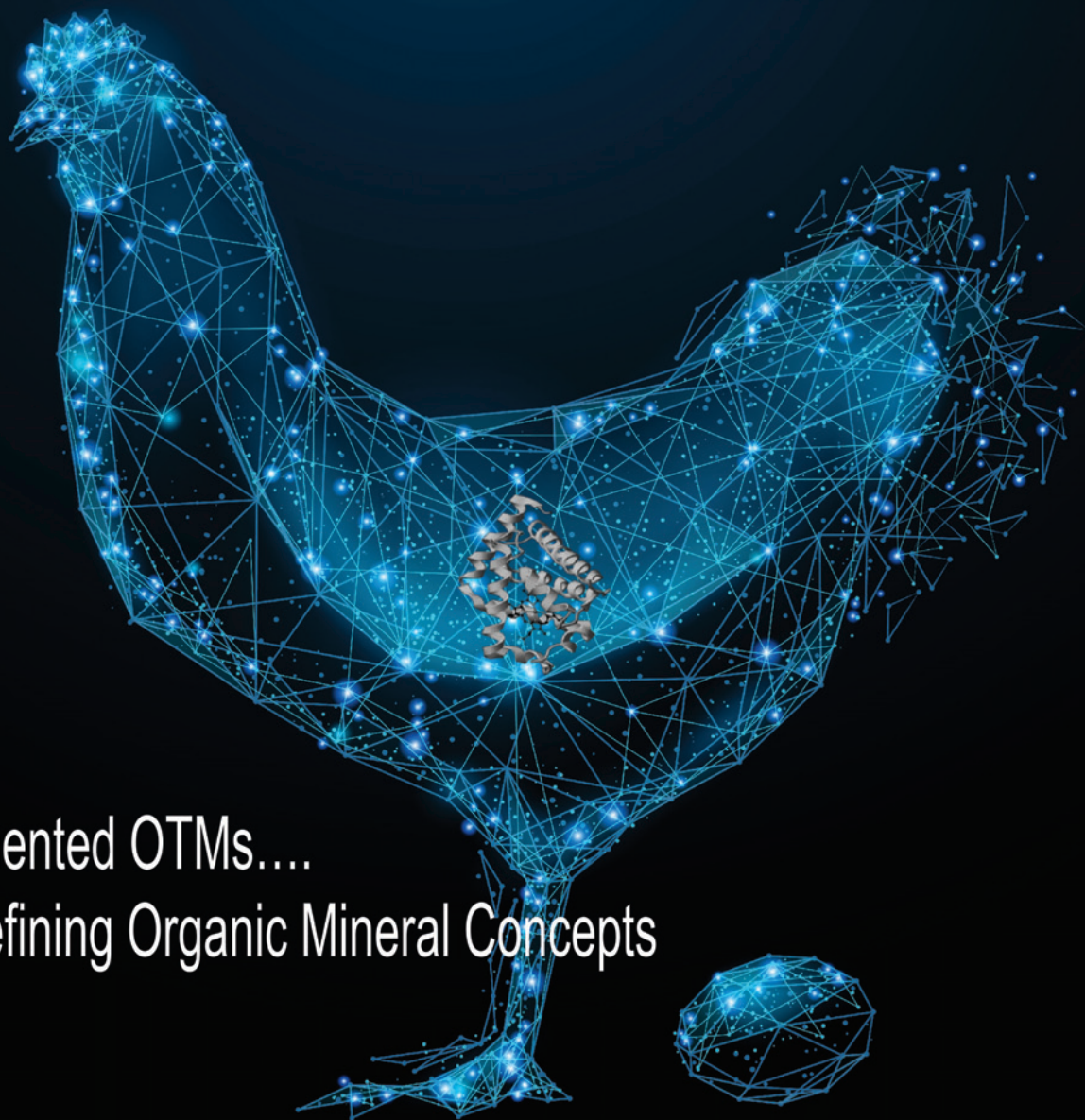
But service.

And in doing so, helped build a healthier, stronger and more prosperous India.

The IPR Excellence Foundation should remain committed, steadfastly, precisely to these goals.

Let us feed not merely markets, but a nation. Let us build not merely businesses, but institutions. Let us pursue not merely growth, but a legacy.

Indian Poultry 2035 should evolve from an Industry of Production to a Movement for Nutrition, Prosperity and Nation Development, and The IPR Excellence Foundation should be leading and guiding this evolution.



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Cyanosis (Purple Head) in Broiler Breeder Males

Team Aviagen

Introduction

Transient cyanosis in broiler breeder males is a well-recognised issue in commercial poultry production, manifesting as a purple discoloration of the comb and skin due to deoxygenated blood. This condition is closely linked to cardiac function, feeding management, and environmental stressors. Recent collaborative studies and morphometric research have provided deeper insights into its prevalence, causes, and management strategies.

Cyanosis in Broiler Breeder Males

Cyanosis (purple head) is observed in breeder males, typically around 35–40 weeks of age, and is sometimes used as a management indicator (Figure 1). The condition is not limited to one breed or line and may be transient, with colour changes throughout the day; cyanosis appears after feeding, then disappears during the day. Affected birds show no respiratory distress, and necropsy reveals few gross lesions except occasional flaccid hearts. Echocardiography has detected aortic insufficiency (AOI) in a significant proportion of affected males, and laboratory findings show elevated hematocrit and hemoglobin concentrations, suggesting increased blood viscosity and potential compensatory polycythemia, a condition where an overproduction of red blood cells compensates for a lack of oxygen. This information is intended to provide physiological context and support practical management decisions, rather than to imply differences between breeds or genetic lines. There is no evidence of a genetic basis for this condition; therefore, management should be the focus to reduce field incidence.



Fig. 1: An example of affected (left) and unaffected (right) broiler breeder males

Practical Management of Male Cyanosis

Feeding and Physical Stress

Cyanosis typically occurs during periods of peak physical stress, such as feeding or mating, when oxygen demand spikes and

the heart may struggle to keep pace. For this reason, feed distribution should be completed within three minutes to prevent uneven gorging and panic. Male exclusion grills must be intact to prevent males from stealing hen feed, which increases their body mass and oxygen demand while physically restricting their air sacs. In addition, verify water quality, drinker space, and water line flow rates to ensure they meet the requirements for broiler breeder males.

Field observations have also suggested that behaviours such as litter consumption may contribute to transient episodes in some flocks, although the underlying mechanism remains unclear.

Body Weight and Condition Control

Rear males to a body weight profile that meets or slightly exceeds current breed standards, as these higher profiles help prevent conditions such as Valgus-Varus Deformity (VVD), also known as 'X-legs'. Achieving and maintaining good body weight and uniformity in male populations is as critical as it is in females, because cyanosis occurs less frequently in well-managed, well-fed males. Over-fleshed males (with a Dimpled U-shaped breast; score 5) are at higher risk since muscle tissue is oxygen-expensive. Therefore, target a fleshing score of 2.5–3 (a Standard V or Standard U-shaped breast; score 2–3) to minimise risk (Figure 2).

Score	Fleshing Type / Age	Description
1	Sunken V	Should not be seen within the flock. Male is emaciated, keel bone is prominent, practically no flesh to measure
2	2.5 – 3.5	Formic acid
3	Standard V: 20 – 30 weeks	Chest is just beginning to round out, keel bone is felt down the middle, carrying a decent amount of fleshing
4	Standard U: 30 – 50 weeks	Chest is getting wider, but still a U shape, practically no keel bone left to be felt
5	Wide U / Dimpled U: >50 weeks	Wide U: grossly over-fleshed. Dimpled U: breast dimples, sinking back to the keel. Dimpled U should not be seen within the flock

Fig. 2: Scoring system to assess bird body condition (fleshing)

Ventilation

Oxygen demand peaks during feeding, regardless of temperature. Increase ventilation 10 minutes before and during feeding to maximise oxygen availability. Maintaining good air quality and effective air exchange is important, as suboptimal ventilation, elevated ammonia or carbon dioxide levels, and reduced oxygen availability may add to physiological stress and contribute to symptom expression, even in open-sided housing systems.

Triage and Culling

If cyanosis is observed, monitor the bird's recovery post-feeding. Persistent cyanosis indicates heart failure and warrants culling.

Morphometric Documentation of Cardiac Abnormalities

Study Overview

Research by Floyd D. Wilson et al (2016) documented a high prevalence of left ventricular dilated cardiomyopathy in mature broiler breeder males, both cyanotic and clinically normal. To better contextualise these findings within commercial production, the study also incorporated comparisons to market-age broilers.

Key Findings

Both cyanotic and normal broiler breeder males showed extensive left ventricular chamber dilation, with no significant difference between groups. Older males (average 42 weeks of age) had significantly higher left and right ventricular weight-to-total heart weight ratios compared with market-age broilers (average 7 weeks of age).

Morphometric data indicated that the left ventricle chamber area-to-total ventricle area ratio increased from 3.2% in broilers to 10% in broiler breeder males; 33% of males had left ventricular volume ratios above 10%, with 13% above 20%. The right ventricle-to-total ventricle weight ratio (RV/TV) increased from 0.18 in broilers to 0.25 in males, and 36% of males exceeded the threshold for right ventricular hypertrophy, although ascites was not observed. Left ventricle wall area-to-body weight ratios were similar between age groups.

Histopathology revealed only minimal endocardiosis, with no substantial changes suggestive of dilated cardiomyopathy.

Collectively, these findings suggest that left ventricular enlargement in broiler breeder males is primarily due to dilation rather than hypertrophy, possibly linked to systemic hypertension and aortic insufficiency, and they highlight the need for further research into the relationship between cyanosis, cardiac dilation, and breeding performance.

Conclusions and Recommendations

The combined evidence from pathological and morphometric studies underscores the complexity of health challenges in broiler breeder males. Cyanosis and cardiac dilation are prevalent and multifactorial, impacting both flock management and productivity. Management strategies should prioritise rapid feed distribution, strict control of body weight and uniformity, sufficient drinker space and flow rates, and enhanced ventilation during feeding. Continued research and vigilant health monitoring are essential for optimising breeder welfare and performance.



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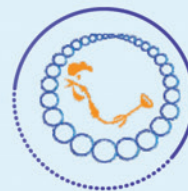
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Article

Poultry Feed Sanitisation: Methods and its Importance



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Introduction

Feed is the single largest variable cost in poultry production, typically accounting for 60–70% of total live production expenses, and it is also a critical control point for flock biosecurity and integrated food-safety architecture. Poultry feed sanitisation refers to the systematic reduction or elimination of pathogenic vegetative bacteria, bacterial endospores, mycotoxigenic fungi, and

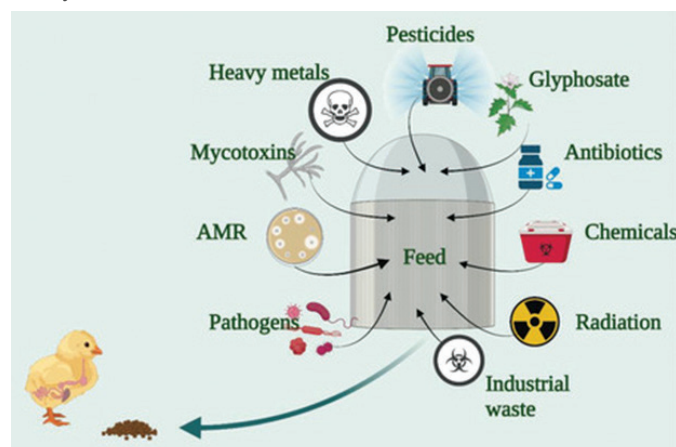
viruses from raw ingredients and finished diets. Treatment of feed has long been recognised as central to preventing both mycotoxin formation and the broader biological decline of feed quality during storage. Unlike simple preservation, which uses mould inhibitors and moisture-control agents merely to hold the existing microbial status quo, sanitisation actively lowers microbial bioburden by several orders of magnitude — beyond established epidemiological thresholds — to prevent both horizontal pathogen spread within a flock and vertical transmission down the breeding pyramid.

Beyond *Salmonella*, food-producing animals are recognised reservoirs for a wider range of human pathogens, including *Campylobacter* spp., *Clostridium* spp., *Escherichia coli* (including O157:H7), *Yersinia* spp., and *Enterococcus* spp. Bacterial hazards are the most prevalent, but viral risk should not be discounted: a 2015 surge of highly pathogenic avian influenza (HPAI) across United States poultry flocks, reported by APHIS, underscored how feed and farm biosecurity gaps can amplify viral as well as microbial threats. For a chemical sanitising agent to be commercially viable at scale, it must remain effective under the high organic load typical of mixed feed, apply safely to the target bird without leaving undesirable residues, be economical for bulk use, be easy to apply with minimal damage to milling equipment, and be safe for workers handling it at the mill, in transit, and on farm. Achieving verifiable pathogen elimination while preserving labile micronutrients — heat-sensitive vitamins, exogenous phytases, and synthetic amino acids — remains a primary operational challenge in modern feed technology, making sanitisation an indispensable pillar for safeguarding avian gastrointestinal health and feed conversion efficiency.

Sources and Types of Microbial Contamination

Contamination enters the feed chain through two broad routes: primary contamination intrinsic to raw agricultural commodities, and secondary (cross-) contamination introduced during milling, storage, and distribution — via rodents, wild birds, insects, and

unfavourable environmental conditions in transport and storage. Early post-hatch biosecurity is especially critical: exposing the naive gut of newly hatched chicks to pathogens can cause mortality, lifelong colonisation, and continuous shedding. *Salmonella*, *Campylobacter*, *Clostridium perfringens*, and *Escherichia coli* contamination sit at the centre of poultry feed-safety research.



