PFRC NEWSLETTER

JULY,AUG,SEP 2024



COVER STORY: VET PANEL CHARTER MEETING

A vital meeting was held to establish a panel of veterinary professionals from our member organizations. The focus was on enhancing the veterinary sector through collaboration and expert guidance. Participants discussed strategies to improve industry practices and foster a supportive network, addressing current challenges and exploring new opportunities for growth... **Read more inside...**

POULTRY FARMERS REGULATORY COMMITTEE

PFRC POULTRY FARMERS REGULATORY COMMITTEE

BROILER COORDINATION COMMITTEE

Table of Contents

Message from Chairman	**3**
Message from Secretary	4
Message from Dr. Rukmangadhan	5
Editor's Note	6
Gem Hospital Dr. Palanivelu's Autobiography Release Function	7
Obesi-Con For Gem Hospitals, Chennai	8
Traders Meet At Palakkad	9
Signing Of MOU Between Rotary International District 3203 and PFRC	10
Signing Of MOU Between NGP College and PFRC	11
NGP College Seminar, Coimbatore	12
Rotary Nutrition Literacy Seminar, Ooty	13
Farm, Hatchery and Feed Mill Visit @ Swathi Hatcheries Palladam	14
The South Kerala Producers & Traders Meet Near Cochin	15
Annual International Public Health Conference , Thanjavur	16
Cover Story	17
Veterinarian Voice	21
Protein Deficiency is a serious concern	31
Nutrition Navigator: Quiz & Tips	32



MR. R. LAKSHMANAN

Greetings to all,

PFRC has been undertaking multiple initiatives across various fronts with an objective towards betterment of the Broiler sector in Tamil Nadu.

They are in continuous engagement with different professional organizations in creating education & awareness, conducting scientific studies, participating in regulatory discussions, sponsoring relevant events that improve chicken consumption and undertaking legal actions against rumour-mongers. Some of the initiatives are highlighted in this quarterly newsletter.

To ensure Tamil Nadu's Broiler sector to be a steward of best practices, PFRC shall continue to work on critical areas that pose challenges in future.

Warm regards,

R. Lakshmanan

Chairman, BCC/PFRC



MR. K. CHINNASAMY (KANNAN)

Dear Esteemed Veterinarians,

On behalf of our BCC/PFRC, I am delighted to warmly welcome you to our community. Your expertise, dedication, and innovation are invaluable, and we are excited to have you on board.

Your contributions—whether through raising awareness, conducting vital research, or sharing insights via blogs and bringing in new technologies—will be instrumental in advancing our poultry farming and enhancing the well-being of both our farmers and consumers. Together, we look forward to a productive, sustainable and impactful collaboration that elevates the industry.

Warm regards,

K. Chinnasamy (Kannan)

Secretary,BCC/PFRC



Dr. S. Rukmangadhan, Mvsc

Congratulations on a Remarkable Initiative!

As a proud member of the panel, I would like to extend my heartfelt congratulations to everyone involved in this outstanding initiative. Your vision, dedication, and hard work have set a strong foundation for Our success. It's initiatives like these that inspire progress and pave the way for future achievements.

I encourage you All to continue moving forward with confidence , dedication and determination. The road ahead is filled with lots of opportunities, and with such a passionate team, I have no doubt that We will achieve greater milestones.

Here's to continued success and excellence!

Warm regards,

Dr. S. Rukmangadhan

Founder and managing director,

Surabhi group of Companies



Editor's Note

Greetings from PFRC,

The quarter of JULY-AUGUST- SEPTEMBER has been eventful for us with several activities.

The birth of VETERINARIAN PANEL within PFRC is a landmark moment and we are hopeful of making the best use of the knowledge of veterinary professionals to add value. Read the cover story to know more.

Seminars, and sponsored events and signing of 2 key MOUs marked our last 3 months.

Our goal is to make people to get the vital protein energy 3 times a week from the present average of once a week.

Initiatives supported by everyone in the sector will help us to connect with consumers frequently and achieve this goal.

Feel free to offer your suggestions/ feedback to:
mailramji@gmail.com

WhatsApp:
9383350648

Happy reading..

