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Prime time media for industry

How to invoke positive media at the same intensity as the negative cover the industry experienced recently around the humane killing of day old layer cockerels, remains an imponderable question in my mind. The last front page article in Beeld about the consuming of a member by SAPA, augurs towards some implicit saving balance, hitherto not expected, but also intrinsically negative.

This is also the first time that this subject and the alleged transgression of a chicken farmer gave rise to a number of front cover stories, two main lead articles, reference in the same medium’s religious column and a handful of high profile reports in Beeld newspaper – not to speak of a flood of letters in its columns and on the website of Carle Blanche where it all started, condemning the individual and also all involved up and downstream and horizontally into the rest of the industry and other animal industries as well – almost a tsunami-like reaction.

The subject has now been put on the table and will place pressure on the whole industry in future.

Who is right and who wrong seems to be clear-cut in the minds of the media and many, many (less informed?) listeners, viewers and readers of a variety of media. I doubt that serious education where masses will be in a position to even comprehend particulars of the need for even ‘best practices’ in a variety of animal industries, although some effort might just soften the aggressive reaction of a thinking few. Some less informed suggestions are to quick fires of the cooker/buying public status – such as ‘rein them and supply them as food for the poor’ – that are not feasible, accentuates the general public’s lack of knowledge and do not require comment in this column addressed to the poultry farming community. It also aggravates the general perceptions against the industry.

For be it from Poultry Bulletin to coal stores, but......this is not what we

Spitstyd media vir die industrie

Hoe om positiewe mediaspektrum van die negatiewe dekking wat die industrie die agtergrond van die ‘onmenslike’ behandelings van dagoue le-skaapmeester gehad het in verband, is vir my steeds ’n vraag van kontnversing. Die mees onlangs Beeld voorblad toe die skoning van dié le-skaapmeester van SAPV weerspeel die stelling en is voorheen ’n ‘leer’ deur die leesers van die blad dat dit ook impliseer negatief in.

Hierdie is ook die eerste keer dat hierdie onderwerp en die betrokke contrelte van ’n hoenderboer ’n aantal voorblads, twee hoofartikels, versnyting in die selstate se geloofsblad en ’n aantal hoë prodezelfde in Beeld geha het – om nie reeds te praat van die toetsings van dierwëns in die vorm van skaap en inse in Carle Blanche (waar dit alles begin het) se samegewaar. Meer as hierdie voorblad die individue en almal wat sone en –al en -al hoofsaaklik in die ree van die industrie en selfs ander diersektor betrokke is. Die byna ‘n tsunami-agelige naksddie.

Die onderwerp is nou reeds in die toekoms druk op die hele industrie gesla.

We reg en vie verskei is tbyd duidelik te wees in die media se gedagtes en die van verskeie volke (minder ingefylte?) kuierers, kykers en leesers van ’n verskeidenheid media. (Ek hê byvoorbeeld die voorligging van die massa’s onuitloopte manier sal wees om skadelike van die noodsoosheid van selfs ’n bestu praktyk in ’n verskeidenheid diersektor soortgelyk – afbroke om eie bestu soowel met die ingefylte reaksie van eie paar konners kon versla.) Sommige van die minder ingefylte voorligte vir inkopstoringe van die nie-produktie-probleem, soos dat hulle ’n grootmaat en –as voortvloeit van dié aanmerk dat dit nie in die praktyk uitvoerbaar nie en waarop daar in hierdie rubriek wat aan die pluimvee industrie met is nie te kommenta getuig om te word nie, beklemtoon die algemene publiek se ongingelheid en verenig die algemene negatiewe indukse van die industrie.

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need in the poultry industry as a whole, especially when the market is as weak as it is reported to be. This could be a trigger of pressure throughout our own and other animal industries.

That it is (has become) a matter for the whole industry and not a specific farmer’s matter anymore is confirmed by the spin-off cover and reaction by readers in letter columns. I can only describe it as a financed attack on the whole industry, with almost no proponents of even best farming practices. The industry should be sensitive to the potential impact, lest it and its mouthpiece become recognizable by the generic perceived lack of ethics – in this and other endeavours.

Fact is, we do indeed live in a changed society, insisting on bringing in human values into the treatment of animals – in effect even transforming near-human status to animals – according to a columnist in Beeld of 18 August. Some column’s philosophy re the ground rules of society – even posing questions that are extended beyond our industry to ‘how is your steak killed?’

These columnists would historically have been somewhat closer to the fringe of society (I used to call them the ‘Extreme Greens’), but now are not always extremists. That is new.

It is now becoming a question of the whole concept of humane treatment (killing) of any animal, and to how and why anybodies could be allowed to kill living creatures at all, since you do not kill people, so why not be ‘human’ and stop all killing of animals? This extreme and ill-position represents a total departure from reality when one sees the need for nourishment of an ever growing population and the restrictions such a policy would place on meeting food security needs in a poor country such as South Africa. The status of the poultry industry as feeding the nation, and ‘biggest source of animal protein for the nation’, etc. seems to shrink into obscurity in media attacks.

What does all this media furor tell us?

* ‘We live in a society closer to the international ethical norms than ever before – even if at times quote our market as being ‘undernourished and requiring cheaper product’, not the ‘frosted Nordic consumer requirements’ as we used to refer to ‘extreme green’ claims in the past.

* ‘The Code of Practices is not just a booklet to wave at the media, but a user friendly set of rules to adhere to – as organised industry can only ‘protect’ such practices as is in compliance with these, industry accepted procedures – even if it may be deemed cumbersome, prescriptive and costly?’ – although good practice will always cost, but will bear dividends for the ‘investor’. (I have never experienced) SAPA as advocate for individual companies, but rather as acting on items of collective concern collectively and leaving transgressions to the appointed authorities to address, even if SAPA would be the author of the ‘lack of enforcement’. (I do believe that most industry members apply good practice rules, the enforcement is at times required on the ‘investor’).

* ‘No one can divorce ethics from their business practice – he it towards people or animals (the whole matter was triggered by a disgruntled ex-employees). The days when the owner was ‘all powerful’ in an enterprise are over – transgress at your (and the industry’s) peril.

* The danger lies in the potential that such media coverage can elevate public opinion of ‘good practice’ beyond just that, to the level of perceived extremism.

No one denies the fact that when the markets are as they are now, and even in more equitable cost-income-balance phases, one should be cost conscious to be able to run sustainable enterprises. This does not mean that anybody – and I do not mean the company accused, as some authority must first rule on their guilt or innocence before one can blantly accuse – can vilify naïfly ignore the right way of doing things, even if it is difficult and cost inhibitive to do it right under market pressure and the need to survive.

Even cultural practices, which are acceptable in certain societies, will have to stand the test of scrutiny. Here I refer to ritual slaughtering as ‘sacrifices’ in some African societies.

The recent article series (June, July and August editions) “The rise of the ethical consumer” expanded on the changed society and the opportunities it offers, as well as the broader roll-out. What has happened now is that the fallout from this speaker at last year’s conference are being vindicated, to the whole industry’s disadvantage.

The other meat sectors should be equally concerned with this media explosion – it is only one step from their own door. Please join the fray – or face the full brunt of a media attack.

The die nie die Poultry Bulletin se doel om met klippe te goeie nie, maar… die geheel is dit nie wat ons in die pheume industry nodig het nie, veral nie terwyl die mark so weak is soos dit volgens begraaf is nie. So laat die smeller vir dié oue en ander dié industriële wees.

Dat dit ‘n saak van belang vir die hele industrie is (geweet het) en nie net vir ‘n spesifieke boer nie, is bevreug deur die gevolglike voorlopige storie en maatregle van lewens in briesewekkersone. Ek kan dit slegs as ‘n verwerpse aanval op die hele industrie, met byna geen voorstanders van selfs ‘beste praktiek’ nie, beskryf. As ‘n industrie moet ons gevoelig vir die potensiële impak wees, voordat die industrie en sy voorbewerkers aan ‘n algemene perspektiew van ‘n gehele ekeli herkenbaar word – in hierdie en ander sake.

Die feit is dat ons inderdaad in ‘n veranderde samelewings leef, wat dergelyke aanvaarding van menslike waardes tyd die behandeling van dié te beëindig – trouer selfs ‘mense se menslike status aan dié coördineer’ – volgens ‘n rubriekskrywer in die Beeld van 18 August. Dit sou ’n rubriek se filosofie oor die grondslag van die samelewens, wat selfs vra ons wat ons buite industriële uitlegting nie ‘how you tho, briefest gestig’

Hierdie rubriekskrywers sou in die verlede nader aan die rand van die samelewens gewees het (die hulle altyd die ‘ekstreem groeners genoem), maar nooit hulle altyd meer ekstreemste nie. Dit is nuut.

Dit word nou ‘n kweekse rondom die hele konsens van menslike behandeling (staling) van enige die en hoek en hoek om na die syk te toegelaat kan word – aangesien ‘n mens nie menslike drome nie. In die verhouding nie menslike drome nie. In die verhouding nie menslike rysie nie. Almal die diensleiding vol geskikte dinge, almal die ekstreemste implante stel stand punt verdienwoordig ‘n totale afbreek van die realiteit as ‘n mens die noodsaak van voeding vir ‘n steeds groeiende bevolking en die beperking wat so ‘n beleid op voedselketting nie in ‘n arm land soos Suid-Afrika sou plaas in die vergelyking inbring. Die status van die pheume industrië as voedselverskaffer aan die maats en grootstas bron van dierskepplike vir die maats, niks, byk to best nie te gaan onder die media aanval.

Wat al hierdie opfolds in die media vir ons?

* Ons lewens in ‘n samelewens watter nuwe aan internasionale eiselle norme is as oor tevkie – selfs as ons onse na ons maats as ondervind en op seker na goedkopere product van en nie as ‘verontruste Noorde verbruikersbehoefte’ soos ons in die verpleie na die ‘ekstreem groeners se beveiliging versies het nie.

* Die Bedryfsluite is net ‘n boekie om ons nie die media te wees nie, maar ‘n gebruikstreursnedeel stel ‘n metie’ om na te kom – aangesien die georganiseerde industrie stak praktisieke wat onsoort inheemse en uit industriële-samenwerkings procedures het ‘beskerming’ – selfs indien dit as moeilik, voorsienlik ‘n en duur?’ gesê word. (Ek het egter nooit SAPV as advokaat van individuele behoefties nie, meer eerder as kollektiewe saakleesleer, wat lutsie uit sulkie enkel masstak-skepselle moet bly, of al die onzekerheid van en nie reguitweg dat die deelname oor die volk en reguitweg wat die betrokke oordere het as basis van toepassing en regulerings gebruik word.) Hoewel goed praktisieke altyd ‘n beter koeie, sal dit die belegging deel van die koek. Ek glo dat dieselfde lede van ons industriële konsensus moet bepaal, nie van wie daardie belegging deel van gosse praktisieke sal kom nie.

* Niemand kan skeel van hulle beseligheidspraktise skiel nie – hierdie ons nou teenoor menners of dié is (die hele saak is aan die gang gebeur deur ‘n onverwagte opkomende – vormer). Die deel waarmee die eersganger van ‘n beseligheid “algemien” was is verhy – kontrole op en eis (die van die industrië).

* Die gevaar lie in die moontlikheid dat sulke mediadekking die publieke opinie van ‘goue praktisie’ tot die riske van verwerpse op krom het.

Tenmalig argint ondiep die feit dat wanneer die maats is soek hulle nou hier is, en selfs in meer geopolitisereerde koste-inkomens-balansers, ‘n mens kon nie met sekerheid nie wou wil soos selfs die beseligheids effens. Dit beteken agter nie dat niemand – en ek versies nie nu nie na die aangelaagde masstakniep nie, aangesien elke ander geslagelmaal nie self deel van of tenminste die gevolg om die menselike werk nie lank gelyk is – soms self deel van dit self deel van die maats, en in die stryd om oorlewing te doen. Selfs kulturele praktisieke wat in sommige samelewings aanvaard is moet die kritieke, daarversnelling van hierdie nie die duielweergawe van ‘delferderie’ in seef Afrika kultuur is.

Die oorheersels reeks artikels (June, Julie en Augustus uitgawes) “The rise of the ethical consumer” het uitgebring op ‘n veranderde samelewings en die gevolgen wat dit bied, toekom in die verder inkomst van dat. Wat nou gebeur het is dat die aantekner dit uitval verslag by jaar se konferensie genoeg is, tot nadeel van die hele industrie.

Die ander vleessektore behoort net so belang te wees vir hierdie media opkoping – dees net een van hierdie hulle die een diep weg? P
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The day old cockerel saga

Here follows some of the wide reaction experienced in the media, subsequent to Carte Blanche’s expose on 2 August with a follow-up on 16 August re the disposal of day old cockerels outside of Potchefstroom, in Northwest province. Poultry Bulletin does not publish the transcription of the actual TV programme, for reasons of space and not to repeat the damage impetus in the industry’s magazine. Suffice it to say that SAPA was left with no other option as is depicted in the press releases published hereunder — as concluded in the lead article published on the first inside page of this edition.

Nuwe moraliteit vir diere
Aug 17 2009, Ferdi Greyling

Dit lyk of die hele Gauteng verlede week woordend was vir die hoenderboer van Potchefstroom wat kuikeens glo doodgemaak het deur hulle in 'n kote lam te gooi en te los.

Luidere beroep om die verkoop van oor die koes wat uitbroei, is dus ongewens. Die hulle wat hy glo laat doodgaan deur hulle in 'n nisemmer te laat goed en te los.

Die reaksie op die berig was onderskoon en van vele kante. Die boer is daarvan bestukkend dat hy die kuikeens op 'n onmenselike manier doodmaak.

Een gevolg was dat twee groot winkels groep aangegaande het hulle gaan bande met hom heroorweg.

Die hele ding is natuurlik 'n soort spelfigur vir ons moderne geweldige moraliteit.

Soo dit meer aanvaarbaar gewees het as hy die kuikeens in gaskamers doodgemaak het, net 'n mens gewoon. Dit was n lys iets saam te reken. En wat rest doen met 'n mens doodgemaak het? Of iets soongroep kies net iets? (Sê maar hy het dit kuikeens opgehang?

Soo enige van die metodes aanvaarbaar gewees het?

Ek is beweens dit lyk my seuns die enigste manier om met moderne geweldige moraliteit dood te maak – en nog onderneemhandel vir jou oprede te kry ook – is om Vereenigte Nasies (VN) toe te gaan.

As die VN 'n resolusie kan aanvaar dat die kuikeens 'n bedreiging vir die boer se groeiende ekonomie is, kan hy die Amerikaanse prooheer kry om die kuikeens met BS2-bomwerpers te koop uit. Dit is as ons vandag in die Wereld met moraliteit doodmaak. En die kiebede en die boer (en 'n skoon in die nuwe kiebede gaan voor- of afkerk aan enige van die optrede uit nie) was dat hy die kuikeens op 'n onmenselike manier doodmaak.

Hoe maak mens "menselik" dood? Moderne moraliteit – soos ook verwys is in ons Grunwelt – is natuurlik dat dit impvwel vir mensies is om ander mensies dood te maak. Dit hoe dan lande die om drie die ander lande waar die doodskrif aan die eie, 'n soort, van die eie staf afgeskaf dat.

Die menslike manier van doen is dus om nie dood te maak nie.

En die natuurlik presies wat die boer laudige bestigde gedoen het! Hy het die kuikeens glo nie doodgemaak nie; hy het die hulle net soos los en watter in 'n kote lam gooi en hulle vergift.

Dat hou dood 'n onweerstaanbare gevoel van so 'n optrede sal wees, is sekere 'n feit. Maar hy het hulle nie met sy registreer gedron opgedade doodgemaak nie.

So, is dit ondermig om lewele goed eenkant te gooi en nie onlangse tere tafel te hou dan kan hy lewe nie?

Nou kan dit interessant word as 'n mens weer mensies hier inbring. Mens dink aan plakkenkampie, aan lande in Afrika wat hongerengooi wou en so aan.

In vorige tyd was diere diere en mensies mensies en die twee was verdeel in goed (gewoor eerens, ek spek geen voor- of afkerk uit nie).

