

VARSHA VAHINI

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From the Editor's Desk

We from Varsha group are happy to release Varsha Vahini- a Quarterly Technical Update. Varsha Vahini is intended to bring latest updates on disease, management, nutrition ...any relevant information useful to our farming community. We are encouraged and elated when renowned pathologist Dr R.N. Sreenivasa Gowda, Honorable Vice Chancellor, KVAFSU agreed to write inaugural article for Varsha Vahini. He aptly wrote this article to take stock of situation of poultry industry at this moment. With his good wishes we hope to deliver better.

-Dr Manjunatha B.P. GM-Mktg, Varsha Group

What is wrong with Poultrymedia to management?

-Dr R.N. Sreenivasa Gowda

Poultry industry has documented breath-taking success in the recent past owing to high demand and sustained market opportunity. Chicken is a staple for meat eaters of the country. Today we boast that we are 4th in egg production and 5th in meat production in the world poultry scenario. Capital investment of this sector is 9000 crores and economic size of the industry is nearly 35000 crores contributing significantly to GDP.... so on!

That is all fine. But why it has collapsed? What is wrong with our industry? Let us analyse the situation in terms of Production, Marketing, Management, Sustainability, Visibility in the eyes of consumer...in the background of recent out breaks of Avian influenza.

We need not to elaborate on recent outbreaks of AI. Mortalities which were under control shot up despite protective vaccination against many diseases like

vvND, vvIBD, MD,IB etc. Doubts do arise whether vaccines were working/contaminated or is there any change in strains? Secondly India was marching ahead as big player and supposed to be leader in Asian subcontinent by 2010. Is it a biological warfare?

AI strikes and shakes poultry

Nevertheless India being announced as AI free got into the fray with the announcement of H5N1. It strikes the headlines. Electronic and print media continuously bombarded the news and culling events. They took really the advantage of situation without proper know how and analysis. Consumers are scared. Mediaflu successfully created fear psychosis. So called mega industry collapsed. So helplessly!

The media highlights only few days the natural calamities such as floods, earthquakes killing thousands. Birdflu, an old problem so far killed less than 100 in recent 5-6 yrs is being highlighted so long?



A passive reaction

The reaction of big and small farmers to the crisis was so passive, not encouraging and non cohesive. When consumers are scared, farmers were busy working on appropriate sustainability backups and opportunity placements. Did we bother on consumer awareness and education to clarify about safety of chicken/egg consumption? Lot of articles published, meetings happened, mails exchanged only among us related to industry but not with consumers. Of course chicken melas were held as routine promotional activities. Instead of attending to the cause we started reacting to the effect.

Our customer does not know us

Our customer knows only the chicken centers. Probably they are used to go to particular shops to buy chicken or egg nearer to them or to their choice depending upon hygiene/ vendor. They hardly know whether same bird or different bird produces egg and meat and table egg is different than hatching egg. Then naturally we can't expect him/her to know how chicken or egg is produced scientifically? How diseases are monitored? How safe and assured for him to eat poultry produce? Had he known some of this information probably he would not have got scared so much. Now even educated are worried with any disease named after chicken eg., 'chicken gunya' a mosquito born disease, probably even chicken pox tomorrow.

Did we bother to create some awareness about how chicken/eggs are produced or what we do in our farm?

Industry lacks due recognition

We need to complement Government for immediate action to control and contain infection by following WHO/OIE methods. Even it was not prepared to face such eventuality. Because Government has not realized the scope and scale of industry. It is rather unfortunate the industry has not got its due recognition or neither industry has bothered to make it recognized. Policy and plans drawn in isolation has not reached every farmer.

A heterogeneous segment

Though poultry grew exponentially and scientifically, it is still in the hands of semi-literates with only few

professional operators. The farming community is so heterogeneous and so the farming practices and beliefs.

We would have drawn conclusions in control of such eventualities with the past experiences and similar situations faced by other countries and their way of tackling the problem. In today's e governance era with which we get any information at any point of time, how effectively our industry uses it?



Production oriented industry

Is Poultry growth market driven or volume driven? Probably the latter one is true. From the beginning, poultry focused on scale of production rather than marketing the produce. Middleman always dictates entire marketing. Ironically when consumers are paying more often farmers are getting less but not vice versa! Even integrators depend on middleman to a larger extent.

This being biological industry with perishable produce, marketing would have been the main task only backed up with production. It is the food item. So it should be available with affordable price everywhere including suburbs. We have to draw examples from Pepsi/cola; how they create 'need' in the minds of customer and how fast they reach them. After all it is an



aerated drink. Poultry produce is such a nutritious diet and to that extent it is to market.

Volume defeats the management

Are we scientifically driven? Of course scientific development indeed happened in terms of optimizing productivity. But it is super seated by Volumes. Quantity has overcome the quality. With greed of expansion, management is compromised (for eg., bio-security). The same greed resulted in lobbying and unhealthy competition.

Secondly, even when the things are bright in business, farming community has never thought of contributing time and money to research and extension. What is the fun in blaming Government or scientific institutes when in problem? No coordination between academics and industry.

We need to jointly work, fight and be prepared.

Biodiesel from chicken fat?

The new fuel burns better, results in lower pollution levels, and even cleans equipment.

Fuel is the thing with feathers. Hoping to find an efficient way to help power automobiles and trucks, researchers at the University of Arkansas say they have developed a way to convert chicken fat to a biodiesel fuel.

Research shows chicken fat fuels are better for the environment and the machines. They burn better, create less particulate matter and actually lubricate and clean things like cylinders, pistons and fuel lines. Traditionally biodiesel producers have used refined products like soybean oil because they are easier to convert to fuels. However, the refining process makes soybean oil more expensive- and fuel producers in must compete with grocers for the oil supply.