Ramji Raghavan

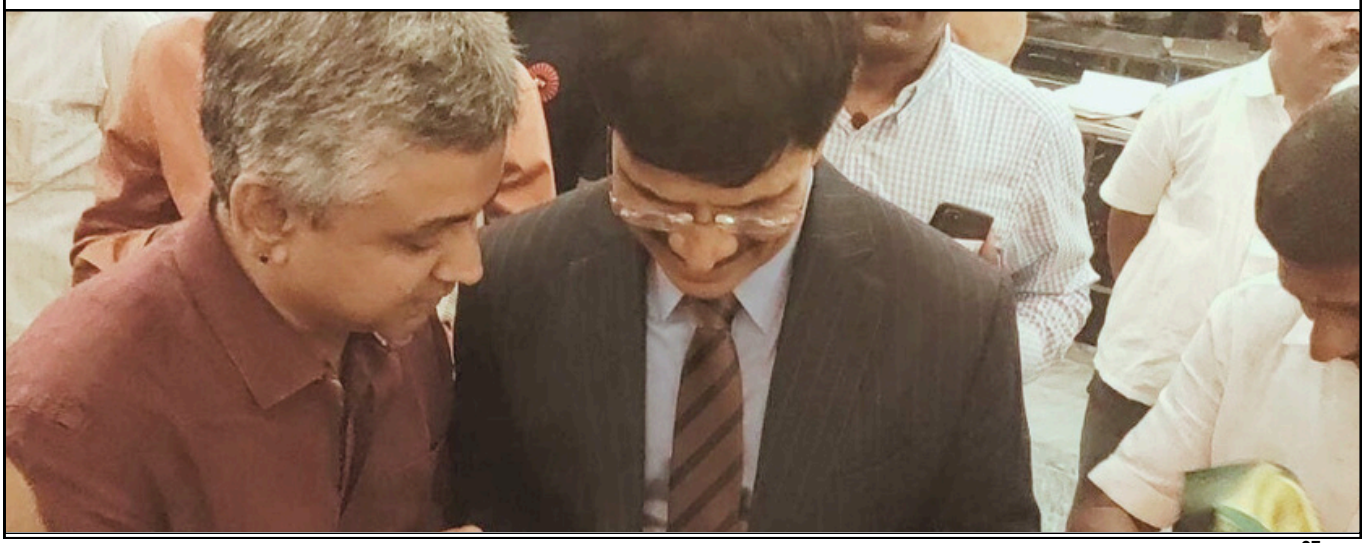
RAMJI RAGHAVAN

Send Information with pictures on any of the following
Top Growers of your company
Poultry related events you have attended
Information on your new infrastructure
Health tips
Recipes
Your company events
Any awards & recognitions you have received
Any other related informations

Gem Hospital Dr. Palanivelu's Autobiography Release Function - 27 July 2024

- The release function of Dr. Palanivelu's autobiography, founder of GEM Hospital, took place in Coimbatore.
- The event celebrated his remarkable journey in the field of medicine, particularly his contributions to laparoscopic surgery and healthcare innovation.
- Prominent figures from the medical community and dignitaries attended the occasion, honoring Dr. Palanivelu's legacy.
- During the event, our Nutrition booklet was presented to both Education Minister Mr. Anbil Magesh Poiyyamozhi and Dr. Palanivelu, highlighting the importance of health education and wellness.





04 August 2024

Obesi-Con For Gem Hospitals, Chennai

- We sponsored the OBESI-CON for GEM Hospitals in Chennai, an event focused on advancements in obesity management and treatment.
- Our FAQ booklet was included in the participants' kits, providing valuable insights on nutrition and wellness.
- We had meaningful interactions with Dr. Palanivelu and Miss Devimeena during the event, discussing future collaboration opportunities and exchanging ideas on promoting healthier lifestyles.



10 August 2024

Traders Meet At Palakkad

- Mr. Ramji attended the Traders Meet in Palakkad, where he introduced PFRC's activities to the attendees.
- In his address, he emphasized the importance of consumer awareness, highlighting the role of nutrition in everyday life. Mr. Ramji also introduced PFRC's Nutrition Booklet, a key resource aimed at promoting healthy eating habits.
- He promised the traders a Malayalam version of the booklet to better serve the local community. By the time this newsletter is ready for release, the Malayalam version is now available, fulfilling that commitment.







30 August 2024

Signing Of MOU Between Rotary International District 3203 and PFRC

- A Memorandum of Understanding (MoU) was signed between Rotary International District 3203 and PFRC, aimed at promoting nutrition literacy and health education among school students.
- As part of this initiative, our Nutrition Booklet will be distributed to the student community, helping to raise awareness about healthy eating habits and overall wellness.
- This partnership marks a significant step toward empowering young minds with essential knowledge for a healthier future.



05 Sep 2024

Signing Of MOU Between NGP College and PFRC

- This focusses on collaboration in research, seminars, and spreading nutrition awareness within the community.
- The initiative aims to engage college students in promoting healthy lifestyle practices, fostering knowledge through academic research, and organizing educational seminars.
- This partnership strengthens the role of students as ambassadors for nutrition and wellness in the wider community.



18 Sep 2024

NGP College Seminar, Coimbatore

- The NGP College Seminar in Coimbatore on 18th September 2024 featured two insightful sessions.
- 300 students and faculty members attended sessions delivered by Ramji Raghavan and Dietitians Mallika & Pradeepa
- Dietitian Pradeepa delivered a talk on "Why Protein Matters: Unlocking the Secrets to Sustainable Health," emphasizing the critical role of protein in maintaining overall well-being.
- Mr. Ramji Raghavan presented on the "Role of Poultry in Human Nutrition," highlighting the nutritional benefits of poultry and its importance in a balanced diet.
- The seminar was well-received by attendees, contributing to enhanced awareness of key health and nutrition topics.
- PFRC presented a sanction order to carry out a project for promoting benefits of poultry diet to the Principal. An industrial visit is also planned for the students at a later date.











22 Sep 2024

Rotary Nutrition Literacy Seminar, Ooty

- The Rotary Nutrition Literacy Seminar in Ooty on 22nd September 2024 featured presentations by Mr. Ramji Raghavan and Dietitian Mallika.
- Mr. Raghavan spoke on the importance of nutrition education in improving community health, while Dt. Mallika delivered an insightful speech on practical nutrition tips for daily living.
- The event also marked the release of the Nutrition booklet, aimed at raising awareness and promoting healthy dietary habits among the local community.









27 Sep 2024

Farm, Hatchery and Feed Mill Visit @ Swathi Hatcheries Palladam

- Around 60 school students visited Swathi Hatcheries in Palladam, where they toured the farm, hatchery, and feed mill.
- During the visit, students were provided with FAQ and Nutrition booklets and received an informative explanation about organized poultry farming.
- The visit aimed to educate students on the poultry industry's role in nutrition and sustainable farming practices.