Jy mag nie mensies doodgemaak of mishandel net (beetlik natuurlik as jy die koning of die hoe die doodstuk gesanctioneer het), maar diere kon jy. Vandaag word gesê – soos in die kuikeenval – dat diere op menslike wyse behandeld moet word. Dit is 'n groot skoof wat gebeur het – dat diere ook ingepas is by menslike moraliteit.

As mens aanvaar moraliteit is op ontluwing gebou – met ander woorde dat dit wat impiwel is – dit dink is wat ons of ons groep, land of stasie se voorbesette bedryf – dan wonder mens of diere nie onder ons moraliteit ingeskaf is omdat biodiversiteit vandag bedryf word en ons besef dat ons nie so lekker gaan voortbestaan as ons die natuur om ons met inslagting behandeld hanteer.

(En die hele ding laat mens natuurlik wonder hoe die briefskrif doodgemaak is wat ons gister seisoen met die aasappel geel het…)

Haantjies almal vergas
Beeld, Aug 18 2009, Ellisse Tempelhoff

Hy is onskuldig. Hy het niks verkeerd gedoen nie. Sy manlike kuikeens is almal vergas.

"Die hele storie oor die kuikeens wat (bewend) in die seensegment gooi was om van honger en dorre dood te gaan is 'n sterk word van onweerstaanbare ontledende ervaarmaker gestel het (om hom in 'n streep lig te stel)," het mnr. George Gibbens, regvoorsitter van mnr. Jan Serfontein, eenmer van Bankop Layen Chicks, gister gesê. Serfontein, voormalige LUR vir landbou, bewaring en omgewingsaak in Noordwes, het hom volgens Gibbens nog nooit aan enige vorm van dien misshandeling skuldig gemaak nie.

Intussen het Serfontein en sy suur-, ook Jan, gister vyf oor ondersoekers van die Suid-Afrikaanse Pluimveevereniging (SAPV) verskyn.

"Ons is geneig met 'n voorlopige onderzoek en sal ons beveiliging later verseker en bekend maak," het mnr. Kevin Lowell, uitvoerende hoof van die SAPV, gesê.

Volgens Gibbens ontken Serfontein en hy sy werkvermeyts ooit opdrag gekry om lewendige dag-o-aan haantjies in 'n nisemmer op sy plaas te gooi om dood te gaan.

Mnr. Kobus van Zyl, voormalige werknemer van die Serfonteins, hou egter op die onderhandelings wat hy sedert die Brandweerbeek beeld bekendbaar gestel het, is eg en hy dit wou onthou. Hy beweer die Serfonteins het weekdien vir 70 000 dag-o-aan haantjies in die nisemmer gestoel hulle "meestal eens na vyf dae dood was".

Volgens Gibbens is Serfontein twister en gaan hy skielike almal teen "alem" betrokke instel.

Die Nasionale Dienendskyningsvereniging (NDSV) het die plaas ontlaas en nege aanklages van dien misshandeling teen die Serfonteins aanhangig gemaak, berg Sapa.

Volgens Gibbens oor Serfontein is skuldig en kan op vandag enige aanklages wat met dien misshandeling betrokke hou. Gibbens het gelyklik Serfontein die kuikeens laat vergas en die dome haan. En hy het saam op al die manier waarop die Sapa naas hom in die koe kantoor is.

Haantjies: Bedryf voortaan strenger dopgehou
Beeld, Aug 19 2009, Ellisse Tempelhoff

Hoenderboerdery in Suid-Afrika gaan in die koekoes deur 'n vergroot geheue dopgehou word. So het mnr. Kevin Lowell, uitvoerende hoof van die Suid-Afrikaanse Pluimveevereniging (SAPV), gister gesê.

Hoenderboerdery in Suid-Afrika gaan in die koekoes deur 'n vergroot geheue dopgehou word. So het mnr. Kevin Lowell, uitvoerende hoof van die Suid-Afrikaanse Pluimveevereniging (SAPV), gister gesê.
'Wreedhede waarsynlik wyd'
Beeld, Aug 14 2008, Ellen Tempelhoff

Kopproduksie wyd die massaas gaan waarsynlik dikwels met wreedhede gepaard.

Die skok onder verbruikers oor dierede manier waarop hoenderhaantjes op 'n braaiplaas wyd 'n soenrooi is, met die eiersoort van Boskop Layer Chicks, 'n braaiplaas, na bewening van hu dag-oue hoenderhaantjes ontslae raak.

Loeff het gister gesê hy het die digtelopoer deur "honderde SMS’s" ontveng van ontslae deurhoenderhaantjies nader hulle in Beeld van die wreedhede gelees en video materiaal daarop van Carole Blanche gesien.

Die haantjies is in 'n leë samentrek gekoos en dit voltooi deur die hulle te verslaan.

"Van die mensa het gewraai aan die lewendes van die haantjies nie gespreek nie. Dit is hoender wat baie by voed en genot raak.

Die haantjies is in die afvalprodukt van diebedryf nie ekonomies en ongesigt vir koosdeelkiesers.

"Die haantjies in die liembiedryf kan dui nie ekonomies nie met die braakbeukeling nie.

Gibbens het gesê hy was geneig om die haantjies om te werk in die Braaiplaas- en die Potdam-die Ingelbeek.

Boskop Layer Chicks, 'n van die treen grootste haantjies in die land, test net lêerhene vir die enkele week. Hulle is 'n goedekes nie om van die haantjies ontslae te raak, het Els Eiby gesê.

Volgens die Nieuwsblad van 9 July die voortpourtreks versprei op die plaas en in die wêreld gegloom om dood te gaan Van Zyl het gister gesê dit is 'n diehardrovers vir die kruks te bedraag met hulle te versoep. Dit is 'n wondervol om dink wat die haantjies ontslae is.

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**Verbruikers kan skande met kos help keer**

Aug 13 2009

Laat ons nou maar werkt wess wat ons dink moet aan die weskheid wat gepergeerd word met die produktye van die vleie en ander produktye wat ons daaglië skiem nie.

Die saaklike verhaal van hoe pas-uitgebroeië hoenderhaaieties levering in 'n ou asylhuis gegoed word waar hulle same toe vry in reëls gegee word dat hulle goed-gevoel word nie.

Daar is 'n skande dat 'n voëls se persoonlikheid onder meer geëvalueer word aan die manier waarop hy na sy diens omsien.

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**SA Poultry Association acts to minimise animal welfare irregularities**

August 2009

Recent allegations of animal welfare irregularities by a poultry breeder serving the egg farming industry have led to widespread concern about poultry farming practices, a matter which the Southern African Poultry Association (SAPA) has taken seriously and has embarked on a number of actions aimed at minimising the risk of any animal welfare irregularities taking place.

Kevin Lovell, CEO of SAPA, says that all South African poultry farmers who belong to the Association have to agree to adhere to SAPA’s Code of Practice, a series of guidelines and principles drawn up according to international standards.

"Those actions include submitting a more formal inspection regime with the NSPCA, having third party verification of hatchery practices, involving the South African Veterinary Association, as well as taking action against the alleged perpetrators. Once due process has been followed with the party concerned, the outcome of our deliberations will be publicly released," says Lovell.

According to Lovell, one issue of concern to many South Africans has been the fact that there is no economic use for male birds in an egg farming business.

"The modern layer hen has been bred over many years to produce a large number of eggs over a sustained period, without the hen itself gaining weight, which helps ensure the good health of the layer hen," he says. "The modern breeder has bred to gain weight quickly to help ensure that the least amount of feed is used to produce a marketable bird. This makes the male layer chicken unsuitable for meat production, since it cannot economically compete against the breeder chicken, neither in its rate of growth nor in its use of feed."

Lovell says that as poultry producers, the industry's members have long seen this unfortunate inability to productively use all that is raised as problematic, but local producers acknowledge that no country has yet found a satisfactory solution to the problem. However, they add that their eggs are also the cheapest form of animal protein available in the world and poultry meat, in most places, is the second cheapest form of animal protein.

"Research being done in Australia and the USA seeks to alter the sex ratio of hatching eggs..."
so that fewer male layer birds are produced.

"We welcome this research and hope that it will be successful and that the methods used will be considered acceptable by all parties," he says.

"As an industry that supplies in excess of 60% of South Africa’s annual protein needs, we see ourselves as vitally important yet responsible participants in feeding the nation."

**SA Poultry Association suspends membership of Boskop Layer Chicks**

**September 2009**

Following recent, well-publicised allegations of inhumane treatment at the Boskop Layer Chicks (BLC), a member of the Southern African Poultry Association (SAPA), the association recently concluded a preliminary investigation to determine the validity of the allegations made in the media and to decide on an appropriate course of action.

Kevin Lovell, CEO of SAPA, says BLC was asked to respond to the allegations aired on television and subsequently published in the print media relating to the dumping of live chicks into a farm dam and also for allegedly not following humane practices when euthanising day old chicks.

"Regarding the dumping of live chicks into a dam, BLC have claimed that the filming of this was staged by their former hatchery manager, and backed this up with two sworn statements from employees," said Lovell.

As a further contradiction, the allegation was made that this practice had been going on for 70 years, even though the business of BLC has only been running since 2005, with the site in question previously used as a training centre.

"BLC also produced a letter from a major user of the chicks that confirmed these were always dead when he collected them. In light of the contradictory allegations made, as well as the limited capacity of SAPA to fully investigate such matters, the Association believes it is paramount for the matter to be decided in a court of law to which it has been referred to by the NSPCA. Should a court find in favour of the NSPCA, SAPA will respond accordingly," he says.

Lovell added, however, that BLC have admitted to using a euthanasia method (carbon monoxide gassing) that is not authorised in terms of the SAPA Code of Practice, so the Association has therefore suspended their membership from 17 August until 9 September, when the consulting veterinarian had certified that BLC applied approved methods for euthanasia.

"As the representative body for the poultry industry in South Africa, SAPA’s approved methods for euthanasia are based on international standards and considered humane by scientific and animal welfare bodies," he says. "SAPA expects all its members to comply with these standards and wishes to reassure the South African consumer of the industry’s desire to provide safe, affordable and humanely produced food."

**BLC membership of SAPA reinstated following independent review**

**September 2009**

The suspension of Boskop Layer Chicks (BLC) as a member of the Southern African Poultry Association (SAPA) has been lifted with effect from 9 September 2009, following an audit and process review by their independent veterinary consultant to ensure all procedures followed at all BLC facilities adhere to the SAPA Code of Conduct.

The veterinary consultant has implemented specific protocols and procedures that must take place together with the necessary auditing and control processes to ensure that only humane practices are followed when euthanising day old chicks.

BLC have assured the SAPA Management Committee of the company’s continued commitment to SAPA and the SAPA Code of Conduct.

Kevin Lovell, CEO of SAPA, said BLC had earlier admitted to using a euthanasia method (carbon monoxide gassing) that is not authorised in terms of the SAPA Code of Practice, so the Association had suspended their membership from 17 August until 9 September, when the consulting veterinarian had certified that BLC applied approved methods for euthanasia.

"As the representative body for the poultry industry in South Africa, SAPA’s approved methods for euthanasia are based on international standards and considered humane by scientific and animal welfare bodies," he says. "SAPA expects all its members to comply with these standards and wishes to reassure the South African consumer of the industry’s desire to provide safe, affordable and humanely produced food."

**Boskop Layer Chicks’ media statement**

**14 September 2009**

Carte Blanche broadcast a third insert in their continued vendetta against Boskop Layer Chicks and the Serfonteins on the 13th of September 2009.

This time it was, predictably, Mr JH Serfontein or, who was the target.

It was expected, and therefore the legal action against Carte Blanche was pending until after the broadcast. Carte Blanche’s comment that nothing had come of the legal action is wishful thinking. Their reckless and thoughtless commentary and statements and broadcasts will indeed be subjected to judicial enquiry.

Whilst we wait, we can however bitterly, but not in full, comment on the statements made during the broadcast. We can confirm that Carte Blanche was provided with all the facts pertaining to the allegations in written form. They have, however, again failed to present a fair and balanced report, and neglected to give the full response to the allegations made. The reasons therefore are fairly obvious. The latest insert was designed to vilify and to weaken the resolve of the Serfonteins. They will not succeed.

**What Carte Blanche knew, but did not say**

Carte Blanche said, "Decomposed chicks and rotten unhatched eggs from previous dumpings lay metres deep in the dam."

Carte Blanche knew that the dam is approximately 1.8 metres deep, and that the dam is not even remotely full. If the story of the dumpings were true, (40 000 chicks per week for five years) it would mean that approximately 360 tons of live chicks would have to be dumped into the dam making it impossible. Many similar dams would have been filled to capacity. They were also advised that the footage had been staged and that no such dumpings ever occurred.

Carte Blanche said, "These people who have no conscience, running water and flushing toilets are now reduced to filling buckets at a tap, which is often dry."

Carte Blanche knew: These people had such benefits whilst they were employed by the Boskop Training Centre. The Boskop Training Centre was liquidated during 1999. Boskop Layer Chicks did not have any business relationship with Boskop Training Centre, nor does it have any legal obligation towards the former employees of the Boskop Training Centre. The only link to them is the fact that they are resident on neighbouring land, which belongs to the Landbank. Boskop Layer Chicks have disconnected all electrical or water connections to the so-called Landbank Village. To have done so, they would have had to trespass on the Landbank’s land.

It stands to reason that there could not possibly have existed an obligation on Boskop Layer Chicks to supply the inhabitants with electricity and/or at its own cost. In fact, the electricity supply to the houses would have been cut when the Boskop Training Centre was liquidated during 1999, and Boskop Layer Chicks only secured its own connection during approximately 2005. From 1999 until 2005 they would not even have been the possibility of an electrical connection.

To the knowledge of our clients, the houses are connected to French drains on the Landbank property, and if these drains and/or the sewerage connections have fallen into disrepair it would surely be incumbent upon the inhabitants and/or the Landbank to repair the same. The houses are built on farm land, and are situated approximately 20 km from Potchefstroom. No sewerage connections to any mains are available. Boskop Layer Chicks would have been directly prejudiced by such actions, and stood nothing to gain by doing...
to compile the final list of beneficiaries. The Small Business Advisory Bureau of the North West University then organised the successful applicants into the “Boskop Community Trust”. This was done during 2004. The “people of the Boskop Landbank Village who had lost their jobs” showed very little interest in the process and to our client’s knowledge none of them were finally selected as beneficiaries.

in the light of the above it is clear that the Boskop Community Trust and Smokey Mountain Trading were not set up with the former employees of the Boskop Training Centre in mind.

During the financial year ending 26 February 2009, Smokey Mountain Trading employed approximately 32 people; remuneration paid to employees (including some of the beneficiaries) amounted to approximately R700 000.00 and the company returned a profit of R378 079.63.

The approximately R5 million paid out to the beneficiaries were grants applied for by the applicants from Government and in terms of Government policies. The grants were used for the setting up and capitalisation of the business. Neither Boskop Layer Chicks nor the Belfortains derived any direct benefit from the grants. The grant from the government of the Netherlands was paid out to, and utilised by the Dutch company, inter alia for a donation of parent stock to Smokey Mountain Trading.

What Carte Blanche would have known if they had asked

Boskop Layer Chicks, from its own resources secured and made available to Smokey Mountain Trading, supplied chicken houses to the value of approximately R6 million at the nominal cost of such insignificance that it was not even invoiced, and rendered administrative services and mentoring services to the value of at least another R1 million rand over the last four to five years.

If not for the grant money, the assistance of Boskop Layer Chicks, and the donations from the Dutch company, Smokey Mountain Trading would not have existed and the beneficiaries and employees would not have been empowered. It should be noted that this venture is one of the very few empowerment projects in agriculture that is actually operating and benefiting the beneficiaries and the grantees.

The allegations made by one of the directors of Smokey Mountain Trading, with Carte Blanche acting as its conduit, and which are unfounded, untruthful, and self-serving, have now created a serious breach in confidence between the associates, that could easily jeopardize the entire business and future of the beneficiaries of Smokey Mountain Trading and the Boskop Community Trust.

The activities of Boskop Community Trust and Smokey Mountain Trading have, in fact, been plagued by the jealousies of former employees of the Boskop Training Centre who simply did not avail themselves of the opportunity when it presented itself.

The full paper and information provided to Carte Blanche is available. If considered in conjunction with what was actually broadcasted, the full extent of its neglect of its duty of care to be accurate in its reporting becomes clear. This issue will be addressed in due course in a court of Law.

