

JULY - SEPTEMBER 2019

LIVESTOCK & POULTRY

MIDDLE EAST & ASIA

**INTERVIEW
WITH NUTRIPLUS
COMMODITIES MD**

**U.S. DAIRY
FARM VISIT**

**AL RAWABI
TURNS 30**

**THE GAMECHANGER IN
EGG GRADING**

**MEET
US AT**



**2-4 September 2019
Abu Dhabi**

**SPACE
2019**

**10-13 September 2019
France**



REGISTER NOW

seafexme.com

29-31 OCT 2019
Dubai World Trade Centre



The big catch for business

Visit the largest professional seafood event in the MENA region

Organized by



An Event by



Powerful Co-location with



Official Media Partner



Supporting Media Partner



Official Airline Partner



Official Courier Handler





MOBA



OMNIA PX180
HIGHEST HYGIENIC STANDARDS

Moba's flagship is now also available in the 180 cph capacity range and produces 65,000 eggs per hour. The machine guarantees the lowest total cost of ownership and its unique features combine the best possible yield with the highest hygienic level.

MOBA MIDDLE EAST FZCO
Dubai Airport Freezone
(Al Quds Street)
Office 5WB 543
Dubai United Arab Emirates
P +971 4 260 25 44
E info.middle-east@moba.net

moba.net

LIVESTOCK & POULTRY

MIDDLE EAST & ASIA



14



04



20



18



28



22



30



36

NEWS	04
EUROTIER ME SHOW PREVIEW	14
SPECIALTY CHEESE TRADE MISSION	18
DAIRY FARM VISIT	20
DAIRYING	22
INTERVIEW	28
POULTRY	30
ANIMAL HEALTH	34
ANIMAL NUTRITION	36
ANIMAL FEEDS	38

Editor

Matthews Matthew

Associate Editors

Megha Mary Matt
Jessie Jorge

Contributors

Dr. Hansel Geo Thomas
Neville J. Chandler

UAE

Matt Media LLC
P.O. Box 25694
Sharjah Media City

United States

Matt Media (USA) LLC.
1713 E. Morgan Court.
Gilbert, Arizona 85295

United Kingdom

Matt Media International Ltd.
12 Gateway Mews
London N11 2UT

Email: info@livestockmiddleeast.com | gulfag@emirates.net.ae

Livestock & Poultry Middle East & Asia is designed to serve the fast growing livestock and poultry sectors in the Asia and Middle East region by providing the expert information to our readers in our four comprehensive issues in a year. It is circulated throughout Middle East region and worldwide in addition to the extra distribution at various Livestock, Poultry, Aquaculture and Agriculture Shows. The magazine provides editorial coverage on a wide range of topics which are of interest to industry professionals.

All rights reserved. The opinions and views expressed in this publication are not necessarily those of the publishers. Readers are requested to seek specialist advice before acting on information contained in this publication, which is provided for general use and may not be appropriate for the reader's particular circumstance. The publishers regret that they cannot accept liability for any error or omissions contained in this publication.

THE INTERNATIONAL EXHIBITION FOR ANIMAL PRODUCTION

More than **1.400** exhibitors in **11 halls**
and **250 booths outdoors**.

An exhibit area of **16 Ha**.

Free farm visits program.

More than **100.000** trade visitors,
including **14.000** international from **121** countries.

100 conferences over **4** days.

Obtain your free pass on :
www.space.fr



SPACE

10 - 13 SEPT. 2019

RENNES - FRANCE

space.fr +33 2 23 48 28 90 international@space.fr



@SPACERennes #SPACE2019



PLANET LIVESTOCK
PLANÈTE ÉLEVAGE

News

COWS LOVE THE AQUACLIM® CUBICLE MATTRESS FROM BIORET AGRI



Animal welfare is a concern that is expressed in today's society while dairymen have already been aware of it for a long time. This is evidenced by the development over the past 20 years of highly advanced equipment for comfort in the barns. The awareness of the effects of heat stress on dairy cows is at the heart of much concern.

Considering this factor in the

design and equipment of dairy farm buildings has become a major design criterion.

The consequences of heat stress are well known to veterinarians: increased body temperature and heart rate and hyperventilation for example. They also see a slowdown in activity, nutrient intake, lactation and even fertility disorders. The negative impact on the development of the fetus and on the performance of future unborn calves is also proven.

They are, therefore...fatal (in the true sense of the word) to livestock productivity.

The ramifications can be severely underestimated and, for this reason, Bioret Agri has invented a mattress for cubicles with water pouches that allows recirculation of cooled water. A truly significant heat exchange is now possible under the cow. It also supports

the pressure, without compression points, allowing optimized blood circulation in the udder. Cows love it. (Studies show that they prefer it to other bedding).

The AQUACLIM® Thermodynamic version was awarded an innovation star at SPACE 2018. It is characterised by a network of rubber tubing, vulcanised inside the water pouch, and allowing the flow of a heat transfer fluid. The tubing cools the water pouches and carries away the calories. The circuit is linked to a cooling source which is selected and sized according to the project, the dairy design and the geographical location. (Geothermal energy, heat pump to produce hot water, etc.).

In this scorching 2019 summer, the first feedback from cows benefiting from this new technology is very encouraging.

STRENGTHEN POULTRY CHAIN WITH INNOVATIVE AND INTEGRATED SOLUTIONS

Moba, the world's leading producer of high-quality integrated systems for the grading, packaging and processing of consumption eggs, is pleased to announce that it has joined forces with a consortium of Dutch leading companies to improve the poultry chain in Indonesia. These companies have innovative and integrated

solutions that will strengthen Indonesia's poultry sector. With an increasing demand the Indonesian poultry sector requires a vast capacity expansion in all segments of the value chain.

Indonesia is the largest country and economy in South East Asia, with a fast-growing and increasingly urban population of over 266 MN.

Per capita annual consumption of poultry meat is expected to increase from 10.9 kg (2017) to approximately 15 kg (2023) and egg consumption from 5.6 kg or 89 eggs (2017) to approximately 7.1 or 113 eggs (2023). The increase is achieved by the purchasing power of the growing middle-class. They are more and more conscious about food quality &

38th
Edition

UFI APPROVED INTERNATIONAL EVENT

Under the Patronage of

وزارة البيئة والمياه والزراعة
Ministry of Environment, Water & Agriculture
المملكة العربية السعودية
Kingdom of Saudi Arabia



Saudi Agriculture

The 38th Int'l. Agriculture, Aquaculture & Agro-Industry Show

21-24 OCTOBER 2019

Riyadh International Convention
and Exhibition Center

AGRICULTURAL
INNOVATION
FOR A BETTER
LIFE



Book your Stand Now...

Held Concurrently With

**Saudi
Agrofood**

The 26th International Trade Show for Food
Products, Ingredients & Technologies

**Saudi
Food Pack**

The 9th International Trade Show for Food
Processing and Packaging

**Saudi
Aquaculture**

The 3rd International Trade Show for Aquaculture

Diamond Sponsor



Strategic Organic Partner



Scientific Research Sponsor



Gold Sponsor



Media Partner



Aquaculture Sector Partners



Poultry Magazine



Supporting Partner



Gulf AGRICULTURE

YOUR GATEWAY TO THE MIDDLE EAST AGRIBUSINESS



Organizer



920024020

Follow us

resexpos



www.recexpo.com

Licensed by



License No. 19/2089

safety and are changing their preference towards protein-rich and value-added products.

The FoodTechIndonesia consortium is comprised of leading (non-competitive) parties from various steps in the Dutch poultry value chain. By joining the consortium Moba is able to provide Indonesian companies with integrated solutions that will enhance their business. Moba, together with the other companies, will share best practices, provide knowledge and training, showing that investments in Dutch products and solutions are commercially attractive and applicable to the Indonesian needs.

"Indonesia's egg industry has undergone an important change and the industry keeps growing. The need for innovative and integrated solutions is increasing in the different regions in Indonesia. Moba is able to meet these needs," says Teddy Wong, Area Sales Manager based in Kuala Lumpur, Malaysia. "Through our automation systems Indonesian poultry companies will reduce labour costs significantly, and this will further maximise their profits."

Dimitri Goossens, General Manager Moba Asia: "Moba is convinced that exchanging knowledge and best practices, will benefit both the Indonesian poultry industry and the FoodTechIndonesia consortium. It is our focus to provide egg producers with the latest innovative equipment that will be beneficial to their business and help them grow."

ENZYMATICALLY TREATED SOYBEAN MEAL IMPROVES PERFORMANCE IN BIRDS WITH NECROTIC ENTERITIS



The PSA Annual Meeting 2019 took place in Montreal, Canada July 15-18. PSA's (Poultry Science Association's) overall objective is to create a forum

for exchanging information and stimulate novelty and dissemination of knowledge within poultry. It is one of the leading poultry conferences in the world. Hamlet Protein's study was selected for an oral presentation at PSA. The presentation entitled "Effect of an enzyme-treated soy protein on the performance of broiler chickens infected or uninfected with *Clostridium perfringens*" was presented by Hamlet Protein's Global Poultry Segment Manager Alfred Blanch.

The feeding trial that was carried out at Southern Poultry Feed and Research in Georgia, USA with Greg Mathis and Brett Lumpkins concluded that dietary protein makes a big difference when it comes to enteric disorders. The addition of enzyme treated soy protein (ESP) in starter diets, with a very low content of soy anti-nutritional factors, with or without antibiotic growth promoters, equals the weight of the birds infected with *Clostridium perfringens* and their FCR to that of uninfected chickens.

"The dietary protein quality counts a lot if necrotic *Clostridium perfringens* confronts your flock", says Alfred Blanch, Global Poultry Segment Manager at Hamlet Protein.