03 October 2024

The South Kerala Producers & Traders Meet Near Cochin

- Our FAQ booklets in both Tamil and English were distributed to attendees.
- The event provided an excellent platform to engage with local producers and traders, sharing valuable information on nutrition and sustainable practices.
- The distribution of these booklets aimed to enhance awareness and facilitate discussions on best practices within the industry.



03, 04, 05 October 2024

Annual International Public Health Conference , Thanjavur

- We proudly sponsored the Annual International Public Health Conference held in Thanjavur.
- During the event, our FAQ booklets were included in the participant kits, providing essential information on nutrition and health awareness.
- The conference served as a vital platform for discussing public health challenges and strategies, and our contribution aimed to enhance the dialogue on nutrition's role in overall community health.





COVER STORY

On 28 September 2024, we convened a pivotal Vet Panel Charter Meeting aimed at establishing a dedicated panel of veterinary professionals from our member organizations.

Facilitated by Mr. Ramji and noted by Dt. Mallika, the meeting brought together esteemed attendees, including Dr. Rukmangadhan, who graciously accepted the role of "Presidium Chair" for the panel.

- The meeting focused on enhancing the vibrancy of the veterinary sector through collaboration and guidance from these experts.
- Participants discussed strategies for improving practices within the industry and fostering a supportive network among veterinary professionals to address current challenges and opportunities.
- The meeting centered on enhancing the vibrancy of the veterinary sector through collaboration and expert guidance.

Dr. Rukmangathan delivered a keynote speech emphasizing the crucial role veterinarians play in shaping public perceptions of poultry. He advocated for a unified approach to address misconceptions, such as those surrounding broiler chicken, and underscored the importance of public education regarding antibiotic use and poultry production standards.



Key Highlights:

1. Welcome Address: Mr. Ramji highlighted PFRC's initiatives and outlined the challenges faced by the poultry industry, alongside the organization's achievements over the past four years.

2. Future Initiatives: Discussion centered on a proposed MoU with Uyir Foundation to reach approximately 2,000 schools, promoting nutrition awareness among students.

3. Presentation of the Charter: Dr. Selvakumar presented the Charter, covering key areas such as:
   - Academic Initiatives
   - Consumer Awareness
   - Enhancing the Public Image

4. Panel Member Contributions: Various panel members shared insights on pressing issues and potential strategies:

   - Dr. Sudhagar commended PFRC's efforts in nutrition awareness and suggested extending education to colleges.

   - Dr. Rajkumar proposed sharing research articles with students and creating a "Veterinarians' Voice" section in our newsletter.

   - Dr. Mohana Sundaram emphasized dispelling myths around cooking poultry safely and suggested creating a knowledge repository on our website.

   - Suggestions for engaging with the community through Grama Sabha meetings and roadshows were also presented.

5. Focus on Research and Collaboration: Several members highlighted the need for research-backed rebuttals to common misconceptions about poultry and proposed collaborations with celebrities to enhance outreach through social media.

6. Areas of Interest: Members formed teams focusing on academic initiatives, school and college presentations, and consumer awareness, ensuring a comprehensive approach to veterinary education and public engagement.


VET PANEL








CHARTER
MEETING




CHARTER INTRODUCTION


CHARTER INTRODUCTION










As we embark on this journey toward a more vibrant veterinary sector, we extend our gratitude to Dr. Rukmangathan for his invaluable guidance and support. Together, we aim to empower our community with knowledge and foster a healthier future through informed practices in nutrition and veterinary care.

VET PANEL CHARTER MEETING

TAMIL NADU VETERINARY AND ANIMAL SCIENCES UNIVERSITY

Dr. P. Kumaravel, Ph.D.,
Dean
Veterinary College and Research Institute
Udumalpet

Pannaikinaru Village,
Udumalpet - 642 205. Tirupur District.

Phone : +91- 04252 - 295399
Mobile : +91- 98401 13681
Mobile : deanvcriudp@tanuvas.org.in
E-mail : www.tanuvas.ac.in
Website



Warm Greetings !

I am very much pleased to convey that a Poultry Farmers Regulatory Committee (PFRC) Vet Panel has been constituted with leading poultry veterinarians associated with Poultry industry in Tamil Nadu.

It is learnt that the panel has been created to disseminate the knowledge on the growth of poultry industry, nutritional benefits of poultry, value addition of poultry products and creating awareness on the positive impact of poultry consumption among the consumers.

The Poultry sector provides major protein source to the rapidly increasing human population through supply of chicken meat and eggs, thus ensuring nutritional security. Further the sector also provides employment to millions of people thereby contributing significantly to the national economy.

Tamil Nadu ranks first in poultry production with a poultry population of 1207.80 lakh poultry birds. Tamil Nadu produced 455 thousand metric tonnes of poultry meat and 18.84 billion eggs as per 20th livestock census.

The Poultry Industry in Tamil Nadu which has witnessed many ups and downs over the last six decades faced one of the worst crisis during the year 2020 due to the Covid-19 pandemic.

The impact of covid has shaken the poultry industry to a greater extent and the efforts taken by the PFRC and BCC to bring back to normalcy is really commendable.

The Poultry industry is being confronted with several challenges right from poultry production, processing, value addition and marketing.

Further, several key issues namely Antimicrobial resistance (AMR), biosecurity, emerging diseases etc., are creeping up and it is the duty of poultry practitioners to manoeuvre the poultry industry in the proper direction. In addition, popularisation of One Health poultry concept among the various poultry stakeholders is the need of the hour.