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Letter to the editor

Sir,

The current hysteria about food prices, with both the Sunday Times and Carte Blanche leaping onto the bandwagon, warrants some comment.

It is true that prices in 2009 are higher than prices were in 2008. It is also true that some farmers (grain and dairy farmers in particular) are receiving less for their products now than a year ago. However, some factors have yet to be mentioned in this debate.

The first is that South Africa is unique in terms of how it has reacted to the credit crunch. It is true that there has been a decline in meat prices during the past quarter, but this could hardly be called a crash, as seen in other countries. Prof Johann Kirsten of the University of Pretoria predicts that meat demand will increase as more and more South Africans move into higher socio-economic groups.

Globally, meat demand has softened, with per capita consumption expected to decline in 2009. However, continuing population growth will mean that demand will still grow in absolute terms, although at a slower rate. In addition, the value of the meat market will decline as consumers switch to lower-cost alternatives: from beef to pork and poultry, from steaks to sausages and from out-of-home to at-home consumption.

The global crisis has meant that access to capital has become curtailed, making it difficult to finance existing businesses and even more difficult to expand. This has led to a reduction of supply world-wide. Reports would indicate that total meat exports from Brazil declined by 20% between August and December 2008.

The second consideration that has been largely ignored when looking at food prices is that of time. If one were to look at the prices that the farmers received, the food processor's mark-up and the ultimate selling price over a two or even three-year period, a different picture would emerge. Although input prices have dropped from 2008 to 2009, input costs are still far higher now than they were in 2007. What is happening here is some 'catch up' for the disasters we all suffered last year.

The last aspect that is often forgotten in the food price debate is that the price of much of the food that is sold in this country is determined by supply and demand (auction price). If there is a shortage of onions on the City Deep market, then the onion price increases. Likewise, if the demand for beef increases, so do prices. The beef price has a knock on effect as well. As its price goes up, so do the prices of poultry and pork products (also demand driven).

The price of many foodstuffs is not determined directly at auction, but they are still determined by supply and demand, much like the price of shares on the JSE. However, if there was an oversupply of product such as mealie meal, then maize millers will reduce prices to stimulate sales. In the same way, retail chains use low prices of staple goods to drive customers into their stores. If they do not make use of their buying power to stock their stores with cheap product, they will not remain in business. To suggest that they artificially inflate prices of food in what is a highly competitive market stretching the truth a bit.

Egg producers know that a shortage of supply of only a few percentage points causes the egg price to strengthen. The converse is also true. A very small oversupply in the number of eggs on the market causes the price to soften.

South Africans are becoming wealthier and this is further fuelling demand. Furthermore, demand from Zimbabwe for food also affects local prices. The increase in demand is coupled to a decrease in food supply. That many land redistribution projects that have failed may be a contributing factor. The government has indicated that it is worried about food security, and perhaps the increase in the food price is an early warning sign that food may indeed become scarce as our economy grows.

In short, whilst I can see that high prices are a problem for consumers and politicians alike, I believe that the normal economic pressures of supply and demand are at work. I cannot see how the sinister forces of collusion and greed can be held responsible for the current high food prices.

Rick Kleyn

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Immunosuppression in chickens: What is it? How do we manage it?

By Christophe Casabian, D.V.M., International Technical Manager for Poultry Biologics, CEVA Sante Animale and Kobus van Heerden, Technical Marketing Manager for Poultry Biologics, CEVA Sante Animale, South Africa

Immunity in any animal is the ability to stop an infection. The immunity develops, as an immune response to an infectious agent. Immunosuppression is a state where the capacity of an immune response, to develop the necessary immunity, is reduced.

Immunosuppression can be caused by:
- Various infectious agents,
- Feed deficiencies,
- Lack of biosecurity,
- Stress caused by management failures or other causes,
- Or a combination of some or all of these.

Each of these possible causes must be identified and managed to prevent the negative effects of immunosuppression on profitability.

How to recognise immunosuppression
Immunosuppression may affect both the health of birds and subsequent performances. Common findings in immunosuppressed birds are:
- Increased mortality,
- Uneven growth,
- Decreased body weight,
- Higher feed conversion,
- Higher medication costs,
- Higher rate of condemnations at slaughter (when compared to previous flocks),
- Or a combination of some or all of them.

Immunosuppressed birds will typically also show long and complicated vaccine reactions and will be more easily predisposed to respiratory diseases with secondary bacterial infection.

A loss of medication efficacy can sometimes be seen. In most cases antibiotics are bacteriostatic, meaning it only slows down or stops the multiplication of bacteria to give the birds' own immunity a chance to rid the body of this infectious agent.

"Unusual" infections may occur, e.g. gangrenous dermatitis, anaemia, or inclusion body hepatitis.

Immunosuppressed birds will also show a lower than expected antibody response to vaccines.

Performance results must be correlated with the examination of the main lymphoid tissues to establish a complete and practical evaluation of the immune system. Basically, the organs or cells that can be damaged are:
- The bursa of Fabricius
- The thymus
- The spleen
- The bone marrow
- The lymphoid cell aggregates along the gut, the trachea, the oesophagus, for instance, the Harderian gland, the cecal tonsils and the Peyer's patches.
- The circulating lymphocytes themselves.

What are the causes of immunosuppression?

1. Infectious agents
- Infectious bursal disease virus (Gumboro disease virus), especially when infection occurs before two weeks of age, it induces a severe impairment of the immune system (for instance, with the current US variant).
- Chicken infectious anaemia virus
- Marek's disease virus
- Reovirus
- Reticuloendotheliosis virus
- Subgroup J avian leukemia virus (responsible for myeloid leukosis)
- Newcastle disease virus
- Infectious bronchitis virus
- Avian pneumovirus (responsible for swollen head syndrome)
- Mycoplasma sp.
- Eimeria sp.

(Such a list is certainly not exhaustive.)

Mechanisms of immunosuppression in some viral poultry diseases:

<table>
<thead>
<tr>
<th>Virus</th>
<th>Effect upon</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gumboro disease</strong></td>
<td>Depletion of bursal and peripheral populations</td>
</tr>
<tr>
<td><strong>Marek's disease</strong></td>
<td>Destruction in early stages of virus multiplication</td>
</tr>
<tr>
<td><strong>Reovirus</strong></td>
<td>Destruction by virus multiplication</td>
</tr>
<tr>
<td><strong>Chicken infectious anaemia</strong></td>
<td>Depletion of all cell lines</td>
</tr>
<tr>
<td><strong>Newcastle disease</strong></td>
<td>Increase in phagocytic activity</td>
</tr>
<tr>
<td><strong>Avian influenza</strong></td>
<td>Damage in the tracheal tissue</td>
</tr>
</tbody>
</table>

(from Morales 1995 and Clark 2001)

2. Non-infectious agents

Genetic breed:
Some meat-type birds are more susceptible to respiratory pathogens because of they have a too small heart weight compared to the total weight. For instance, it has been demonstrated that fast growing...
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Commercial News

Turkeys are more susceptible to cholera.

Food imbalance, e.g., vitamin deficiency:

- Vitamin E is stabilising the cell membranes. Free radicals or oxidant compounds can be ingested through poorly stabilised fats, oils and animal by-products. They are able to damage the cell membranes. The membranes of the rapidly multiplying cells of the immune system are particularly exposed to the consequences of free radicals. Vitamin E is able to remove these oxidant molecules.

- Vitamin C helps in reducing the effects of stress, and speeds up the healing process by collagen formation enhancement. Vitamin C is also important for the formation of white blood cells.

- Vitamin A seems to be more directly involved in antibody function. Studies have shown that vitamin A deficient birds produced less Newcastle antibodies and a lower T-cell response.

Mycotoxins:

On their own, mycotoxins, like aflatoxins, are directly immunosuppressive. The fungi that may contaminate the feed ingredients are typically represented by three genera: Aspergillus, Penicillium, and Fusarium. They produce mycotoxins that are commonly contaminating feed ingredients employed in the poultry industry. Melted, wheat, rice and peanut meal are most frequently implicated.

- Aflatoxin B1 (produced by Aspergillus) has been shown to impair the immune cell’s function, by reducing the amount of antibodies following infection or vaccination, and by reducing the activity of phagocytes. Aflatoxin is also responsible for lymphoid depletion and necrosis in the bursa of Fabricius, spleen and thymus. It is also hepatotoxic.

- Ochratoxin A (produced by Penicillum) is associated with a generalised impaired humoral and cell-mediated immune response. It is also nephrotoxic.

- Trichothecene mycotoxins, also called fusariotoxins (for instance, T-2 toxin) are produced by Fusarium. First, they are strong tissue irritants and after mucosal membranes’ integrity. Secondly, they inhibit protein synthesis and consequently interfere with antibody production.

- The most prevalent mycotoxins in feed ingredients used in the poultry industry are the aflatoxins and the trichothecenes.

Anemia or dust?:

They rather act by damaging the respiratory system. The target concentration of ammonia should be less than 10 ppm. In layer houses, it should be less than 25 ppm.

<table>
<thead>
<tr>
<th>Ammonia level</th>
<th>Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 ppm</td>
<td>Damage of the trachea diles and excessive mucus production</td>
</tr>
<tr>
<td>10 - 40 ppm</td>
<td>Reduction in E.coli clearance from the respiratory system, reduction of feed intake, reduction of E.coli ratio, anaemia</td>
</tr>
<tr>
<td>40 - 100 ppm</td>
<td>Damage of the eyes, dehydration, tracheitis</td>
</tr>
</tbody>
</table>

Stress:

Cold or heat stress, lack of access to drinking water, density, poor ventilation, noise, light intensity, etc. Long term stress is responsible for the release of steroids that are immunosuppressive. It has been demonstrated that chilled birds have a lower antibody response and a lower cell mediated immunity. Following force molting stress, breeder hens may shed more salmonella and may experience a recurrence of a previous disease like cholera or colibacillosis.

Poor management:

It can be on its own responsible for higher morbidity and mortality rates, poorer feed conversion and an increased susceptibility to several diseases. For instance, poor litter conditions may increase the bacterial load on the skin. Sudden dietary changes, or improper use of antibiotics may disrupt the gut microflora, making it less able to absorb the nutrients and to compete against the harmful bacteria.

These factors may alone be responsible for immunosuppression, but most of the time, several of them act synergistically.

How to prevent the immunosuppression?

1. First try to identify the causative agent(s) through a sound diagnosis, like Gumboro disease virus, reovirus, or Mask’s disease virus. The post mortem findings are rarely straightforward, as summarised in the following table.

2. Check the day-old chick quality, with a special focus towards Mycoplasma vertically-transmitted infection.

3. Revise management practices, starting with biosecurity, good sanitation and litter management. We have to keep in mind that the improvements made in genetics for a better production yield should be in parallel accompanied with a continuous upgrading in husbandry practices. For instance, the ammonia control is always a balance between good litter management and proper ventilation. Check the diet composition and quality. Check the water quality and, if necessary, add 2 - 3 ppm active chlorine; also check if the chlorinated water is actually available in all drinkers.

4. To minimise the spreading risk of any disease to susceptible birds, always travel from young to oldest age birds.

5. Implement a relevant vaccination programme. This includes choosing the right products, vaccinating at the right time, delivering every vaccine using the most appropriate administration route, and checking the actual vaccine solution intake by the birds (by using a dye for instance). Adequate vaccination of the breeder flocks is necessary as well, as Gumboro disease, chicken anaemia and reo-virus vaccination in breeders will provide protection to the progeny (“passive immunity”) for the critical first weeks of age.

Continuous control of the immunosuppression course is of paramount importance to protect the integrity and the function of the immune system. This will in turn give better flock health, better performance and a better response to any vaccination or infection.

* References available on request.
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Understanding Mycotoxins from the practical point of view of poultry producers (Part 1)

By Prof. Elizabeth Sakin, Department of Veterinary Medicine, Federal University of Paraná (UFPR), Curitiba, PR, Brazil

Mycotoxins are a large group of toxins produced by moulds that are very toxic for animals, plants and humans. The specific pathology caused and interference of metabolism is specific to the structure of the individual mycotoxin. Approximately 300 different mycotoxins have been discovered to date and WHO data shows that mycotoxins are present in more than 30% of the cereal produced in the world.

Overview of food mycotoxicosis cases:

The main challenge of mycotoxicosis is owing to the fact that the disease is difficult to diagnose, however, all poultry producers know that they are in some way linked to poor animal performance. In this case, the diagnosis of mycotoxicosis is based mainly on clinical history, clinical signs and the observation of liver lesions, as this organ is the most damaged by these fungi toxins. In a case of suspected mycotoxicosis, tissue samples from animals that show problems of immune suppression, poor performance or even lesions which are typically caused by mycotoxins.

Inadequate feed sampling would appear to be the most common factor determining variability in mycotoxin analysis due to the fact that mycotoxins are never evenly distributed in all cereal or stored feed. They are more concentrated in areas with higher humidity and/ or with higher oxygen levels. Consequently, in most cases, sampling is only carried out on a small quantity of the batch and may either not detect the presence of mycotoxins or show samples to have lower mycotoxin levels, depending on where the sample was taken from. Furthermore, the issue is often not identified until after the animal has eaten all the feed and there is therefore no sample left to analyse. In addition, in field situations, more than one mycotoxin can be present in the feed, and as analysis is normally undertaken for the presence of one particular indicator mycotoxin, the analysis can yield lower levels of mycotoxins. Mycotoxins work together in synergy to elicit their detrimental effects, hence a low result for one mycotoxin can be misleading.

Epidemiological studies have shown that fungal growth could happen at various stages during the animal and plant production process. They could invade the seeds before harvest, while the crop is still in the field, or they could grow during storage at the feed mill or on the farm. They can also grow during feed processing, as the mixer increases the temperature and humidity in the food. Finally, the fungal growth and mycotoxin production could happen in feeders that are not adequately clean.

It is important to note that the damaging effects of fungal growth are not only due to mycotoxins. Fungi itself also causes physical injury and damage the nutritional quality of the grains, which further exacerbates the effect of mycotoxins. The fungi metabolic activity is associated with aerobic respiration, so the grain deterioration is a reaction of the oxidation of fat and carbohydrates in the presence of oxygen, resulting in carbon dioxide, water, heat and fungal structure (Dixon and Hamilton, 1981). Moreover, the fat content of grains is markedly reduced in grains infected by fungi, which leads to a reduction in energy available. This could have a significant influence on the severity of the mycotoxicosis, especially if the energy level is not corrected by a nutritional.

It is clear that to understand the effect of mycotoxins on poultry production, it is necessary to increase our epidemiological understanding of fungal growth and mycotoxin production. Based on this knowledge, we can then establish the correct practices necessary to prevent mycotoxinosis in these animals. It is also necessary to learn how to evaluate the mycotoxicosis cost in order to establish the most cost effective preventative action to be taken against this silent enemy of animal health.

Effect of mycotoxins on poultry health

The effect of mycotoxins on poultry health is closely related to the structure of the mycotoxins and the level present, as there are more than 300 identified mycotoxins. The principal mycotoxins affecting poultry health and performance are shown in Table 1.

Effect of mycotoxins on animal behaviour and performance

In common mycotoxicosis field cases (chronic mycotoxicosis), there are no specific clinical signs of mycotoxicosis in birds. The common signs of an unheated mycotoxin, characterised by apathy and standing feathers, can be observed when the disease is advanced. However, these symptoms could be confused with other poultry pathologies. In some cases, the main effects of mycotoxins are immune suppression, which can result in secondary bacterial problems. In these cases, mycotoxins and their effects are often difficult to detect.

Fumonisins on gastro-intestinal and renal tract of poultry

Following ingestion of mycotoxin contaminated feed, the intestine and intestinal epithelial cell layer could be exposed to high concentrations of these metabolites. Some toxins, such as Trichothecenes or, in particular, T2, have a toxic effect on these cells, causing necrosis. Fumonisins could also affect the electric resistance between the intestinal cell layers (Bouhet et al., 2004), affecting the intestinal barrier against pathogens and endotoxic balance regulation. All these events could be clinically represented by enteritis that could be more severe when there is bacteria interaction. Microscopic lesions are characterised by reduced villus height and on electronic scanning microscopy, extension on the top of the villus will be observed. In the gizzard, ulcoglandular acid is known as a potent inducer of mucosa necrosis and erosions.