The basal diet composition and, particularly, the dietary protein, plays a crucial role in the genesis of necrotic enteritis. In this sense, the reduction of soy anti-nutritional factors in starter diets for broiler chickens may be a good strategy to palliate the performance impairment due to mild necrotic enteritis outbreaks. Thus, the addition of HP AviStart, an enzymatically treated soybean meal (ESBM), in the starter diet, with or without antibiotic growth promoters, equals the performance of *Clostridium perfringens*-infected broiler chickens to that of uninfected chickens. In other words, HP AviStart supplementation in starter diets will result in performance improvements in birds with necrotic enteritis, regardless of the use of antibiotic growth promoters.

"With or without antibiotics, dietary protein makes a big difference when it comes to enteric disorders. The inclusion of HP AviStart, with a very low content of ANFs in starter feed may be a suitable tool to maintain the performance of the birds when it comes to coccidia vaccine and/or ABF broiler production systems", concludes Alfred Blanch.

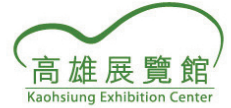


T
A
W

Taiwan Smart Agriweek 2019

SEP.26~28, 2019

Kaohsiung Exhibition Center



The 4th Edition Taiwan International
Fruit & Vegetable Show



The 3rd Edition Taiwan International
Agriculture Technology Expo



The 3rd Edition Taiwan International
Flower Expo



The 2nd Edition
Taiwan COLD CHAIN Expo



Taiwan Smart Agriweek 2019 is the leading and only agriculture trade platform in Taiwan which is in consist of 4 shows: Taiwan Fruit & Vegetable Show, Taiwan Flower Expo, Taiwan Agriculture Technology Expo, and Taiwan Cold Chain Expo. The 5th edition of Taiwan Fisheries & Seafood Show will be held concurrently.

The "Taiwan Smart Agriculture Week 2019" especially invites exhibitors to present a handful of smart solutions for precision agriculture, which not only can they help farmers to improve the efficiency, and also production capabilities and sustainability in their business.



☎ 886-2-25875802 ✉ info@taiwanagriweek.com 🌐 www.taiwanagriweek.com

Organized by :  MY Exhibition Co., Ltd.

ADISSEO AND KEMIN ANNOUNCE JOINT DECISION TO NOT RENEW EXISTING RUMINANT DISTRIBUTION AGREEMENT

Adisseo and Kemin have announced the decision to not renew their distribution agreement involving the Smartamine®, MetaSmart® and Microvit® A Supra Ruminant products in EMEA, beyond its current term – which ends on 31st of December 2019.

Since 2006, Kemin and Adisseo have worked together to successfully grow awareness in the industry about amino acid balancing and its benefits for dairy nutrition including:

- Allowing dairy farmers to extract full value from the ration they feed their cows, while often reducing the cost of the ration.
- Improving performance visible through greater milk yields, milk protein and milk fat contents.
- Demonstrating that methionine reduces metabolic-related



health issues, such as ketosis, during the transition phase around calving.

- Stimulating better breed backs, more full-term pregnancies and shorter calving intervals in the field of reproduction.
- Reducing nitrogen excretion and the environmental impact

of dairy production.

The end of the agreement will be effective on December 31, 2019. Until that date, Kemin remains the exclusive distributor of Adisseo products Smartamine®, MetaSmart® and Microvit® A Supra 1000 Ruminant for the EAME region.

AOAC APPROVES NEOGEN'S REVEAL® Q+ FOR DON

Neogen Corporation (Nasdaq: NEOG) has received Performance TestedSM Method Certification from the AOAC Research Institute for its Reveal® Q+ for Deoxynivalenol (DON) test, which is designed for the rapid quantification of the mold toxin in grains.

The AOAC approval (No. 071901) follows the earlier verification of the test's performance by the USDA's Federal Grain Inspection Service (FGIS). FGIS's approval of Reveal Q+ for DON enabled the simple, fully quantitative lateral flow strip test to be used for testing in the national grain inspection system.

"The approvals further verify that the test performs as designed, and allow grain producers and processors, and regulators, to add this test to the expanding list of

Neogen's products they can rely on to ensure the safety of our worldwide food and feed supply," said John Adent, Neogen's chief executive officer. "Reveal Q+ for DON was designed to be the easiest and most reliable quantitative test for DON available, and is proving to be just that."

Reveal Q+ for DON delivers precise results ranging from 0.3 to 6 parts per million (ppm) of DON after only 3 minutes. Reveal Q+ test strips are read in Neogen's lateral flow test readers to deliver precise results.

DON is produced by the fungi living on cereal commodities such as wheat, corn and barley. The mycotoxin has been shown to produce toxicological effects in certain animals, with varying degrees of sensitivity, and has been

implicated in causing problems in processed food, including off-flavor in ready-to-eat cereals and adverse effects on dough quality.

Neogen Corporation develops and markets products dedicated to food and animal safety. The company's Food Safety Division markets dehydrated culture media and diagnostic test kits to detect foodborne bacteria, natural toxins, food allergens, drug residues, plant diseases and sanitation concerns. Neogen's Animal Safety Division is a leader in the development of animal genomics along with the manufacturing and distribution of a variety of animal healthcare products, including diagnostics, pharmaceuticals, veterinary instruments, wound care and disinfectants.



Orgo Neem

Neem Seed Fertilizer



Sustains soil health & productivity :

It is derived from hand picked neem seeds, cleaned and cold pressed to extract oil. The resulting neem cake is used for fertilizing arable crops as well as fruits vegetables and flowers.

3 tier action of Orgo Neem :

1. Nutrient supply
2. Nitrification inhibitor
3. Improves soil health



Special Features :

- Sustains soil productivity.
- Favours earthworm buildup.
- Reduces ammonia volatilization.
- Inhibits nitrification.
- Reduces nitrate leaching.
- Improves nitrogen use efficiency.
- Good carry over effect.



Available at :

SWAIDAN TRADING CO. LLC

P.O. Box 1200, DUBAI, UAE.

Tel : +9714 29481111, Fax : +971 4 2948998

AN ISO 9001:2015

NICO ORGO MANURES

Opp. Railway Station, Dakor - 388 225. (Gujarat) India.

Phone: +91 (2699) 244403, 244611, Fax: +91 (2699) 244903 • nicoorgo@neemnico.com • www.neemnico.com

ARM & HAMMER LAUNCHES PRE- AND POSTHARVEST FOOD SAFETY SOLUTIONS FOR POULTRY

Arm & Hammer™ recently announced two new offerings to help poultry operators manage risk of microbial contamination, including Salmonella, in both pre- and postharvest settings. The new products, introduced to the poultry industry at the 2019 International Production and Processing Expo, are: Finalyse™ SAL, featuring phage technology to safely control Salmonella during processing & CLARIFECT™ to disinfect poultry drinking water lines and remove biofilm deposits in water transfer lines.

New Finalyse SAL gives poultry processors an effective and flexible tool against Salmonella. Applied to poultry carcasses and parts, Finalyse SAL bolsters existing antimicrobial interventions.

Finalyse SAL is a phage

technology, which provides a unique line of defense by safely targeting specific bacterial hosts and making them ineffective. Their host-specific mode of action means phages are safe for use in food processing and they also avoid worker exposure to harmful antimicrobial chemicals.

Formerly known as SWG Biocide, CLARIFECT is registered by the Environmental Protection Agency (EPA) as a disinfectant, unlike many other products on the market that are classified as cleaning products. While a cleaning product removes soils from a surface, a disinfectant destroys or inactivates bacteria, fungi and viruses.

CLARIFECT gives operators the peace of mind that comes with a disinfectant product. It effectively and economically removes bacteria

to ensure clear, high-quality water for farms, hatcheries and other poultry applications.

The product removes and controls biofilm deposits and other organic contaminants in multiple applications, in addition to poultry drinking water systems. These include poultry fogging and misting systems, hatchery swamp coolers and cooling towers, evaporative cool cells, and many other industrial and non-potable water applications.

With no premixing required, CLARIFECT makes it easy to disinfect water lines during poultry house changeover. It effectively disinfects gram-negative organisms with a low-volume application, injected at 1:128, or 1 ounce of CLARIFECT per gallon of water.

REDUCE THE COST OF PRODUCTION TRANSFORMING YOUR WASTE PRODUCT INTO VALUABLE PROFIT

A prime goal for every egg processing facility is to obtain a high yield from the raw products. Every time we develop projects with our clients and partners we always seek new ways to improve the production processes. We learned that 0.5% - 1.0% of the liquid products are lost during processing, making us think: could we convert this loss into product again?

Now we are happy to present you our solution to transform egg loss during the production phase into valuable business: SANOVO ProductRecovery.

The new SANOVO ProductRecovery makes it possible to restore the solid content of the watery egg coming from the filling and emptying phase of any line – both raw and pasteurized. Since

your pipes are filled with water during non-production, upon start the water gets pushed out by your liquid product and drains to the ground. When you end your production phase, water is pushing out your product again. In both phases, water gets mixed with your liquid egg which is usually considered loss in your production.

This is where SANOVO ProductRecovery comes into play. Instead of draining, it takes the water-product mix and recovers your valuable product, which can then be integrated again into the production process. The best part: according to tests, the recovered product performs as good as the original product!

Key Benefits are Easy Operation, Easy Cleaning, Complete Product Recovery.