I reckon that this unique initiative of creating PFRC Vet panel in Tamil Nadu will go a long way in achieving the targeted outcomes of propeling the poultry industry to the highest level.

Best wishes for the forthcoming endeavours,

Yours sincerely,

(P. Kumaravel)

VET PANEL CHARTER MEETING

Veterinarian Voice





Chicken Meat:
A Nutritious Solution for India's Malnutrition Challenge

DR. P. R. ANBUMONEY B.V.Sc & M.B.A
Sri Venkateshwara Marketing,
Coimbatore.



EVOLUTION - BROILERS
A View - Past, Present & Future

DR. RAJKUMAR B.V.Sc
Consultant - Broiler Breeders.

PFRC POULTRY FARMERS REGULATORY COMMITTEE

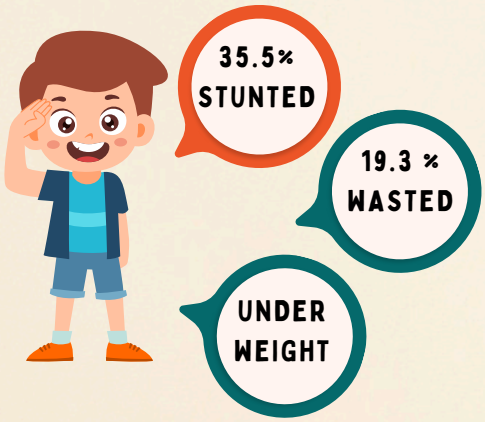
DR. P. R. ANBUMONEY,
SRI VENKATESHWARA MARKETING,
COIMBATORE.

CHICKEN MEAT: A NUTRITIOUS SOLUTION FOR INDIA`S MALNUTRITION CHALLENGE

India faces a significant burden of malnutrition, a complex issue rooted in social, economic, and cultural factors. This multifaceted problem demands urgent attention to prevent further deterioration of nutritional indicators.
Chicken meat, a rich source of protein and essential nutrients, offers a promising solution to address the country's malnutrition crisis.



A significant portion of Indian children under five years of age suffer from malnutrition



These alarming statistics underscore the urgent need for effective interventions.

UNDERSTANDING MALNUTRITION

Malnutrition, as defined by the World Health Organization (WHO), encompasses deficiencies, excesses, or imbalances in a person's intake of energy and nutrients. It can manifest in various forms, including:

- Undernutrition: This includes conditions like wasting (low weight-for-height) and stunting (low height-for-age), often caused by insufficient calorie intake.
- Micronutrient-related malnutrition: Deficiencies in essential vitamins and minerals such as vitamin A, iron, and iodine can lead to severe health consequences.

The Role of Protein in Nutrition

Protein is a vital macronutrient essential for growth, development, and tissue repair. While both plant and animal sources can provide protein, animal proteins are generally considered complete proteins, containing all nine essential amino acids.

Chicken meat, a readily available and affordable animal protein source, offers a comprehensive package of nutrients.

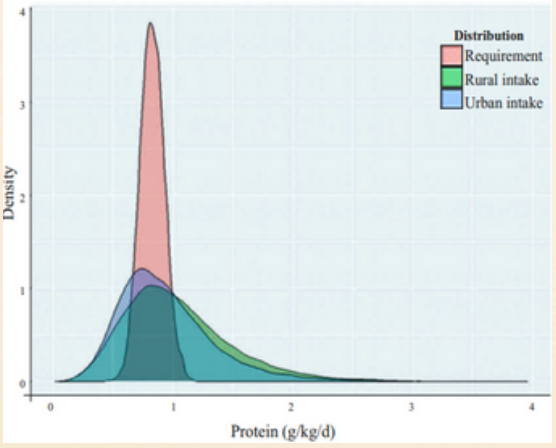
Protein intake in India - According to the National Family Health publication of What India Eats, 2020

Protein Deficiency in Rural Areas: A significant portion of the rural population is consuming protein below the recommended level. This suggests a widespread prevalence of protein deficiency in rural areas.

Urban-Rural Disparities: The urban population generally consumes more protein than the rural population, indicating a disparity in protein intake between these two groups.

Need for Nutritional Interventions:

The data highlights the need for targeted interventions to improve protein intake, especially in rural areas. This could involve promoting dietary diversification, providing nutritional education, and increasing access to affordable protein sources.



CHICKEN MEAT IS A RICH SOURCE OF



- **High-quality protein: Essential for building and repairing tissues.**
- **Essential vitamins and minerals: Including B vitamins, iron, zinc, and selenium.**
- **Low in fat and cholesterol: Making it a healthier choice compared to red meat.**
- **Affordable and accessible: Widely available across India.**

PROMOTING CHICKEN CONSUMPTION CAN PLAY A SIGNIFICANT ROLE IN ADDRESSING INDIA`S MALNUTRITION CHALLENGE BY



Improving protein intake: Providing a readily available and affordable source of complete protein.



Enhancing micronutrient status: Offering essential vitamins and minerals.



Supporting growth and development: Contributing to healthy growth and development in children.

Improving overall health: Reducing the risk of chronic diseases associated with malnutrition.



CHICKEN CONSUMPTION = INDIA`S MALNUTRITION

CHICKEN MEAT PRESENTS A VIABLE AND EFFECTIVE SOLUTION TO COMBAT MALNUTRITION IN INDIA.

Its nutritional value, affordability, and accessibility make it an ideal protein source for individuals of all ages.