- *Salmonella*: While hatchery contamination via day-old chicks is often assumed to be the main route, feed itself is an established source — traced to animal-protein ingredients such as meat meal, meat-and-bone meal, feather meal, blood meal, and fish meal, but not typically to microbial protein, rapeseed, or soybean meal; detected across mills, farms, and wholesale points
- *Campylobacter*: A leading cause of human gastroenteritis, commonly present in feed, with disease burden amplified by the shift toward open and free-range production: colonisation occurs mainly via drinking water or feed, and antibiotic use can suppress competing microbiota, helping the pathogen persist
- *Clostridium perfringens*: Colonises birds early and spreads via farm equipment (fans, fly strips), shed-entrance dirt, workers' boots, and contaminated transport coops or boxes; mainly sourced from animal protein-rich ingredients such as fish meal, bone meal, and meat-and-bone meal
- *E. coli*: A normal member of intestinal microbiota, but pathogenic strains are a persistent and significant cause of mortality in both layers and broilers, with origins traceable to feed contamination; meat-and-bone meal and blood meal have been shown to carry the most complex and distinct

microbial communities among protein feedstuffs

- **Mycotoxins:** Secondary metabolites of field fungi (*Fusarium*, *Aspergillus*, *Penicillium*) on cereal grains such as corn, wheat, sorghum, and barley — aflatoxins, ochratoxin A, deoxynivalenol, patulin, fumonisins, zearalenone, trichothecenes, and ergot alkaloids impair growth, reproduction, organ function, and neurological health
- **Other Contaminants:** Protozoan parasites of the *Eimeria* genus (causing coccidiosis, intestinal damage, and nutrient malabsorption), heavy metals (Pb, Zn, Ni, Mn, Cr, Cu, Se), and agrochemical residues such as glyphosate and organophosphate compounds

Importance of Feed Sanitisation in Poultry Production

Disease challenge can intensify well before hatch: fertile eggs exposed to contaminated environments in the breeder house, hatchery, or during transportation carry that risk forward into the flock. Grains and feed ingredients can pick up microorganisms from the original harvest location, from exposure to rodents, birds, and insects, and from unfavourable conditions during transport and storage — with *Clostridium perfringens*, *Salmonella* spp., and *E. coli* among the bacteria of greatest concern. Feed can also carry *Eimeria* protozoa and fungal genera (*Aspergillus*, *Penicillium*, *Fusarium*) prone to mycotoxin production, with high mycotoxin intake linked to impaired growth, reproductive performance, organ damage, and neurological deterioration.

With antibiotic growth promoters withdrawn from many production systems, intestinal bacterial growth dynamics, disease pressure, and chick performance have all been affected, giving feed-borne pathogens a greater opportunity to establish in the gut — making sanitisation a frontline defence rather than a supporting measure. Contaminated breeder feed can compromise hen reproduction and transmit pathogens both vertically to fertile eggs and horizontally across other eggs within a hatchery operation. Subclinical microbial challenge in the intestinal lumen diverts dietary energy and amino acids away from skeletal muscle accretion and egg production toward acute-phase protein synthesis, mucin production, and mucosal repair; birds on sanitised diets, by contrast, show healthier villus-height-to-crypt-depth ratios, intact brush-border microvilli, and more diverse, balanced commensal microbiomes. Formaldehyde and organic acid-based sanitants act as fixative agents in feed, giving them both antimicrobial and mould-inhibition properties, and by reducing pathogen competition in the gut they help beneficial microbes establish more readily. Economically, sanitisation lowers production costs by reducing mortality and veterinary intervention and underpins compliance with Antibiotic-Free (ABF) and “No Antibiotics Ever” (NAE) production commitments.

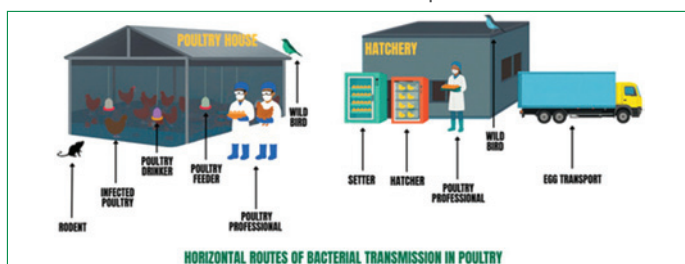


Figure 2. Horizontal routes of bacterial transmission across the poultry house and hatchery.

Principles and Mechanisms of Feed Sanitisation

Physical Methods

Physical sanitisation relies on the controlled delivery of thermal, mechanical, and kinetic energy. As steam condenses on dry feed particles, moisture hydrates the protective cell walls of microorganisms and facilitates rapid transfer of latent heat,

disrupting hydrogen bonding, hydrophobic interactions, and disulphide linkages in microbial proteins. Physical risk-mitigation broadly falls into two categories: preventive programs and standard operating procedures (SOPs), and direct physical processing.

- **Preventive programs & SOPs:** a facility-wide biosecurity plan evaluating every ingredient and process step to identify entry points and cross-contamination risks, current Good Manufacturing Practices (CGMPs), prerequisite supplier qualification programmes, routine sanitation, and pest management. Identified hazards are ranked by severity and probability, then mitigated through prevention or downstream elimination/chemical inclusion
- **Flushing & sequencing:** running an abrasive flush ingredient through the system between batches clears residual material; floor sweepings and accumulated dust should be discarded rather than added back into production
- **Truck & loadout hygiene:** removing organic residue from delivery-truck interiors and exteriors before loadout, maintaining shipment logs for traceability, and keeping drivers in-cab where possible to avoid tracking contamination on footwear
- **Irradiation:** gamma, ultraviolet (UV), or electron-beam radiation has demonstrated efficacy in reducing viral loads such as Porcine Epidemic Diarrhoea Virus (PEDV), illustrating physical methods’ reach beyond bacteria
- **Thermal processing:** animal feed is traditionally pelleted, while pet food is more commonly extruded; during conditioning, target temperatures of 80–85°C for a sufficient residence time are generally needed to destroy *Salmonella*, with temperature, residence time, and moisture as the key lethality drivers. Thermal treatment is only a point-in-time strategy, however — pellet-cooler condensation, formed when cooler surfaces drop below the incoming air’s dew point, can itself create conditions favourable to post-processing microbial regrowth.

Chemical Methods

Because physical methods only mitigate hazards once they are present and offer purely point-in-time protection, chemical additives — used alone or combined with physical steps — are of growing interest for reducing cross-contamination risk. The most established options are organic acids and formaldehyde, with essential oils, medium-chain fatty acids, and acidulants such as sodium bisulphate under increasing research attention. The table below summarises the principal agents and how each works.

Table 1. Principal Chemical Sanitizing Agents Used in Poultry Feed		
Agent	Primary Mode of Action	Typical Use
Organic acids (propionic, formic, lactic, acetic)	Penetrate cell membrane; dissociate intracellularly, raising cytoplasmic pH and causing cell atrophy	Broad <i>Salmonella</i> control in feed & ingredients
Formaldehyde (HCHO)	Alkylates amino, sulphydryl & hydroxyl groups; cross-links proteins and nucleic acids	<i>Salmonella</i> & mould control; house, litter, hatchery, feed
Essential oils (oregano, rosemary, garlic, turmeric, capsicum)	Phenolic compounds disrupt bacterial membrane integrity, causing content leakage	Adjunct antimicrobial; palatability-friendly
Medium-chain fatty acids (caproic, caprylic, capric)	Membrane disruption similar to organic acids	<i>Salmonella</i> Typhimurium control in protein meals
Sodium bisulphate	Lowers pH; reduces enzyme activity and microbial load	Protein meals; bedding hygiene

Organic acids such as propionic, formic, lactic, and acetic acid are the most widely incorporated, and all have demonstrated effectiveness in reducing *Salmonella* across feed and food matrices; the proposed mechanism is diffusion across the bacterial cell membrane, dissociation in the cytoplasm, a resulting rise in internal pH, and consequent cell atrophy. Formaldehyde (HCHO) is an approved feed additive for *Salmonella* and mould control, acting as an alkylating agent that binds through nucleophilic addition to unprotonated amino, sulphhydryl, and hydroxyl groups on microbial proteins and nucleic acids; this cross-linking locks cellular proteins into rigid complexes, halts enzymatic catalysis, blocks DNA replication and transcription, and neutralises viral capsid structures for broad-spectrum inactivation. Essential oils of oregano, rosemary, garlic, turmeric, and capsicum owe much of their bactericidal action to phenolic compounds that interact with and disrupt the bacterial cell membrane, causing loss of function and leakage of inner cell contents. A combination of caproic, caprylic, and capric acids has shown effectiveness against *Salmonella* Typhimurium in feather meal, avian blood meal, porcine meat-and-bone meal, and poultry by-product meal, while sodium bisulphate — long used for pH reduction across food matrices — has proven effective at reducing enzyme activity and microbial load in poultry by-product meal, meat-and-bone meal, and dairy-cattle bedding.

Acid-Formaldehyde Combination Method

Synergistic acid-formaldehyde formulations, typically combining

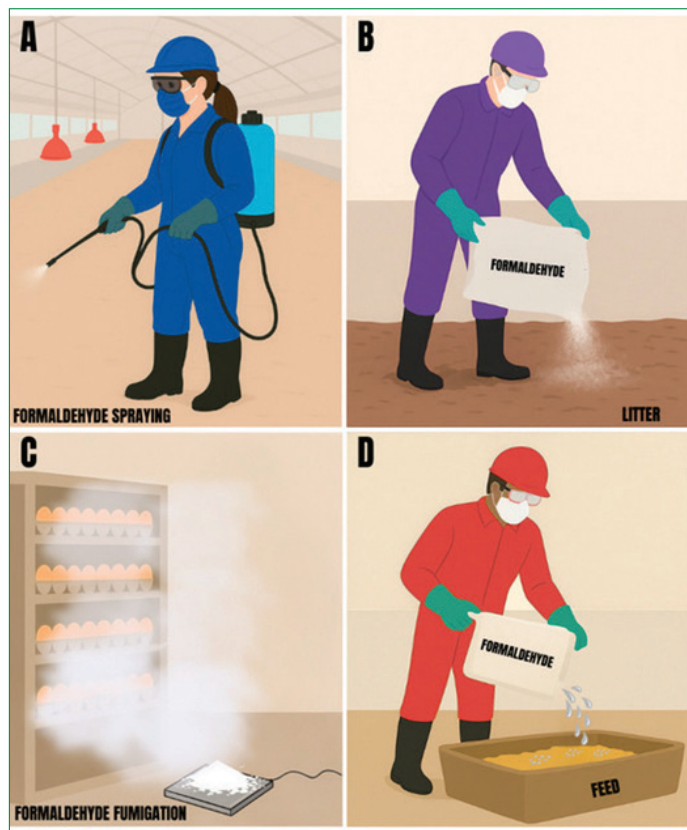


Figure 3. Applied acid-formaldehyde sanitization: (A) house spraying, (B) litter treatment, (C) hatchery fumigation, (D) feed treatment.

formaldehyde with propionic or formic acid, deliver broad-spectrum control at lower overall chemical inclusion rates through an engineered two-step attack: the organic acid first destabilises the outer lipopolysaccharide membrane of Gram-negative bacteria, altering surface tension and permeability; formaldehyde then rapidly penetrates the compromised cytoplasm and



cross-links nucleic acids and functional proteins, locking down microbial replication. This combination is widely applied across the production chain — from house and litter spraying to hatchery fumigation and direct feed treatment.

Monitoring, Evaluation and Future Prospects

Verifying sanitisation requires systematic microbiological sampling at every critical control point — raw receiving pits, mixer discharge, pellet-cooler exit, finished feed silos, and transport trailers. A key diagnostic challenge is the “masking effect,” where residual acid or formaldehyde carried into pre-enrichment broth (e.g., Buffered Peptone Water) can suppress pathogen recovery and produce false-negative results. Quality control labs counter this by adding neutralising agents — 1.0% L-histidine to neutralise formaldehyde, and buffers, sodium thiosulphate, or dilute sodium hydroxide for organic acid residues. These culture-based methods are increasingly complemented by qPCR, which screens for *Salmonella* target genes within 12-24 hours, and whole-genome sequencing (WGS), which traces contamination to specific suppliers or persistent mill niches.

- Phytogenic-acid synergies: short/medium-chain fatty acids with microencapsulated thymol, carvacrol, and cinnamaldehyde for improved kill at lower chemical inclusion
- Bacteriophage cocktails: targeted biological control of persistent *Salmonella* and *E. coli* without corroding equipment or disrupting beneficial gut flora
- Non-thermal technologies: cold plasma and pulsed UV light for nutrient-safe surface decontamination of dry ingredients
- Precision injection engineering: automated dosing systems that adjust sanitiser application in real time to moisture, particle size, and buffering capacity

Conclusion

Feed sanitisation has evolved from a peripheral quality measure into a core pillar of poultry biosecurity and food safety. Effective programs combine physical processing, chemical treatment — particularly acid-formaldehyde synergies — and rigorous, masking-aware monitoring to protect flock health, safeguard human food safety, and support antibiotic-reduced production. As phytogenic synergies, bacteriophage-based controls, non-thermal technologies, and precision dosing mature, the industry is moving toward sanitisation strategies that are more targeted, sustainable, and verifiable across the entire feed value chain.

COVER

POULTRY REVIEW



IPR Annual Conclave:



The 10th edition of Indian Poultry Review Annual Conclave— a landmark occasion that celebrated commitment to the advancement of India's poultry sector. With a strategically powerful theme deliberate on climate resilience, technology, sustainability and the future of Indian poultry. **IPR**

The Heat is On



not just ten successful editions, but a decade of shared purpose, visionary thinking and unwavering of **Adapting for a Warming World**, it brought together industry leaders, scientists and experts to reports live



G. N. Ghosh

“For sixty years, Indian Poultry Review has chronicled the growth of this remarkable industry. For the last ten, the Annual Conclave has become its living voice—where ideas become strategies, conversations become collaborations and vision becomes action. As India advances towards becoming a global leader in food production and protein security, the challenges before us, from climate resilience and biosecurity to digital transformation and consumer trust, are also opportunities. The next decade demands bold thinking, scientific excellence and collective action.”



