

Institution of Veterinarians of Poultry Industry

INDIAN POULTRY: DRIVING FORWARD

FRIDAY | 12 AUGUST 2022



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ಕೋಷ ಪ್ರಪಂಚ
POULTRY WORLD





Visitors enjoying mid day meals with eggs at the Krishi Mela 2021

Source : G. Devegowda





Visitors at the Poultry stall at the Krishi Mela 2021

Source : G. Devegowda





Using eggs and meat to fight against malnutrition..

Govt of India statistics: Children below 5 years,
36% underweight and 38% stunted



VIP's EggChi Walkathon

TACKLE **Protein Malnutrition**

Come, join us with your family & friends on
Sunday, 28 July 2019 At 7:00 am

Venue : **Balgandharv, JM Road, Pune**
Walkathon Route - Start point Z Bridge Signal - FC Road - GoodLuck Chowk
FC Main Gate - and ends at Sambhaji Garden.

Dress code :
Shirt/ Top of Red/ Yellow/ White Color

Event Organise By : Vets In Poultry (VIP).
www.vetsinpoultry.com. VetsinPoultry@gmail.com.
Ph: +91 9850979552



Source : IVPI and VIP

“MY EGG MY PRICE”



The most celebrated captains of India get their strength from eating eggs every day.

Eggs are packed with the highest quality protein and are also rich in vitamins A, D & E, minerals and nutrients. They build your immunity and make you tough and strong.

Have an egg every day because eggs are truly the captains of strength and toughness.

STRENGTH AUR TOUGHNESS KA ASLI CAPTAIN

NCC
NATIONAL EGG CO-ORDINATION COMMITTEE

SUNDAY HO YA MONDAY ROZ KHAO ANDE.



*Padmashri Dr. B. V. Rao
Father of Indian Poultry Industry*

Source : NECC





Every small & marginal Farmer should get remunerative price for egg and chicken. Surplus eggs in lean season should be kept in cold storage and released in demand season; Selling Chicken at around 2.kg saves distress selling at overweight. When consumers are ready to pay Rs. 700 / Kg of Mutton, healthy white meat (chicken) free from all religious taboo should also be sold at respectable price.

Source : Harshakumar Shetty



Chicken and egg consumption: 60% tier 1 cities,
30% tier 2 cities and
10% in tier 3 cities



Source : G. Devegowda



Egg Marketing potential.....

- Potential for export: 4 days production
- Potential for egg processing: 6 days production
- Potential for Government schemes: 40 days production
- 310 days production to be sold in the domestic market

Egg prod. 3rd place, 122 billion eggs



Every Indian gets
90 Eggs
per year!

Source : A V Kumar, NECC



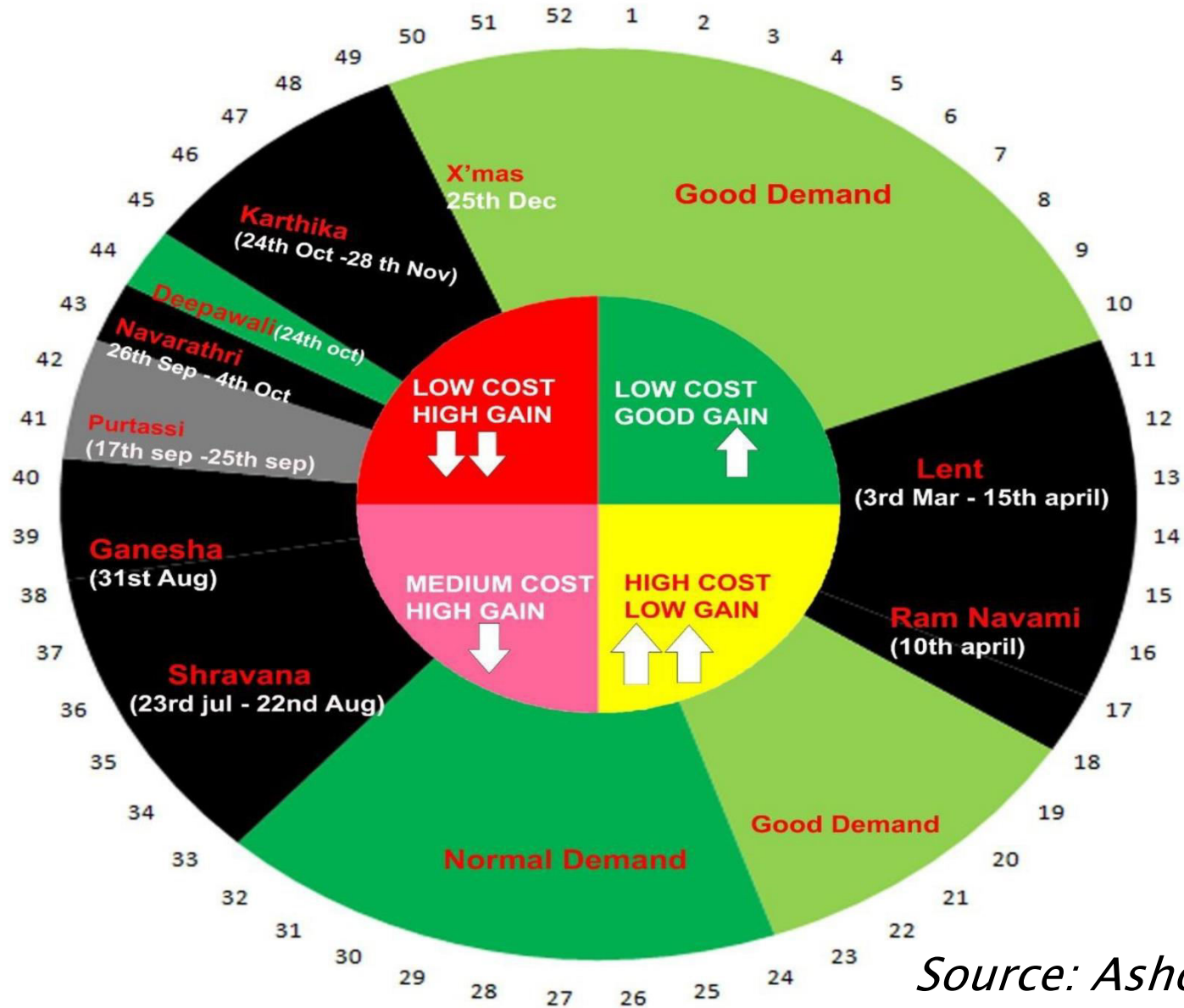
Gradually to Change from wet shops to processed chicken outlets at least in Cities