By supporting the chicken consumption and addressing underlying social, economic, and cultural factors, India can make significant progress in improving the nutritional status of its population and building a healthier nation.



EVOLUTION - BROILERS

A VIEW - PAST, PRESENT & FUTURE

DR.S.RAJKUMAR
COMMERCIAL POULTRY CONSULTANT
COIMBATORE, TAMIL NADU

POULTRY MEAT

is an affordable, lean source of animal protein. Broilers (meat chickens) raised on farms stem from core breeding families, which are crossed to generate commercial hybrids. It takes around four years for the birds from the core families to the birds on the farms.

Over time, poultry breeding has developed from primarily looking at production (e.g., live weight and egg production) to balanced, holistic breeding, including a wide range of attributes (e.g., gait, leg health, robustness and cardiovascular health). All birds in the core breeding families are carefully measured for over forty items covering bird health and welfare, robustness, environmental impact, reproduction and production.

HISTORY OF COMMERCIAL POULTRY BREEDING

- Poultry is an affordable meat in most of the regions of the world.
- The combined efforts of the poultry sector, coupled with technological and management improvements in a wide range of areas (e.g., poultry health, welfare, nutrition and housing), and particularly poultry breeding advances, have created a world where poultry is now an accessible meat for most of the global population.
- Poultry meat is expected to account for 41% of the protein consumed from all meat sources in 2032, followed by pig, bovine and ovine meat.
- Poultry production is generally considered more efficient and less resource-intensive, making it a more environmentally sustainable choice of meat.

NO GENETIC MODIFICATIONS
NO ARTIFICIAL METHODS

New and improved selection techniques and analytical tools are continuously developed to allow increases in the accuracy of selection's long-term progress. There are different broiler genotypes for different market requirements, and commercial portfolios will continue evolving with future markets and customer preferences.





NO HORMONE INJECTION

During the last half century, the genetic improvement in broiler chicken breeds has resulted in good health, welfare and sustainability alongside increased productivity and robustness across a wide range of production conditions worldwide.

DOMESTICATION OF POULTRY

- The first steps in poultry farming and selection were made when poultry species were domesticated from their wild ancestors thousands of years ago.
- Chickens originated from the Red Jungle Fowl (Gallus gallus).
- Domestication occurred at least twice in different regions: the Indus Valley in the Harappan culture 2500 years B.C.E., and at Neolithic sites in Northern China, where there are reports of much older chicken remains (<6000 B.C.E.).

Domestic chickens initially derived from the RJF subspecies Gallus gallus spadiceus in Asia, translocated across Southeast and South Asia, and interbred with other jungle fowl species.

The genomes of modern chicken stocks used for meat production confirm the considerable role of heavy Asian breeds in modern broilers.

The process of domestication involved a number of genetic changes: amongst others, selection for reproduction in captivity, for tameness and for the ability to live in large, dynamic groups.

Over the last millennia, local varieties were established, with purposes ranging from fighting skills to egg laying or meat production.

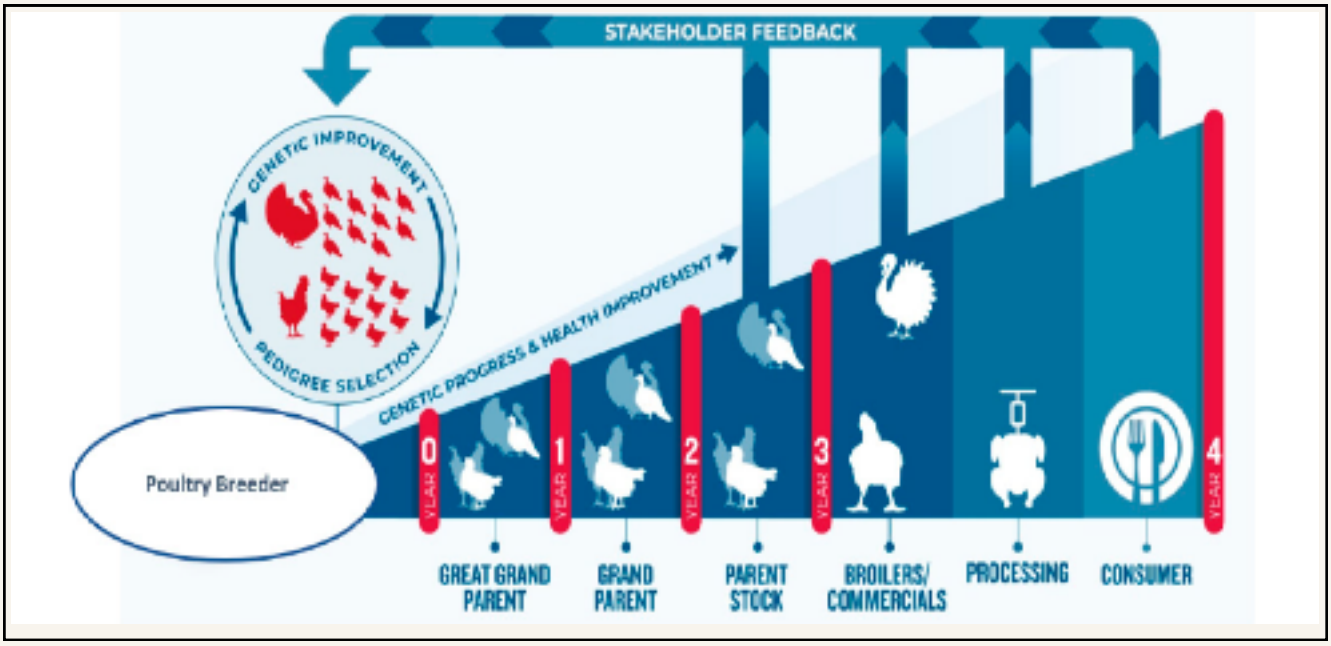
ORIGIN






The modern broiler originates from Cornish, Leghorn, New Hampshire/Rhode Island Red and Plymouth Rock poultry breeds, which were developed in the 19th century in Europe and North America.