Prof. (Dr.) P. K. Shukla

“From a local and regional perspective to national perspective to an international context – the 10th Annual Conclave has aptly chosen the growing impact of climate risk and how it can be converted into strategic advantage. Poultry birds are particularly vulnerable to heat stress and the genetic improvements aimed at higher productivity have also increased environmental sensitivity. Rising temperatures, heat waves, erratic rainfall and extreme weather events are increasingly affecting bird physiology, productivity, feed availability, disease patterns and market stability. Climate resilience, therefore, must encompass genetics, nutrition, housing, health, biosecurity, logistics and marketing.”



O. P. Singh

“Industry, if it has to face the international challenge – the need to strengthen and organise the entire realisations. Calling for an end-to-end approach control, processing, cold-chain infrastructure, organised could help reduce farmers’ exposure to market volatility traceability, transparency and consumer trust.”



Dr.Tarun Shridhar

“Poultry sector’s next phase of growth must be measured not merely in terms of birds, eggs, meat production or investment, but by its wider impact on nutrition, livelihoods, sustainability, public health and national development. The future poultry landscape is expected to be shaped by artificial intelligence, precision nutrition, genomics, automation and data-driven management, alongside greater emphasis on climate resilience, water efficiency, feed security, biosecurity and resource conservation. Consumer trust, food safety and sustainability are also likely to become increasingly important.”



Sameer Agarwal

“Heat stress and changing disease patterns are adding further pressure on poultry productivity. Need to build climate resilience across the entire value chain through insulated housing, improved ventilation, effective water management and adaptive breeding and production systems is urgent necessity. On nutrition, a shift from being merely feed formulators to becoming “true nutritionists”, with greater emphasis on optimisation rather than maximisation and more diversified sourcing of feed ingredients is imminent. Water conservation, including rainwater harvesting, should become an integral part of responsible resource management. Urging the industry to adopt a predictive approach through IoT, data analytics and simulation models to anticipate climate and disease risks.”



and trade, has to be better restructured with the scale and trade value chain to ensure better value distribution and improved farmer covering production efficiency, input-cost management, disease retail and marketing. Collective and organised marketing models and improve price realisation. Stressing on growing importance of

The 10th edition of IPR Annual Conclave, in Kolkata on 8th August 2026, brought together leading voices from across the poultry and allied sectors to deliberate on one of the most pressing challenges confronting the industry—the changing climate and its implications for poultry production.

Held under the compelling theme, *Adapting for a Warming World*, the landmark conclave marked an astounding decade of Indian Poultry Review's iconic platform for knowledge sharing, industry dialogue and forward-looking conversations on the future of Indian poultry.

The theme assumed particular significance as poultry production is becoming increasingly exposed to rising temperatures, heat stress, erratic weather patterns, water constraints, disease challenges and disruptions in feed and raw material supply chains. The day's sessions emphasised that climate change can no longer be viewed only as an environmental issue; it is rapidly becoming a business, productivity and sustainability challenge for the poultry sector.

The Conclave opened with the introductory address by Managing Editor of Indian Poultry Review, G. N. Ghosh who said that the 10th IPR Annual Conclave marked a significant milestone in the platform's decade-long journey of fostering knowledge, dialogue and collaboration in the Indian poultry sector. He added that over the past decade, the Conclave has focused on emerging industry challenges, encouraging informed dialogue, challenging conventional thinking and identifying pathways for future growth. Its discussions have increasingly addressed critical issues including innovation, sustainability, biosecurity, digital transformation, quality and consumer trust. Mr. Ghosh further said that the milestone was also seen as a reflection of the wider evolution of Indian poultry, with the Conclave serving as a platform where ideas have translated into strategies, discussions into collaborations and vision into action. The contribution of speakers, delegates, partners and stakeholders was acknowledged as integral to building the Conclave into a decade-long tradition of industry excellence.

Guests of Honour at the Conclave included Suresh Chitturi, Chairman and Managing Director, Srinivasa Farms; Sumit Sureka, Managing Director, Shivshakti Agro & Amrit Breeders; Dr. Shirish Nigam, Managing Director South Asia, E W Nutrition; Uday Singh Bayas, President, IPEMA-Poultry India; Madan Mohan Maity, General Secretary, West Bengal Poultry Federation and Vikash Deo, Director Production, Bhandari Group.

Marking the 10th anniversary of the Indian Poultry Review Annual Conclave, a new initiative, The IPR Excellence Foundation, was announced by Salmoli Mukerji, Director, Indian Poultry Review with a vision to create greater awareness of the nutritional, economic and social importance of poultry and livestock, while promoting sustainable poultry consumption across the country. It will serve as a credible platform for advocacy, knowledge sharing and consumer engagement, bringing together industry, academia, government, and society. She invited stakeholders across the poultry and livestock ecosystem to join this collective journey and contribute to building a healthier, better-nourished and more sustainable India.

In his Keynote Address, Prof. (Dr.) P. K. Shukla, President, Indian Poultry Science Association and Professor & Head, Department of Poultry Science, College of Veterinary Science and Animal Husbandry, DUVASU, Mathura highlighted the growing impact of climate change on poultry production and called for a strategic shift from merely managing climate risks to transforming them into opportunities for resilience and growth. He noted that rising temperatures, heat waves, erratic rainfall and extreme weather events were increasingly affecting bird physiology, productivity, feed availability, disease patterns and market stability.

Prof. (Dr.) Shukla emphasised that poultry birds are particularly vulnerable to heat stress and that genetic improvements aimed at higher productivity have also increased environmental sensitivity. Climate resilience, therefore, must encompass genetics, nutrition, housing, health, biosecurity, logistics and marketing. Climate-smart housing, including insulation, efficient ventilation, cooling systems, automation and renewable energy, along with sensor-based environmental monitoring, would become increasingly important. Further, he stressed the need for adaptive nutrition through high-density diets, electrolyte balance, antioxidants, functional feed additives and assured water quality. Genetic selection for heat tolerance, disease resistance and immune competence could further strengthen resilience. Prof. (Dr.) Shukla also advocated stronger epidemiological surveillance and predictive disease management as climate change alters disease patterns and vector populations. Digital technologies including IoT, artificial intelligence, machine learning, computer vision and digital twins were identified as key enablers of precision poultry production. Sustainability measures such as carbon accounting, renewable energy, circular bioeconomy practices and improved resource efficiency would also gain importance. Prof. (Dr.) Shukla concluded that climate resilience could become a strategic business advantage by ensuring stable productivity, improving resource efficiency and strengthening competitiveness. The future poultry farm, he envisaged, would integrate climate modelling, predictive analytics, precision nutrition, genomic advances and automated housing, supported by investment, research and public-private partnerships. The industry, he said, must move from “surviving to leading” to position India as a global poultry leader.

Delivering the Industry Leadership Oration, O. P. Singh, Managing Director, ABTL raised concerns over the future preparedness of the Indian poultry industry, particularly the wide gap between farmgate and consumer prices. With a substantial share of poultry moving through traders, wholesalers and retailers, he stressed the need to strengthen and organise the entire value chain to ensure better value distribution and improved farmer realisations. Mr. Singh called for an end-to-end approach covering production efficiency, input-cost management, disease control, processing, cold-chain infrastructure, organised retail and marketing. Collective and organised marketing models, he noted, could help reduce farmers' exposure to market volatility and improve price realisation. Further, he underlined the growing importance of traceability, transparency and consumer trust. Strengthening cold chains and retail infrastructure would be essential to minimise wastage, protect product quality and ensure food safety. Mr. Singh cautioned that increasing regulatory scrutiny around ESG, carbon footprint, antibiotic residues, antimicrobial resistance (AMR), feed safety and traceability would require proactive preparation. Industry stakeholders must develop robust systems for documentation, data collection and compliance. He also urged animal-health companies to strengthen scientific evidence and conduct life-cycle assessments of products. Concluding his talk Mr. Singh said that emerging sustainability and regulatory requirements should be viewed not merely as challenges, but as opportunities to build a more organised, transparent, resilient and globally competitive poultry industry.

A key highlight of the Conclave was a virtual international panel discussion, which brought together distinguished experts based in Europe and the United States for a global exchange of perspectives on “*Why Climate Adaptation is Now a Business Imperative*”. Moderated by Prof. (Dr.) Shukla, the session included presentations from Tara McCarthy, Global VP ESG, Alltech (*Drivers of Change in the ESG Landscape*); Dr. Heinrich Kliene Klausling, Dr. KK Consulting Germany (*Looking to the Future of Sustainable Poultry Feed Production – Solid-State*



Fermentation of Protein-Rich Feedstuffs as an Innovative Tool) and Dr. Jeffery Escobar, Senior Technical Service Manager, Kemin (*Reducing Metabolic Heat: A Nutritional Climate Adaptation Strategy*).

In his session on Vision 2035, Dr. Tarun Shridhar, Director General, Indian Chamber of Food and Agriculture & Former Secretary, Ministry of Fisheries, Animal Husbandry and Dairying, Government of India highlighted the remarkable transformation of Indian poultry over the past five to six decades—from a predominantly backyard activity into a technologically advanced, professionally managed sector that has created millions of livelihoods and contributed significantly to the country's food and nutritional security. The evolution was attributed to the collective efforts of farmers, scientists, veterinarians, entrepreneurs and other stakeholders. He emphasised that the sector's next phase of growth must be measured not merely in terms of birds, eggs, meat production or investment, but by its wider impact on nutrition, livelihoods, sustainability, public health and national development. The future poultry landscape is expected to be shaped by artificial intelligence, precision nutrition, genomics, automation and data-driven management, alongside greater emphasis on climate resilience, water efficiency, feed security, biosecurity and resource conservation. Consumer trust, food safety and sustainability are also likely to become increasingly important. He further underlined India's potential to emerge as a global poultry leader by leveraging its scale, scientific expertise and entrepreneurial capabilities. The proposed IPR Excellence Foundation was positioned as an institution that could provide knowledge, dialogue, foresight and thought leadership to guide this transformation. The overarching message was that Indian poultry must evolve beyond an industry focused primarily on production and growth to a broader movement contributing to nutrition, prosperity, sustainability and nation building by 2035.

Sameer Agarwal, Managing Director, Shalimar Group delivered the IPR Annual Conclave 10th Anniversary Commemorative Lecture. He emphasised that climate change is no longer a distant concern but an immediate reality for the poultry industry. Rising temperatures, erratic weather, intense rainfall, cyclones and heat waves are already affecting agriculture and livestock,

while disrupting the availability and cost of key feed ingredients such as maize and soybean. Heat stress and changing disease patterns are adding further pressure on poultry productivity. Mr. Agarwal stressed the need to build climate resilience across the entire value chain through insulated housing, improved ventilation, effective water management and adaptive breeding and production systems. On nutrition, he called for a shift from being merely feed formulators to becoming "true nutritionists", with greater emphasis on optimisation rather than maximisation and more diversified sourcing of feed ingredients. Water conservation, including rainwater harvesting, should become an integral part of responsible resource management. He also urged the industry to adopt a predictive approach through IoT, data analytics and simulation models to anticipate climate and disease risks. Sustainability, he noted, must extend beyond farms to feed mills, processing and packaging, with greater focus on energy efficiency, heat recovery, water conservation and recyclable packaging. Mr. Agarwal stressed that climate adaptation should be viewed not as an expense but as an investment in business resilience and continuity. Changing consumer preferences could further create opportunities for responsible producers to build trust, strengthen brands and command value for sustainable production. He concluded that adapting to a warmer world is now an imperative for the industry's long-term competitiveness.



Speaking on “*The New Climate Reality: Rethinking Growth in an Era of Extremes*”, Surojit Bose, Senior ESG Advisor, Intueri spotlighted the need for the poultry industry to integrate climate adaptation and mitigation as strategic tools for business advantage. He noted that rising temperatures, erratic weather and increasing disease pressures were already affecting poultry productivity,

particularly egg and meat yields. Mr. Bose emphasised the importance of adopting a value-chain approach, covering feed ingredients such as maize and soybean, farm production, logistics, cold chains and consumer expectations. Traceability, life-cycle assessment and AI-enabled monitoring, supported by IoT and sensors, would increasingly shape the industry’s sustainability performance. He also identified poultry litter and biochar as potential sources of renewable energy and carbon credits, creating additional revenue opportunities. He urged the industry to leverage available government funding and sustainability-linked finance for climate-resilient infrastructure. Mr. Bose concluded that combining precision nutrition, renewable energy, automation, genetics and carbon monetisation could enable the sector to achieve sustained, resilient and low-carbon growth.



Dr. Someshwar Zadbukey, Associate Vice President, R&D, Nadir Godrej Center for Animal Research and Development addressed the gathering on “*Feeding in a Warmer World: Rethinking Nutrition & Feed Strategies*”. In his presentation Dr. Zadbukey highlighted the growing impact of climate change and heat stress on poultry production and feed management. He noted that rising temperatures were affecting the nutritional

quality and digestibility of key feed ingredients, including maize and soybean, while increasing the risk of mycotoxin contamination. He added that heat stress significantly reduces feed intake, body-weight gain, egg production, shell strength, hatchability and overall bird performance. It also affects protein metabolism and nutrient utilisation, making appropriate feeding strategies essential during summer. According to him, recommended approaches include precision nutrition, carefully balanced low-protein diets, appropriate energy and amino-acid supplementation, and improved feed and raw-material management. Dr. Zadbukey cautioned against over-nutrition and excessive moisture addition to feed due to associated risks and stressed the need for stronger Indian guidelines on raw-material quality, storage and mycotoxin management to improve the sector’s resilience to climate change.