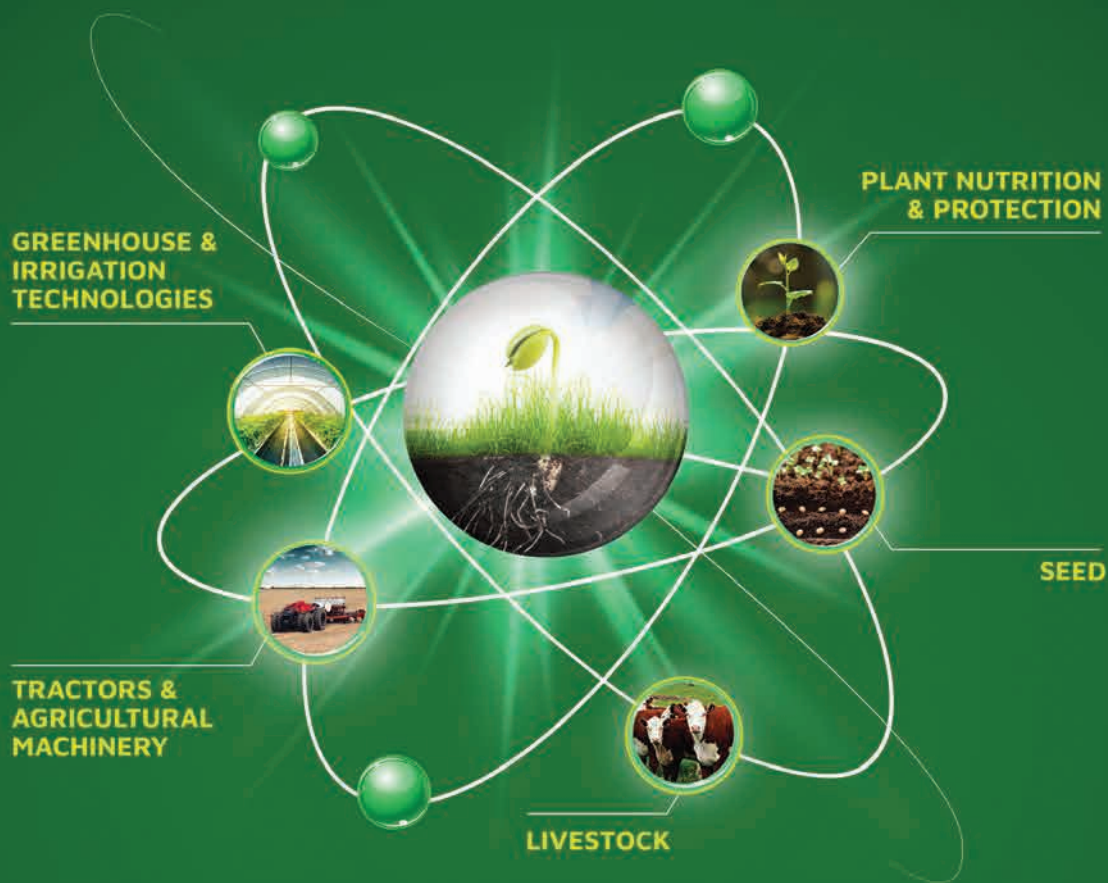
FRONTLINE® BECOMES 'BRAND OF THE YEAR' 2019-2020 IN WORLD BRANDING AWARDS

Boehringer Ingelheim, a global leader in animal health, is proud to announce that its FRONTLINE® brand was named global 'Brand of the Year' 2019-2020 in the Animalis Edition of the World Branding Awards.

The organiser of the World Branding Awards, World Branding Forum, headquartered in London, UK, is a non-profit organisation, dedicated to advancing branding standards for the good of the branding community as well as consumers. It organises and sponsors a range of educational

Growtech

19th INTERNATIONAL GREENHOUSE, AGRICULTURAL TECHNOLOGY AND LIVESTOCK EQUIPMENT FAIR



27-30 NOVEMBER 2019

ANTALYA EXPO CENTER / TURKEY

The Global Engagement of Agriculture and Technology!

www.growtech.com.tr

 **50.000** sqm
Exhibition Area

 **850+**
Exhibitor

 **90.000+**
Visitor

 **EVENT HIGHLIGHTS**

• ATSO GROWTECH Agriculture Innovation Awards

• B2B Matchmaking

• Agriculture Talks

• Hosted Buyer Program

programmes, including collaborations with leading universities and museums.

The winners are judged through three streams: brand valuation, consumer market research and public online voting. Over 95,000 pet and animal lovers from around the world voted for their favourite brand, in 38 countries, across six continents for the 2019-2020 Animalis Edition of the Awards.

"This is a celebration of the continuous effort that is vital to build outstanding brands. As consumer votes constitute 70 per cent of the final score, winners of the Awards must have strong brand recall among their consumers," explained Richard Rowles, Chairman, World Branding Forum.

Boehringer Ingelheim is the second largest animal health business in the world, with net sales of almost 4 billion euros in 2018 and presence in more than 150 markets.

NEW DATALYTICS SERVICE MARKS DAWN OF CLEAN FEED REVOLUTION

Feed biosecurity specialist Anitox is extending its full-service datalytics portal, Anitox INSIGHT™, into Europe, the Middle East, Africa and Russia. For the first time, feed producers in the EMEA market will have 24/7 access to feed microbial results covering a range of pathogens including salmonella, E.coli and clostridia.

The portal's analytical dashboard allows for in depth data mining to properly understand and address the risks of feed as a fomite for pathogens into the human food chain. Anitox President and CEO Dr Rick Phillips explains: "Food safety, salmonella challenges, and virus risk to flock security continue to dominate agendas in boardrooms across the global poultry industry. Working hand-in-hand with US commercial mills and integrators over the past 18 months, we've developed Anitox INSIGHT™ to

increase visibility and control of key biosecurity risks. Together we now better understand and can evidence the threat contaminated feed poses on their farms, and maximise safety and effectiveness of control interventions.

"We're delighted to extend the service from July 2019 across EMEA, under the guidance of Customer Experience Manager Simon Kendall. Five of Europe's largest feed producers will be onboarded within four weeks, giving them immediate access to the analytics dashboards which will inform decision-making, as well as opening up a host of new online services that simplify the intervention process."

Users of the company's feed sanitization solutions, Finio and Termin-8, will have free full-service access, including click-and-go commercial, technical and engineering support.

COBB CHAMPION AWARD WINNERS NAMED IN EUROPE, MIDDLE EAST AND AFRICA

Eight top-performing Cobb-Vantress customers across Europe, Middle East and Africa (EMEA) were recently named champions based on their outstanding performance during 2018. The new Cobb Champion Award winners were selected from all corners of the region — from Holland to Zambia — and were measured in three categories: European production efficiency factors (EPEF) for broilers, production in chicks and hatchability in eggs.

"Our customers achieve high levels of success with broilers, breeders and eggs, which

ultimately translates into the success for their business and satisfied customers down the value chain," said Nigel Strain, EMEA senior technical manager for Cobb Europe. "Cobb is committed to leading the way for more efficient, healthy and affordable protein in the region and around the world."

Cobb introduced the Cobb Champion Awards in 2015 to recognize top-performing companies in the EMEA region that maximize the performance of Cobb breeding stock. The Cobb EMEA Technical Services team

conducts performance data each year to identify two to three best-performing flocks within the region based on category measurements.

The 2018 Cobb Champion Awards are as follows: ForFarmers (Holland) and Probroed & Slood (Holland) for Broiler performance, Central Poultry (Malawi), Zamhatch Limited (Zambia) and Gedik Tavukçuluk ve Tarım Ürünleri Ticaret (Turkey) for Breeder performance, Al-Watania Poultry (Saudi Arabia), Şenpiliç (Turkey) and P.D. Hook (Hatcheries) Limited (United Kingdom) for Hatchability.

CONTROL BROILER HOUSES FROM ONE SYSTEM

The user-friendly Fortica® system controls four broiler houses, with a total of 110,000 animals, at the Mekkes farm in Geesbrug, located in the province of Drenthe in the Netherlands. Controlling all barn processes from one reliable system is ideal, according to the broiler farmer Mekkes. The Fortica® system controls the climate, feed, water, animal weighing and lighting in all the houses. Good climate control really makes a difference, says Mekkes. This is reflected in the health and growth of the animals.

The ventilation is based on negative pressure in the house, with fresh air from the outside entering through inlets in the side walls. The house air is exhausted through ventilation stacks on the roof. It is



also possible to switch to tunnel ventilation with pad cooling on very hot days. The heating is controlled through the use of heating pipes on the side of the house. All the ventilation and heating systems are centrally controlled and monitored via the user-friendly Fortica® system. The house is equipped with an

animal scale from Hotraco Agri that is connected to the Fortica®. The animal weighing system provides the boiler farmer with accurate data on the average weight, uniformity and distribution among the animals in the flock. This gives him perfect insight into the growth performance of his chicks.



AGRILEVANTE
by **eima**

International Exhibition
of Machinery, Plants
and Technologies for
Agricultural Productions
Livestock Exhibition

Bari, 10-13 October 2019

Mediterranean agriculture in a single event

Organized by Federunacoma Surl. A Fiera del Nuova Levante Initiative / Info: tel (+39) 06 432.981 - fax (+39) 06 4076.370
agnilevante@federunacoma.it

Supported by



ITALIAN TRADE AGENCY
ICE - Agenzia per la promozione all'estero e
l'intercomunicazione delle imprese italiane



Ministero delle Politiche Agricole, Alimentari e Forestali



NUOVA
FIERA
DEL
LEVANTE



REGIONE PUGLIA



Città di Bari



CITTÀ
METROPOLITANA
di BARI



Camera di Commercio
di Bari



Camera di Commercio
di Bari

www.agrilevante.eu





EuroTier ^{DLG}
MIDDLE EAST
ANIMAL FARMING



BRINGING TOGETHER AN UNPRECEDENTED LINE-UP OF EXHIBITORS FOR THE ANIMAL FARMING INDUSTRY

New trade fair is complemented by live animal auctions, animal beauty contests, a comprehensive technical conference and forum programme

Taking place at the Abu Dhabi National Exhibition Centre (ADNEC), EuroTier Middle East will be a new EuroTier-branded event taking place in 2019 outside Germany. EuroTier, the parent event in Hanover attracts 2,600 exhibitors and 155,000+ visitors, making it the world's leading trade fair for animal production. The new event in the UAE benefits from

the EuroTier brand, which offers a comprehensive overview of global topics and trends in modern animal husbandry, and corresponding cross-species inputs such as feed and dairy.