Commercial chicken breeding has caused less than one-eighth of diversity reduction. Commercial breeding programs maintain effective population sizes to achieve inbreeding rates below 0.01 per generation. In the 20th century, major advances in quantitative genetics and its application to livestock breeding stimulated the organizational development and scientific advancements of poultry breeding.



CURRENT BROILER PRODUCTION STATUS IN INDIA

- As per the Government of India statistics, India stands 5th rank in world for chicken meat production.

Indian poultry market size in 2022

INR 1905.3 billion

Growth rate for Chicken meat (Industry Estimate)



7% - 8%

- Per capita egg consumption annually 101(DADF) and chicken meat 4.8/5 Kgs (on industry estimated placement of 500 crore DOC).
- The poultry sector directly employs around 25,000 layer farmers and over 1 million broiler farmers, while indirectly supporting over 5 million jobs.

According to the "National Action Plan for Eggs and Poultry", 30 million rural households are engaged in backyard poultry farming.

Over the last three decades, poultry product prices have seen the least increase compared to other food products.

Poultry farming has also helped maize and soya farmers secure better prices for their crops.

Total meat production in India for 2022-23

9.77 MMT

Poultry meat contribution

4.995 MMT

Total Egg Production in India for 2022-23

138.38 billion

Commercial Poultry Egg Production

118.16 billion

Backyard Poultry

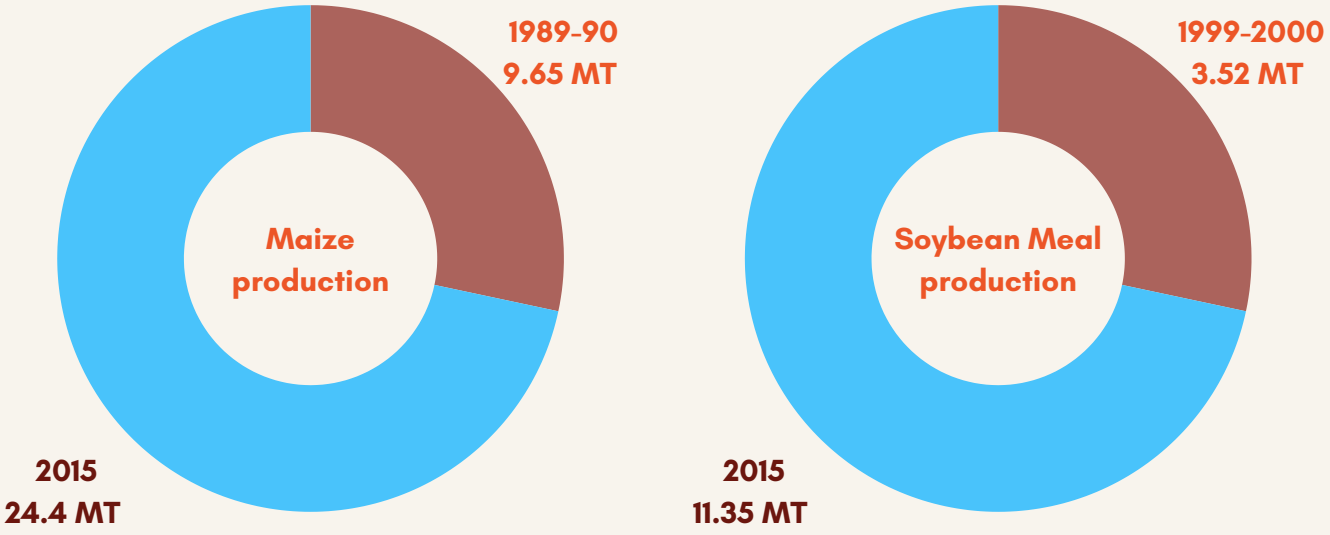
20.20 billion

FEED RESOURCES – DEMAND VS PRODUCTION VS ALTERNATIVES

- Success on poultry production is mainly depends on the quality of the bird employed, comforting environment and provision for good feed, the last being most expensive of all other inputs, deserves appropriate attention.
- Feed accounts for 65 - 70% of broiler and 75-80% of layer production cost. Maize is the popular cereal used in combination with protein meal like soybean meal which generally determines the cost of compounded feed.



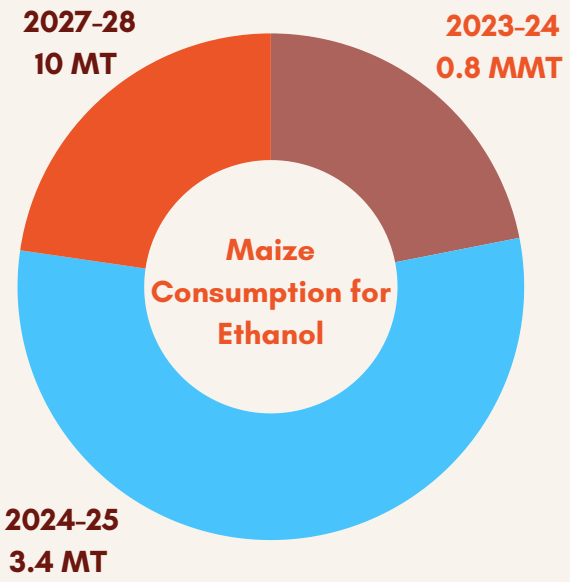
- Maize is the popular cereal used in combination with protein meal like soybean meal which generally determines the cost of compounded feed.