Prashant Kumar, Co-founder and Director, Sapience Group presented on a topic of key interest, “*Predict, Prevent, Perform: The Role of Data in Climate Adaptation*”. He emphasised that while heat stress is widely recognised, its financial impact is often poorly measured. He noted that rising temperature-humidity levels can reduce feed intake, egg production, egg weight and shell quality, while increasing mortality, disease

risks and feed conversion ratio (FCR). Heat stress can also compromise immunity and vaccine response, creating a chain of physiological and production challenges. Mr. Kumar argued that climate adaptation should not be viewed solely as a capital expenditure challenge, but also as an information challenge.

Sensors, cameras, molecular diagnostics, artificial intelligence and machine learning can generate real-time data to identify emerging risks and enable timely interventions. He highlighted the potential of predictive analytics to improve farm performance, citing examples of improved hatchability and economic returns. He concluded that farms capable of measuring and interpreting their data would be better positioned to survive and thrive in a warming world.



National Sales Manager of Neotle Global, Mr. Mani spoke to the gathering on “*Building Resilient Birds for a Warming World: Why the Future Must Move Beyond AGPs*”. In his presentation, Mr. Mani highlighted how poultry production is entering a new era in which climate change, rising production pressures, fluctuating raw-material quality and evolving consumer expectations are making bird resilience increasingly important. With feed accounting for a

major share of production costs, efficient nutrient utilisation and gut health have become critical to maintaining productivity and profitability. He emphasised that overuse of antibiotic growth promoters (AGPs) has contributed to antimicrobial resistance and that the industry must move towards safer, more sustainable gut-health solutions. While probiotics, prebiotics, organic acids and enzymes offer alternatives, Mr. Mani argued for solutions capable of controlling pathogens while preserving beneficial gut bacteria and maintaining intestinal integrity. He presented biopolymers as a promising next-generation approach, with reported antibacterial, anti-inflammatory and immunomodulatory properties. Their proposed mode of action targets pathogenic bacteria while sparing beneficial microflora, without residue or resistance concerns. Commercial observations cited improvements in nutrient absorption and utilisation, reinforcing the potential of biopolymers to support resilient, productive and sustainable poultry production.



The final presentation of the day was by Anil Singh Tomar, Head - Sustainable Energy, Koshish Sustainable Solutions Pvt. Ltd. who addressed the audience on “*Powering the Future: Integrating Clean Energy into Agri & Livestock Systems*”. The presentation highlighted poultry litter as an important opportunity for improving farm sustainability while creating additional economic value. With India generating an estimated 1.575 billion

kg of poultry litter annually, effective management is becoming increasingly important as the poultry sector expands. Biogas technology offers a viable solution, particularly for layer and breeder farms where litter can be collected regularly. Through anaerobic digestion, poultry litter can be converted into biogas, which can meet a significant portion of a farm’s electricity requirements. The process also produces organic manure that can be marketed or further processed into briquettes. A case study from a breeder farm in Dehradun demonstrated the potential, with a 300-cubic-metre plant generating about 400 units of electricity daily and annual savings of approximately Rs. 12 lakh. For broiler farms, where litter is collected after each batch, briquetting and pelletising offer an alternative route to energy recovery. Overall, integrated biogas and renewable-energy solutions can reduce waste-handling costs, improve farm hygiene and enhance energy self-reliance.

Guests of Honour at 10th Indian Poultry Reviews Annual Conclave 2026



Uday Singh Bayas
President
IPEMA - Poultry India



Suresh Chitturi
Chairman and MD
Srinivasa Farms



Sumit Sureka
Managing Director
Shivshakti Agro &
Amrit Breeders Health



Dr. Shirish Nigam
Managing Director
South Asia,
E W Nutrition



Madan Mohan Maity
General Secretary
WBPF



Vikash Deo
Director-Production
Bhandari Group

In a wide-ranging fireside chat moderated by Dr. Vijay Makhija, INFAH Chairman Biologicals and Biosecurity Subcommittee, Suresh Chitturi, Chairman and Managing Director, Srinivasa Farms, discussed the critical role of poultry in strengthening India's protein security. He argued that while India has made significant progress in addressing hunger, the national conversation must now shift decisively towards nutrition and protein security. Mr. Chitturi highlighted the gaps in protein consumption, noting that India continues to rely heavily on cereal-based protein, unlike many high-performing countries where animal-source proteins contribute substantially to diets. He identified availability, affordability and awareness as key factors influencing consumption, while pointing out that poultry has made eggs and chicken among the most affordable sources of high-quality protein. The discussion emphasised the need to make poultry products more accessible to women, children and rural households. Mr. Chitturi cited the success of egg-based school meal programmes in Andhra Pradesh as evidence of the potential impact of regular egg consumption on children's health, attendance, academic performance and overall development. He stressed the urgent need for evidence-based advocacy to counter persistent misconceptions surrounding eggs and poultry. The fireside chat called for greater engagement with doctors, policymakers and consumers, along with sustained communication campaigns highlighting the nutritional, culinary and economic value of eggs. A major concern was the industry's inadequate investment in data, research and public communication. Mr. Chitturi urged the sector to collaborate, generate credible evidence, monitor misinformation and use digital and AI-enabled tools to respond rapidly. Looking ahead, he maintained that eliminating protein malnutrition should be treated not as an aspiration but as a national imperative, with poultry positioned as a key pillar of India's nutritional future.

The Leadership Panel moderated by Prof. (Dr.) P. K. Shukla and featuring Sameer Agarwal, Managing Director, Shalimar Group, Dr. Vidyasagar Punja, General Manager, VH Group; Dr. Shirish Nigam, Managing Director South Asia, EW Nutrition and Naveen Pasuparthi, Chief Farmer, Nanda Group examined the evolving transition of India's predominantly wet-market chicken trade towards organised processing, branding and modern retail. The discussion noted the rapid expansion of processing capacity, particularly since 2018, alongside growing consumer acceptance and changing consumption patterns. Panellists highlighted that processing, branding and market infrastructure must develop simultaneously. Building a successful brand was described as a long-term exercise requiring sustained investment in cold chains, retail outlets, logistics, product quality and consumer trust. The growing influence of e-commerce, quick commerce and

the HoReCa segment was identified as an important driver of demand, particularly in urban markets. The session also explored integrating small and medium farmers into organised processing through specialised farmer clusters, training, traceability systems and appropriate transport infrastructure. Such integration could provide farmers with remunerative markets while enabling processors to ensure consistent quality and traceability. A major concern was consumer communication and misinformation on social media. The panel stressed the need for coordinated industry-wide communication highlighting the nutritional, health and quality benefits of poultry products, supported by professional digital engagement. The session concluded that processing is likely to expand steadily and progressively transform India's live-bird market.

The concluding attraction of IPR Annual Conclave 2026 was the Strategic Dialogue featuring Ranpal Dhanda, President, Poultry Federation of India; Prof. (Dr.) P. K. Shukla, President, Indian Poultry Science Association, Uday Singh Bayas, President, IPEMA-Poultry India and Dr. Santosh Ire, Secretary, Vets in Poultry. The dialogue was moderated by Dr. Vijay Makhija. The dialogue examined the growing challenges of feed raw material volatility, supply security and supply-chain resilience in the poultry sector. It was observed that the industry's growth is outpacing the growth of key feed commodities such as maize and soybean, creating increasing pressure on raw material availability and prices. Geopolitical developments, trade policies, competition from food and fuel industries, and changing consumption patterns were identified as factors likely to contribute to continued volatility. The discussion emphasised that the objective should not necessarily be to eliminate price fluctuations, but to ensure consistent availability of feed ingredients while maintaining remunerative returns for farmers. India's increasing production of maize and the contribution of scientific advancements, improved seed technology and better farming practices were highlighted as positive developments. At the same time, the industry was encouraged to explore alternative feed ingredients and reduce its dependence on conventional raw materials. Greater backward integration emerged as an important strategy for strengthening feed security, particularly by connecting poultry production more closely with farmers producing maize, soybean and other feed crops. The need to minimise losses and inefficiencies across the entire value chain—from cultivation and storage to transportation, feed manufacturing and poultry production—was also stressed. The panel further highlighted the importance of improving farm productivity, biosecurity, water management, housing, feeding systems and mortality control. Reducing production losses was seen as an important opportunity to improve profitability, particularly when feed and other input costs remain high. The

discussion concluded that the challenges confronting poultry are multidimensional and require a coordinated response involving farmers, scientists, veterinarians, feed manufacturers, equipment companies, genetic suppliers, policymakers and other stakeholders. Scientific innovation, efficient resource utilisation, alternative feed resources, stronger supply chains and collective industry action were identified as essential to building a more resilient, sustainable and globally competitive poultry sector.

The 10th edition of the IPR Annual Conclave 2026 concluded with a clear recognition that adapting to a warming world is no longer a choice but an imperative for the poultry and livestock sector. The discussions underscored the need to move from reactive measures to proactive, science-led strategies encompassing climate-resilient genetics, nutrition, housing, water management, disease prevention, technology and efficient supply chains. More importantly, the Conclave reinforced the value of collaboration across farmers, researchers, industry, policymakers and entrepreneurs in building a resilient and sustainable animal agriculture ecosystem. As the



IPR Annual Conclave completes its first decade, its continuing role as a platform for knowledge, dialogue and collective action assumes even greater significance in shaping a future-ready and globally competitive Indian poultry sector.

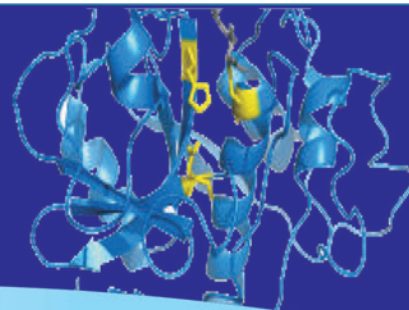


The full recording of Indian Poultry Review Annual Conclave 2026 is available on YouTube. Scan the QR code to watch



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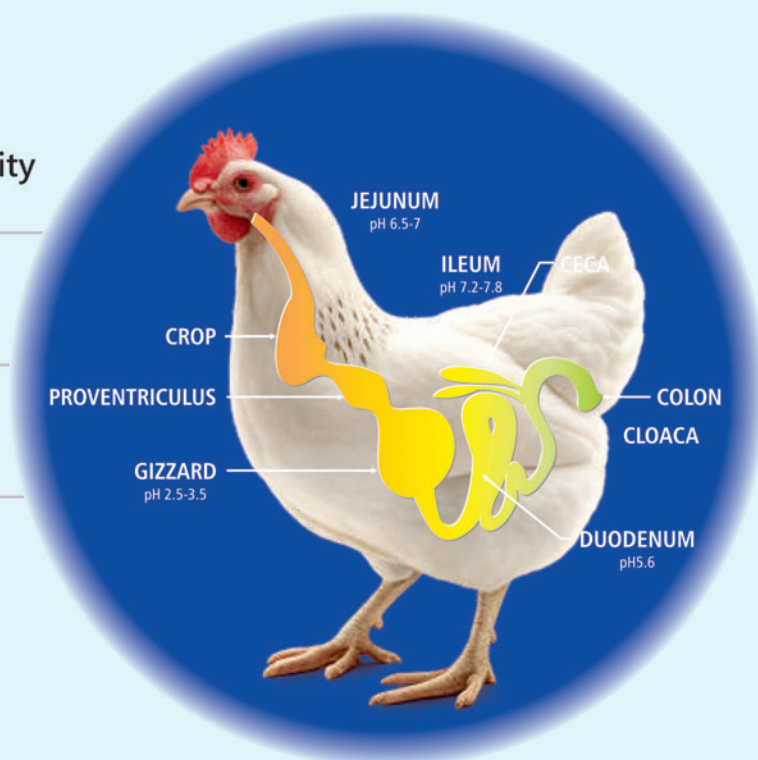
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BEST ACHIEVERS

JULY -2026

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Northern Region

COMPANY: Sampoorna Feeds FARMER NAME: Mr. Kulwinder Singh 	JULY-2026	Top #1
	Farm Type	Open House
	State	PUNJAB
	Chicks Placed	9,951
	Mean Age	36
	Avg Body Wt	2,818
	FCR	1.37
	cFCR	1.18
	Livability%	97.1
	Daily Gain	76.3
	EPEF	541

Eastern Region

COMPANY: IB Group FARM NAME: Mr. Manjurul Sarkar 	JULY-2026	Top #1
	Farm Type	Open House
	State	BENGAL
	Chicks Placed	1289
	Mean Age	31
	Avg Body Wt	2,034
	FCR	1.24
	cFCR	1.23
	Livability%	98.1
	Daily Gain	65.6
	EPEF	518

Central Region

COMPANY: Japfa FARMER NAME: Mr. Tanaji Kisan Shelar 	JULY-2026	Top #1
	Farm Type	Closed House
	State	MAHARASHTRA
	Chicks Placed	16,990
	Mean Age	32
	Avg Body Wt	2,345
	FCR	1.34
	cFCR	1.26
	Livability%	97.1
	Daily Gain	73
	EPEF	527

South Region

COMPANY: IB Group FARMER NAME: Mr. Bolistti Sreera 	JULY-2026	Top #1
	Farm Type	Closed House
	State	ANDHRA PRADESH
	Chicks Placed	18,500
	Mean Age	37
	Avg Body Wt	2,571
	FCR	1.51
	cFCR	1.38
	Livability%	97.6
	Daily Gain	69.5
	EPEF	449

July 2026 -Top PERFORMANCE BY AREA

Area	Chicks Placed	Mean Age(Days)	BW	FCR	cFCR(2Kg)	Livability%	Daygain	EPEF
North EC House	12,030	32	2,156	1.38	1.35	95.9	67.2	467
North Open House	9,951	37	2,818	1.37	1.19	97.1	76.3	541
East EC House	7,161	35	2,555	1.47	1.35	97.3	73.0	483
East Open House	1,289	31	2,034	1.24	1.24	98.1	65.6	518
Central EC House	16,990	32	2,345	1.34	1.27	97.1	73.0	527
Central Open House	9,900	32	2,214	1.39	1.35	96.2	67.4	465
South EC House	18,500	37	2,571	1.51	1.38	97.6	69.5	449
South Open House	3,510	37	2,410	1.47	1.38	96.5	65.1	428

July 2026 -Top 10 FIELD PERFORMANCE

Flock	Farm Type	State	Chicks Placed	Mean Age	BW	FCR	cFCR	Livability%	Day Gain	EPEF
Flock 1	OPEN HOUSE	PUNJAB	9,951	37	2,818	1.37	1.19	97.1	76.3	541
Flock 2	CLOSED HOUSE	MAHARASHTRA	16,990	32	2,345	1.34	1.27	97.1	73.0	527
Flock 3	OPEN HOUSE	PUNJAB	9,996	34	2,510	1.36	1.25	96.2	73.2	518
Flock 4	OPEN HOUSE	NORTH BENGAL	1,289	31	2,034	1.24	1.24	98.1	65.6	518
Flock 5	CLOSED HOUSE	MAHARASHTRA	7,885	33	2,536	1.40	1.28	94.8	76.4	516
Flock 6	OPEN HOUSE	PUNJAB	14,360	34	2,425	1.34	1.25	97.0	70.3	509
Flock 7	OPEN HOUSE	PUNJAB	5,675	32	2,366	1.36	1.28	93.6	73.9	509
Flock 8	OPEN HOUSE	PUNJAB	8,375	33	2,367	1.35	1.27	95.8	70.9	503
Flock 9	OPEN HOUSE	PUNJAB	10,117	35	2,535	1.36	1.24	95.5	71.6	503
Flock 10	OPEN HOUSE	PUNJAB	5,085	32	2,325	1.37	1.30	95.3	72.2	502

Article

Making DORB Work in Poultry Diets: Matching the Ingredient to the Bird and the Formula



Ankit Bansal
Director
Business Development
Rudrapur Solvents Pvt. Ltd.