The magnitudes of fungal toxins are liposoluble and are quickly absorbed by intestinal cells within the animal. Once absorbed, they travel to the liver and systemic blood circulation through the portal blood supply. Most mycotoxins can cause direct liver damage, which will cause differing degrees of liver damage depending on their structure. Affected liver and/or liver damage, in particular, are very potent liver toxins and lesions from these mycotoxins, such as enlargement of the liver and gall, bladder, occur rapidly.

During chronic exposure, this organ will be pale and friable, with a small gall bladder. Chronic microscopic lesions are characterised...
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4. High capacity to adsorb high concentrations of mycotoxins
5. High affinity to adsorb low concentrations of mycotoxins
6. Affirmation of chemical interaction between mycotoxin and adsorbent
7. KEY POINT: Proven in-vivo data with all major mycotoxins

<table>
<thead>
<tr>
<th>MYCOTOXIN</th>
<th>RESEARCHERS</th>
<th>YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aflatoxins</td>
<td>Stanley and Co-workers</td>
<td>2004</td>
</tr>
<tr>
<td>Aflatoxins</td>
<td>Diaz and Whitlow</td>
<td>2004</td>
</tr>
<tr>
<td>Zearalenone</td>
<td>Yiannikouris and Co-workers</td>
<td>2004</td>
</tr>
<tr>
<td>T-2 toxin</td>
<td>Manoj and Devegowda</td>
<td>1999</td>
</tr>
<tr>
<td>T-2 toxin</td>
<td>Dvorska and Bural</td>
<td>2001</td>
</tr>
<tr>
<td>DAS</td>
<td>Pavlic and Spring</td>
<td>2001</td>
</tr>
<tr>
<td>Ergot alkaloids</td>
<td>Merril and Co-workers</td>
<td>2007</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COMBINATIONS OF MYCOTOXINS</th>
<th>RESEARCHERS</th>
<th>YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aflatoxin, ochratoxin &amp; T-2 toxin</td>
<td>Raju and Devegowda</td>
<td>2000</td>
</tr>
<tr>
<td>DON and Zearalenone</td>
<td>Swamy and Smith</td>
<td>2002</td>
</tr>
<tr>
<td>DON and Zearalenone</td>
<td>Chowdhury and Smith</td>
<td>2005</td>
</tr>
<tr>
<td>DON and Zearalenone</td>
<td>Raymond, Smith and Swamy</td>
<td>2003</td>
</tr>
<tr>
<td>DON and Zearalenone</td>
<td>Diaz and Smith</td>
<td>2006</td>
</tr>
<tr>
<td>DON and Zearalenone</td>
<td>Korostelova and Smith</td>
<td>2007</td>
</tr>
<tr>
<td>DON and Zearalenone</td>
<td>Girish and Smith</td>
<td>2008</td>
</tr>
</tbody>
</table>

This just goes to prove that Mycosorb®, a glucan based product, CAN in fact bind DON and other *Fusarium* mycotoxins.

- 3 patents
- 52 peer reviewed research papers
Commercial News
by megalocytosis and vacuolization of hepatocytes with proliferation of the biliary ducts (Sarin et al., 2002). With ochratoxin (OA) exposure, DiLD is lower than that observed with aflatoxin (mycotoxins are more potent in lower levels). Liver enlargement and gall bladder detention can also be observed. Poor growth, reduced feed efficiency, an increase in water intake and increased litter moisture are the most important clinical effects of ochratoxin. Chickens receiving OA in the diet are less pigmentated and once the OA induces hypocortisolism the effect is more severe than that caused by aflatoxin. In both cases, the hepatic lesion will also promote increased serum levels of AST and GGT enzymes, with a reduction of total proteins and calcium levels in the blood (Sarin et al., 2002).

Trichotheccenes comprise a vast group of over 100 fungal metabolites with the same basic structure, these include mycotoxins such as T2, DAS and deacetoxyclavulonic acid (DON), its trichothecenes mycotoxins, which would present oral lesions and decreased feed intake, egg production and eggshell quality. DON and T2 in the diet decrease hematocrit values and the total number of white blood cells, including CD4+, CD8+ T-lymphocytes and B-lymphocytes, and bilirubin levels. DAS has been found to reduce egg production and increase the percentage of thin-shelled eggs in laying hens.

Zearalenone It is also a fusarium toxin, classified as a potent estrogenic toxin. It will induce signs of estrus in sows or prepubertal gilts, and can also cause vulvovaginitis in pregnant sows and negative abdominal psychoses in young rats and female pigs. However, the effect on poultry is not clear. In the literature, zearalenone is described as less toxic than all other mycotoxins for poultry. Matejsek et al. (2006) showed that zearalenone could be metabolized in the animal liver in two different inactivating pathways, aflatoxin or beta zearalenol. Afla zearalenol has a higher estrogenic potency and beta is less potent. Contrary to what happens in pigs, poultry produces more beta zearalenol than afla zearalenol, suggesting that a higher zearalenone level would be necessary in order to cause effects on birds. Moreover, the synergic effect of zearalenone with other mycotoxins is not well understood. The detection of this mycotoxin in poultry feed has been suggested to be used as a biomarker for other fusarium toxins.

Fumonisins are the most recently discovered group of mycotoxins that have long been associated with animal diseases such as leukoencephalomalacia equine and porcine pulmonary oedema. In birds they cause severe diarrhoea, an increase in liver weight, high mortality and reduced performance (Ledoux et al.). The six aflatoxins are one of the classes of mycotoxins, produced by Claviceps spp. and cause jaundice, necrosis and gangrene of the limbs. They appear to be more common in sorghum and wheat.

The interaction of mycotoxins in field situations is very common and may be synergistic. Consequently, lower levels of individual mycotoxins can cause severe problems when occurring with other mycotoxins.

Effect of mycotoxins on poultry immunity
Mycotoxins cause regression and cellular depletion of the lymphoid organs. In the case of aflatoxin and ochratoxin, the interference in protein synthesis is probably the principal cause of the immune suppression. To maintain the immune response in the body, animals need a higher protein synthesis and when it is not possible, the immune system fails. In a study on mycotoxins a reduction in the ornithine carboxylase number in bursa broilers was observed, as well as a reduction in the humoral immune response to NDV vaccine (Sarin et al., 2002). This means that in the field situation, the presence of mycotoxins could reduce the vaccine efficiency.

Table 1. Principal mycotoxins involved in poultry mycotoxicosis

<table>
<thead>
<tr>
<th>Mycotoxin</th>
<th>Producer Fungi</th>
</tr>
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<tbody>
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<td></td>
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</tr>
</tbody>
</table>
Aflatoxin B1, B2, G1, G2 | Aspergillus flavus, Aspergillus parasiticus |
| 
Trichotheccenes (T2, DON, T-2, DON, DONA) | Verticillium sp. |
| Zearalenone | Fusarium |
| Fusarin | Fusarium |
| Fusarin | Fusarium |
| Cepalin | Fusarium |
| Cepalin | Fusarium |
| Ochratoxin A | Penicillium roqueforti |
| Penicillium roqueforti | |

Chromolysin and inflammatory genes with concurrent immune stimulation, whereas high dose exposure promotes leukocytes apoptosis with consequent immune suppression.

These results require closer evaluation in order to fully understand their significance. If in lower doses of trichothecenes there is an immune stimulation it does not necessarily imply good animal health or performance. In fact, according to Koutsov and Klasting (2001), each time that the immune response is activated, this system is detrimental to the animal, using up many of its natural resources. Practically speaking, each response to occasional pathogens will be very strong and will require some of the animal’s organic resources, resulting in a reduction in the feed conversion rate. Because of this, all the effects of mycotoxins need to be evaluated.

Field cases of immune suppression result in a reduction of vaccine titers, an increase in the occurrence of opportunistic infection (as in the case of E. coli or Clostridium sp.) and an increase in the number of losses to the slaughterhouse, due to septicaemic lesions. On the other hand, an increase in an unspecified reaction on intestines and mouth mucosa, or strong vaccinal reaction and reduced PCR could be associated with up regulation of the immune system.

Conclusion
Mycotoxins can be extremely harmful to animals and can hinder immunity and hence productivity and performance. With almost 30% of the world grains contaminated with mycotoxins and the difficulty in detecting mycotoxins it is necessary to safeguard animal feed. Using a binder in feed, such as organic adsorbents like modified glucomannan (Mycosorb®), may help to protect birds from the dangerous effects of mycotoxins.

References available upon request.
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**Gumboro disease - The hidden threat**

By Marcos Bernual, Hipro, as presented at Poultry Focus Asia 2008

Gumboro disease or Infectious Bursal Disease (IBD) is a viral infection that affects the immune system of poultry. It causes the destruction of the lymphoid organs, in particular the bursa of Fabricius, which is where B-lymphocyte formation and differentiation takes place. The virus’s main target cell is the B lymphocyte in an immature stage. The disease causes severe clinical signs. The affected birds are lethargic, pale, they ruffle up and show whitish diarrhoea. The lesions of Gumboro disease are very typical and they mainly consist of haemorrhagic and oedematous bursas.

Acute mortalities are experienced with a very particular pattern. After recovery, the surviving birds might suffer from immunosuppression. The younger the birds get infected, the more severe is the immunosuppression.

The European poultry industry has already been affected for a long time by the emergence of IBD strains which have spread all over the world, including most of the Asian countries. Since the end of the 1980’s, acute and severe IBD outbreaks, with up to 30% mortality in broiler flocks, were experienced in several European countries. The high mortalities indicated an increase in the virulence of the IBD strains, which were classified as very virulent IBDV (vvIBDV). Most of these vvIBDV strains belong to the same lineage and they may share a common ancestor.

The hidden threat of Gumboro disease becomes critical to the profitability of any poultry operation and should therefore be taken very seriously. Controlling Gumboro disease is possible when biosecurity into account the most determining factors, such as a good level of biosecurity, proper chick quality, suitable vaccines and correct vaccination techniques.

Biosecurity, cleaning and disinfection are vital factors to prevent Gumboro disease.

In the first place, strict biosecurity, improved sanitation and hygiene practices are essential to preventing the disease, mostly so because the virus is particularly resistant in the farm environment.

Basic biosecurity rules should include that visitors, equipment, vehicles, etc. should not be allowed to enter the farm without the proper disinfection procedures. Such procedures should include change of shoes and clothes, bath and fumigation.

In cases where vvIBDV infection has been experienced in previous flocks, it is recommended that down-time between grow-outs is increased. The virus remains viable for a very long time in organic matter and it should be properly eliminated from the chicken house and the surrounding. Mammals, birds, rodents and insects (Alphitobius diaperinus) are effective carriers of the virus and therefore it is essential that they are properly eliminated from the chicken house before a new batch is placed.

Reducing the virus load in the chicken house will increase the chances of the vaccine to build up sufficient immunity in the flock to confront field exposure to vvIBDV. This is particularly important because the younger the birds become exposed to the field virus, the more severe the damage to their immune system and the more limited the benefit of vaccination.

High chick quality provides a solid base for controlling Gumboro disease.

A second factor that will allow an effective control of Gumboro disease is chick quality. The aim for high quality should already start at the breeder farm, where a solid vaccination programme, based on live and inactivated vaccines, should be implemented. In addition, optimal hatching eggs should be incubated properly, avoiding at all times contamination at the hatchery. Thirdly, hygiene measures should be maintained during transport to and arrival at the breeder farm. Finally, broilers should absorb the yolk sac, which will yield them with a good and uniform amount of maternal antibodies. This passive immunity protects the chicks during the first weeks of life and plays an essential role in the early neutralisation of the field virus.

However, maternal immunity has a short duration and solid active immunity should be established before the chicks become infected by the field virus. Such active immunity can be achieved by the administration of different commercial live vaccines during the first weeks of life.

The appropriate IBD vaccine should be administered at the right time.

An ideal Gumboro vaccine is able to replicate well in the presence of high levels of maternal immunity and able to colonise the bursa rapidly after vaccination. It is preferable that vaccines show a good persistency in the chick, resulting in lasting stimulation of the immune system. They should be able to spread to the non-vaccinated chicks in order to confer a better protection to the flock. At the same time they should be safe, stable and easily applied by mass methods.

Different types of Gumboro vaccines are required to confront the diverse epidemiological situations. In general, intermediate vaccines are administered as a routine vaccination in farms where the challenge is relatively low and vvIBDV is not present. The so-called “strong Gumboro vaccines” have the particularity that they are able to break through higher levels of maternal immunity (Elska titres < 500) than milder vaccines (Elska titres < 125 - 250).

Strong IBD vaccines are administered earlier: colonise the bursal tissue rapidly, replicate massively, and stimulate humoral, cellular and mucosal elements of the immune system. Due to these properties, strong vaccines are ideal to control the challenge of vvIBDV.
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The vaccination programmes should be customised to each particular farm. In some farms, different combinations of intermediate and stronger vaccines are applied in order to homogenise the maternal antibodies and achieve a better control of the disease challenge.

The number of vaccinations is related to the IBD field challenge and the coefficient of variation of titer:

<table>
<thead>
<tr>
<th>MDA titres/Field IBD</th>
<th>Good uniformity (CV &lt; 30%)</th>
<th>Poor uniformity (CV &gt; 30%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Challenge</td>
<td>1 or 2 vaccinations</td>
<td>2 vaccinations</td>
</tr>
<tr>
<td>Low Challenge</td>
<td>1 vaccination</td>
<td>1 vaccination</td>
</tr>
</tbody>
</table>

It is critical to determine the optimal vaccination time.

As mentioned above, maternal immunity protects birds against the field virus. However, maternal immunity may affect the vaccine virus when vaccination is performed too early. In such cases, the vaccine becomes neutralised and is ineffective to vaccinate the flock as a whole. This is because the birds' immune systems might not be able to discriminate the vaccine virus from the field virus and exert the same neutralising effect.

The vaccine neutralisation is avoided by delaying the vaccination until the chicks become susceptible to the vaccine and are able to respond to the vaccine virus. The maternal immunity is a kind of "solid wall," which is very thick at the hatching time and declines linearly. In this respect, it has been calculated that the half-life of the maternal antibodies is 3.5 days. Thus, it is possible to determine the specific moment when the vaccine will be able to break through the maternal barrier and develop active immunity. However, vaccination should not be delayed too long either so as to avoid any opportunity for the field virus to penetrate before the vaccine virus does. This way it can be said that there is a so-called "immunity gap" where there will be a "competition race" between the vaccine and the field virus. The objective for the vaccine virus is to act faster than its field counterpart.

There are several formulas for calculating the right vaccination time, such as "Kouwenhoven Formula" and "Deventer Formula". However, these formulas do not take into account certain variables and some adjustments could be required depending on the flock and farm particulars. This could be the case with broiler flocks originating from different sources and consequently with heterogeneous maternal titres, or with multiple farms where chicks are exposed to high loads of vvIBDV at the arrival on the farm.

Regular monitoring of day old chicks is highly recommended to predict the vaccination time. Graph 1 shows a good level of titres and high uniformity. The chicks should be protected with a single vaccination applied at 12 days of age.

**Technical programmes should provide an integral framework for controlling Gumboro disease.**

The ultimate aim of vaccination is to ensure profitable poultry production. Regrettably, the effectiveness of the vaccines depends on other factors that go beyond the vaccine itself, which have already been discussed. A good practice to ensure the success of the vaccination is to confirm that the vaccine virus has been able to reach the bursa, which can be determined with molecular techniques. From experience, it is known that it is essential to identify the characteristics of the Gumboro viruses that circulate in the broiler farm during the grow-out period. Furthermore, it is crucial to determine the time when the birds could become infected and to define the sources or reservoirs of the field virus.

In short, the aim is to unveil the "hidden threat" and adjust our disease management strategies.

Therefore, technical programmes offer a general framework for an integral Gumboro disease strategy. These programmes aim to understand and follow up possible Gumboro disease infections. Currently Hipro offers two different programmes, LYMFOS VAC and LYMFOS BROILERS, both of which have already been successfully implemented in several poultry companies worldwide.

These programmes provide longitudinal studies based on weekly samples of bushes of Fabricius. The samples are evaluated by means of molecular diagnosis such as RT-PCR (reverse transcription-polymerase chain reaction) combined with restriction enzyme analysis (REA). The sequencing of the VP2 and phylogenetic studies are performed with a view to determining the relatedness of the circulating IBD viruses with other reference viruses.