- Average increase in maize availability has been 3.8% per annum which is far below the growth rate of egg or meat production.
- Corn-Soya based diet is a promising tool for this tremendous growth in broiler production.
- Maize a promising ingredient for the broiler feed now becomes a challenge to the broiler feed industry due to the huge diversion of maize for commercial ethanol production.
- While the maize acreage and productivity is stagnant, the demand for corn by different users groups is steadily increasing leading to sky rocketing of corn prices

MAIZE FOR ETHANOL

- Government of Maize production 30/31MMT and per Ha productivity is 2.8 MMT as per industry.
- Government figures claim 34.6 MMT and productivity 3.4 T/Ha.
- Maize consumed for Ethanol 0.8 MMT is 2023-24, targeted 3.4 MMT in 2024-25 and 10 MMT by 2027-28.
- Government proposes to procure Maize at MSP rates and supply to Ethanol plants.
- Poultry needs 16 MMT of Maize in 2023 -24 and increases of 1 MMT per year for growth.



- Commodity finance at Bank interest enable corporates / big players by in season and stock for off season use thereby ensure maintain efficient cost of production.
- Government policy to use corn / broken rice for Ethanol production will lead to further shortage of cereals and corn availability and availability will be a major challenge for the growth of industry for the coming years.
- The non-availability of broken rice , Ragi , Jowar at affordable prices for Layer farmers is adding further demand for Maize and fueling the prices.
- Thus, there is a need to increase the production of maize and soybean or explores the usefulness of other alternate energy and protein rich feedstuffs to maize and soybean meal, respectively, in poultry diets.
- In view of the large gap between the demand and availability of feedstuffs for poultry production, a holistic approach is needed to meet the demand of ever-growing poultry industry.

Some of the approaches in these respects are

- Identification of newer feed resources
- Utilization of structural carbohydrates and phytate phosphorus
- Overcoming limitations of Agro- industrial byproducts and unconventional feed stuff

HEALTH CARE MEASURES OF THE BROILERS:

Management of diseases in broilers plays an important role for the progress of the industry. Broilers in the commercial farms are reared in open sided houses and maintained under optimum management conditions. Broilers are reared under veterinary supervision. Vaccination is regularly practiced to protect the broilers against diseases. In spite of all the measures, the Broiler industry in India suffered a major setback last year due to the outbreak of Poultry Respiratory diseases. The industry suffered serious trade losses following downfall in consumption of poultry meat and eggs for about 6 months.

To minimize the occurrence of disease in broilers the three most important components of disease control are



BIO SECURITY



VACCINATION



MEDICATION

BIO SECURITY

- Bio- security refers to all measures taken to secure prevention of all types of pathogens in poultry farms.
- Effective bio-security and implementation of successful hygienic procedures are increasingly dependent on Hazard Analysis Critical Control Point approach (HACCP).
- The principles of HACCP such as hazard analysis, critical control points, critical limits, correction, recording and verification should be strictly followed for analyzing risk assessment and risk management.

MEDICATION

Priorities for effective disease management in making the poultry industry a sustainable enterprise are

- Trans-boundary disease-This needs strict quarantine measures.
- Establishing and strengthening surveillance and monitoring system of infectious disease in poultry.
- Diagnoses through genomic approach for rapid and accurate diagnosis and effective control of poultry disease.

VACCINATION

Vaccines have played a crucial role in health, evolving from the idea of "Prevention is better than cure" to broader goals like "Eradication of Disease from Earth."

VACCINATION IN POULTRY

- In broiler poultry, vaccination is vital not only for the health and welfare of birds but also for food safety, benefiting consumers.
- The poultry industry has progressed from traditional live attenuated vaccines to advanced recombinant vaccines, aligning vaccination efforts with specific disease strains found through government and institutional disease surveillance.
- These tailored vaccines help establish robust immunity against prevalent regional viruses.

METHODS OF VACCINE ADMINISTRATION

- Common methods of administering poultry vaccines include eye drops, drinking water, and injections (intramuscular or subcutaneous).
- The spread of misinformation about vaccines, including allegations of harmful chemicals, poses a challenge to vaccination efforts.

DISEASE CONTROL AND ZONING

- Zoning, as per the World Organisation for Animal Health (OIE), is a key strategy for controlling and eradicating animal diseases. In India, the National Animal Disease Control Program certifies region-specific Disease-Free Zones, crucial for disease control and biosecurity.
- Effective mass vaccination and strict biosecurity protocols are instrumental in maintaining these zones.

IMPACT ON POULTRY INDUSTRY

- Advanced breeding, targeted vaccination, and biosecurity have enabled the poultry industry to establish disease-free flocks, which bolsters export opportunities by ensuring higher health standards in broiler birds.

This framework emphasizes how strategic vaccination and biosecurity practices not only protect animal welfare but also ensure food safety, support public health, and strengthen economic opportunities in agriculture.

PROTEIN DEFICIENCY IS A SERIOUS CONCERN



The prevalence of obesity has increased in a growing number of countries

Interestingly, a protein intake of 1.2 g/kg body weight daily resulted in a stronger decrease in fat mass and preservation of fat free mass.