In poultry nutrition, a feed ingredient is never judged in isolation. Its value is decided by the bird, the production stage, the rest of the formula and the consistency of the batch arriving at the mill. De-oiled rice bran (DORB) is a good example. It can contribute protein, fibre, minerals and useful energy to a poultry ration, but it is not a universal substitute for every conventional ingredient. The practical question is not simply whether

DORB can be used; it is whether the selected material fits the nutritional purpose of the diet being made.

This distinction is important because poultry diets are energy-sensitive. A broiler starter, a broiler finisher, a commercial layer and a breeder flock all have different priorities. The same ingredient may be acceptable in one formula yet require greater caution in another. When DORB is evaluated with that discipline, it becomes part of a balanced formulation decision rather than a rate-driven purchase decision.

Start With the Bird, Not the Bag Price

Poultry cannot compensate easily for large shifts in dietary fibre, metabolisable energy or amino-acid balance. A low purchase price can, therefore, be misleading if an ingredient dilutes the diet and forces other corrections elsewhere in the formula. DORB should be assessed as one component of the complete ration: what nutrients does it bring, what does it displace, and what must be adjusted to keep the diet on target?

For the nutritionist, the key relationship is between DORB quality and the nutrients being protected in the final feed. Crude protein matters, but it is only one part of that picture. Fibre influences energy density; sand and silica add non-nutritive weight; moisture affects storage stability; and batch variation makes formulation less predictable. A sound specification gives the formulation team a more reliable starting point.

Broilers: Protect Energy Density and Uniform Growth

Broiler diets are designed around fast, efficient growth. During the early phase, birds have limited capacity to handle unnecessary bulk in the diet, so the margin

for ingredient variability is narrow. The objective is to provide enough digestible energy and balanced amino acids without overloading the ration with poorly digestible fibre or inert matter.

In this setting, DORB should be treated as a carefully specified ingredient, not as a simple protein number. A batch with excessive fibre may reduce energy density. A batch with high sand-silica or acid-insoluble ash can add weight without contributing usable nutrition. Both situations may lead the formulator to make costly adjustments elsewhere. Consistency is, therefore, as valuable as an attractive quotation: a dependable batch allows the nutritionist to formulate with confidence and helps the mill maintain a uniform feed profile.

As birds move toward the finisher stage, the economic objective remains feed conversion and uniform market weight. DORB may have a role when its quality is known and the formula is rebalanced accordingly. The point is not to chase the maximum possible inclusion. The point is to use an ingredient at a level that the complete diet can support.

Layers: Think Beyond Cost per Tonne

Layer diets must support sustained egg output, shell quality, body condition and persistency over a longer production cycle. A small inconsistency in raw-material quality can be repeated day after day, which is why disciplined purchasing and formulation





matter. The effect may not be visible in a single day, but nutrition teams watch trends in feed intake, egg mass, shell condition, body weight and flock uniformity.

DORB can be considered as part of the ingredient basket when its fibre level, mineral contamination and moisture are controlled. The nutritionist must still protect the formula's energy, amino-acid, calcium, available phosphorus and other nutrient targets. In practical terms, a layer feed is not improved merely because one ingredient is cheaper. It is improved when the complete ration continues to deliver the intended nutrients consistently.

This is also why a fixed inclusion rule is not a sound shortcut. The same percentage can behave differently when maize, soybean meal, rice by-products, oil sources or local raw materials change in price or quality. Stage of lay, flock condition, climate and pellet or mash quality also influence the final decision.

Breeders: Maintain a Wider Safety Margin

Breeder nutrition adds another layer of sensitivity because the feed programme supports both the parent bird and reproductive performance. Here, a prudent approach is preferable to aggressive raw-material substitution. Ingredient quality, daily nutrient intake, body-weight control and flock management must work together. Any use of DORB should, therefore, be evaluated within the breeder nutrition programme, with particular attention to consistency and the diet's overall nutrient density.

The useful principle for all breeder operations is simple: do not allow a low-cost ingredient to create uncertainty in a high-value flock. A verified specification, a representative sample and regular review with the nutritionist are more important than trying to extract the last rupee from a purchase price.

A Practical Formulation Conversation

Before approving DORB for a poultry formula, the feed mill can ask five connected questions. First, is the batch within the agreed

specification for protein, fibre, moisture, ash and sand-silica indicators? Second, does the laboratory sample represent the delivered lot? Third, what nutrient contribution is being credited in the formulation, and is that credit conservative enough? Fourth, which ingredient is being displaced, and what correction is required for energy and amino acids? Finally, can the material be stored dry, clean and ventilated until it is used?

These questions shift the discussion from whether DORB is "cheap" or "expensive" to whether it performs its assigned role in the formula. They also create a common language between procurement, quality control, the feed mill and the nutritionist. When each group sees the same batch information, problems can be identified before they reach the flock.

Quality Discipline Makes Formulation More Flexible

DORB should not be promoted as a magic replacement for soybean meal, maize or any other individual raw material. Poultry nutrition is a balancing exercise, and every ingredient has limits. But a well-specified, consistently tested DORB can give the formulation team another useful option in managing feed cost without losing sight of diet quality.

The best outcome is not the lowest invoice value for one raw material. It is a stable feed that supports the performance objectives of the birds. For broilers, that means protecting growth and feed conversion; for layers, maintaining sustained productive performance; and for breeders, preserving a wider nutritional safety margin. In every case, final inclusion and formula adjustments should be decided by a qualified poultry nutritionist after considering the complete diet and the actual batch analysis.



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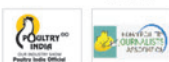
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Article

Beyond the Shell: Business Opportunities and Market Avenues for Liquid Egg and Egg Powder



Dr. Narahari
Founder & CEO
NH ProPOWER
Consultancy Services

Introduction

Eggs are renowned for their exceptional nutritional benefits, especially as a high biological-value protein source. The high-quality protein, essential amino acids, healthy fats, vitamins such as A, D, E, B12, riboflavin, folate, and minerals including iron, phosphorus, selenium, and zinc make eggs an excellent addition to a balanced diet at an affordable price.

The functional properties of egg proteins can be used to develop a wide range of other products. India, the world's second-largest egg producer, has a strong raw material base, but organised egg processing remains in an early stage of growth. This article discusses the scientific relevance, business opportunities, barriers, and marketing avenues for liquid egg and egg powder, the convenient, shelf-stable egg products.

Global Trends and Indian Prospects

Globally, egg production is expanding, with an estimated output of 100 MT (approximately 1.8–1.9 trillion eggs). China is the

leading producer, contributing around 35% (35.88 MT) of the global egg production. India ranks second with about 8.2 MT (149.11 billion eggs). Overall, the world's egg market is valued at USD 352.17 B in 2025 and is projected to reach USD 585.37 B by 2033. Currently, liquid egg is the largest processed product (46.3%), with a market size of USD 5.84 billion, estimated to reach USD 7.97 billion by 2030. Besides, the egg powder market is valued at ~USD 2.09 billion in 2025 and is forecast to reach USD 2.89 billion by 2034.

India's egg production figures make it well-suited for value addition. Specifically, 84.49% of the eggs come from commercial poultry units of improved fowls, while desi fowl contribute 12.59%, and ducks around 1.07%. Egg production is concentrated in Andhra Pradesh, Tamil Nadu, Telangana, West Bengal, and Karnataka, which collectively account for ~65% of total production. However, India's per capita egg intake is 106 eggs/person/year in 2024–25, which is significantly below the global average. Thus, India could be the ideal location for producing value-added products like liquid, frozen, and powdered eggs. At present, India is a net exporter of eggs and egg products. In 2024, India's shell egg exports totaled 63,575.9 MT, valued at USD 102.78 million.



Similarly, the liquid egg has a market size of USD 107.76 million and is estimated to reach USD 187.69 million by 2034. Besides, the egg powder market is valued at ~USD 44.6 million in 2025 and is forecast to reach USD 274 million by 2034.

Why Liquid Egg and Egg Powder?

Conventional shell-egg marketing is limited by egg perishability, breakage, hygiene concerns, price fluctuations, and limited industrial convenience. Pasteurised liquid egg and egg powder

Status of Egg Processing in India and the Key Players

A major share of eggs is marketed as shell-on, while only a small fraction is processed and marketed as liquid eggs, frozen eggs, or egg powder. Despite substantial egg production capacity in India, its egg-processing infrastructure has not developed adequately. Organised processing is limited to a few export-oriented entities, such as SKM Egg Products Export, Ovobel Foods, OVO Farm/KENKO, Raja Fat & Feeds/Peggs, Venky's, EGGWAY International Asia, Nature-Egg/EggEasy, and



Fig. 1. Liquid egg and egg powder business opportunities and the basic pillars for the growth of potential and market channels in value-added egg products in India

production helps to convert this perishable commodity into standardised, safe, and convenient ingredients for many other products and export markets. Liquid egg refers to pasteurised whole egg, yolk, or albumen supplied in chilled or frozen form. It is suitable where safety, consistency, and labour-saving are critical, especially in hotels, quick-service restaurants, bakeries, caterers, and institutional kitchens. The powdered form of egg is produced by spray-drying whole eggs, egg whites, or yolks. This process adds multiple benefits, such as long shelf life, ambient storage, lower transport costs, and easy incorporation into dry mixes such as bakery premixes, pasta, ready meals, and nutraceutical formulations. Also, liquid egg and egg powders retain the nutritional and functional qualities of shell eggs while improving convenience. For entrepreneurs, processed eggs offer value addition, reduced breakage losses, broader market reach, price stabilisation, product diversification, and export potential. For food industry users, they offer hygiene, accurate measurement, no shell waste, easy storage, consistent quality, faster preparation, and reduced labour. These advantages have made the liquid egg and egg powder valuable and increasingly important in the egg industry.

Safa Agro. Domestic demand is rising in the bakery, HoReCa, QSR, mayonnaise, nutraceutical, and convenience-food sectors. However, the major bottleneck in the development of egg processing in India is due to the weak cold chain infrastructure, high capital and technology requirements, unorganised marketing, and stringent sanitary and phytosanitary compliance requirements.

Egg Business-model Transition and Future Market Structure

The egg business in India is slowly progressing from shell-egg trading to processed egg products. The composition of value creation is expected to change substantially over the next 10–20 years. Table 1 shows a directional view of how India's egg market may gradually shift from loose shell-egg trading toward organised, differentiated and processed egg segments over the next two decades. The loose shell-egg trade currently accounts for an estimated 70–75% of the market. Its share is expected to decline to 50–60% in the next 10 years and further to 35–45% over 20 years, not necessarily because shell-egg demand will contract, but because organised, branded and value-added formats will grow faster. Branded eggs, specialty eggs, and

processed egg products are expected to gain share as buyers increasingly value hygiene, grading, date coding, traceability, convenience, and assured product quality.

Table 1: Value Chain Transition Framework in India's Market: Indicative Estimates/ Scenario Assumptions Illustrating the Business Model Shift				
Business model segment	Current estimated share, 2025–26	Likely share in 10 years	Likely share in 20 years	Strategic interpretation
Shell egg trading: wholesale, mandi, loose retail crates	70–75%	50–60%	35–45%	Remains the largest volume segment, but loses relative share to organised and processed formats
Branded packs: graded, sanitised, date-coded eggs	5–8%	15–20%	20–30%	Major growth opportunity through trust, hygiene, traceability and premium retail positioning
Specialty eggs: brown, omega-3, protein-plus, organic, free-range, cage-free	1–3%	5–8%	10–15%	High-margin niche supported by health, wellness, and animal-welfare positioning
B2B shell egg supply: HoReCa, bakeries, QSR, cloud kitchens, canteens	12–18%	18–22%	15–20%	Stable institutional demand; some volume may migrate into liquid egg formats
Processed eggs: liquid whole/white/yolk, frozen egg, egg powder	12–18%	18–22%	15–20%	Highest value-addition potential through food safety, convenience, shelf life and exportability

NB: Official data on business-model-wise market share of eggs in India is not publicly available. Therefore, the segment shares were statistically estimated using a constrained residual model. Commercial egg production was used as the base, while branded, specialty, B2B, and processed egg segments were assigned bounded assumptions based on organized retail penetration, foodservice growth, and processed egg market trends. Loose shell egg trading was estimated as the residual dominant segment.