Molecular techniques such as RT-PCR followed by REA are implemented in LYMFOS BROILERS and LYMFOS VAC – see Graph 2.

Sequencing and comparison with reference strains is performed in LYMFOS BROILERS.
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Graph 2: Differentiation of vvIBDV (very virulent IBD) from cvIBDV (classic virulent IBD).

Restriction enzyme BspMI “cuts” very virulent IBD (lane 3) while does not have any effect on the classic virulent IBD (lane 7). Restriction enzyme SacI does not “cut” vvIBD (lane 2) while it does in lane 6 (cvIBD), thus allowing the identification of both IBD viruses.

<table>
<thead>
<tr>
<th>Strain</th>
<th>Percentage Homology</th>
</tr>
</thead>
<tbody>
<tr>
<td>S4GBV</td>
<td>96.4%</td>
</tr>
<tr>
<td>Reference</td>
<td>99.1%</td>
</tr>
<tr>
<td>JXE</td>
<td>99.3%</td>
</tr>
<tr>
<td>HK40</td>
<td>94.0% 96.0% 98.0% 100.0%</td>
</tr>
</tbody>
</table>

Graph 3: Determination of homology of vvIBDV field strain against reference strains.

The phylogenetic study demonstrates that the vvIBDV strain is closely related to the very virulent reference strains.

and LYMFOS VAC – see Graph 3.

The programme LYMFOS VAC begins at the vaccination time, which is when the first samplings should be performed. Once it is confirmed that the flock is not contaminated by vvIBDV or other circulating IBD viruses, it should be ascertained that the bursa are uninfected and ready to be populated by the beneficial vaccine virus. On the other hand, if the bursas are already infected, it can be concluded that the chances for the Gumboro vaccine to control the disease will be limited. Finally, the sampling will help to determine whether cleaning and disinfection programmes have been working efficiently to eliminate vvIBDV and in avoiding the early exposure of the young chicks to the field IBD strains. The subsequent weekly samplings will take place three and seven days after vaccination and they will allow confirming whether the vaccine virus has been able to colonize the bursa successfully. Should the outcome show that the vaccine has not been able to replicate in the bursa, there is still time to revaccinate the birds and ensure a satisfactory protection.

With the LYMFOS BROILERS programme, the weekly sampling begins at the vaccination time and may continue until the end of the growing period in order to define the dynamics of infection and to determine exactly the time when the broiler flocks become infected. This information will be essential for the implementation of control strategies in the subsequent broiler flocks. In addition, bursa are studied to evaluate bursa damage and determine the pathogenicity of the field virus.

In this way the technical programmes LYMFOS VAC and LYMFOS BROILERS will make it possible to unveil the “hidden threat” and thus guarantee success in dealing with Gumboro disease.

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Broiler industry production report

Broiler breeder placements
Day-old parent pullets placed
Day-old parent pullet placement for June 2009 was 177,130 per week. This is 9.0% higher than in June 2008. Year-to-date June 2009 placement is down by 84,905 (1.6%) compared to the corresponding period in June 2008.

Broiler breeder flock
The breeder breeder flock reached a low of 6,094,000 in June 2009. Projections indicate that over the four months to October 2009, the breeder flock will increase by 156,800 (2.8%) to 6,232,800.

Broiler production
Production of approximately 18, 050,000 broilers per week is forecasted for August 2009. During the following two months, broiler production is expected to decrease by 3.1% to 17.4 million per week by October 2009.

On average, 17.668,000 broilers are to be slaughtered per week during the fourth quarter of 2009. Compared to the output during the corresponding quarter of 2008, this represents a decrease of 789,760 (4.25%) in weekly broiler production. The projected total number of broilers to be slaughtered in 2009 amounts to 8,031,443,000, on average 17,903,000 broilers will be slaughtered per week. This amounts to a 190,000 (1.1%) increase over the 2008 production per week.

Over the previous five years (2004 to 2008), the average year on year growth was 6.1% per annum.

Broiler breeders
Day-old broiler parents placed
Graph 1 depicts the average day-old broiler breeders placed per week. These figures are used in the Broiler Production Model to forecast trends.

In June 2009 an average number of 177,000 day-old parent pullets were placed per week. This is an increase of 9% on the June 2008 placement. Total day-old parent placement for the first six months of 2009 is 84,905 (1.6%) down from the corresponding figure in 2008.

Broiler breeders per month
The projected breeder breeder flock based on the average number of day-old female parents placed per week is presented in Graph 2.

Broiler chick placements
The potential number of broiler chicks to be placed in 2009 (964 million) equals those placed in 2008.

The potential number of broiler chicks placed in 2009 (964 million) is 6.6% higher than the number placed in 2007.

Broiler production
Monthly broilers slaughtered per week
The potential number of broilers slaughtered per week per month is depicted in Graph 4.

The increased number of day-old parent pullets placed in May 2009 will only have a real impact on the number of broilers slaughtered in February 2010, and the projected upswing in broiler production from October 2009 should continue.
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From the desk of the CEO

Dear all,

Spring might be nice, but El Niño could make for a bad summer and a new year’s hangover when it comes to maize prices. Both the egg and broiler industries seem to be doing relatively well after very difficult periods, but the horizon seems a bit fuzzy from now on. Demand is likely to really pick up when the economy recovers (when will that be?) and if the expected drought materialises our input cost scenario might well worsen from the second quarter of next year. Enjoy the flowers in the meantime.

Anti-dumping/trade

The expected receipt of papers from Italc as our anti-dumping action has not happened and we await their arrival. This process will move at the speed set by Italc, so I ask members to have patience.

At their meeting on 4 August, the Broiler Organisation approved a preliminary desktop study to see if we can make a case against Brazil for their current pricing policies towards South Africa. From the information we have so far there does seem to be a case to answer. Far too long we have been unable to research this matter due to the dearth of reliable pricing information. Through the good efforts of one of our members we seem now to have found the sources we need. Clearly, Brazil has many input costs and climate advantages over us, but they are still producing the same product, so real comparisons are possible. We hope to have the preliminary report in September and, depending on its recommendations, we will then implement a formal anti-dumping action against Brazil.

Our contract with the customs monitoring agency retained by the Broiler Organisation has come to an-end and as part of the renewal process a small working group headed by Neil Wild has been set up to look at what services the broiler industry really needs to help us in our competition with imports. Once their work is complete we will advise members of how we plan to change the task description of the monitoring agency.

Welfare matters

The media frenzy following from allegations of welfare abuses at one of our members has not abated and we held a preliminary investigation in August to try and derive into the truth of the matter. Truth is often elusive and practices still plays a big role in matters such as these. By the time you read this, the outcome of our deliberations will be in the public domain.

The proposed changes to our Code of Practice relating to the verification process were not finalised due to the more work before we can consult with our customers (the retail and wholesale chains) on these proposals. What is clear is that if all producers comply with the current COP then we can defend South African production practices. If you choose to deviate from the COP then the chance of sustained negative publicity is heightened. Self-interest should dictate that you take the course which is safest.

As a consequence of this incident we will be sending all members certificates of membership in which your requirement to adhere to the COP as a condition of membership is noted. This will all be sent to you in September.

Statutory levy

We have had no real news on the progress of our statutory levy application other than that the wine industry, who were ahead of us in the queue, have had their application returned to the NAMC as the application apparently lacked space for the signature of the appropriate DAFPA official.

We have met with the two major egg packaging suppliers in South Africa to work on the actual collection model. From this meeting it is clear that we have quite a lot of administrative work still to complete before we can successfully implement the planned collection model.

As a consequence of this delayed process of levy approval we will prepare a 2010 budget on the basis of voluntary subscriptions as per current practice to ensure that we are able to continue operating whilst the administrative process continues.

Halaal slaughtering

SAPA is now part of the pending dispute between various Muslim bodies as to the true meaning of Halaal slaughtering. A lot of emotional discourse seems not to be taking this matter down any rational path.

Whilst we should hope that the various Muslim theological and certifying bodies can find common cause, we need to protect ourselves from the allegation that all product currently sold as Halal is actually Haram. The importance of being able to display the Halaal stamp on our products is clearly beyond merely serving the direct religious obligations of Muslim consumers, but includes the food distribution system, which has a preponderance of Muslim participants, as well as the QSR industry that puts great store by the certifications that they proudly display in their restaurants.

Training

The response to the training courses to be offered by the KZNPH has been truly amazing. We now have well in excess of 250 delegates to be trained at various venues around the country. This is more than we have ever had before. Add to this the producers who will be attending courses scheduled to be offered by YTA later this year and we have a very healthy position to report in regard to training. Long may it continue.

If any company wishes to arrange in-house training, this can be done on-site or elsewhere and producers do not need to wait until the next annual round of training if they have sufficient interest in the course. Our agreement with KZNPH is now sufficiently formal to protect the interests of both parties.

Avi Africa

After careful consideration, the Management Committee has decided that Avi Africa 2010 will be held on 31 May and 2 June 2010 at Emperor’s Palace.

The format will be slightly different in that the first day will start around 12h00 and we will hold all our AGMs on the first day. The exhibitions will still be set up within the area, whilst we are in the lecture room and that evening we will hold a cocktail function in the exhibition area. The exhibitions have asked for some lively entertainment, which will be arranged. On the second day we will start with our congress and keynote speaker and continue with general talks until about lunch time. After lunch we will hold separate parallel sessions as per this year; one catering for emerging farmer needs and one catering for specialist technical/veterinary information. That evening we will host a banquet and on the last day we will have a general information session, ending Avi Africa at the afternoon tea break.

As always, the sooner exhibitors book their exhibition space, the better. We had a small waiting list this year and were not able to accommodate all exhibitors. Contact Hendrie for more details.

Poultry working group

The national poultry working group (PWG), arranged by DAFPA held its first meeting for 2009 on 27 August in Pretoria. Willie Maneer, in his capacity as Chairman of SAPA, also chairs the PWG.

Only two provinces attended the meeting (KZN and Limpopo), which detracted from the concept behind the PWG, namely a decentralised governing system, to get all participants together to find common purpose and develop the poultry industry in South Africa. This seems to be the story of government good ideas, but limited implementation. I believe we need forums like this so we will
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continue to participate in the meetings and assist where we can. Any member who has influence with their provincial departments of agriculture is requested to encourage them to participate in the PFG.

The Limpopo delegation presented an interesting survey of poultry production in their province and this template will be sent to all provinces in an attempt to improve our national census of poultry production. At present we are quite successful at identifying and following large scale production, but have had, so far, limited success with smaller producers.

In a similar vein, we are exploring various options to improve our communication to small producers using media targeted at them.

**International Egg Commission**

SAPA will attend the annual IEC conference in September, to be held this year in Vancouver, Canada.

We have entered our generic egg campaign, Eggs are Magic, into their marketing award competition. Hopefully I will be able to tell you that we won them over to our campaign in my next letter.

We are also now part of a newly formed electronic working group dealing with welfare issues from a global producer perspective. The idea is to take the product of this forum to the OIE (the IEC is a member of the OIE) to see if we can get sensible, science based welfare guidelines and regulations passed. As this group develops its work programme we will try to involve more local producers in the process. If any of you have an interest in this please contact me directly.

**Generic egg campaign**

We have been very busy planning for our 2010 campaign in August consequent to re-awarding the advertising contract to Old Shanghai.

Old Shanghai is in the process of refining their proposal so that we can use the campaign as a direct sales aid to producers. This means having a greater involvement at the point of sale and needs your support as co-branders on your packaging if we are to communicate effectively and widely.

One of the techniques we plan to use is to develop an animated cartoon type character based on Mpluo, our egg superhero, to spread our messages. We had all felt that reaching out to children with the Mpluo show was successful, but far too expensive and also involved too much logistical planning and cost. This new character will be able to reach young and old via various channels and he will be revealed to you all in the near future.

We also plan to have an expert presenter at the national nutritionists' conference next year and to provide them with good quality information on eggs as part of a healthy diet. It is our view that we will spread our message better this way than if we tried to get to the medical profession. We will continue with the test campaign, but by using smaller adver points on the vehicles we will be able to reduce our costs without losing exposure.

If you have any queries please contact me directly.

There are still a number of places available at the Gallagher award ceremony to be held this year at Tokarsa estate on World Egg Day, 9 October. Please support this competition with the number of entries possible, invaluable of Rand's worth of exposure, as without your involvement the 'food writers' Oscars' are not sustainable. Contact Hendriks if you would like to participate.

**Industry image**

Most members should be aware that we had planned to launch a communication campaign this year to improve the image of the industry with various audiences and stakeholders. We were obliged, for reasons of budgetary constraint, to hold back on this programme this year, but should soon be in a position to begin this good work.

One of the ways in which we can do this is to publicise the good work many of you do with your CSI spend as part of our campaign to raise the industry profile. In this approach, the message is delivered via the members' brands. Therefore ask you all to, on an ongoing basis, send copies of any media exposure you have received relating to your own CSI programmes. We will then repackage this, in consultation with participants, for a wider audience. Once we have an idea of how much material actually exists, we will write to you all with more specific plans and processes defined.

**Technical Committee**

At the Broiler Organisation meeting on 4 August it was decided that they will refer matters to the various working groups of the Technical Committee so that this committee can best serve their needs. They have asked that the matters of compounding and management of Salmonella issues at plant level be referred. We will in future ask all committees to consider items for referral and if any member has an issue that they think needs referral, please forward your request to me so that I can pass it to the appropriate committee for consideration.

This Technical Committee is designed to fill a gap in our support of the industry and all comments and ideas on its scope and functioning will be appreciated.

The poultry working group of SAVA will meet on 2 September to discuss the latest protocol for ND movement control and the Salmonella protocol. Their input will be fed back to DAFF via the Technical Committees. SAVA had a very good response to the attendance of this workshop and I would like to think that this is partly due to the newly re-structured Technical Committee, giving them a means to communicate more effectively with all stakeholders.

**Committee meetings**

Both the Broiler and Management Committees met in August. Issues raised at the Broiler Organisation meeting have been mentioned elsewhere in this letter. The Management Committee discussed two issues not elsewhere recorded, namely that:

- The existing contract regarding the renting of offices in Vesting Centre by SAPA should be extended for a further period of one year, but SAPA is to continue monitoring the property market with the view to acquiring a property in the present buyers' market. Our request that the current rent increases therefore stand, but it is felt that focusing on successful implementation of the statutory levy is a more important priority at this stage.

And:

- The voluntary system of reporting suspected ND outbreaks to SAVA in a spirit of good neighbourliness is clearly not working, with carrier pigeon messages far exceeding those that come by facsimile or e-mail. The Committee felt that the poultry veterinary working group of SAVA be requested to comment on the possibility of veterinarians reporting suspected outbreaks of NCO to SAPA for dissemination to its members. We will write to them shortly and advise of the outcome.

**Animal Health Forum**

An important meeting was held between DAFF and the AHF in August to discuss how the AHF could participate in the provincial and national structures of DAFF. It is proposed that the AHF would be able to send a limited delegation to the provincial/national coordination meetings and make inputs to these meetings. The state officials would then have the opportunity to get meat industry inputs relating to animal health directly rather than on a province by province basis.

The next such meeting will also discuss the concerns of the meat industry as to the unrelenting changes in the Animal Disease Act regulations pertaining to compensation. Dr Bofitele Modisane is willing to work hard to have this joint co-operation be successful and we thank him for his efforts.

**General**

Our interim audit has recently been completed and I am happy to report that we have been given a clean bill of health by our auditors.

SAPA had the opportunity to present to the Portfolio Committee on Agriculture, Forestry and Fisheries through the good offices of Bongi Makhwebane of Rainbow Farms in early August and this presentation has opened the door for us to communicate more with them in the future. It is important for us to have our parliamentarians well informed on our industry and the issues at hand.

Lastly, we have been trying for the last while to set up meetings with the various MEC's of agriculture to discuss the industry in general, but with a specific focus on our need for the support of their extension and other staff if the DPP-O and its members are to thrive. I am sorry to have to report that this initiative is proving rather difficult, with meeting dates being cancelled on an ongoing basis. Alas, this continues.