- Fresh, clean, hygienic and safe chicken and eggs

Source : G. Devegowda

BROILER MARKET – 2022



Source: Ashokkumar, Maa integrato

Recommendation against consumption of eggs questioned

MYSURU | JULY 29, 2022 20:05 IST



The Institution of Veterinarians of Poultry Industry (IVPI) and Karnataka Poultry Farmers and Breeders' Association (KPFBA) have questioned the recommendation of a National Education Policy (NEP) panellist from Karnataka against consumption of eggs.

Dismissing the recommendation of K. John Vijay Sagar, professor and Head, Department of Child and Adolescent Psychiatry, NIMHANS, Bengaluru, that “eating eggs had ill-effects and can lead to lifestyle disorder”, the IVPI and KPFBA in a statement on Friday said the “recommendation is not based on any scientific evidence”.

President of IVPI G. Devegowda, who is also an Emeritus Professor, University of Agricultural Sciences, Bengaluru, said consumption of eggs on the contrary had many benefits. “Eggs are nutritional powerhouse that contribute to health and well-being at every age and life stage, providing critical nutrients including protein, choline, riboflavin (vitamin B2), vitamin B12, biotin (B7), pantothenic acid (B5), iodine and selenium, which are valuable for supporting muscle and bone health, brain development and more”.

Veterinarians call NEP position paper on health unscientific, misleading

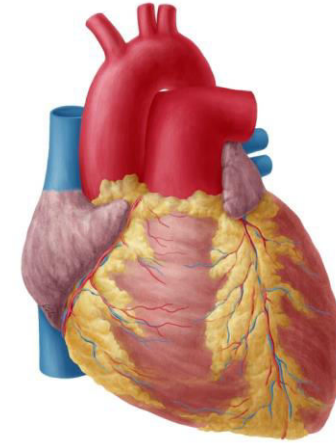
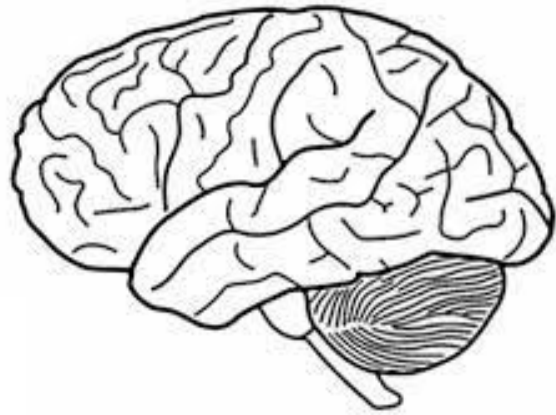


The Institution of Veterinarians of Poultry Industry has expressed concerns over a National Education Policy 2020 (NEP) position paper on Health calling it unscientific and causing concerns to the poultry industry.

The position paper on health has been debated over statements indicating that consumption of eggs led to health complications while recommending consumption of other sources of proteins as alternatives.



Be Intelligent & Healthy Omega-3 for brain & heart



What if
poultry
was the
new fish?



Source : G. Devegowda and Alltech Biotechnology



Source : G. Devegowda