Market Growth Outlook and Processed-egg Opportunity

India's shell-egg market will remain the primary scale opportunity, rising from approximately Rs. 75,000 crore currently to Rs.1, 50,000–1, 60,000 crore by 2035. Liquid egg offers the fastest relative growth, driven by expanding demand from B2B foodservice, bakeries, and industrial food manufacturers seeking hygiene, standardisation, and convenience. Egg powder is expected to grow more steadily, supported by its shelf stability and export suitability. Overall, the combined liquid egg and egg powder market is projected to reach Rs. 2,150–2,250 crore by 2034, highlighting a significant opportunity for processors to convert surplus eggs into higher-value products, reduce exposure to shell-egg price volatility and access food-processing and export markets.

Sales-channel Priorities and Management Implications

The sales-channel outlook shows that traditional trade will remain essential, but it will no longer be sufficient as the sole route to market. For shell eggs, kiranas, loose retail, and wholesalers are projected to remain the largest channel (Table 2). The greatest expansion is expected in online and quick-commerce channels, supermarkets, foodservice, and industrial food processing. Liquid egg will remain predominantly B2B-led, with bakery, confectionery, foodservice and convenience-food companies representing the most important demand base. Egg powder will continue to be led by bakery and confectionery, while nutrition, sports, pharmaceutical, and specialty-product applications offer the strongest premium-growth pathway. Therefore, it is suggested that the entrepreneurs may adopt a multi-channel strategy.

Operational, Regulatory and Risk Considerations

Egg processing firms require equipment for the key processing steps, such as egg breaking, filtration, pasteurisation, chilling

Table 2: Estimated Major Channel-wise Market Value of Shell Eggs, Liquid Eggs and Egg Powder in India: Current and 2035 Outlook (Rs. crore)

Product category	Major sales channel	Estimated market value, 2025 (Rs. in Crore)	Projected market value, 2034 (Rs. in Crore)
Shell eggs	Traditional grocery, kirana, loose retail and wholesalers	51,000	85,250
	Foodservice, QSRs, cloud kitchens, canteens and hotels	10,500	24,800
	Food processing and bakery using shell eggs	6,000	15,500
	Hypermarkets and supermarkets	4,500	15,500
	Online, quick commerce and D2C brands	750	9,300
Liquid egg	Bakery and confectionery	317	505
	Foodservice, QSRs, cloud kitchens and institutional kitchens	226	442
	Processed and convenience foods	181	363
Egg powder	Bakery and confectionery	169	261
	Export markets	113	156
	Sauces, dressings, mixes and convenience foods	56	112
	Nutritional, pharma, sports and specialty products	26	62

NB: Figures are indicative author estimates for the Indian market and are rounded to the nearest Rs. crore. They have been derived from the estimated total market values of shell eggs, liquid egg products and egg powder, together with assumed channel allocations, published end-use patterns and growth trends in related sectors. Only the major sales channels are presented. Therefore, the values may not sum to the total product-market size. The 2034 values are projections rather than official market forecasts and should be interpreted as indicative estimates of the relative scale and growth potential of each channel.

or freezing, spray drying, packaging, cold chain, and quality laboratories to be successful in the industry. Apart from these, food safety compliance, ensuring traceable sourcing, residue monitoring, microbiological testing, validated pasteurisation, hygienic plant design, and biosecurity at collection points are of great importance. Certifications such as FSSAI licensing, Food Safety System Certification (FSSC 22000), Brand Reputation Compliance Global Standard (BRCGS), Halal, and Kosher could strengthen the credibility of value-added egg products. Also, risk management for price volatility, pathogen or antibiotic-related issues, competition from other protein sources, etc., is equally important.

Conclusion

India has huge potential to build a strong value-added egg sector, with excellent egg production capacity, surplus clusters, and demand from the food industry. The immediate demand channels are industrial bakery, HoReCa, QSR, nutrition/ nutraceutical brands, and exports. Future growth will depend on proof-led marketing, reliable supply chains, cold-chain development, automation, regulatory compliance, and consumer education. The move from commodity shell eggs to branded trust, then to processed ingredients, and export-ready value addition is the recommended strategic direction. With appropriate investment and a marketing strategy, India can convert its strength in egg production into a globally competitive liquid egg and egg powder industry.



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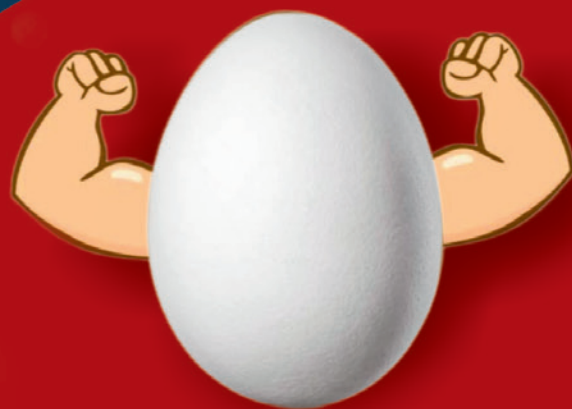
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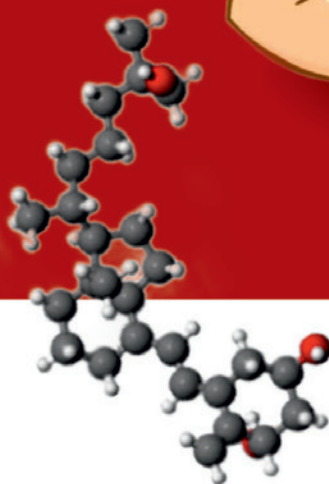
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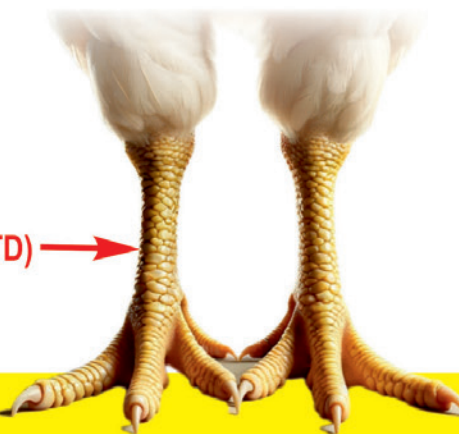


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Feature

What Lies Behind Wet Litter?



Dr. R. Chanthirasekaran
Regional Director
(Technical Services)
Kemin South Asia

Kemin Research Published in Poultry Science Identifies Key Brachyspira Species Associated with Avian Intestinal Spirochaetosis (AIS) in India

Wet litter, loose droppings, dirty eggs, and unexplained declines in egg production are challenges frequently encountered in layer farms and are often linked to management, nutrition, or environmental factors. However, emerging intestinal diseases may sometimes be an

overlooked part of the picture.

A recent peer-reviewed study led by Dr. R. Chanthirasekaran (RC) of Kemin and published in the internationally renowned journal Poultry Science provides important new insights into Avian Intestinal Spirochaetosis (AIS), an intestinal disease of laying hens caused by Brachyspira species.

Contributing New Knowledge to the Industry

Using advanced molecular diagnostics, PCR testing, and genetic characterisation, the study investigated clinically suspected commercial layer flocks from key poultry-producing regions of India. The findings revealed a high frequency of Brachyspira detection in flocks exhibiting intestinal health concerns, reinforcing the need to consider AIS as part of the differential diagnosis when persistent gut health challenges are observed.



From Field Observations to Scientific Evidence

The study found that affected flocks commonly presented with wet litter, loose droppings, vent pasting, dirty eggs, and modest



reductions in production performance. The findings highlight that symptoms often regarded as routine management challenges may, in some cases, have an infectious component that warrants further investigation.

The research also observed that detection tended to be higher in older flocks, suggesting that long-cycle layer operations may benefit from increased attention to intestinal health monitoring and diagnostics.

A Commitment to Science and Industry Advancement

This publication reflects Kemin's commitment to advancing poultry health through scientific research, technical expertise, and practical field investigations. By transforming field observations into peer-reviewed scientific evidence, Kemin continues to contribute meaningful knowledge that supports veterinarians, nutritionists, and producers in making informed, evidence-based decisions.

As the poultry industry evolves, understanding emerging health challenges becomes increasingly important. Through science, diagnostics, and innovation, Kemin remains committed to helping the industry better understand, identify, and manage conditions that impact flock health, productivity, and profitability.

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IPEMA-Poultry India Supports First Poultry Conclave 2026 in Gorakhpur

IPEMA-Poultry India supported the First Poultry Conclave – Gorakhpur 2026, bringing together farmers, poultry entrepreneurs, veterinarians, scientists, government representatives and industry leaders to discuss the future of poultry in eastern Uttar Pradesh.

IPEMA-Poultry India President Uday Singh Bayas, who participated as a speaker, highlighted poultry's critical role in nutritional security, rural employment and farmers' incomes. He stressed that sustainable sectoral growth would require stronger collaboration among farmers, industry, government and academia, along with greater adoption of scientific management, biosecurity, disease prevention and modern technology.



The conclave, attended by senior political and government representatives, featured deliberations on protein security, technology, investment, quality production and market development. Discussions also underlined Gorakhpur and eastern Uttar Pradesh's potential to emerge as a major poultry hub, supported by rising protein demand and growing rural entrepreneurship.

IPEMA-Poultry India's participation reaffirmed its commitment to knowledge sharing, industry collaboration and strengthening the poultry ecosystem at the grassroots level.

Goa Government Forms Poultry Corporation to Boost Production and Regulate the Sector

The Goa government has decided to start all types of poultry and poultry products business in India and abroad, and formed the Goa State Poultry Development Corporation Ltd. to oversee the businesses. Animal Husbandry and Veterinary Services Director Nitin Naik, who has been appointed as a Director of the corporation, said the body will undertake the promotion, production, procurement and marketing of poultry and poultry products in India and overseas.

The corporation will engage in poultry farming, set up

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breeder units and hatcheries on purchased or leased land, and manufacture, procure and market feed additives, medicines and other raw materials through individual, contract and community-driven initiatives.

The corporation will also be involved in the procurement, distribution and marketing of poultry products, including live birds, dressed and processed chicken, eggs and ready-to-eat items, through a network of registered traders, distributors and corporation-approved outlets.

"The corporation will streamline and reorganise Goa's poultry sector through policy formulation, licensing and registration mechanisms, enforcement of biosecurity measures, market research initiatives and public awareness programmes," Naik said.

The poultry corporation will implement the Committee for the Purpose of Control and Supervision of Experiments on Animals (CPC SEA) Guidelines for Poultry/Birds Facility, 2020, and adopt its directions from time to time and educate the poultry traders to regularise the trade in Goa. The State government has registered the corporation under the provision of the Companies Act, 2013.

Chief Minister, Dr. Pramod Sawant had proposed to establish the Goa Poultry Board to increase poultry production, regulate the poultry industry, and provide quality chicken to the public. "My aim is also to establish a state-of-the-art poultry farm," Dr. Sawant had said.

Uttarakhand's First State-Run Broiler Hatchery Starts Operations in Tehri

Uttarakhand's first state-run broiler hatchery, set up at a cost of about Rs. 3 crore, has started operations at Chham in Tehri district, with the facility expected to provide high-quality chicks to poultry farmers across the state and promote scientific poultry farming.

According to official sources, the State Poultry Farm at Chham was established under the 'Mukhyamantri Krishi Vikas Yojana' to strengthen the rural economy, increase farmers' income and create self-employment opportunities for rural youth. The hatchery project was initiated last month.

District magistrate Nitika Khandelwal said the hatchery would produce about 3,500 to 4,000 broiler chicks a week. "These high-quality chicks are being provided to farmers at Rs. 2 lower per chick than the market price. This enables them to acquire quality chicks at a lower cost, thereby enhancing poultry production capacity and strengthening prospects for increased income," she said.

Chief Veterinary Officer, D. K. Sharma said the poultry Breeding facility has around 1,200 'Vencobb-430' parent breeder birds. "In this state-run broiler breeding farm and hatchery, the birds are being reared using scientific methods. Mr. Sharma added that the chicks were being distributed in Tehri Garhwal, Dehradun, Pauri Garhwal and Uttarkashi, among other districts. "This ensures that farmers and poultry rearers have access to high-quality chicks within their own state. Local availability not only reduces transportation costs but also helps develop poultry farming into a viable self-employment opportunity for small and marginal farmers as well as rural youth," he said.

Soy Connex 2026 Strengthens Global Collaboration for Sustainable Food & Feed Security

The U.S. Soybean Export Council (USSEC) hosted Soy Connex 2026 in Chicago and Des Moines, USA, from 4th to 10th August 2026, bringing together more than 800 participants from over 60 countries representing the animal nutrition, feed, food and agribusiness sectors. The global summit focused on market intelligence, innovation, sustainability and international collaboration to strengthen food, feed and nutritional security.

A key highlight was the opportunity for delegates to interact with U.S. soybean growers and visit farms in Illinois and Iowa. Visits to Jeff O'Conner Farm and Grubbs Lands & Cattle Farm provided insights into advanced genetics, precision agriculture, technology adoption and sustainable farming practices.



The Soy Excellence Center 2026 Top Achiever Recognition also highlighted India's contribution, with Dr. Pragati Salutgi receiving the STAR Award for her outstanding contribution.

Technical sessions examined global soy markets, geopolitics, trade, supply and demand, while discussions underscored the importance of resilient supply chains and sustainable protein production.

The programme concluded with a visit to the Kent Feed Mill and Grain Science Complex at Iowa State University, highlighting advances in feed technology, grain science, research and industry-academia collaboration.

Poaching and Genetic Erosion Threaten Indonesia's Jungle Fowl

Indonesia's jungle fowl population faces pressures ranging from habitat loss and poaching to crossbreeding with other chicken breeds. These conditions not only threaten the wild population but also risk eroding the genetic purity of the jungle fowl as part of Indonesia's rich bio-diversity.