Regards,

Kevin Lovell
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Controlling mycoplasma infections in chicken flocks: Pharmacokinetic / Pharmacodynamic aspects of antimicrobial use

Mycoplasma infections still cause major problems in South Africa in both broiler breeder and broiler grower flocks, as well as commercial laying hen flocks, according to local producers and vets at the Novartis conferences recently held in Pretoria, Pietermaritzburg and Cape Town. The main infections are caused by Mycoplasma gallisepticum (MG) and M. synoviae (MS). Both are primarily respiratory infections, causing airsacculitis or chronic respiratory disease but M. synoviae has a predisposition to joints and tendon sheaths causing inflammation and lameness.

These infections can complicate Newcastle disease and infectious bronchitis and help the penetration of the respiratory tract with Escherichia coli, causing more severe respiratory signs and even death (see Photos 1 and 2). The mycoplasma can also colonize the reproductive tract and this allows the spread of the disease vertically from hen to chick. It is the control of this route of infection that is essential to produce mycoplasma-free flocks, according to David Burch, a veterinarian from Octagon Services Ltd. in England.

Understanding how antimicrobial drugs work to control mycoplasma infections in chickens was the theme of his presentation. Veterinarians need to understand the pharmacokinetics or the blood and tissue levels that are achieved with certain doses of medication and relate this to the pharmacodynamics, or how the drug acts on the mycoplasma.

The minimum inhibitory concentrations (MICs) or concentrations that inhibit the growth of the organism, or the minimum bactericidal concentrations (MBCs) are also vital when looking at eliminating the organism from a flock. Some antimicrobials are bactericidal, i.e. they kill bacteria, such as the fluoroquinolones, and others are bacteriostatic or mainly inhibit the growth of the organism, depending on the intact immune system to kill the mycoplasm. Often, higher concentrations of bacteriostatic drugs become bactericidal, such as the pleuromutilines like tiamulin and macrofolides such as tylosin.

When medication is given as a bolus, either as an injection or tablets, a high peak concentration (Cmax) is achieved. A Cmax of 10 times the MBC usually has a strong killing effect for bactericidal antimicrobials. When given in feed or water, a much flatter, lower absorption curve is achieved. The area under the curve (AUC) is often used to determine a ratio between the drug and the MBC or MIC of the drug to give the optimum killing effect of the antibiotic. Usually the AUC/MIC (MBC) for bacteriostatic drugs) ratio is approximately 100–125: 1 or 4–5 times the MBC (MIC) over a 24 hour period. If this is achieved, there is a good bactericidal kill and a chance of elimination (see Graph 2).

However, when there is a lot of debris and tissue inflammation and damage (see Photos 1 and 2) it can reduce the success rate of a number of antibiotics and elimination of the mycoplasma is not complete, as...
Die Echo Tomcho Huis

Ontwerp deur Echo en Tom Erasmus

Die Echo Tomcho hoenderhuis is ontwikkel in 'n spanpoging tussen Echo Insulated Panel Manufacturers en Tom Erasmus van De Liefde Hoenders, om 'n aansienlike verbetering op die Tomcan huis te bewerkstellig, na konsultasie met 'n erkende strukturele ingenieursmaatskappy.

Die eerste twaalf Tomcho huise is pas afgehandel op Tom se plaas, De Liefde Hoenders en Tom verwag dat die nuwe konsep 'n energiebesparing van tot 32% sal meebreng.

Anders as ander hoenderhuise, strek die Tomcho se soliede dakpanele, wat met 'n tap en groef inmekaar voeg, deurloopend vanaf die nok van die dak tot waar dit op die muur seël. Daar is geen kaplatte of "Top Hats" wat die dakisolasie onderbreek nie.

Die dakpaneel bestaan uit 100mm polystyreen tussen 'n IBR plaat aan die bokant en 'n 0,5mm chromadeckplaat aan die plafonkant wat nuwe standaarde vir higiëne stel en uitsers duursaam is. Dit word deeglik afgeëise aan die buitekant om te verhoed dat voëls of rotte die isolasie kan beskadig.

Die kolomme waaraan water- en voortynge gehang word, is 3m uitmekaar gesposieë. Alle "Inlet louvers" word met 'n voorafgevaardigde raamwerk wat knus pas afgeëise en waaliers word met aluminium hoekstukke afgeëise.

Echo het twaalf jaar ondervind en is 'n erkende markleier in die vervaardiging van geïsoleerde panele.

Ons gehalte is ons trots, ons produk ons passie!
Commercial News

demonstrated with tiamulin in Graph 2. Additionally, there are usually higher concentrations of organisms (≥10^5), which also may reduce the antibacterial efficiency (more drug is required) and also increases the risk that the organism will develop a resistant mutant, which is then selected for when the antibiotic is used in the mutant (resistance) selection window just above the MIC. When drug concentrations are very high, they can kill the resistant mutants too, thus reducing the chances of resistance development, but, unfortunately, some drugs can also be toxic to the bird at high levels, so there has to be a balance between efficacy and toxicity. The type and timing of treatment, whether for prevention or for treatment, can also have an effect on the risk of resistance development and the use of combinations of drugs also reduces the chances of treatment failure, as resistance development is unlikely to occur against two products simultaneously (see Table 1).

Tiamulin, as well as exerting a powerful therapeutic effect – especially when used for prevention – has also been shown to concentrate in the egg during, and for several days after, medication. This has been convenient to treat the hen and reduce the infection there, as well as providing antimicrobial protection in the egg. This method has been used to produce mycoplasma-free eggs and chicks and break the vertical transmission from the infected parent flock (see Graph 3). This can be repeated on a two-week cycle in treated, infected birds or in a high-risk area. They can be treated less frequently if the challenge is less.

Mycoplasma vaccines, both live and killed, are being used in breeder birds in poultry-dense areas. Unfortunately, they mask the true mycoplasmal infection status of the birds diagnostic and in the face of severe challenges can break down and continue to permit vertical infection of the chicks.

When trying to control mycoplasmal infections in chickens, treat early before the disease becomes well established; metaphylactic use gives the opportunity for optimum control with only a low risk of resistance mutant selection. Prevention can also be useful to control infection in breeders and with tiamulin there is an additional advantage of blocking vertical transmission and keeping the next generation of birds healthy. p

<table>
<thead>
<tr>
<th>Therapeutic approach</th>
<th>Bacterial numbers</th>
<th>Mutant selection window</th>
<th>Mutation selection risk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prevention levels (low dose)</td>
<td>Low - &lt;10^5</td>
<td>Int</td>
<td>Moderate</td>
</tr>
<tr>
<td>Metaphylaxis (high dose)</td>
<td>Low - &lt;10^5</td>
<td>Int</td>
<td>Low</td>
</tr>
<tr>
<td>Treatment (high dose)</td>
<td>High - &gt;10^5</td>
<td>Int</td>
<td>Very Low</td>
</tr>
<tr>
<td>Combination (high dose both)</td>
<td>High - &gt;10^5</td>
<td>Int</td>
<td>Low (2 x mutation)</td>
</tr>
</tbody>
</table>

Graph 3: Concentration of tiamulin in feed and resulting concentration of tiamulin in eggs

Photo 1: Mild airsacculitis (at gizzles)

Photo 2: Severe airsacculitis, hepatitis, peritonitis and pericarditis associated with MG and E. coli infections
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- Induces reproducible immunity
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Commercial News

Monitoring water quality for livestock production

By Bradley Roe, Debtech (Pty) Ltd, edited by Brent Brewin, IDEXX Water Division, UK

Safe drinking water cannot be taken for granted. It does not happen by accident. Safe drinking water comes from safe wells. Safe wells result from thoughtful design, careful construction, meticulous management, and annual maintenance.

Safe drinking water cannot be taken for granted. It does not happen by accident. Safe drinking water comes from safe wells. Safe wells result from thoughtful design, careful construction, meticulous management, and annual maintenance.

While our erstwhile "national keepers of water" bumble and bicker over eutrophication of our inland waters, the spoil-scarc or "pee soup" appearance which results, leads to the consequent presence of toxic-producing microorganisms such as cyanobacteria. Whilst only one of many potential issues, these blue-green algae produce toxins which, when ingested, can result in an illness that makes children look like the common cold. This single example highlights how the biochemical composition of water, when sourced from untreated sources, can adversely affect aquatic life, crops, soils, humans, livestock and equipment.

Types of water analysis

The many differing aspects of water quality all demand some degree of attention depending on their environmental and public health significance. These include general indications of water quality, such as turbidity and pH, the presence of microorganisms and contamination with synthetic and volatile organic chemicals. Both standard biological and chemical analyses should be conducted routinely due to the seasonal and demographic changes that continuously influence our environment and affect our water quality.

Where and how to test

Having a water sample tested is not as simple as filling a bottle and shipping it to a laboratory for analysis. The accuracy, and therefore usefulness, of any particular water analysis depends upon the sampling method. The source of the sample, the sampling location, sample treatment, shipping conditions, and the time lapse between sampling and analysis must all be considered. The choice of laboratory is also important and the following recommendations should be considered when a water source requires testing:

- Consult with your local water utility, extension officer, health department or health-advisor to decide what tests are required and the appropriate frequency of testing.
- After selecting the tests, choose a laboratory that is compliance-accredited (SABWA or ISQ) for the specific analyses that are required. Preferably, the laboratory will have a qualified water analyst on its staff.
- Distance of the laboratory from the sampling location and transportation options are also important factors that require consideration.
- The laboratory should be provided with details of the water source, treatment system and analyses required in order to determine which sample containers are appropriate. Typically these vary in fill-volume and may contain additives depending on the nature of the water source requirements of the analyses to be performed. Never use soft drink, milk or chemical containers as these may influence the outcome of the test.

Remember: analytical results from the most meticulous laboratory are only as good as the sample collection and handling!

Collecting the sample

Surface-water samples

When flowing water, the sample should be collected from mid-stream and mid-depth. This should ensure that the sample is representative of the entire flow in a stream or channel. A note should be made of the condition of flow in the stream (volume and velocity of flow etc.) as this often influences the quality of the water.

For still waters such as dams, lakes and reservoirs, samples should be taken away from the water's edge and at a depth that represents normal pumping depth. Stratification (i.e. thermal and chemical layering of the body of water due to seasonal changes and chemical content) can significantly affect results.

Groundwater samples

When sampling from boreholes and wells, it is essential to remove 'stale' water that lies inside the casing, as this volume may not be representative of the water from the aquifer. In practice, approximately three times the volume of the well's storage capacity should be drawn off prior to sampling. In addition, the water analyst should be consulted regarding the depth at which the sample should be taken and the technique to be used.

Routine sampling points for livestock

In addition to the aforementioned sampling points at source, routine sampling points for livestock operations should include source exit points, drinker line commencement points, point of consumption/usage, end of drinker lines and HACCP identified water outlets in the processing plant. Sampling from drinking troughs in livestock facilities should be done prior to trough cleaning. This is essential in order to ascertain the quality of water typically available to livestock and assess the frequency and efficacy of the cleaning schedule.

Routine chemical testing of groundwater

The following chemical specifications apply to bore-hole water for drinking purposes according to the South African National Standards (SANS) 241 document, which is currently under revision and a new edition is expected within the next six months.

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Limit (mg/L)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conductivity (mS/m @ 25°C)</td>
<td>&lt;150</td>
</tr>
<tr>
<td>Dissolved Solids</td>
<td>&lt;1000</td>
</tr>
<tr>
<td>Turbidity (NTU)</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Chloride (mg/L Cl-)</td>
<td>&lt;200</td>
</tr>
<tr>
<td>Fluoride (mg/L F-)</td>
<td>&lt;1.0</td>
</tr>
<tr>
<td>Calcium (mg/L Ca)</td>
<td>&lt;150</td>
</tr>
<tr>
<td>Magnesium (mg/L Mg)</td>
<td>&lt;70</td>
</tr>
<tr>
<td>Potassium (mg/L K)</td>
<td>&lt;50</td>
</tr>
<tr>
<td>Sodium (mg/L Na)</td>
<td>&lt;200</td>
</tr>
<tr>
<td>Cadmium (mg/L Cd)</td>
<td>&lt;0.005</td>
</tr>
<tr>
<td>Arsenic (mg/L As)</td>
<td>&lt;1.0</td>
</tr>
<tr>
<td>Iron (mg/L Fe)</td>
<td>&lt;0.2</td>
</tr>
<tr>
<td>Lead (mg/L Pb)</td>
<td>&lt;0.02</td>
</tr>
<tr>
<td>Magnesium (mg/L Mg)</td>
<td>&lt;0.1</td>
</tr>
<tr>
<td>Zinc (mg/L Zn)</td>
<td>&lt;5.0</td>
</tr>
<tr>
<td>Ammonia Nitrogen (mg/L N)</td>
<td>&lt;1.0</td>
</tr>
<tr>
<td>Nitrate and Nitrite Nitrogen (mg/L N)</td>
<td>&lt;10</td>
</tr>
<tr>
<td>5.0 - 9.5</td>
<td></td>
</tr>
<tr>
<td>Sulphate (mg/L SO4)</td>
<td>&lt;400</td>
</tr>
</tbody>
</table>

Routine biological testing

In addition to the chemical composition of our water, the presence of coliform bacteria, and specifically E.coli, is internationally considered to be the flagship microbiological indicator of water quality allowing a utility to determine whether a water source is suitable for consumption.

- Whilst coliform bacteria are naturally occurring inhabitants of the gut and, importantly, the environment, the "alert" level of 10 colony forming units (CFU) per 100 ml of potable water prevails in terms of our SANS 241 document (WHO limit is zero: CFU/100ml in 99% of all samples tested). These limits exist as coliform bacteria can indicate potential issues within a distribution system such as broken pipework and ingress.

- E.coli is a member of the faecal coliform group and as such is a direct indicator of faecal contamination. There is zero tolerance for E.coli in 99.9% of drinking water samples in terms of our SANS 241.

If E.coli is present in a water sample, the probability of other toxic pathogens being present is 'a given' and there can be zero justification for supplying E.coli-positive water to our livestock for consumption, humidification/ventilation or so-called sanitation.

Routine biological sampling procedure

Bacteria are living organisms, therefore accurate tests depend upon the use of sterile sample containers, preventing contamination during sample collection and protection of the sample from environmental factors. General guidelines...
For sample collection are described below:

- Hands should be washed with disinfectant soap and dried with paper towel (the use of sterile surgical gloves is highly recommended).
- It should be noted that a sample from a source connected to any treatment device such as a water softener, medicator or filter may be a source of contamination.
- Aerators, if present, should be removed from water outlets prior to sample collection. Any contact between the inside of the spout and the aerator should be avoided when removing these.
- Sample containers should not be mixed, as they may contain additives to preserve the sample or render it suitable for subsequent analyses.
- Exterior and interior surfaces of water outlets should be disinfected using heat (if appropriate), alcohol or other suitable means.
- Sample lines should be cleaned by running the water supply for at least five minutes. Subsequently, water flow should be reduced to a clear stream with no bubbles and run for at least a further two minutes prior to sampling.
- With the water flowing in a steady stream, hold the sample container in one hand and remove the cap with the other hand. Without altering the flow or touching the outlet, introduce the container into the stream of water. Fill to the appropriate level, remove and seal the container.
- It is imperative that the inside of the container and the cap do not become contaminated.
- Label the sample with details of the source, date of sampling, name and address and the intended analyses to be performed.
- The sample should be protected from sunlight and extremes of temperature. Under no circumstances should the sample be frozen.
- Samples should be shipped immediately to the analytical laboratory for analysis within six hours of collection, if possible.
- Transportation of samples over weekends or holidays should be avoided to preserve the nature of the sample and ensure speedy analysis.

Coliform and E. coli test methods

The SANS 5221:2007 lists a number of approved test methods for the detection of coliforms and E. coli, most of which can claim a vintage spanning the last five decades or more. The most common of these is membrane filtration, tedious and time-consuming analytical procedure requiring almost three days.

This procedure involves more than 50 steps from start to finish, with each step in the process providing an opportunity for human error. The result of this analysis provide subjective information regarding either coliforms or E. coli. Should this analytical method be used, the customer must provide sufficient sample volume for two separate tests, incurring additional costs. In addition, the presumptive results must be confirmed through a further 17 steps.