Dietary protein intake below requirements could lead to less weight loss and a higher risk for body weight regain.

Although no clear recommendation exists that defines the safe upper limit of protein intake, consumption of up to 1.66 g/kg BW daily has not been associated with increased health risks (report of a joint FAO/WHO/UNU expert consultation)

Why Protein is a Key Nutrient in overcoming obesity

Protein is an essential building block for muscle, and consuming a quality protein diet during weight loss helps preserve muscle mass and supports weight maintenance.

Foods high in protein include:

- Lean meat, such as chicken and fish
- Low-fat dairy, such as cottage cheese and Greek yogurt.
- Plant-based protein sources such as lentils, almonds and quinoa.



The key is to mix different protein sources into your daily routine to satisfy your hunger, including animal and plant proteins.

The consumption of higher protein diets, containing between 25–30% of calorie intake as protein, leads to significant improvements in body weight management, through voluntary reductions in energy intake, weight loss, and beneficial changes in body composition.

Studies extended that the role of increased dietary protein to lead to greater loss of weight and fat mass loss and to support maintenance of that weight loss over the longer-term. Overall, a diet rich in protein appears to be an optimal strategy to prevent or treat obesity.

It is important to note that carbohydrates and fats play unique roles in the body and are
still essential nutrients to lead a healthy lifestyle. Aiming for balance and moderation
among the three macronutrients is recommended.

Reference

https://www.who.int/en/news-room/fact-sheets/detail/obesity-and-overweight

https://pmc.ncbi.nlm.nih.gov/articles/PMC6179508/#ref-list1

Sargeant JA, et al. Endocrinol Metab (Seoul). 2019;34(3):247-62

NUTRITION NAVIGATOR: QUIZ & TIPS



TEST YOUR NUTRITION KNOWLEDGE!

Curious about how well you know nutrition? Take our Nutrition Quiz and challenge yourself!

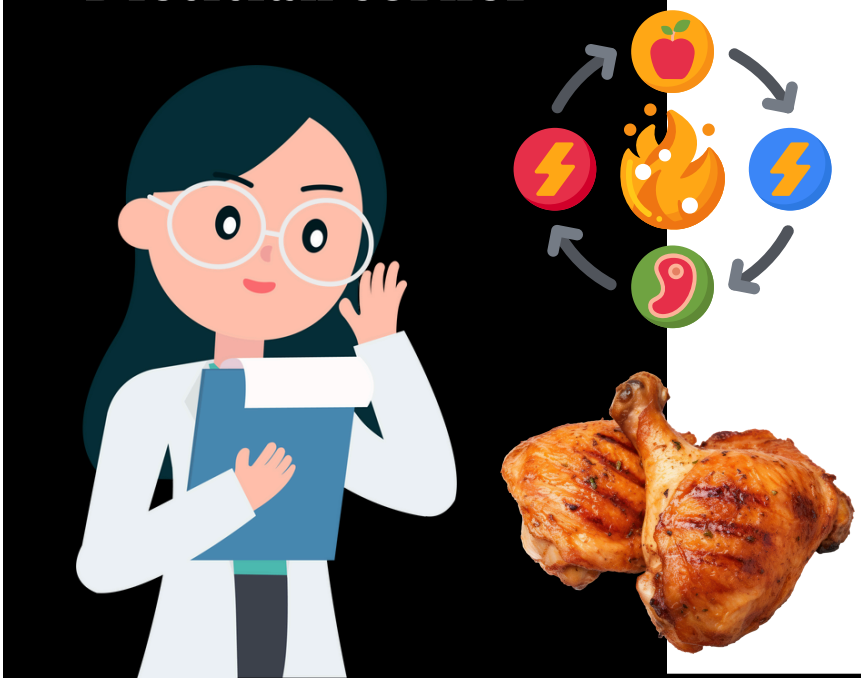
This quiz, designed by PFRC, covers essential topics to help you assess your understanding of healthy eating habits.

Click the link below to take the quiz and find out how you score and get instant certification.

NUTRITION QUIZ !

Take part in the quiz and get your certificate!

Dietitian corner



Metabolism Matters

Rev up your metabolism!

Eating at regular intervals keeps your metabolism active, helping you burn calories more efficiently. Include lean protein like chicken to support muscle growth.

POULTRY FARMERS REGULATORY COMMITTEE

Office Bearers

MR. R.LAKSHMANAN **CHAIRMAN**	
MR.K. CHINNASAMY (KANNAN) **SECRETARY**	**MR.K.RAMASAMY** **TREASURER**

Social media platforms

S.F.NO.: 388/3, 1ST FLOOR, FEDERAL BANK (UPSTAIRS), CHETTIPALAYAM ROAD, PALLADAM - 641664. TIRUPUR DISTRICT, TAMIL NADU, INDIA.

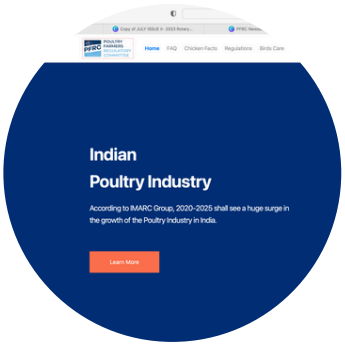
PHONE NUMBER:
98422 54877, 78456 14884

pfrctn@gmail.com

INSTAGRAM ID
pfrctn

FACEBOOK ID
PFRC

YOUTUBE ID
@poultryfarmersregulatoryco4769



WEBSITE
www.pfrc.in