EuroTier Middle East is coming to the region with the aim of developing the animal farming and animal husbandry sectors. With the agenda of achieving agricultural innovation

in desert environment, the newly restructured Abu Dhabi Agriculture & Food Safety Authority is exclusively supporting EuroTier Middle East.

For the first time in the Middle East, visitors will experience a live animal beauty contest which will be held as a part of the trade fair. Contest categories will include weight, meat quality, and milk production across a variety of



breeds of sheep and goats.

Alongside the beauty contest, visitors can participate in a live animal auction of local and foreign breed animals, a major attraction for breeders and companies active in the area of genetics. All participating animals will be on display.

A full programme of technical conferences and forums relevant to those involved in agriculture in the region are also part of the event and will run over 3 days. The new trade fair's organisers, the DLG (German Agricultural Society) and its local partner in the UAE, the Abu Dhabi Food Agriculture and Food Security Authority (ADAFSA), have put together a line-up of seminars and events that have been tailored to provide the latest information on a range of regional topics. All conference and forum sessions throughout the three days of the exhibition will feature simultaneous translation in Arabic and English.

"The environment for animal farming in the MENA area makes EuroTier Middle East the perfect platform to pull the livestock sector together and point the way for

its development in the future," said Saskia Zuleger of the DLG and project manager for EuroTier Middle East. "Animal husbandry professionals will be provided with a comprehensive insight into the various production and marketing segments for both specific species and across all product categories, and this will be supplemented with industry know how sessions including conferences, technical programme, animal auctions and beauty contests."

The organisers of EuroTier Middle East are also very excited about the hosted buyer programme, which will attract the top buyers in the region for this sector. All of the hosted buyers benefit from a full suite of activities, ensuring a fruitful visit. Hosted buyers are evaluated based on a strict criterion, ensuring exceptional business opportunities for participating exhibitors.

Top reasons to visit EuroTier Middle East

- Discover innovations and agri-solutions for your business
- Meet more than 100 animal farming exhibitors representing 16 countries
- 80% of exhibitors have never before showcased products in this region
- Big discounts on many products and equipment
- Never before seen live animal auctions & beauty contests
- Knowledge transfer and key industry topics on discussion at the EuroTier Forum
- Live demos of products and equipment on number of stands

EuroTier Middle East has received massive support from Strategic Partner: Abu Dhabi Agriculture & Food Safety Authority and Host Sponsor: Marmum Dairy.

More information for those considering a visit to EuroTier Middle East can be found online at: www.eurotiermiddleeast.com





SPACE: THE KEY EXPO FOR THE ENTIRE ANIMAL PRODUCTION SECTOR

SPACE 2019 will be held from Tuesday 10 September to Friday 13 September at Rennes Exhibition Centre

The livestock farming sector is constantly impacted by global economics and health issues. The spread of African swine fever around the world and in particular in China is just one example of a crisis affecting our markets. Everyone involved in livestock farming worldwide is aware of the importance of managing animal health along the entire livestock production value chain.

The European political context is also changing. The upcoming elections are extremely important

for EU countries, and agricultural issues must be given the attention they deserve in the debates. The upcoming negotiations on CAP reform could shape policy for our sector in the autumn, a few weeks after SPACE.

At the national level, our farmers are dealing with increasingly high consumer expectations. Today, biosecurity is the key to protecting and growing our sectors. Production models are changing and diversifying. Fewer young people are going into farming, and the pool of skilled labour to

meet the demand in agricultural production is shrinking because these jobs are not attractive.

Moreover, farming is by nature the first sector to be impacted by climate change. We must adapt and anticipate change by implementing new techniques, new practices and new equipment.

In such a changing, demanding and sometimes alarming context, it is important for our livestock farmers to have a place to meet, to demonstrate their expertise and their pride in their profession. That's what they find at SPACE,



according to what they tell us. They feel proud to belong to this sector that provides food for people and the Planet, while protecting the environment and ensuring the well-being of the animals they raise.

For the companies and organisations that support them, it is important to develop their markets in France and abroad, introduce new products, demonstrate new solutions and explain how they are promoting responsible farming.

SPACE is the key event that meets the expectations of livestock farmers across all sectors, including cattle, sheep, goat and poultry farmers. It is the only event that is able to bring together so many diverse and complementary actors.

Based on the ongoing confidence of exhibitors, the full and varied programme of meetings and conferences and SPACE's international reputation as a world-class show, it is clear that the 33rd

Expo will be the key livestock event of the season.

The Exhibitors

The number of exhibitors registered is once again high this year and reflects the confidence businesses have in our Expo. As of 13 May, 1,293 businesses have registered (1,281 in 2018, 1,273 in 2017, 1,262 in 2016, 1,257 in 2015 and 1,223 in 2014 at the same period).

As of that date, nearly 400 international companies from 38 countries have registered. This strong participation reflects the position of SPACE in the worldwide panorama of Expos, and is the result of our organisation's constant efforts to develop the Expo. The 154 new exhibitors, including 85 international exhibitors, also attest to the appeal of our Expo at the global level. There were 44 new exhibitors on the same date in 2018.

Exhibitors have requested 60,000 m² of exhibit space. All the halls

will be fully occupied again this year (240 m² more were requested this year than last year on the same date), as will the outdoor exhibit space.

High demand has once again been recorded in the halls dedicated to cattle farming: hall 1 and hall 11 (milking and related equipment). Hall 9 dedicated to animal feed and nutrition is also in high demand by exhibitors, as is Hall 4, geared toward biogas, the environment and data management.

The poultry sector will occupy all of Halls 10 A and 10 B, featuring exhibitors involved in genetics, buildings and equipment. SPACE is the only international event for the poultry sector this year.

The outdoor exhibit space requested is 31,055 m². This strong demand reflects the importance of SPACE for manufacturers of livestock farm equipment and machinery, whose market prospects for 2019 are quite promising.



MIDDLE EASTERN DELEGATES COMPLIMENT 2019 SPECIALTY CHEESE TRADE MISSION

Through the regions of Vermont and Wisconsin, the U.S. Dairy Export Council (USDEC) organized a cheese trade mission for dairy buyers and delegates from the Middle East. The event held from 22–30 June 2019 was conducted to enhance the demand for the U.S. dairy products and their accomplished healthy U.S. dairy industry. **M. Matt**, Chief Editor of the **Livestock & Poultry Middle East** magazine was invited to represent the Middle East region to cover the nine-day U.S. Specialty Cheese Trade Mission.

The group arrived in New York City on June 22 and attended the Summer Fancy Food Show. From there, the delegation spent two days in Vermont followed by two days in Wisconsin. In Wisconsin, they got an overview of U.S. cheese making through tours of cheese plants, meetings with dairy industry leaders.

The Wisconsin visit was coordinated by USDEC with support from the Wisconsin Department of

Agriculture, Trade and Consumer Protection; Dairy Farmers of Wisconsin; the University of Wisconsin's Center for Dairy Research and other dairy organizations.

The U.S. Dairy Export Council® (USDEC) is a nonprofit, independent membership organization that represents the global trade interests of U.S. dairy producers, proprietary processors and cooperatives, ingredient suppliers and export traders. USDEC aims



to enhance U.S. global competitiveness through programs in market development that build global demand for U.S. dairy products, resolve market access barriers and advance industry trade policy goals. As the world's largest producer of cow's milk, the U.S. dairy industry offers a sustainably produced, world-class and ever-expanding portfolio of cheese varieties as well as nutritional and

functional dairy ingredients (e.g., skim milk powder, lactose, whey proteins). USDEC, together with its network of overseas representatives in the Middle East and around the world, also works directly with global buyers and end-users to accelerate customer purchasing and innovation success with quality U.S. dairy products and ingredients.





LARSON ACRES: MILK MAKES FAMILY STRONGER

At Larson Acres, dairy farming is about producing high-quality milk. But it's also much more than that, writes **M. Matt, Chief Editor of *Livestock & Poultry Middle East*** magazine after visiting Larson Acres, Inc. where six Larson families spanning five generations combine their interests, efforts, and enthusiasm for farming to operate the dairy business in the Town of Magnolia, State of Wisconsin, USA

Over 90 years after Ed and Johanna Larson began farming in Magnolia Township, Don and Virginia carried on the tradition and bought the home farm in 1957. Today, six Larson families are involved with the operation that has grown from humble beginnings to a dairy that milks 2,800 cows and farms more than 5,000 acres while supporting the local area and its environment.

Giving Back to Our Community

"From our family to yours, Larson Acres, Inc. is proud to provide our community and country with a

safe and nutritious product - milk. Together, 11 family members and 55 employees work to ship approximately 25,000 gallons of milk per day, 365 days a year."

"Our employees are the heart of our operation and are like part of our own family. Like a thread in the quilt of the community, our business depends on other businesses in the area to provide us with services and supplies including veterinary care, local co-ops, milk hauling, electrical service, plumbing and equipment repair, to name just a few",

explains Sandy Larson, owner of Larson Acres.

Protecting the Environment

"With our advanced technologies, methods and systems, we protect the environment for our families, our community and future generations. We maintain our community's exceptional environmental standards by employing many different methods, which include, Energy Preservation, Water Protection and Conservation, Land and Nutrient Management and Waste Management".

“For example, in-floor heat is used to heat our parlors, offices, break rooms and shop, reducing the total amount of propane we use. Sand bedding is used for our cows, then washed and reused, to conserve this natural resource and save diesel fuel and emissions that would otherwise come from hauling loads of sand to our dairy every week”.

“The water used at our dairy is recycled several times. Water is first used to cool the milk as it is produced, and then is collected and used either as wash water or water for the cows to drink”.