Colilert®-18

In 1995, a Yale University Professor developed a four-step fluorescent test for total coliforms and E. coli (two tests in one) with a 24-hour incubation period. This test has received approval from the USEPA and the USFDA, and additionally from regulatory bodies from around the world.

The original product, Colilert®, was refined in 1998 in the UK to reduce the required incubation time from 24 to 16 hours. This test, Colilert®-18, is also based upon IDEXX’s world patented defined substrate technology (DST®) and is approved as an “alternative method” in our South African National Standards (SANS) in 2001.

In 2009, eight years since its approval as one of the official standard test methods in our SANS, almost 98% of all coliform and E. coli water testing in South Africa and in its neighbouring states will be performed using Colilert®-18 for the following reasons:

- Minimal hands-on time: water samples can be processed in approximately one minute and confirmed results are available for both coliforms and E. coli within 16 hours.
- Multiple scientific publications and both national and international ring-trials have proven Colilert®-18 to be the most reliable method for the detection of coliforms and E. coli.
- Colilert®-18 is cost effective, allowing clients to choose a test format (quantitative or presence/absence) that meets their requirements and budget.

*References available on request
Compounded medicines: a valuable tool for veterinarians and producers

Against the background of the recent announcement of SAVC that a new guideline for compounding was approved, cognisance needs be taken of the following perspective regarding the subject. Reportedly there appears to be a perception in the industry that compounded medicines are unsafe and of inferior quality. This is far from the truth, provided these medicines are compounded in a suitably approved and regulated facility, the necessary attention is given to quality assurance of the medicines and safety to the animals treated and the consumer of the end product is guaranteed.

IV-tech fully supports the system of registering veterinary medicines with the Department of Health and Agriculture. This still forms the basis of the animal health industry and together with the responsible use of compounded medicines ensures a healthy national flock. The decision to use veterinary medicine to treat a specific condition should however follow a scientifically based process and must be conducted in a responsible manner. There are definite conditions where a registered veterinary medicine is not the optimum choice to treat a flock of birds, and with responsible and controlled use of compounded medicines, this problem can often be addressed very effectively.

It is the responsibility of producers and veterinarians alike to treat the sick animals under their care with the best possible medication available. In order to achieve this, a clear decision tree must be followed. IV-tech developed a model to assist veterinarians and producers to ensure that the best suitable medication is used to treat sick animals and prevent the condition from spreading to other animals housed under the same conditions. This decision tree entails a careful analysis of the micro-organisms causing a particular disease condition and determining the minimum required drug levels in the relevant birds. Through this protocol good practice in future is assured and limited to only using an antimicrobial that is effective in treating the sick animal.

If a suitable registered medicine is not available, veterinarians can request that a medicine be compounded by a pharmacist. This may be necessary due to drug resistant strains of micro-organisms being prevalent in a flock of birds.

The use of ineffective antimicrobials must be avoided at all cost and will worsen the situation, with the risk of further drug resistance developing and the resultant risk to humans. It is therefore the responsibility of the veterinarian and producer to ensure that the medicine used to treat a flock of birds is optimal and used correctly, with special attention paid to the recommended withdrawal period required to ensure food safety.

Medicines compounded must be produced in a facility that is suitably equipped and licensed with the South African Pharmacy Council. This ensures the necessary controls are in place to assure the quality of the compounded medicines and should involve contact from the sources of the active pharmaceutical ingredients through to the final compounded medicine produced.

To ensure that medicines are administered correctly, IV-tech implements an extensive monitoring programme when its compounded medicines are used in food producing animals. This entails ensuring correct dosing by sampling, medicated feed or water and taking blood samples from treated birds to ensure that the right blood levels are reached. The resistance status of the microbes treated is monitored throughout the treatment and residue of antimicrobials is screened for on the final product - meat, eggs or milk - produced. This ensures complete consumer safety and the risk of residue to consumers is eliminated.

Because of the strict principals of quality and reliability of the medicines compounded by IV-tech, together with the comprehensive monitoring programme, IV-tech has contributed enormously to efficiency in the poultry industry over the past five years.

However, this sophisticated tool must be used responsibly to ensure that producers will have the benefit of compounded medicines and the continued supply of safe anti-microbial treatment to the poultry industry. This is the responsibility of pharmacists, animal health companies, veterinarians and producers alike.
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PPA also supplies a comprehensive range of poultry equipment; Bulk Bins, Chicken Crates, Tube Feeders, Chick Founts, Curtains, and carry spares for all products sold.
Future demands for supplying food retailers

IEC London delegates heard from one of the most successful restaurant chains in the world that the key to successful retail is providing the product that the consumer wants. Dean McKenna is Division Supply Chain Lead for McDonald’s. He has responsibility for all purchasing, distribution and food quality throughout McDonald’s Northern Division.

Dean addressed the IEC London Conference, giving delegates valuable information about how McDonald’s, one of the world’s largest food retailers, successfully manages consumer demand. While addressing over 200 representatives from the global egg industry, he also took the opportunity to urge the industry to act and take control of the legislations being enforced on it.

Know what your customer wants, and make sure you supply it

Dean used the UK market as the foundation of his presentation, because, as he explained, McDonald’s sees “the UK as the trend setter for where other markets will be heading in the future”.

McDonald’s Restaurants uses approximately 2.4 billion eggs each year, these are used predominantly in its breakfast menu. In addition to these, it also uses eggs in its range of sauces, cakes and meat coatings.

Eleven years ago McDonald’s made the decision to use only free range eggs in its UK products and uses around £1 million free range eggs every year to supply the UK market.

Dean explained that McDonald’s decision to only use free range eggs was twofold: it was partly based on the increase in consumer awareness of free range and animal welfare issues, but it was also based on the fact that McDonald’s anticipated how these public concerns would affect customers’ buying decisions in the future.

Dean stated: “Making this move ahead of the market gave us first mover advantage in a sector that has already seen fast paced growth and is still growing, even during a recession.”

The message that Dean emphasised to the IEC audience, the key to being successful in retail, is that a retailer must understand what is important to its customers, know what its customers want, and make sure it supplies it.

The need for the egg industry to represent itself

Dean McKenna spoke during the same conference session as Gene Gregory. Although McDonald’s policy in the UK is to only use free range eggs and Gene Gregory represents a large cage industry, both men spoke about the lack of egg industry representation and agreed that NGOs are now setting the agenda as far as animal welfare is concerned.

Dean told delegates: “I don’t believe you, as an industry, should be happy or satisfied to allow NGOs to set your agenda or standards.”

The need for global egg standards

He also believes that the lack of industry regulations as to what constitutes “free range” allows some businesses to use the term to mislead customers, implying that the egg has been produced more humanely than it actually has been, and that this in turn tends to consumer confusion and mistrust.

“I would like to see a globally relevant set of standards as far as hen welfare is concerned in the near future,” Dean explained. “This would eliminate this sense of buyer confusion and prevent certification schemes from misleading consumers by suggesting that they offer higher welfare standards than in fact the case.”

Until the egg industry can take control and influence consumer opinion, retailers like McDonald’s believes that they will be forced to continue to follow the lead set by animal welfare NGOs, as this is the least the consumer is choosing to follow.

Understanding consumer trends

The current trend of the consumer is to show interest in their food choice, such as where it is sourced from, how it is produced, what is in it and whether it is good for them. This is still true, despite the current financial crisis.

Animal welfare is a relatively new concern of the consumer, but for many it will determine whether they or not they purchase a product, so in order to continue to be successful, McDonald’s must recognise and respond to this. McDonald’s believes that by responding to these consumer trends and demands, it is able to meet its customers’ expectations and continue to be a huge success in the retail food market.
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Fixed rack: does it have a future?

By Brian Hodgetts, BH Consulting

For many years now people like me have championed the virtues of single stage incubation as the way forward—better hatchability, better quality chicks, better breeder growth and above all, much better hygiene. So a review of the virtues of the fixed rack system does not mean a ‘road to Damascus’ conversion away from the more fashionable systems of incubation - more a pragmatic approach to the basics of running a hatchery and keeping the customers supplied with the right number of chicks of the right breed at the right time.

There are misconceptions as to precisely what we mean by ‘fixed rack’. The original ‘walk-in’ incubators were built in the late 1940’s in the US and had racks either side of a central corridor with setting trays at the top and hatching baskets at the bottom. Difficulties of cleaning led to the development of separate hatchers, and the ‘incubator’ became a ‘setter’. Eggs were placed in steel setter trays and set twice a week in the machine, according to a precise pattern designed to give good mixing of those eggs requiring heat and those needing to get rid of it. So, a clever system designed to take account of the biological development of the embryos - and once up and running, needing very little electrical energy to sustain it. Because each vertical stack of eggs contained combinations of six ages of embryo, hot eggs would heat up the cold eggs and the cold ones would cool the hot ones. Ventilation fans assisted the natural process of convection (heat rising) and cooling coils maintained temperature, which would creep up just before an 18-day transfer was due.

This type of machine - the Chickmaster - became the machine upon which the broiler industry in the US developed. Thousands were made and many are still in constant use today. Several of the most successful hatcheries in the UK rely on fixed rack multi-stage setters - some of which will soon be celebrating their 50th birthday!

So what went wrong?

Two factors have all but killed the fixed rack machine: labour costs and hygiene. It takes about 20 to 30 minutes to hand load a set of eggs (working at incubation temperatures) compared to about five minutes to push trolleys into a trolley machine. Fixed rack machines were not designed with hygiene in mind and maintaining an acceptable level of hygiene is very difficult.

In an attempt to overcome these difficulties, the Buckeye Incubator Company in the UK produced a setter with egg trolleys instead of racks. Still a multi-stage machine, it immediately gave the operator the opportunity to completely empty the cabinet for periodic cleaning and enabled a set of four trolleys to be loaded in about five minutes.

These improvements in design came at a price. In order that a set of eggs could be placed in four trolleys and set quickly compared to hand setting (which gave a uniform egg mix throughout the machine), a different setting pattern was needed. So instead of a vertical mix of egg ages, the trolley machine had a horizontal mix, and to achieve a reasonable degree of mixing of hot and cold air (no ‘stack effect’ as in the fixed rack system), more fan capacity was required: twelve fans instead of ten. This setting system became known as ‘block setting’, the consequences were greater energy to drive more fans, and to avoid hot spots—greater cooling capacity.

The environment within these new machines was less stable than that of a comparable fixed rack machine. Results in terms of hatchability and chick quality were perfectly acceptable, but not as good as the fixed rack. So can we learn from this? If we use a fixed rack egg setting pattern in a Buckeye trolley machine and not move the trolleys, we will almost certainly see a lift in hatchability.

Finally, a word about hatch windows. This is the time between the hatching of the first and last chick. We are told we must shorten this hatch window in order to maximise chick quality. This is because the early hatched chick will dehydrate in the hatchery and is more likely to die on the broiler farm. Fine if you are running an integrated hatchery, but if you are setting chicks on the open market you need as much flexibility as possible - the ability to take off earlier to make up chick numbers if the previous hatch was down, for example.

So is fixed rack dead?

Single stage may be the choice for new installations, but the fixed rack system applied to a Buckeye setter has much to commend it. It
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How to lead when you are not the boss

By Dr. Luis Enriquez VMD. MSc, as presented at Bedford Poultry Seminar held at Rockdalevallei Country Lodge, Pretoria on 11 July 2006

Leaders are effective when other people acknowledge them as such, by listening to their ideas, valuing and following their calls to action and turning to them for advice. Real leadership is never a matter of simple rank or position. Opportunities to lead aren’t limited to times when you have formal authority over a particular team or venture.

Five steps to leading effectively

1. Set clear goals
   People accomplish the most when they have a clear set of objectives. Write down exactly what the objectives are you hope to achieve. The person who asks the question, “Can we start by clarifying our goals here?” and then assumes the lead in discussing and drafting those goals, is automatically taking a leadership role, irrespective of their position.

2. Think systematically
   Observe what happens at the next meeting you attend. People typically plunge right into the topic and start arguing over what to do. Effective leaders, in contrast, learn to think systematically. They gather and lay out the necessary data, analyse the causes of the situation and propose actions based on this analysis.

   In a group, leaders help keep participants focused by asking appropriate questions like: “Do we have the information we need to analyse this situation?” or “Can we focus on figuring out the causes of the problem we are trying to solve?”

3. Learn from experience while it’s happening
   Teams often plough ahead on a project and then perform a post mortem to figure out what they learnt, but it is far more effective for teams (or individuals) to learn as they go along. Anyone who prompts the group to engage in regular mini-reviews and learn from them is playing a de facto leadership role.

   Why is this ongoing process more effective than closing review? The events are fresh in everyone’s mind and the team can use what they learn from each mini-review to make the needed adjustments to their work processes or their goals.

4. Engage others
   A high-performing team engages the efforts of every member and effective team leaders seek out the best R in possible between each member’s skills and the tasks that need doing.

5. Provide feedback
   If you are not the boss, what kind of feedback can you provide? One thing that’s always valued is simple appreciation: “I thought you did a great job there.” Sometimes you may be in a position to help people improve their performance through coaching.

   Effective coaches continually ask questions, for example: “How did you feel you did on this part of the project?” They recognize that people may try hard and fail anyway. “What made it hard to accomplish your part of the task?” They offer thoughtful suggestions for improvement, being careful to explain the observation and reasoning that lie behind them.

Solving problems

One analogy for problem solving is called the “coin principle”.

If you take a 50-cent piece and place it as close to your left eye as possible, while closing your right eye, what can you see? The answer is: very little! At best you can see the coin... and it seems huge! In order to get the correct perspective on the size and structure of a coin, you need to drop it to the floor, take a step back, and take another look at it.

In the same way, when you are faced with a problem that needs solving, more often than not you are too close to the problem. In order to gain insight into the true cause of a problem in perspective to everything else, it is important to take a step back and re-examine the challenge you face, laying aside what you think you know about the problem and looking at it from a new vantage point.

Can we still improve performance in modern broiler production?

After 30 years’ experience in Latin America, I’ve noticed that the poultry industry has a new approach to solutions that encompasses anything from technical support to conventional management. The challenges are great, considering the global market and new tendencies, including increasing competition, new diseases and human population growth.

Our key objective remains maintaining productivity and competitiveness through wise decisions. The main factor we have in ‘human capital’ with new training programmes and commitment. Always go back to basics: we need to check our system and ask ourselves if it has a prevention vision and to what extent we are investing in it.

Technology gives us a competitive advantage, but does not reduce our responsibility. Wrong decisions impact the poultry business productivity in no less than three years! Be careful not to rely on technology alone. Stop, see and listen to your breeders/broilers/layers!

In my opinion, more than 85% to 90% of the problems seen on the poultry field are from multiple etiologies. The problems are multifactorial and originate from management, feed programmes, genetics etc. once again stressing the point of taking a step back and evaluating the problem from a more objective vantage point.

Productivity

Modern poultry systems must be understood and analyzed with the correct perspective. The quality costs include only those that add...
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Small, medium and micro-enterprises represent an important vehicle to address the challenges of job creation, economic growth and equity in our country. Throughout the world, one finds that SMMEs are playing a critical role in absorbing labour, penetrating new markets and generally expanding economics in creative and innovative ways.

The stimulation of SMMEs must be seen as part of an integrated strategy to take this economy onto higher roads on which our economy's diversified productivity is enhanced, investment is stimulated and entrepreneurs flourish.

Although the statistical base of the SMMEs in South Africa is still poor, there can be little doubt about their relative significance. There are more than 800,000 small, medium and micro-enterprises in the country, absorbing about a quarter of the labour force of 15 million people. This is in addition to about 3.3 million people employed in some or other type of subsistence enterprise activity.

Taking into account the very large micro-enterprise segment of the small business sector, as well as those struggling in subsistence activities, it is clear that the small-business sector plays a crucial role in people's efforts to meet basic needs and helps marginalised groups, such as female heads of households, disabled people and rural families to survive during the current phase of fundamental structural changes where the formal economy's capacity to absorb support systems is grossly inadequate.

Membership

Over the past years membership of the DPFO has been steadily increasing, but at present the number of members who have paid their subscription fees is disappointing. The DPFO Committee has discussed ways and means of improving the situation.