Dr. Nyoto Santoso, Professor and Chair of the Department of

INTERNATIONAL

Forest Resource Conservation and Ecotourism at IPB University, explained that jungle fowl populations are generally declining due to shrinking habitats.

"The conversion of forest areas into plantations, agricultural land, mining sites, or other uses is putting pressure on the jungle fowl's living space," he said.

Nevertheless, Dr. Santoso continued, jungle fowl have the ability to adapt to environments adjacent to human activities.



These birds can still be found in plantation areas as long as there are open spaces or forested areas that can serve as habitats.

"If humans do not disturb them, even in oil palm plantations jungle fowl can still thrive because there is an abundance of food, such as insects and seeds," he explained.

Dr. Santoso believes that the increasingly serious

threat actually stems from poaching. Male jungle fowl, which are responsive to the crowing of other jungle fowl, are often used by poachers to lure and capture them. High demand from hobbyists further intensifies this pressure.

Jungle fowl are sought after not for consumption, but as pets and breeding stock for crossbreeding with native village chickens to produce 'bekisar' chickens. Crossbreeding is also conducted with Kate chickens, Ketawa chickens, and other chicken breeds.

"If this continues unchecked, it could lead to genetic erosion and make it increasingly difficult to preserve the purity of native jungle fowl," he emphasised.

Indonesia has two native jungle fowl species: the red jungle fowl (*Gallus gallus*) and the green jungle fowl (*Gallus varius*).

The red jungle fowl is found in Sumatra, Java, Kalimantan, and Sulawesi, while the green jungle fowl is found in Java, Bali, West Nusa Tenggara, and East Nusa Tenggara.

Dr. Santoso stated that maintaining purebred lines is a crucial part of conserving Indonesia's jungle fowl. Breeding programs can be one solution, but they must be conducted officially while taking into account the genetic origins of the parent birds.

"The government, through the Natural Resources and Ecosystem Conservation Agency, needs to encourage licensed breeding programs and provide suitable parent birds for both the public and universities. Universities play a vital role in research on breeding, behaviour, adaptation, and the care of jungle fowl in captivity," he said.

"What is particularly important is their adaptation to their environment and how they can thrive in captivity. The results of captive breeding can also be directed toward increasing the population and supporting reintroduction efforts."

Ultimately, the conservation of jungle fowl requires a combined effort involving habitat protection, poaching control, licensed breeding, and the preservation of genetic purity.

Event

Gorakhpur Conclave Charts Roadmap for Poultry Growth in Eastern Uttar Pradesh



Eastern Uttar Pradesh could emerge as a major poultry production and entrepreneurship hub if the region's growing demand for eggs and chicken is matched by investments in technology, scientific farming, biosecurity, infrastructure and farmer capacity building, opined experts at the First Poultry Conclave, Gorakhpur, held on 23rd August, 2026.

The conclave brought together policymakers, government officials, veterinarians, scientists, poultry industry leaders, farmers and entrepreneurs to examine the opportunities and challenges before one of the state's most promising agri-based sectors.

The central message emerging from the day-long deliberations was clear: poultry development in eastern Uttar Pradesh needs to move from conventional farming towards a more scientific, technology-driven and professionally managed production system.

The conclave also highlighted poultry's growing significance beyond the production of eggs and chicken, positioning the sector as an important contributor to

protein security, rural employment, entrepreneurship and farmers' incomes.

Addressing the inaugural session, Chief Guest, Dr. Dharmendra Singh, Hon'ble Member of the Legislative Council and State Vice President, BJP, underlined the potential of poultry farming to strengthen the rural economy. He said that poultry, alongside agriculture and animal husbandry, could create substantial employment and self-employment opportunities for farmers and rural youth. The adoption of modern technology, scientific production systems and better management practices could significantly improve productivity and profitability, he added.

Shri Mahendra Pal Singh, Hon'ble MLA, Pipraich, and Shri Pradeep Shukla, Hon'ble MLA, Sahjanwa, who were present as Special Guests, also highlighted the considerable potential of poultry farming in eastern Uttar Pradesh. They stressed the need for planned sectoral development and stronger support systems for farmers and young entrepreneurs.

A significant presence at the conclave





was Shri Mukesh Meshram, IAS, Additional Chief Secretary, Department of Animal Husbandry and Dairy, Government of Uttar Pradesh.

Sharing his perspective on the future of animal husbandry and poultry in the state, Shri Meshram highlighted the importance of these sectors for both nutritional security and rural economic development. He outlined government initiatives and departmental priorities and stressed the need for scientific production, modern management and efficient market systems.

Prof. (Dr.) P. K. Shukla, Head, Department of Poultry Science, DUVASU, Mathura and President, Indian Poultry Science Association, emphasised the role of research, scientific knowledge, technology and training in transforming poultry production.

He called for stronger technical support and capacity-building programmes that can help farmers and entrepreneurs translate advances in poultry science into practical improvements at farm level.

The conclave brought together several prominent experts and industry representatives, including Suresh Chitturi, Dr. Shrish Nigam, Dr. Neeraj Srivastava, O.P. Singh, Uday Singh Bayas, Dr. Santosh Ire, Dr. Jitendra Verma, Dr. Sharad Singh, V.P. Singh and Raju Singh.

The speakers examined the opportunities and constraints facing poultry producers and entrepreneurs, with discussions ranging from farm management and nutrition to disease prevention, technology adoption, marketing and cost efficiency.

A recurring theme throughout the conclave was that the future of poultry farming will increasingly depend on the ability of producers to adopt technology and scientific management. Experts highlighted the importance of quality chicks, balanced nutrition, modern housing, hatchery management, environmental control, data-driven farm management, disease surveillance, vaccination, biosecurity and efficient marketing. The emphasis was not simply on increasing production, but on producing more efficiently, consistently and



profitably. For small and medium farmers in particular, speakers stressed that access to technology must be accompanied by training and technical support. Regular extension programmes, veterinary services

and timely scientific advice were identified as critical to reducing production risks and improving farm returns.

Biosecurity emerged as one of the strongest messages of the conclave.

Experts emphasised that farm hygiene, controlled entry, proper vaccination, disease surveillance and strict adherence to biosecurity protocols are no longer optional components of modern poultry production.

Eastern Uttar Pradesh's growing population, expanding food markets and rising demand for animal protein were identified as major drivers of future poultry growth.

Experts pointed to Gorakhpur Division and the wider eastern Uttar Pradesh region as an area with considerable untapped potential. The availability of a large consumer base, entrepreneurial youth and opportunities for rural enterprise could provide the foundation for a stronger regional poultry ecosystem. However, they cautioned that growth would require coordinated action across the entire value chain—from breeding, hatcheries, feed and farm production to processing, logistics, marketing and retail.

Another important area of discussion was the potential for poultry to create opportunities for women and young entrepreneurs. Speakers noted that the sector offers multiple entry points for entrepreneurship, including farming, hatcheries, feed and input distribution, processing, logistics, retail and allied services. With appropriate access to technology, training, finance and markets, small and medium poultry enterprises could become significant contributors to rural employment and local economic development.

The conclave called for closer collaboration between government, industry, farmers, universities, research institutions and veterinary professionals.

The First Poultry Conclave, Gorakhpur, went beyond being a one-day technical gathering. It provided a common platform for government, science, industry and farmers to discuss how poultry can become a stronger contributor to the economy of eastern Uttar Pradesh.

The consensus emerging from the conclave was that Gorakhpur and eastern Uttar Pradesh have the ingredients to develop into an important poultry hub—but the opportunity will need to be supported by science, technology, quality inputs, skilled manpower, biosecurity, infrastructure and coordinated stakeholder action.

The conclave concluded with a collective commitment to promote sustainable poultry development, enhance farmers' incomes, generate employment and entrepreneurship opportunities, encourage greater participation of women and youth, strengthen protein security and accelerate the adoption of scientific and modern poultry production practices.



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Event

Venkateshwara B. V. Biocorp's Technical Seminar in Berhampur

Venkateshwara B.V. Biocorp Pvt. Ltd. (East Zone) organised a technical seminar on “Modern Feed Premix Solutions for Layer Nutrition” in Berhampur on 17th June 2026, bringing together layer farmers from the city and neighbouring districts for discussions on scientific nutrition, feed management and flock performance.

The programme opened with a welcome address by Satyajeet Mohanty, Zonal Manager (East Zone), who highlighted the importance of technical knowledge and farmer engagement in addressing the evolving nutritional and production challenges faced by the poultry sector.

C. Sahoo, AGM (East Zone), outlined the company's farmer-centric approach, with emphasis on nutritional solutions, customised feed formulations and technical support aimed at improving flock productivity and farm economics.

The technical session was conducted by Dr. Sanjay Deshpande, AGM (Technical), who spoke on “Modern Feed Premix Solutions for Layer Nutrition.”

He emphasised that the development of healthy and uniform pullets is fundamental to achieving consistent performance during the laying cycle. According to him, precision nutrition plays an important role in feed efficiency, egg production, egg quality and overall flock health.

The session covered key aspects of phase-wise feeding, gut health, nutrient utilisation and feed formulation, with emphasis on matching nutrient supply to the changing requirements of birds at different stages of production.

Dr. Deshpande also discussed Mixiblend Layer Premix, a nutritional product from Venworld designed for commercial layer flocks. He explained its application in phase-feeding programmes and its role in supplying essential vitamins, minerals, amino acids and trace elements required during different stages of the laying cycle.

The presentation also covered nutritional factors associated with persistency of lay, eggshell strength, yolk pigmentation, albumen quality, egg uniformity and flock health.

A key aspect of the discussion was the use of locally available raw materials in customised feed formulations. Farmers were briefed on how appropriate formulation and phase-wise nutrition can help optimise feed costs while maintaining nutritional consistency and production performance.

The technical session was followed by an interactive discussion in which participating farmers raised field-level issues relating to layer nutrition and flock management. Technical experts responded to the queries and shared practical recommendations based on field experience.

The programme concluded with a vote of thanks by



Rajat Pattnayak, Senior KCM, who acknowledged the participation of farmers and speakers and reiterated the company's focus on technical education, nutritional solutions and farmer-oriented extension programmes.

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Event

INFAH AGM Puts Prevention, AI and Biosecurity at Centre of India's Animal Health Agenda



India's animal health sector must move from a predominantly reactive approach to a prevention-first, technology-driven model if the country is to achieve sustained growth in livestock and poultry productivity, industry and veterinary experts said at the 15th Annual General Meeting (AGM) of the Indian Federation of Animal Health Companies (INFAH) in Mumbai.

The AGM brought together senior representatives from government, regulatory agencies, veterinary research institutions and the animal health industry to discuss the evolving disease

landscape and the technologies and policy frameworks required to build a more resilient animal production sector.

For the poultry industry, the discussions assume particular significance as disease prevention, biosecurity, early detection and rapid response increasingly determine farm economics and business continuity.

INFAH, which represents around 85% of India's veterinary biologics, pharmaceuticals and feed supplements market, used the occasion to reinforce its call for greater emphasis on





preventive healthcare, vaccination, diagnostics, biosecurity and digital technologies.

Delivering the Keynote Address, Burjis Godrej, Chairperson, Godrej Agrovet, said the next phase of livestock growth would need to be driven by improvements in animal health, nutrition and welfare rather than simply an expansion in animal numbers. He stressed the importance of strengthening investments in diagnostics, vaccination and biosecurity, which can help producers reduce disease-related losses and improve productivity.

The AGM also highlighted the need for a regulatory environment capable of supporting innovation while maintaining strong safeguards for animal and public health.

Dr. Rubina Bose, Deputy Drugs Controller (India), CDSCO, called for more agile regulatory mechanisms that can facilitate innovation without compromising standards relating to safety, efficacy and quality.

The industry has increasingly sought greater predictability and efficiency in regulatory processes, particularly as new vaccines, diagnostics, therapeutics and digital technologies enter the animal health ecosystem.

Addressing the gathering, Dr. Naveen Kumar, Director, ICMR-National Institute of Virology (NIV), Pune, emphasised the importance of surveillance, biotechnology and vaccine development in preparing for emerging infectious and zoonotic diseases. For poultry producers, stronger surveillance and early-warning systems could play a particularly important role in containing diseases before they develop into large-scale production and economic crises.

The discussions reinforced the need for closer coordination between veterinary institutions, government agencies and industry in disease surveillance, diagnostics and preparedness.

Artificial intelligence and digital technologies emerged as one of

the key themes of the AGM, with speakers highlighting their growing potential to change the way animal health is managed.

Amit Vyas, Managing Director, Amul Dairy, presented technology-enabled veterinary services and their potential to improve animal health, milk production and farmer profitability.

Hareesh Tibrewala, Founder and CEO, Manabu AI Solutions, demonstrated applications of computer vision, predictive analytics and digital traceability across dairy, poultry, aquaculture and companion animal segments.

The technologies have the potential to enable producers to identify health and performance problems earlier, monitor animals more effectively and make data-driven decisions on nutrition, disease management and farm operations.

For the poultry sector, the increasing availability of automated monitoring and predictive tools could open new possibilities in flock surveillance, behavioural monitoring, environmental management, early disease detection and precision farm management.

The AGM also marked 15 years of INFAH's engagement with the animal health sector.

Over the years, the organisation has evolved from representing industry interests to becoming an important platform for dialogue between the animal health industry, policymakers, regulators and scientific institutions.

The organisation reiterated its commitment to strengthening policy advocacy and creating greater collaboration among stakeholders to address emerging challenges facing animal agriculture.

As part of the 15th anniversary celebrations, INFAH honoured two industry veterans for their contributions to the animal health sector - Dr. Ramesh C. Sikka and Dr. Raghuvir Krishnarao Trifale.