“At Larson Acres, our manure storage structures are carefully engineered to protect ground and surface waters, and we inspect them regularly. The results of the inspections are reported to the Wisconsin Department of Natural Resources annually”.

“Working with a nutrient management planner and performing scheduled soil tests allows the appropriate nutrients to be applied to the Larson Acres fields that can utilize them. This reduces the risk of runoff and cuts down on the use of petroleum based fertilizer”.

“Waste and recycle containers are located around the dairy for the collection and disposal of waste and recyclable materials. We use teat scrubbers to effectively



and reliably wash, disinfect, and dry the dairy cow's teats prior to milking, which eliminates the need for paper or cloth towels”, she continues.

Respecting Our Animals

“We know that nutritious diets, comfortable living conditions and proper medical care are all part of ensuring a healthy, happy herd. Healthy, happy cows produce the high-quality products your family enjoys”.

“The herd is fed a customized, mixed ration, formulated with help from a nutritionist to meet their specific needs. All feed for the herd is home grown, with the exception of select ingredients delivered weekly by the local co-op”.

“Our animals spend their time in areas where their comfort and ease of handling are top priorities. The

entire adult herd is housed in free stall barns, which are equipped with cooling components, optimal air flow, time-controlled sprinklers, cross ventilation, and a protected environment. We have dedicated areas where our staff veterinarian and herdsman attend to the individual needs of our cows. These areas include maternity, postpartum and hoof care. Our on-site veterinarian collaborates with local veterinarians to ensure continuous cow health”.

“Our family farm is a signal of our passion and commitment to the future of agriculture in Wisconsin. Adopting modern technology and advanced herd management practices not only protects our family's heritage — it sustains opportunities for the next generations”, she adds.





DUBAI FARM TO DOUBLE THE TURNOVER AND MORE VISIBILITY IN GCC

Started in 1989 with a herd of 500 imported Holstein Friesian cows in the farm at Al Khawaneej, Al Rawabi is today home to 13,500 cows. The company is marking its 30th Anniversary this year

Al Rawabi Dairy Company is a leading fresh dairy and juice producer based in UAE. Al Rawabi's portfolio includes a wide variety of products in the milk, yoghurt, cheese, butter and fresh juices. Currently

the company operates in UAE and Oman serving more than 13,000 stores with fresh products on a daily basis.

Started in 1989 with a herd of 500 imported Holstein Friesian cows in the farm at Al Khawaneej, Al Rawabi is today

home to 13,500 cows. The company is marking its 30th Anniversary this year.

Initially a dairy company, Al Rawabi ventured in to the fresh juice market in 1995, being the first to introduce fresh pasteurized juices in the GCC.



With innovation at its core Al Rawabi has been a pioneer in launching functional dairy products in the UAE by introducing Nutree Boost- a laban enriched with fruits, vitamins and minerals. Super Milk- first multivitamin enriched milk and Vitamin D milk- fortified with Vitamin D to fight the ongoing Vitamin D deficiency, targeting 90% population in the region are few to be proud of. While helping Al Rawabi to achieve its core vision to serve the Nation's Health.

The company is awarded with ISO 9001, ISO 14001, and ISO 22000, HACCP certifications and has received many local and international recognitions, such as AgraME Award for Best Dairy Innovations in the UAE, Dubai Municipality Award for Excellence in Animal Welfare, Super Brand Award, Best Environmental Practices award as well as being listed among the 40 strongest brands in the Arab World by Forbes Magazine in 2008 and 2015 respectively.

Outstanding health practices are implemented at the farm to ensure optimum health for the cows. Al Rawabi is the only dairy company in the country to have an automated cooling system protecting herds from the heat.





The cattle feeds are processed internally under the supervision of our team of skilled nutritionists and veterinarians. Each cow is under a specialized feeding program designed as per the requirements ensuring maximum yield.

Introduction of latest technology and practices to help augment better environmental quality at the farm is in the core of our vision. We control the bad odor by developing biological techniques to reduce the growth of harmful bacteria at the farm.



The iteration of embryo transfer technology is the latest addition

improving the health and yield of cows while increasing the life span with greater immunity.

In order to meet domestic dairy products and related demands, Al Rawabi hopes to expand production lines in the UAE while exporting its products across MENA. Indeed, the company is on the way to become a regional brand and by 2020 and their products will be present in all GCC countries with more visibility in many African countries. The aim is to double the turnover by 2020 and expand the customer base further.



AL RAWABI TO UNVEIL 50 MILLION AED GROUND-BREAKING BIOGAS PROJECT IN CONTRACT EVENT



Al Rawabi Dairy Company has announced a new partnership with ME-LE Biogas GmbH, the German leading company in biogas, to launch the first of its kind biogas production project in the GCC region. The pioneering project in renewable and sustainable green energy comes in line with the UAE Energy Strategy 2050, to be a leading nation in sustainable green solutions. The project also builds on the UAE status as the happiest nation in the Arab world, and the country's efforts to contribute in the improvement of communities worldwide.

"With thanks and admiration of our wise leadership, we have

made great strides throughout our 30 years of operation," said H.E. Abdallah Sultan Al Owais, Chairman of Al Rawabi. "Today, we are more than just a dairy farm – today, we are tackling environmental issues on a regional and global scale through our technologies, innovations and partnerships with leading international companies."

The project is set to position Al Rawabi as one of the first companies in the GCC to provide advanced environmental solutions, as the company starts to produce biogas from farm waste, which will reduce odour emissions by 80 percent; extract water for farm use, and produce

heat and electrical energy, as well as high-quality concentrated fertilizer.

For his part, Dr Ahmed Al-Tigani, CEO of Al Rawabi, said: "We are very proud of this project that comes from our deep belief in knowledge-based economy and sustainability. The project will power important outcome, including an 80% reduction in odour emissions, and the production of 1.3 MW electricity and 1.4 MW of thermal energy. The project will also produce 10 tons per day subsequently being treated with the developed technology in the sewage plant owned by Al Rawabi Company to extract 150 m³ of water per day from manure to be used in agriculture irrigation. The project and will protect ground water by reducing ammonia migration by 90%."

It is worth mentioning that Al Rawabi has always been a leader in adopting environment-friendly practices and focusing on animal welfare in all its processes. The company is well known for its community outreach programs and the educational role it plays in promoting a happier and healthier society and environment.



GLOBALSTAR SATELLITE IOT DEVICES FOR SMART ANIMAL TRACKING

FindMy Reaches Milestone of 45,000 Deployed Globalstar Satellite IoT Devices for Smart Animal Tracking

Globalstar Europe Satellite Services Ltd., a wholly owned subsidiary of Globalstar, Inc. (NYSE MKT: GSAT) announced that FindMy (formerly FindMySheep), the IoT animal tracking pioneer, has cumulatively deployed over 45,000 satellite-enabled IoT tracking collars for safeguarding sheep, cattle and reindeer. FindMy relies on Globalstar's powerful, low-cost STX3 chipset and its worldwide network of satellites in Low Earth Orbit (LEO), which deliver reliable, accurate tracking far beyond the reach of mobile GSM and other technologies.

FindMy was originally founded to meet the needs of sheep farmers in Norway whose flocks graze fence-free in the mountains and often range across borders into Sweden and Finland. FindMy's reputation is now established internationally and today ranchers in Latin America trust FindMy to monitor cattle.

STX3's small size, ruggedness, long battery life, and ease of integration, as well as its competitive price, remain key compelling features for FindMy. FindMy's tracking collars communicate with Globalstar's satellite network to geo-fence livestock, helping farmers monitor animals to ensure they graze only in designated areas, and to locate those which have escaped or are injured.

With each animal worth hundreds or even thousands of Euros, losing livestock to predators or through

illness not only affects revenues but can also have a profound impact on the quality of a farmer's breeding foundation for years to come.

Thanks to the rich data transmitted by the FindMy system, farmers are empowered to manage their stock intelligently, and minimise loss due to inadequate food or water, disease or predators. FindMy provides an informative data trail that enables farmers to analyse where animals that produce the best quality meat are grazing, so farmers can proactively manage herds' grazing for future seasons.

FindMy's customised user interface alerts farmers and herd managers when an animal has not moved for some time. With FindMy's GPS data, they can identify exactly where to go to investigate, saving valuable time and resources. Farmers deploying the collars report a significant reduction in animal loss, with a consequent direct positive impact on their business.

In October 2017, Globalstar



announced that its technology is at the heart of SaveMyReindeer, a technology solution that FindMy designed to prevent trains from colliding with reindeer in Norway's hinterland.

Hundreds of kilometres of Norway's railroads, reaching inside the Arctic Circle, traverse territories inhabited by the region's indigenous





Sami communities who keep herds of free-roaming reindeer.

Each year, trains kill about 6,500 of the region's 600,000 reindeer, with an estimated loss of €8.5 million of livestock. In 2016, the Norwegian mapping authority, Kartverket, sought a solution as part of its annual hackathon series. FindMy emerged the winner and SaveMyReindeer was developed.

SaveMyReindeer, currently in development and testing, uses data from the Norwegian Railway Directorate on the real-time location of each train combined with open data from Kartverket to create a moving geo-fence 40-50 km around the train. By comparing the geo-fence area with GPS data from FindMy collars already keeping tabs on reindeer, the system warns train drivers when they are approaching

the animals so they can take evasive action. The reindeer owner simultaneously receives an alert on their smartphone, giving them the opportunity to move the herd out of harm's way. By introducing SaveMyReindeer, fewer animals would be lost, and the train network would suffer less disruption.

"The FindMy animal tracking platform is helping farmers ensure the best possible health of their livestock, protecting animals from disease and predators, and maximising herd value," said Halvor Mjøen, Founder of FindMy.