The committee has agreed that steps should not be taken at this stage against members who have not paid their subscriptions, but they will in fact be in arrears. When the necessary funds become available and structures are established in the provinces, the matter can be properly addressed. The amounts will, however, in the meantime have to be indicated as outstanding in SAPA's books. Members of the DPFO Committees did commit themselves to communicating with members on a provincial level to encourage them to pay the subscription fees.

The committee

During the election of the DPFO Committee, the following committee members were elected:

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The steady growth of the DPFO emphasises the need for the above-mentioned structure.

According to reports by members of the DPFO Committee, it appears that the development of provinces is well recognised in Mpumalanga, Limpopo and KZN, while in other provinces recognition is only partially at grass-root level. It has been noticed that there is a lot of work that still needs to be done.

Funding

A. Since the inception of the DPFO, expectations of immediate results have been very high and they were to some extent unrealistic. The fact of the matter is that the DPFO can only deliver within its capacity and most of the time within a long-term timeframe.

The DPFO has been reliant on funding from SAPA to perform its duties. The view has long since been expressed that the DPFO should become more financially independent. After long debates in many meetings, it was resolved that the constitution of the DPFO be amended to provide for the payment of a subscription fee of R100 per annum by members of the organisation.

The committee is of the opinion that, in order to develop our organisation, members should take the responsibility to make a contribution, which will be to the benefit of the organisation and not necessarily intended for personal advantage. The amount of R100 is regarded as the first step in this direction.

B. SAPA has applied for the implementation of a statutory levy for the poultry industry and the importance of the levy for the DPFO should be noted.

The aim of the statutory levy in terms of the Marketing of Agricultural Products Act (1986) is to further the following objectives of the act:

1. Increasing market access for all market participants
2. The promotion of the efficiency of the Marketing of Agricultural Products Act
3. Twenty percent (20%) of levy income must be spent on transformation (development of emerging farmers) and it is therefore obvious that emerging farmers will benefit greatly if the levy is approved.

The DPFO Committee has approved a list of projects and now that the Management Committee has approved the levy application, these will be costed. The DPFO allocation will involve the appointment of a specialist person to drive the DPFO agenda. Due to the benefits for the DPFO, the committee fully supports the implementation of a statutory levy.

Training

The YTAs were requested to apply for accreditation as service providers in South Africa, but since then no positive response has been received from them. The top-up management training for 2008 was cancelled in view of the lack of interest.

After prolonged discussions with the Department of Agriculture we have now reached the stage where we are awaiting the final approval of a Service Level Agreement in terms of which 270 emerging farmers per year from all provinces will be trained in basic poultry farming theory and practice. It is planned that training will be done at KZNPI, where the necessary facilities also exist for practical training.
As day-old chicks are perishable products, production is based on
orders placed well in advance. All farmers, therefore, need to understand
the necessity of commitment to the chick supplier, with orders
forecast at least one year in advance to allow the chick producer to
plan his supply chain.

The Chick Producers Organisation prepared a document that was
circulated to all members of the DPFO clarifying the matter by
informing members of the standard practices and procedures in the
breeding industry, thus explaining the whole process of day-old chick
production.

We asked all DPFO members to contact SAPA directly if they
experienced any problems.

Appreciation

With the assistance of the Department of Agriculture, for which we
thank them, a parallel session has been arranged from now on,
helpfully for all the coming conferences.

Apart from interesting presentations to be delivered there will be ample
time for discussions.

In conclusion, I would like to thank the DPFO committee members for
their co-operation and support. Thanks also to the staff of SAPA for
their support.

How to lead when you are not the boss 
(continued from p.541)

value. Breeder production is at the core of our business, because that
is where the value chain starts.

Quality and prevention

Adding value encompasses quality and prevention. Every decision
has an economic impact and for this reason it is very important to
concentrate on prevention. There is a need to create a new programme
called a ‘quality assurance programme’. The key to success is a
tailor-made quality assurance programme. This concept involves all
quantitative results and enables us to perform near to, or even better
than, the standard productive parameters.

What is a tailor-made quality assurance programme? This programme
starts with knowing all the steps in your particular productive chain
in order to determine the critical control points. Once these control
points (called ‘critical control points or periods’) have been identified,
each point must have specific preventative measures put in place to
eliminate events that can have a negative effect on production.

Mapping: a powerful tool

Mapping is a management tool that we can use in any system to
identify critical points. The idea is to draw every phase or step in a
systematic manner in order to understand how the pieces fit together
in your production system’s puzzle. The objective is to create a chain
of value throughout your production system, acknowledging the
interdependence of all the different steps.

The mapping tool should encompass specific processes, the farm,
production sites, delivering systems, feed mills, decision making
processes, multi-factorial problems and technical audits.

If we consider mapping the value chain, the primary activities that
need to be evaluated are:

- **Inbound logistics**
- **Operations (production)**
- **Outbound logistics**
- **Egg quality**
- **Communications**
- **Services (maintenance)**
- **Support activities**
- **Administrative**

- **Infrastructure management**
- **Human resource management**
- **Research and development**
- **Continued improvement**

We can also map any part of the whole production process. For
example, if we consider mapping reception, the following need to be
evaluated:

- **Brooding**
- **Nutrition (specific needs)**
- **Feed programme**
- **Light programme (black or brown out)**
- **Uniformity (grading at three weeks and eight weeks if necessary)**
- **Immunity and vaccination plan**

Once a map has been drawn up, it is important to identify critical
periods. Any constant alteration in the production chain with a non-
specific etiology that affects the production parameters negatively,
thus leading to economic loss, is identified as a critical period.

**Brooding** is an example of a critical period. It is more than just checking
the temperature. We know how important the first seven weeks of life
impact the performance of broiler and layer breeders. In Guatemala
we have adopted a brooding programme that starts at the hatchery
to have a holistic overview of all the possible critical points and periods.

Factors to keep in mind when developing strategies for managing critical
periods include the prevention of E. coli (multi-resistant), respiratory
problems and mycoplasma, mainly through good biosecurity.

Biosecurity is a culture and not a programme. It takes two to three
years to create a biosecurity culture!

Finally, in all the preventative steps you take, stress needs to be
minimised as much as possible. The long term effects of stress are
increased feed conversion ratios, depression in weight gain, low egg
production, immune system depression, leg and shelf problems and
ultimately less income!
Midway Chix signs distribution agreement for supply of Hubbard Flex

Midway Chix (Pty) Ltd. and Hubbard SAS recently signed a distribution agreement for the placement of Hubbard Flex Grand Parents and the production of Hubbard Flex Parent Stock in South Africa.

The first Hubbard Flex Grand Parents in South Africa were placed in the second half of 2006 after signing an agreement with Generex (Pty) Ltd. Jozi Gray, MD of Hubbard South Africa, explains: “The response of the field has been very positive and confirmed the good breeder and breeder results, but it was still quite difficult to break the existing market situation. Now, with the agreement with Midway Chix, a partnership between Mike’s Chicken and Daybreak Farms, we are really able to anchor Hubbard’s business for the long-term future in South Africa.”

Steve Steenkamp, Chairman of Midway Chix and Managing Director of Daybreak Farms, a subsidiary of AFGRI, underlines the importance of this agreement: “We have been looking at the Hubbard Flex for some time and have really been convinced to make this choice after extensive research in South Africa and Europe. We are impressed by the capabilities of the Hubbard Flex and the commitment of Hubbard as a worldwide operating breeding company to make sure that there is an alternative choice for poultry producers around the world. This will also give us more security of supply and at the same time we can continue to support the independent producers in South Africa.”

SAV Council decides on compounding

The SA Veterinary Council announced in their Newsletter 57, that ‘The Guidelines: Compounding of Veterinary Medical Preparations for Animal Patients’ have been approved.

“Council approved the Guidelines as previously published with amendments after consideration of the inputs received from the profession. Of particular importance is the inclusion of the amendment as follows: ‘Compounded drugs may not be utilised for animals in food production except for individual diseased animals.’

This ends a long debate wherein the practice of compounding antibiotics with ‘RSA untested’ medicines and using it broadly in an industry such as poultry was questioned. The dangers re the effect of the compounded medicine arguably outweighed the advantages of ‘sharpening the impact of the compound’, as was put forward in interviews with Poultry Bulletin.

The commercial impact on companies who market and sell registered products, was reportedly dramatic and threatened the continued supply of antibiotics under the appropriate act. This amendment will address the variety of objections raised against this impact.

Afgri clips poultry division growth

Afgri ended talks with Sovereign Foods earlier this year because it did not want its chicken business to grow disproportionately bigger than the rest of the group, chief executive Chris Venter has now stated.

The poultry division of Afgri produces 650 000 chickens a week, and it is understood that a three way arrangement between Afgri, Sovereign Foods and Country Bird Holdings would produce more than three million birds a week.

“We want to reposition our foods business, but have decided that we do not want our poultry division to produce that many,” Venter said.

While the recent tilt at Sovereign Foods was unsuccessful, Venter said Afgri was assessing a number of opportunities in the poultry sector. Afgri envisaged a maximum of two transactions to shift production close to the targeted 1.7m birds per week, according to Venter.

“We hope to clinch these transactions before the end of this financial year.”
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Recovery in margins and volumes lifts Country Birds' results

A recovery in margins and volumes lifted Country Bird Holdings Limited's (CBH) operating profit to R186.6 million for the year ended 30 June 2009, which is a 354% improvement on the R41.1 million reported for the previous financial year.

Despite higher financing costs, the results were positively impacted by the introduction of Arbor Acres genetics, which substantially improved operational performance in the South African brooding operations.

Attributable profit increased by 409% to R125.6 million (2008: R22.17 million) withstanding an increase in net financing costs of 94%.

Headline earnings per share increased by 543% to 57.05 cents from 8.97 cents the previous year. In line with the Group’s dividend policy of three times cover, a dividend of 9.52 cents per share for the period has been declared for payment on 30 November 2009.

CBH CFO Robbie Taylor says the improvement in the results is due to a general recovery in the South African poultry market. “Margins have improved, but are still not quite at previous levels, whilst volumes continue to grow. Acquisitions have been made which strengthen the position of the group and this body well for the much anticipated economic recovery,” says Taylor.

CBH operates a poultry business in South Africa trading as Supreme Poultry, and a stock feed business trading as Nutri Feeds. In addition to its poultry and red meat business in South Africa, the group has poultry breeding and stock feed operations in southern Africa trading as Rosa Africa and Master Farmer. It currently has operations in South Africa, Botswana, Namibia and Zambia.

The South African poultry operation produced an operating profit of R155 million, which is a marked improvement over the R1.1 million reported in the previous financial year. Operating profit was boosted by a general recovery in margins, while volumes increased by 4%. Taylor says the results were significantly impacted by performance improvements following the introduction of the Arbor Acres genetics. “Marked improvements have been seen in feed conversion ratios, mortalities and hatchability, with an encouraging level of consistency even in the winter months. The productivity improvement programme implemented in the last quarter of 2008 is showing excellent results,” he says.

CBH concluded the acquisition of 100% of the Nutri Feeds operation during the year, and implemented management changes as well as productivity improvements.

It was a challenging second half of the financial year for the group’s African poultry operations, but changes have been implemented, which are expected to yield positive results in the coming financial year. The Zambian business was adversely affected by a weaker copper market and falling disposable income. Copper prices have started to recover and this is expected to boost disposable incomes in the coming year, while the commencement of feed milling operations should translate into better results in 2010.

The Botswana business was negatively affected by a fire at the country’s largest abattoir, which will be re-commissioned only in 2010. Until then, the group’s hatchery and brooding operations will be at reduced levels.

The Africa feed mill is now trading profitably and synergies with the South African feed mills are being explored. This is expected to yield operational improvements as the benefits of scale take effect.

South Africa’s red meat industry has been under severe pressure due to the economic downturn, but CBH’s red meat business weathered the storm, helped by the appointment of new and experienced management and the introduction of product innovations and plant improvements.

Looking forward, Taylor says the recovery in poultry margins, improvements in operational performance and the stabilisation of commodity prices augurs well for the year ahead. “We are confident that the group is properly structured and staffed to benefit and grow on a sustainable basis from its platform in southern Africa.”

SAPA’s response to National Halaal Forum intervention

The Southern African Poultry Association (SAPA) has recently been added as a respondent in a dispute between various Muslim theological and certifying bodies as to the true meaning of Halaal slaughtering.

Kevin Lovell, CEO of SAPA, says that in his founding affidavit a poorly worded assertion has created confusion and caused offence within the Muslim community. This will now be amended in order to remove the offending phrase and bring it in line with the requirements of the National Halaal Forum (NHF).

“In SAPA’s founding affidavit, the statement said ‘the Halaal stamp from Earlybird and all the other members of SAPA do not certify or warrant that the chickens are Halaal according to Islamic Law. The responsibility for the upholding of the requirements of the Halaal stamp lies with the certifying body’.”

He says that the Association’s founding affidavit will be amended to contain this phrasing, and that SAPA apologises for any confusion that may have arisen through the initial statement.

“We consider our ability to produce Halaal products an important part of our business model and hope that the various theological and certifying bodies can find common cause and clarify the interpretation of Halaal for the benefit of all South Africans,” he concludes.
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Happy birthday!

According to the SAPA records, the following people are celebrating their birthday during October. We hope that you have a wonderful birthday and wish you many wonderful years ahead!

Lekker verjaar!

Volgens die SAPV se inglipt verjaar die volgende mensen in Oktober. Ons hoop dat julle dag geniet en dat daar nog vele goeie jare vooruit!

1. Mr R Rowe, Buffalo Chick
2. Mr C Dallas, Eikenhof Poultry Farm Pty Ltd
3. Mrs J A Bester, Bester Bowdery
4. Mr N Mping, Cocorico Farm
5. Mr G MacDonald, Day Star Pty Ltd
6. Mrs F Kinchen, G&J, Cape Eggs Pty Ltd
7. Mr F Pretorius Rainbow Farms Meirama
8. Mr R Richardson, Hundeyn Marketing cc
9. Mrs C A A Snyman, Feedmaster Pty Ltd
10. Mrs T Snyman, Arbor Acres SA Pty Ltd
11. Mr D Stock, National Chicks Limited
12. Mr D J N Ross, Merivale Poultry Farm
13. Mrs D M Pies, Dunvary
14. Mr R Sanders, Rock Farm Pty Ltd
15. Mr D M Burkey, Eggmark Pty Ltd T/a Killarney Poultry Products
16. Mr S Mienie, Ukhahlamba Poultry Farm Pty Ltd
17. Mr M R Sibanda, Malibongwe General Farming
18. Mrs M P Ver Der Merwe, Kosterm Pty Ltd
19. Mr F Leloula, Lamba Poultry Co-op
20. Mr N O Mc Donald, Dunderlich Poultry Farm Edms Bpk
21. Mr D J Sanders, Benben Chicken Farm
22. Dr L Watkiss, Good Hope Family Farm
23. Mr M Singh, Cobb SA
24. Mr R Greenwood, Sovereign Foods
25. Mrs J Oberholzer, Limbo CC
26. Ms C P Legemaat, Expecta 989 Edms Bpk
27. Mrs M Milangali, Agma Estate
28. Mr J Stewart, Luitala Hatchery
29. Mrs J M H Botha, Zuurbekom Bosseilla Chickens
30. Mr J Khumalo
31. Mr M D Motukosia, Sisayaya Project
32. Mrs W N Mthetha, Intooyethu Poultry Club
33. Mr D K Kadzamira, Agma Estate
34. Mr M Heun, Tamside Poultry Breeders
35. Mr E C Du Toit, De Hoop Elands Bk
36. Mrs N Z Matsho, Lumdelo Farmers Serving Cooperative
37. Mrs A P Net, A1 Chickens Abattoir
38. Adv A Nyondo, Department of Agric EC
39. Mr A P Zondi, The Duck Farm
40. Mr E Zuma, Cobb SA
41. Mr A Tamala, Rainbow Farms Pty Ltd
42. Mrs M Khumalo, Radisele Nests
43. Mrs N Wd, Safe Eggs Pty Ltd
44. Mrs N Wd, MPC Chicken Pty Ltd
45. Mr C Pattison, Abilene Poultry Breeders
46. Mr S Nhobi, Phuthing Broiler Production
47. Mrs J J Van Der Schyff & Saem, Dagwood Eiers
48. Mr B Ndlambe, E160 (Mnyamwambi)
49. Mrs C Tredoux, JC Pieterse Boerdery Edms Bpk

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