Under its vision of "Healthy Animals, Healthier India," INFAH identified six broad priorities for the future:

1. Preventive Healthcare & Biosecurity: Strengthening early defence systems against critical animal diseases.
2. Predictable Regulation: Collaborating with regulatory bodies to foster innovation-friendly frameworks.
3. AI & Digital Integration: Accelerating farm-level adoption of predictive analytics and automated diagnostic tools.
4. Farmer Prosperity: Boosting livestock yields and farm profitability through precision nutrition and disease management.
5. Nutritional Security: Linking improved animal wellness directly to national food safety and nutrition.
6. Ecosystem Collaboration: Deepening institutional partnerships among government entities, private industry, and academic researchers.

The deliberations at the INFAH AGM point towards a broader transformation underway in Indian animal agriculture—from treating disease after it occurs to predicting, preventing and managing health risks before they translate into production losses.





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Event

Ventri Biologicals' Technical Meet in Karnal



Ventri Biologicals organised a technical meeting in Karnal, on 5th August 2026, bringing together poultry professionals to discuss emerging approaches to hatchery vaccination, water sanitation and precision medication.

The meeting opened with a welcome address by Deepak Khosla, General Manager (Marketing), Ventri Biologicals, who highlighted the company's focus on science-based solutions and knowledge sharing to address evolving challenges in poultry production.

Dr. Prakash Reddy, DGM (Technical), delivered a technical presentation on "Hatchery Vaccines and Vaccination: Catching the Future." He highlighted the emergence and changing behaviour of poultry pathogens, stressing that understanding pathogen characteristics, transmission patterns and immune-evasion mechanisms is increasingly important for developing effective disease-control strategies. Dr. Reddy also discussed emerging vaccine platforms that are expanding the possibilities for poultry disease prevention and management, including genotype-based vaccines, vector vaccines and immune-complex vaccines. He noted that the introduction of newer vaccine technologies could alter immune pressure and pathogen selection dynamics, with potential implications for antigenic variation, tissue tropism, invasion pathways and immunosuppression. He, therefore, emphasised the need for careful selection and strategic application of vaccines based on disease epidemiology and field requirements. Dr. Reddy's presentation also focused on advances in hatchery vaccination, particularly technologies that enable rapid and accurate mass administration in day-old chicks. Semi-automated subcutaneous vaccination and spray vaccination were discussed as practical approaches being increasingly adapted in India. He stressed the importance of monitoring vaccinal reactions, vaccination errors and missed birds to ensure that hatchery vaccination programmes deliver the desired level of protection.

The second technical session, "Improving Broiler Performance through Effective Water Sanitation and Precise Medication



Dosing," was presented by Dr. Datta Kulkarni, DGM (Technical). He underlined the role of good water quality and effective sanitation in maintaining broiler health and performance. The session also highlighted the importance of accurate medication dosing, with emphasis on appropriate calculation, administration and monitoring to improve treatment outcomes and avoid under- or overdosing. The presentation linked effective water management and precision medication practices with improved flock performance, reduced health risks and better farm profitability.

The programme concluded with remarks from H. S. Padda, DGM (Marketing), who emphasised the importance of combining scientific knowledge with practical, field-level approaches to address the changing health challenges facing the poultry industry.

Shashi Bhushan, AGM (Marketing), delivered the vote of thanks, acknowledging the speakers and participants for their contribution to the technical programme.

The meeting provided a platform for interaction among poultry professionals on emerging technologies and practical interventions in flock health management. It also reinforced Ventri Biologicals' focus on technical knowledge, innovation and field-oriented solutions for the poultry industry.

Event

GLOCREST's Farmers' Meeting at Rasipuram

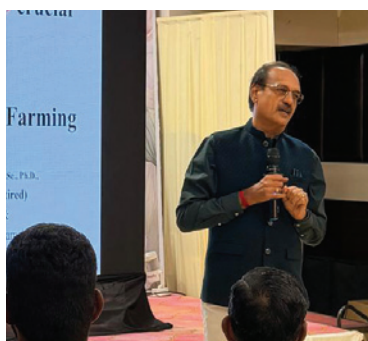


GLOCREST Pharmaceutical Pvt. Ltd. recently organised a farmers' meeting at Rasipuram, bringing together poultry farmers for an informative and interactive programme focused on poultry health, farm efficiency, productivity and profitability.

The key highlight of the programme was a technical session by Dr A. Natarajan, Professor & Head (Retd.), Veterinary College, Namakkal, who shared practical insights from his extensive experience in the poultry sector. His presentation focused on the challenges encountered in day-to-day poultry farming and offered field-oriented approaches to improve farm performance. A major focus of the session was the 3M approach – Materials, Men and Machines, identified as three critical pillars of efficient poultry farm management. Materials encompass the various inputs and resources required for smooth and efficient farm operations. Men refer to the people responsible for managing and executing farm activities, while Machines represent the equipment, systems and technologies that can enhance operational efficiency and productivity. Dr Natarajan emphasised that optimum farm performance depends not only on the individual effectiveness of these three elements, but

The meeting was hosted by Dr. Ramdas Kambale, CEO & Board Member, GLOCREST Pharmaceutical along with K. Jayakumar, RSM-Tamil Nadu & Kerala, and GLOCREST team members Vivek, Suresh Babu and Karthik. During the programme, Dr. Kambale introduced GLOCREST Pharmaceutical and highlighted the company's product portfolio and specialised solutions for poultry health and farm performance. Products discussed included Calcitriol-D, Chelomix, Enziprob, Feedocid and Toxkill, along with the company's liquid range, including GLOTONIC.

The enthusiastic participation of the farmers and the open exchange of experiences and ideas contributed to a productive and engaging programme.



Event

IB Group Sets Sights on Making J&K Self-Reliant in Poultry



Jammu & Kashmir's growing demand for poultry presents a significant opportunity to build a stronger local production base, according to IB Group Managing Director Bahadur Ali, who has outlined the company's long-term vision of helping the Union Territory emerge as a modern, organised and self-reliant poultry-producing region.

Speaking at the Srinagar Poultry Conclave, organised by ABIS Foods and Proteins Pvt. Ltd. on 3rd August, 2026, at the Sher-i-Kashmir International Convention Centre (SKICC), Srinagar, Mr. Ali said the region has a strong and growing market for chicken, but its poultry production capacity has not kept pace with consumption.

He estimated that around 60–70 % of Jammu & Kashmir's chicken requirement is currently met through supplies from other states, representing both a challenge for the region and a substantial opportunity for local entrepreneurs and farmers.

"Kashmir has a strong poultry market; the next priority is to build local production," said, Mr. Ali.

He observed that poultry farming in several parts of Kashmir continues to be relatively traditional and fragmented. Limited access to modern technology, quality inputs, technical expertise and organised market linkages can constrain productivity and farmer profitability.

IB Group sees an opportunity to address these gaps through an integrated approach to poultry development. With its own feed manufacturing facilities, hatcheries, technical service network and integrated production model, the company can support farmers across the major stages of broiler production.

Under its organised broiler integration programme, farmers are provided with quality chicks, balanced feed, veterinary and technical support, scientific farm-management practices and market linkages. According to Mr. Ali, such an integrated approach can help farmers improve bird performance, reduce production risks and achieve more predictable returns.

Mr. Ali reiterated that increasing poultry production within

Jammu & Kashmir could have benefits extending well beyond meeting the region's demand for chicken. Greater local production would reduce dependence on supplies from outside the region, retain more economic value within the local economy and create opportunities for employment and entrepreneurship, particularly among rural youth.

The company is also looking at ways to improve farmers' access to capital. Mr. Ali said IB Group plans to work with leading banks and financial institutions to help eligible farmers access finance for developing or upgrading modern poultry farms.

He also stressed the importance of an enabling policy environment. IB Group, he said, would be keen to collaborate with the Jammu & Kashmir administration, financial institutions, farmers and other industry stakeholders in developing progressive, farmer-centric policies that encourage investment in modern poultry infrastructure and improve the overall productivity and profitability of the sector.

The Srinagar Poultry Conclave brought together more than 200 poultry farmers from different parts of Jammu & Kashmir, providing a platform for interaction between farmers, industry experts and other stakeholders.

The day-long programme featured technical sessions on scientific broiler farming, modern production practices, farm management and strategies for improving profitability. Farmers who had demonstrated strong performance were also recognised and felicitated during the event.

The conclave highlighted the potential for a more organised poultry ecosystem in the region, with technology, integration, finance and technical knowledge emerging as key drivers of future growth.

For IB Group, the objective extends beyond expanding its own operations. Mr. Ali said the larger ambition is to contribute to the development of a sustainable local poultry industry in Jammu & Kashmir.

"Kashmir has a strong poultry market; the next priority is to build local production," concluded Bahadur Ali.

Announcement

IVRI Inducts Professors of Practice

The ICAR-Indian Veterinary Research Institute (IVRI), Izatnagar, has brought on board 11 distinguished professionals as Professors of Practice, bringing significant industry, government and professional experience into the institute's academic ecosystem.

The selections, made on the recommendations of the Institute's Academic Council and in accordance with the University Grants Commission (UGC) Guidelines for Professors of Practice, were announced through an office order dated 7th August, 2026.

The newly appointed Professors of Practice represent a wide cross-section of the livestock, poultry, animal health, nutrition, feed, veterinary and allied sectors.



The newly inducted Professors of Practice are:

Dr. C. B. Pande	Consultant - Technology & Marketing (South & South East Asia), Lallemand Animal Nutrition, France
Dr. Vinod Gopal	Director (Country Head - Animal Health), Boehringer Ingelheim India
Dr. Prakash Rao Venkata Ramana Duvvuri	Chairman & Managing Director, Prakash Foods & Feed Mills Pvt. Ltd.
Dr. Sushanth Rai Bellipady	Managing Partner, Raisons Nutrition
Dr. Jaikesh Kumar Pandey	Former Director & Head, Department of Animal Husbandry, Government of Uttar Pradesh
Dr. Shirish Nigam	Managing Director - South Asia, EW Nutrition India
Dr. O. P. Chaudhary	Former Joint Secretary (Administration & International Cooperation), Department of Fisheries, Animal Husbandry and Dairying, Government of India
Dr. K. Anand Kumar	Managing Director, Indian Immunologicals Ltd.
Mr. Sanjoy Mukerji	CEO & Executive Editor, Indian Poultry Review & Poultry Jagat
Dr. Dinesh Tukaram Bhosale	Freelance Consultant to various companies, industry associations and startups
Brig. (Dr.) C. P. Churamani	Executive Administrator & treating Veterinarian; Associate with the Equine Federation of India (EFI)

The Professors of Practice were felicitated at IVRI, Izatnagar, on Independence Day, 15th August 2026 in the presence of Dr. Raghavendra Bhatta, Deputy Director General (Animal Science), ICAR, faculty, scientists, students and office bearers of IVRI. The felicitation marked the formal recognition of the professionals' induction into the institute and their expected role in strengthening the interface between academia and the animal agriculture sector.

Addressing the gathering, Dr. Bhatta highlighted IVRI's long-standing contribution to veterinary science, research and education, describing association with the institute as a Professor of Practice as both an honour and a responsibility. Emphasising the growing importance of the livestock sector, he noted its significant contribution to rural livelihoods, agricultural incomes, food security and the national economy. He underlined that animal health today extends beyond veterinary medicine to encompass productivity, rural prosperity and economic growth. Further, Dr. Bhatta recognised IVRI's critical role in developing veterinary vaccines, diagnostics and technologies and stressed the importance of stronger collaboration among research institutions, industry and government. Looking towards 2047, he called for next-generation vaccines, world-class diagnostic systems and technologies tailored to Indian livestock and farming conditions. He also urged the veterinary profession to embrace emerging technologies, including artificial intelligence, machine learning, precision livestock farming, genomics, gene editing, advanced reproductive technologies and data-driven animal health systems. He said the veterinarian of the future would need to be not only a clinician or researcher, but also a scientist, innovator, entrepreneur, communicator and leader. Calling on IVRI to play a leading role in shaping the future of Indian

veterinary science, Dr. Bhatta emphasised the need to equip students with knowledge, skills, exposure and confidence to innovate and compete globally. In conclusion, he called for renewed commitment to building a scientifically strong, economically prosperous, self-reliant and globally respected India, and urged the veterinary fraternity to work collectively towards making Indian veterinary science more innovative, relevant and globally competitive.

Post the formal induction, the Professors of Practice attended an hour-long interactive session with students and faculty.

The induction of professionals from diverse backgrounds is expected to strengthen the link between academic institutions and the field, providing students and faculty with greater exposure to industry practices, emerging sectoral trends and practical challenges facing animal agriculture.





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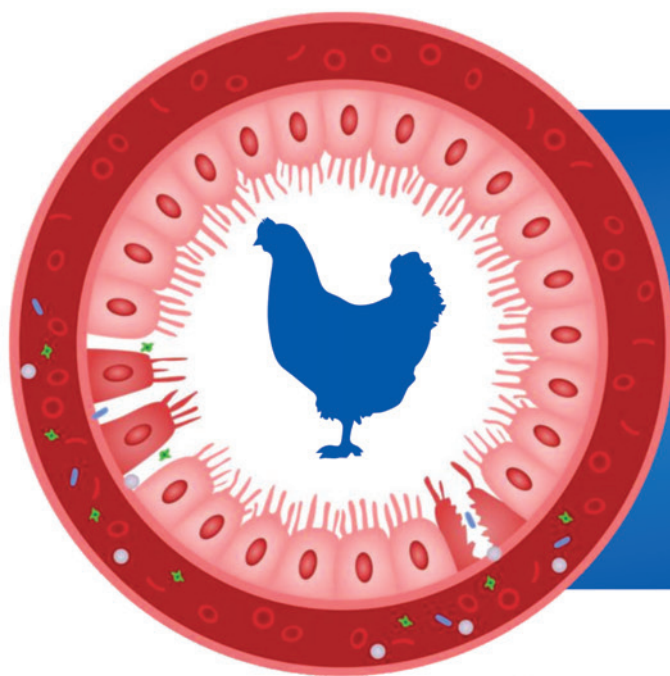
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