"Thanks to Globalstar's ongoing commitment to IoT innovation, we will continue to find new ways to help farmers to monitor and safeguard their valuable animals," he added.

FindMy was originally established

as FindMySheep, a tracking collar system using Globalstar technology to protect free roaming sheep. FindMySheep deployments have since increased to over 45,000 units, with 85% worn by sheep, with the remainder protecting reindeer in Norway, Sweden and Finland, as well as cattle herds in South America. With hundreds of sheep going missing each year, in 2012 the Norwegian government part-funded an initiative to track farmers' livestock so they could understand what is driving the disappearance of the animals and eliminate any foul play. This funding enabled FindMy, a Globalstar Value Added Reseller, to develop its tracking collar, with a back-office application that enables the farmer to visualise the whereabouts of the animals at any given time. <http://findmy.no/>



CATERING THE REQUIREMENTS OF MIDDLE EASTERN LIVESTOCK FARMERS

**INTERVIEW WITH MOHAMMED HANEEF
MANAGING DIRECTOR
NUTRIPLUS COMMODITIES FZCO, DUBAI**

Could you brief me about your company?

Nutriplus commodities FZCO is one of the leading international commodity trading companies in the feed ingredients and raw material supply sectors in the Middle East with more than a decade of trading experiences. Based in Dubai, Nutriplus is involved in trading, indenting and representing for International exporters and reputed producers of feed commodities in the USA, Europe, Far East etc. Our major customers are the end users in Livestock farms, Poultry farms, Feed mills in Saudi Arabia, UAE, Oman and Jordan.

About your product range and services?

We mainly supply feed - raw materials and ingredients. They include Amino Plus Soy bye-pass Protein, c Rumen protected Fat, Calf Milk Replacer, DDGS (Distiller's Dried Grains), Corn Gluten Meal, Whole Cotton Seed, Sugar Beet Pulp Pellet, Soya Bean Meal, Yellow Corn, Feed Barley, Alfalfa Hay, Amino Acids, MCP/DCP, Trace Minerals and Fish Meal.

At this new stage of the business remodeling phase, especially in 2020, we are planning to concentrate more research and development on additives and supplements. This means more emphasis on the development of technical products such as ultrasound scanning equipment for livestock, veterinary equipment and tools, farm equipment and livestock comforts and including with a support of clinical assistants, Milking Parlor components, Dairy Processing Accessories and Tools for Mobile Milking Machines.

We are also planning to supply All Natural Flies control barrier, which can be effectively used in poultry houses and barns to repel and kill flies.

Recently we have been closely associated with many reputed suppliers especially in USA. We have made some tie-ups with **Central Wisconsin Ag Services, LLC** (CWAS and CWAS-Global – USA) which has led to cater the almost all requirements of Middle Eastern Dairy farmers. They can get special prices if they purchase Dairy Cattle through CWAS/CWAS-Global /Nutriplus Commodities.

Of course CWAS/CWAS-Global can provide any desired breed of cattle, however they specialize in Holstein and Jersey breeds. CWAS/CWAS-Global also provide semen, embryos, weaned calves, non pregnant heifers, pregnant heifers and lactating cattle.

Can you explain your expansion programs and sister companies?

Our expansions are keep on going not only limited to feed sectors but many other industries as well. These include Specialities, Gourmet Foods, Hospitality & Resorts, Architectural finishing & Interior design deco materials supplies etc.

Emirates Gourmet General Trading LLC based in Dubai is more than a decade old company mainly supplying to Airline catering supplies and Hotel Horeca food service supplies.

Iconic Trading DMCC based in Dubai is a recently incorporated company supplying architectural finish and interior deco material supplies for innovative building finishing sectors.

State Beach Resort/Harbour Restaurant (under Payyambalam Beach Resort Pvt Ltd - India) is our newly opening Boutique Resort by 2020 in our home town Kannur Payyambalam Beach - Kerala , India.

Home Décor Enterprises, Cochin, India is diversifying into import and distribution of architectural finishing & Interior Decor products for innovative building finishing sector. Exterior building wall cladding with USA/ CANADA brand vinyl siding planks are our core finishing products for all india distribution. Our initial few projects are already executed.

Nutriplus Dairy Farm, Chalakkudi, Kerala, India is another venture. The project is

currently on the land preparation stage to build a modern Dairy Farm for 100 milking cows on western technique. Planned on five years phased to expand its Dairy mock up into small /medium / large scale integrated dairy farming 5 years white revolution plan.

Contact: Middle East Distributor or Agent
Nutriplus Commodities FZCO
 Chamber 205, Logistic Center,
 Dubai Airport Cargo Terminal,
 PO Box 182030, Dubai, UAE
 Tel: +971 42200902,
 Fax: +971 42200903
 Email: sales@nutriplusdubai.com
 Attn: Mr Mohammed Haneef,
 Managing Director
 Mob: +971 50 6569416

Nutriplus is involved in trading, indenting and representing for International exporters and reputed producers of feed commodities in the USA, Europe, Far East etc.

OPENING SOON



STATE BEACH RESORT & SPA
 Payyambalam Beach Resort PVT. LTD.

Payyambalam, Kannur, Kerela
info@payyambalambeachresort.com
www.payyambalambeachresort.com



DOMINANT OFFERS A CHOICE OF COLOURED LAYER

The privately owned firm, DOMINANT CZ, offers a choice of coloured layer hybrid DOMINANT CZ programmes for egg production and cockerels festive meal. All of the parent stock programmes use auto sexing for easy segregation of day old hen and cockerel chicks



The strategy of the selection programme is to support the adaptability, flexibility and robustness in the bird for a variety of production conditions.

DOMINANT CZ's programmes are more than 20 years old and have been used in more than 45 countries on four continents.

DOMINANT CZ's birds are used as grandparents, parents and final hybrids in different production systems – for example in large cage based farms

in Nigeria, Uganda, Kazakhstan and Ukraine and in ecologically sensitive production systems in Switzerland.

Our programmes guarantee optimal productivity in small scale family farming systems in many European countries as well as in Africa and Asia countries in different production systems.

The company aims to improve and produce from its own original layer programmes products that will perform in different management, feeding and environmental conditions anywhere in the world. The high flexibility and adaptability of our programmes provides health, productive birds. Regular testing of Dominant CZ's programmes under a variety conditions invariably produces positive results.

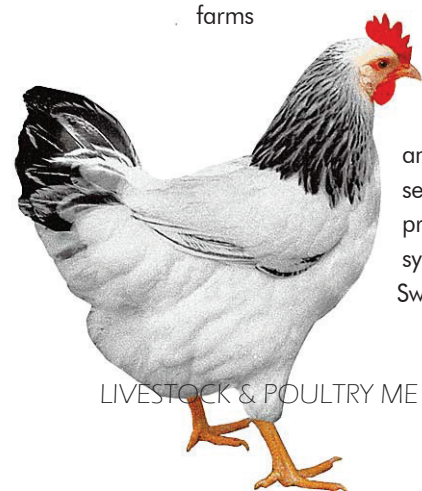
Although our birds differ in their colour, key characteristics such as growth, feed consumption and egg production are similar.

This is beneficial for certain breeder customers who wish to offer a variety of products to their customers. DOMINANT CZ provides a 'one stop genetic shop'.

Currently our selection strategy is focusing on bird temperament, good feather cover throughout lay, high egg production of some 300 eggs per year, higher egg weight at the start of laying period (important for parent stock), high numbers of hatching eggs, strong day old chicks at the commercial product level.

Adaptability and flexibility of our programmes gives many customers an economical advantage in the harsh environmental conditions of developing countries and in small scale egg production operations around the world.

The history and tradition of





layer selection in Czechoslovakia commenced in 1928. The first closed lines were produced in 1955 at the Dobrenice Research Station under the DOMINANT name. Selection uses internationally recognised genetic principles and latterly their geneticists have applied biological processes to practical selection.

Since 1989, after the political and economic changes in Czechoslovakia, the results of this breeding programme have been internationally available via the sales and export of day olds to countries such as Switzerland, Germany, Italy, Poland, Slovenia, Lithuania, Ukraine, Bangladesh, Angola, Nigeria and Ecuador.

DOMINANT CZ co-operates with universities and animal research institutes to apply the latest

technologies to layer selection. In doing this every effort is put into keeping flexibility and robustness in the breeding programmes so that our birds will be suited for different and suboptimal feeding and production practices.

Within this importance is placed on maximal homogeneity and standardisation of all coloured DOMINANT CZ programmes. This results in similar growth parameters and final body weights because of the common synthetic background of all our pure lines. These were derived from Rhode Island, Sussex, Plymouth Rock, New Hampshire and Leghorn lines.

Breeding strategy aims to maximize yield from parent stocks by the production of large numbers of fertile hatching eggs.

Day old chicks are exported upon the signing of the contract with DOMINANT CZ from Lihen Studenec Ltd's hatchery. The minimum number of day old chicks for an export is 500. Specialised trucks are used for shipments of less than 1500 km. International shipments are despatched by air from Prague, Munich, Frankfurt a/M, Amsterdam or Paris. Day old chicks are vaccinated against Marek's disease using a bivalent vaccine.

For more information visit
www.dominant-cz.cz
DOMINANT CZ
 RNDr. Milan Tyller
 Tel.: +420 602 642 557
 Fax: +420 466 942 175
 Email: tyller@dominant-cz.cz



MOBA FORTA GT100

THE GAMECHANGER IN EGG GRADING

Moba introduced its new grading machine the Moba Forta GT100 (Grading Technology 100) in the Spring of 2019

The Forta GT100 can produce 100 cases/hour or 36,000 eggs/hour and can be equipped with up to 18 packing lanes. By incorporating three crucial aspects for a

worry-free operation, the Forta machine is the gamechanger in egg grading.