Chicken fat can be a less expensive substitute because it is available at a low cost. However, fatty acids in raw chicken fat can lead to the creation of soap during the various chemical processes.



Varsha Group

Passion for Progress

Varsha Group was born in the year 1995 to take-up the challenges of changing scenario of animal health segment.

Varsha Group has *Passion for Progress*. We are a group of personnel who always believe that the progress can happen by providing value added innovative products at affordable prices and service to our customers.

Today, We are an **ISO 9001-2000 Company** and our **manufacturing facilities possess GMP (WHO) certification.**

Varsha Group has been providing many *innovative and need based* formulations in various animal segments viz., Poultry, cattle, aqua and pet.

R & D wing is our backbone to develop innovative products and to keep up to the expectation of our valued customer.

We have strong presence in poultry market with leading brands like **Hepatocare, Lipocare, Biogut, Oxymycin** etc

Our wide distribution network across the country backed up by production facilities helps us to reach the customer in time.

We could extend our wings to Middle East and Far East Markets other than south subcontinents.

Our quest continues for better products through R&D because we at Varsha believe that *quality is not a destination but is only a journey to reach the destination.*

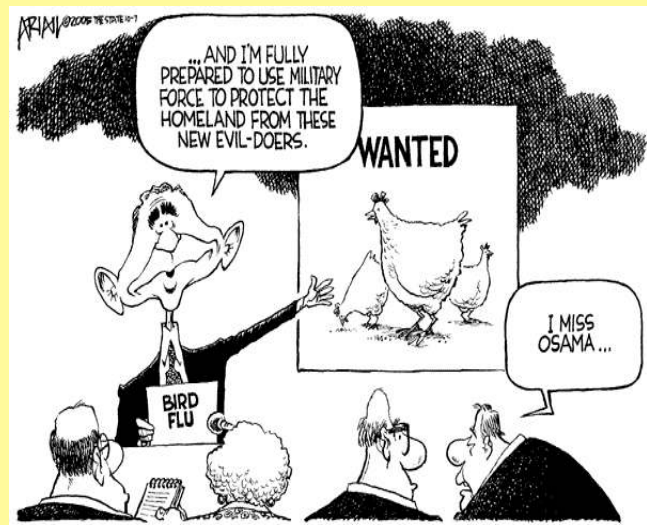


Mycotoxin Management

Mycotoxin contamination of feed is a global problem and it represents wide range of molecules produced by the fungi genera of *Aspergillus*, *Fusarium* and *Penicillia* spp. Where there is mould growth the chances of mycotoxins being present is very high although the presence of mould does not necessarily imply that mycotoxins are present. Conversely, the absence of mould does not necessarily mean the absence of mycotoxins.

Mycotoxins are produced by actively growing molds. The major molds involved in mycotoxin production are routinely found in the soil as spores and these spores may enter the crop during the growing, harvesting, processing, storage, feed manufacturing, delivery to the farm and feeding the birds... at any stage. Under favorable conditions of moisture and temperature mold spores germinate, grow and produce toxins. For their growth they utilize critical nutrients and hence energy, CP and CF contents of mouldy maize may go down by 5, 7 and 63%, respectively.

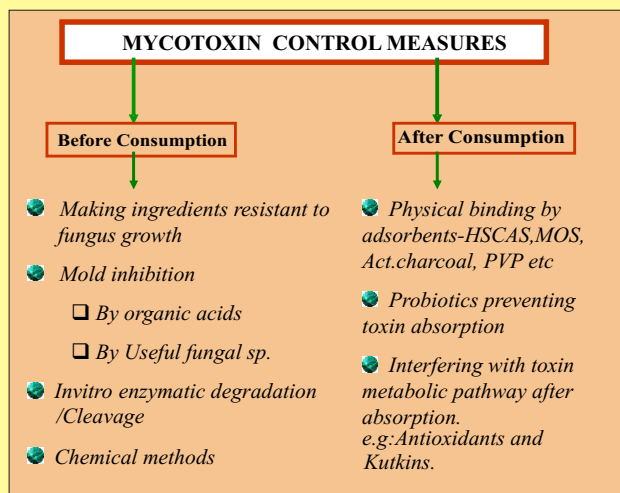
The major toxins of poultry importance include Aflatoxin, Ochratoxin, Citrinin, oosporin, T2 toxin etc. The economic impact of mycotoxicosis is due to feed refusal, poor feed conversion, diminished body weight gain, immunosuppression, interference with reproductive capacities and residues in animal products.



Mycotoxins are metabolised in the liver and the kidneys. Therefore, often the mycotoxins are found in tissues with altered chemical structure different to the parent molecule.

Prevention and control of mycotoxins

This being a process how mycotoxins are produced and metabolized causing toxic effects ranging from immunosuppression to severe mortality, the various control measures are tried. Mycotoxin prevention and control has to be a multifaceted approach. It can be broadly divided into those before consumption and those after consumption



Enzymatic degradation of toxins to convert them into harmless metabolite is tried with partial success as like for any enzyme reaction it needs liquid media and secondly targeting the specific toxin with with specific enzyme and their stability in gut becomes questionable. Lowering the bioavailability of mycotoxins by adsorption is one of the successfully used technique to counteract mycotoxin contamination. The most commonly used mycotoxin-binding adsorbents are HSCAS, Activated charcoal, MOS etc. Dealing with the toxin after absorption can provide promising results i.e by blocking activation pathway, protecting cell membrane by the toxic damage and enhancing intracellular enzyme activity etc,