Topline technology

Proven and reliable systems, such as Moba's individual egg

handling concept, are combined with the latest technology. With this system each egg is treated as an individual product, from the moment the eggs arrive on the rollers at the infeed



Industry confirms that individual egg handling results in at least 2% increase in sellable eggs.

The Forta is user-friendly and based around two main screens. The main control panel enables a quick set up of new products on different packing lanes which produces constant product quality. The large status-screen tells which products are processed and to which quality levels they comply. The Forta is iMoba ready which means insight into the production and quality performance of the operation is easily provided.

Future-proof machine platform

Moba understands that needs and requirements can change throughout the life cycle of the equipment, therefore the Forta is designed to be a future-proof machine platform. This means that the egg grader can be configured to specific needs by expanding through different detection devices (optional) such as an Egg Inspector, Crack Detector and Blood Detector.

Hygienic design

Reliable and food-safe production starts with hygienic

equipment which is fast and easy to clean. The Forta meets all the requirements of the highest hygiene standards such as a washable infeed and packing lanes with removable parts for cleaning post-production. From the time the eggs arrive on the rollers at the infeed section, all the way down to the consumer pack, any contact between the eggs is avoided. This reduces the risk of cracked egg shells, minimises the chance of cross contamination and allows data to be collected from each individual egg.

Specifications

The Forta is equipped with standard features which can be expected of a Moba egg grader like for instance:

- Foamable and low pressure cleanable infeed system with mechanical orientation system
- Central dirt-water collection under infeed
- Two roller cleaning brushes
- Weighing system
- Main control panel
- Inkjet provisions
- HelpDesk connection system (internet connection required)

Some of the high end features can be integrated optionally such as:

- Crack detection
- Egg washer and dryer integration
- Blood detection
- Dirt and leaker detection
- Candling booth
- Infeed extensions for customised layout
- Manual packing lanes

For more information, visit moba.net

section, all the way down to the consumer pack, any contact between eggs is avoided.



DEFICIENCY OF VITAMINS: DISEASES AND REDUCED PERFORMANCE IN ANIMALS

Zagrosol AD3E provides the convenience of use for the farmers and promotes high absorbability of nutrients for the animals

Vitamins are complex organic compounds. These are essential compounds as they maintain normal physiological functions such as growth and development, life functions, health and reproduction. Most animals however, are not capable of synthesizing vitamins at all or cannot produce sufficient quantities for their own requirement.

There are two main groups of vitamins, namely, fat-soluble and water-soluble vitamins. The two groups indicate two different types of activity. The fat-soluble vitamins have specific functions in the development and maintenance of tissue structures, while the water-soluble vitamins participate in



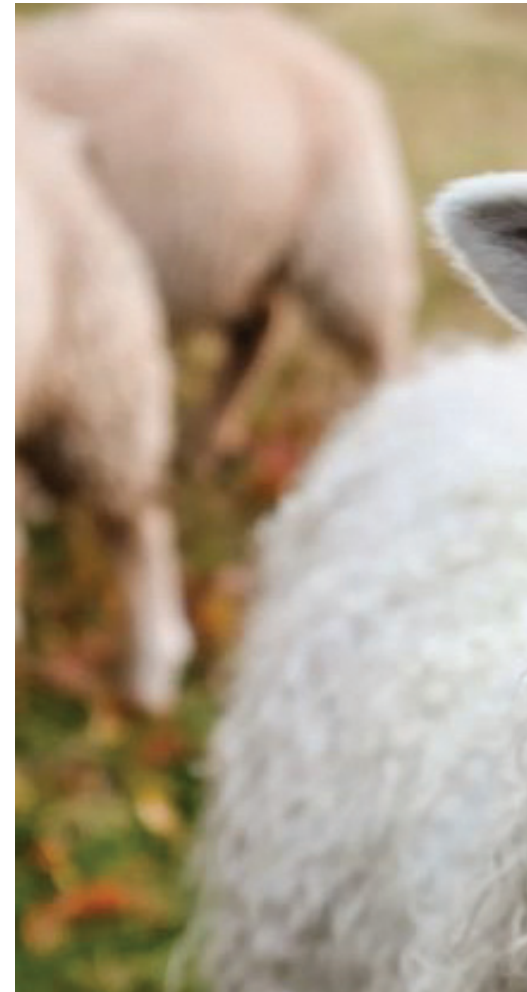
Zagrosol AD3E: The Reproductive Enhancer Solution

catalytic functions or act as control mechanisms in the metabolism, e.g. as co-enzymes.

The vitamin needs of animals depend greatly on their physiological makeup, age, health and nutritional status and function, such as producing meat, milk, eggs, hair or wool or developing a fetus. For example, cows producing greater volumes of milk have higher vitamin requirements. Breeder hens on the other hand have higher vitamin requirements for optimum hatchability than table egg laying hens, since vitamin requirements for egg production are generally less than those for egg hatchability. For fat soluble vitamins, higher levels are needed in breeder hen diets than in feeds for rapidly growing broilers.

The vitamins A, D and E belong to the fat-soluble vitamins. These vitamins are very critical most specifically in breeding animals. Deficiency of these vitamins or insufficient absorption will produce deficiency symptoms resulting in specific diseases and reduced performance.

Vitamin A is necessary for support of growth, health, and life of higher animals. Vitamin A deficiency causes at least four different and probably physiologically distinct lesions: loss of vision due to a failure of rhodopsin formation in the retina; defects in bone growth; defects in



reproduction; and defects in growth and differentiation of epithelial tissues, frequently resulting in keratinization. In most livestock, the absence of vitamin A in the ration will dramatically reduce reproductive ability. Hatchability is significantly reduced as well when hens are fed a vitamin A-deficient ration. The reproductive problems associated with vitamin A deficiency are actually the result of failure to maintain healthy epithelium.

The general function of vitamin D is to elevate plasma Ca and P to a level that will support normal mineralization of bone as well as other body functions. The outstanding disease of vitamin D deficiency is rickets, generally characterized by a decreased concentration of Ca and P in the organic matrices of cartilage and



bone. Vitamin D plays a critical role in the body's use of calcium and phosphorous. It works by increasing the amount of calcium absorbed from the small intestine, helping to form and maintain bones. Vitamin D benefits the body by playing a role in immunity and controlling cell growth. Young animal especially need adequate amounts of vitamin D to develop strong bones.

Vitamin E deficiency causes disorders of the cellular membrane, due to the oxidative degradation of polyunsaturated fatty acids. The symptoms are specific to each animal species. Vitamin E deficiency generally causes liver necrosis and is the reason for species-specific disorders such as exudative diathesis (abnormal permeability of the capillary walls) and

encephalomalacia (crazy chick syndrome) in poultry, Mulberry heart disease, which results in muscular dystrophy (white muscle disease), particularly in ruminants. Sub-clinical vitamin E deficiency is hardly detectable but results in retarded growth and impaired feed conversion as well as lower fertility, higher susceptibility to infectious diseases and reduced stress resistance. Vitamin E has been shown to be essential for integrity and optimum function of the reproductive, muscular, circulatory, nervous, and immune systems.

Vitamin A, D, and E are supplemented via drinking water in animals. This is because the general intake from feed is not sufficient for meeting the requirement of the animals. Additional supplementation is also needed in times of increased

vitamin demand. AD3E is especially indicated for high performing animals to improve the reproductive and immune response especially during stress situations.

Zagrosol AD3E is a highly stabilized formulation of fat-soluble vitamins A, D3 and E. It is produced by micro emulsion technology which is a clear solution, thermodynamically stable and is an isotropic liquid mixtures of oil, water and surfactant, frequently in combination with a co-surfactant. Zagrosol AD3E effectively improves the availability of these nutrients especially during the time of stress, reproductive and disease.

For more information, visit www.zagro.com



NUTRITIONAL REQUIREMENTS IN SHEEP FARMING

In this article, we will try to discuss the basic nutritional aspects involved in sheep farming, especially in the Middle East



By Dr. Hansel Geo Thomas,
BVSc & AH, MS(Edin.)

The success of any type of livestock farming is determined by the yield produced, meat quality and the maintenance of excellent herd health conditions. Therefore, adequate and proper nutrition is key to the welfare, health and productivity of all animals. Apart from nutrition, other factors like temperature, humidity, solar radiation and wind also have direct effects on animals as well, especially in tropical climates such as the Middle East.

Feeding should never be considered as the act of merely providing for the animals immediate needs, because it has a great impact on future

production, yield and meat quality. Inadequate feeding regimes during key periods of embryonic, foetal and early postnatal growth leads to poor herd health, low yield and poor meat quality. A well-planned diet with the correct levels of nutrients can reduce overall feed costs.

Sheep are ruminant animals. The bacteria, protozoa and fungi in the rumen of the sheep is responsible for helping them digest the fibrous foods, such as forages, that they consume. Hence, feeding the microorganism-filled rumen should be the most important consideration while formulating diets for sheep.

In tropic and subtropic environments such as the Middle East, natural pasture has both lower nutritional value and lower tiller density than in temperate regions. Hence, most of the animals (sheep) in this region are largely impacted by nutritional stress.

A good diet for optimum growth should consist of adequate quantities of water, carbohydrates and fats

(Energy), Proteins, Vitamins and Minerals. In regions where there is environmental stress, additional nutrients may have to be added to their regular diet.

Water Requirements:

The usual recommendations for sheep in moderate climates are approximately 3.8 litres/day for ewes on dry feed, 5.7 litres/day for ewes nursing lambs, and 1.9 litres/day for finishing lambs.

However, animals in hotter climates (like ours) use more water for evaporative cooling. Sheep adjust to the excessive heat stress by increasing evaporative cooling through panting. Even with the provision of good quality water and shade for the sheep, water consumption can be higher by about 40 percent than in winter. In extreme conditions, the water consumption can be 70 percent above that in winter. For optimum productivity, it is absolutely essential that the water availability to the sheep is monitored daily during all weather conditions.

Energy Requirements:

It's not the quantity of forage but the quality of forage that determines whether energy for maintenance and production are met. Higher the forage quality, higher the feed intake. For Ewes, the greatest requirement for energy is during the first 8-10 weeks of lactation. This is because milk production gradually starts declining after that, as the lambs start foraging on their own.

A body scoring system is usually employed to assess energy adequacy in sheep using an objective 1–5 scoring system, with 1 being extremely thin and 5 being extremely obese. This is determined by palpating the amount of fat covering on the spinous processes and transverse processes in the lumbar region of the sheep. Most healthy productive ewes will have a score ranging between 2 to 3.5. Sheep with a score lesser than 2 should be examined thoroughly and fed up to attain a higher score, and ewes with a score of less than 1 should not be considered for immediate breeding. Those sheep with a score that is greater than 3.5 should be fed less. Changes in diet should always be done gradually, and drastic reduction in total energy intake should be avoided, especially if an ewe is in middle to late gestation. Adequate feed space ranging from 300mm to 450 mm must be allocated for the ewes in order to ensure all animals are fed well.

Rams should have a target body condition score of 3.5 before tupping. Testes size and sperm production are

highly responsive to nutrition. It is recommended that there must be an increase in the ram's nutrition atleast 7 weeks prior to tupping, in order to achieve good sperm quality and quantity.

As supplementation with concentrates increases, the intake of forage is likely to decrease.

Protein Requirements:

Usually good-quality pasture and forage provide sufficient protein for mature sheep. However, it is recommended to add a protein supplement along with the forage. The stage of the ewe must be taken into consideration while supplementing protein. While 7% dietary crude protein is needed for maintenance in most sheep, this quantity will vary during periods of growth, gestation and lactation etc. Alternatively, protein supplements, such as oilseed meals, cottonseed meal, soybean meal or commercially blended supplements can be fed to meet the necessary protein requirement.

Mineral Requirements:

The major minerals required in the diet of a sheep include Sodium, Chlorine, Calcium, Phosphorus, Magnesium, Sulphur and Pottasium. The trace minerals required in the diet are Cobalt, Copper, Iodine, Iron, Manganese, Molybdenum, Zinc and Selenium.

Sodium and Chlorine (as salt): Sheep need salt especially during stages of reproduction and

lactation. Adult sheep will consume approximately 9 g of salt daily, and lambs will consume 4.5g of salt.

Calcium and Phosphorus: In plants, generally the leafy parts are relatively high in calcium and low in phosphorus, whereas the reverse is true of the seeds. Legumes, in general, have a higher calcium content than grasses. As grasses mature, phosphorus is transferred to the seed. Deflourinated rock phosphate and ground limestone are used in cases where there is a low phosphorus and calcium content in the diet.

Iodine: A deficiency of iodine is usually manifested as goiter in the adult and as lack of wool and/or goiter in lambs. This can be prevented by feeding iodized salt to pregnant ewes.

Cobalt & Copper: Adult sheep require ~0.1 ppm of cobalt in their diet, whereas pregnant ewes require approximately 5 mg of copper daily. Sheep are more susceptible to copper toxicity, hence care must be taken to avoid excessive copper intake.

Selenium: This element is effective in at least partially controlling nutritional muscular dystrophy. The dietary requirement is ~0.3 ppm. It also plays an important role in sperm quality of the ram.

Zinc: Lambs usually require ~30 ppm of zinc in the diet on a dry-matter basis. Zinc is also an essential trace mineral requirement in rams for testicular development and for sperm quantity and quality.



BARR-AG LTD: PREMIER CANADIAN FORAGE AND GRAIN EXPORTING COMPANY

Barr-Ag Ltd is a vertically integrated premier Canadian Forage and grain exporting company that is a Farm based company.

Barr-Ag Ltd Farms over 30,000 Acres consisting of both irrigated and non-irrigated lands. The farm land is located across Alberta in the eastern slopes of the Rocky Mountains. This area provides favourable growing conditions with long days and cool nights in a pollution free environment for the harvest season. The

harsh winter season allows Barr-Ag to use limited amounts of insecticides, herbicides and pesticides.

Barr-Ag Ltd has two separate processing locations in Alberta, of which are over 80% supplied with Barr-Ag's grown forages, and the remainder from local farmers with which Barr-Ag has long term relationships with. This

process allows Barr-Ag to conduct a higher level of quality control, from field to container. Barr-Ag is unique in this aspect with the fact that they grow, produce and process 80% of what the process and export.

In addition to Barr-Ag's ability to grow and process their own forages, Barr-Ag has a highly knowledgeable marketing team with experience marketing Canadian products around the world.

Barr-Ag Ltd offers alfalfa hay, timothy hay, mixed hays, wheat and barley straw, feed barley, feed grain, pulse crops and canola. In addition to the current lines of products, Barr-Ag will be proud to offer dehydrated corn silage available for shipment in December 2019.

For further information, please go to Barr-Ag's website at www.barr-ag.com or email info@barr-ag.com



DÉSIALIS: THE LARGEST EUROPEAN OPERATOR OF DEHYDRATED PRODUCTS FOR ANIMAL NUTRITION

Founded in 2004, Désialis is the largest European operator of dehydrated products for animal nutrition.

Our bales and pellets are from GMO-free alfalfa or sugar beet pulp, grown and transformed in France. Désialis supplies most major European players in animal nutrition, and has a strong operational and logistical expertise for international trade. Modern and efficient production facilities, all part of a sustainable development approach, controlled technologies and processes, allow Désialis to offer safe products that comply with standards, and suite to the increasing

requirements of animal nutrition.

From the agronomic pathway of the plants till the factory processing and sale of the products, each stage is defined and strictly controlled. Storage, formulation and blending silos ensure the availability of our products, safety of supply and a perfect match between production and the needs of our customers. Désialis has developed a strong product segmentation policy in order to be able to anticipate and meet the requirements of various animal sectors. This strategy is consistent

with our market approach: constantly adapting our products to the demands of our markets.

50% of our sales are now exported. This is the result of our global scale positioning that we will pursue and develop to meet these new needs. Désialis markets the production of 25 dehydration plants, either agricultural cooperatives or industrial groups; they represent the planters who are, the leading players in our industry. The production sites are all in France, mostly localised in the North-East of the country.

**AGRI
TECHNICA** 
THE WORLD'S NO. 1

**JOIN THE WORLD'S
LEADING TRADE FAIR FOR
AGRICULTURAL MACHINERY**

GLOBAL FARMING – LOCAL RESPONSIBILITY

Innovative, smart and adapted to the special features of the specific agricultural regions worldwide.

2019

WHERE INNOVATION MATTERS.

10–16 NOVEMBER, HANOVER, GERMANY
PREVIEW DAYS 10/11 NOVEMBER

www.agritechnica.com | facebook.com/agritechnica

Hotline: +49 69 247 88-265

E-Mail: expo@dlg.org



CAMEL FEED: THE QUALITY OF ITALIAN FOOD



Contact us at:

info@winhorsecamel.com | www.winhorsecamel.com
Whatsapp: 0039 3477398067; 0039 3451105224; 0039 3473793884

WinHorse Ltd offers you premium quality complementary feed made in Italy. Starting from performing horses feed, WinHorse opened the doors to the camel world to follow them from the young age through their entire life. The main aim? The welfare of the animals and their owners. WinHorse camels eat healthy, so the owners have less expenses for potential risks of feeding origin.

The long year experience of the academic nutritionist and veterinarians lead to new formulas with some specifically selected ingredients from Mediterranean lands,

100% natural, GMO, soy and corn free. WinHorse feed guarantees high immunity levels, big power resistance, high digestibility, optimal growth and perfect condition of hair quality.

The newest pearl of the Italian camel and horse feed Company is the highly specific product for racing camels: WinCamel Speed Power Race Royal, fully rich in optimal combination of several nutrients, that offers camels higher resistance, speed with lower fatigue and quicker recovery times. Compressed in 12mm pellets, the Royal formula is loved by the camels for its unique features and aroma.



WinCamel line

- Speed Power Race ROYAL
- Speed Power Race SUPERIOR
- Maintenance
- Lactation
- Junior
- Beauty

WinHorse camels eat healthy, live longer, win races.



GULFOOD
MANUFACTURING

29-31 OCT 2019
Dubai World Trade Centre

Food production, reinvented



Register Now!
gulfoodmanufacturing.com

#gulfoodmanufacturing

Organised by



An event by



Powerful co-location with



Strategic Partner



Official Publisher



Official Media Partner



Supporting Media Partner



Official Airline Partner



Official Courier Handler



Under the Patronage of HH Sheikh Mansour Bin Zayed Al Nahyan, Deputy Prime Minister of the UAE,
Minister of Presidential Affairs and Chairman of Abu Dhabi Agriculture and Food Safety Authority

**Live Animal
Auctions
& Beauty
Contests**



EuroTier ^{DLG}
MIDDLE EAST
ANIMAL FARMING

2 – 4 September 2019

Abu Dhabi, United Arab Emirates

Abu Dhabi National Exhibition Centre



Global innovations
for regional markets



6 REASONS FOR YOU TO ATTEND EuroTier Middle East:

- Discover innovations and agri-solutions for your business
- Meet more than 150 animal farming exhibitors representing 16 countries
- 70% of exhibitors have never before showcased products in this region
- Serious discounts on many products on display
- Never before seen live animal auctions & beauty contests during a trade exhibition
- Knowledge transfer and key industry topics on discussion at the EuroTier Forum

**REGISTER
NOW!**

Visit:
www.eurotiermiddleeast.com

Host Sponsor



هيئة أبوظبي للزراعة والسلامة الغذائية
ABU DHABI AGRICULTURE AND FOOD
SAFETY AUTHORITY



MULTIBRIDGE
Event Management

MADE BY

