

# USSEC GLOBAL NEWS UPDATE

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## India Broiler Industry Moving Forward With Modern Feed Technologies

USSEC has succeeded in increasing the use of soy meal in India by exposing the broiler industry to modern tools that will enhance production efficiencies and economics. Working with Feed Management Systems (FMS), USSEC conducted a series of “Best Cost Poultry Feeding” workshops at three locations which covered potential growth markets for poultry in India. These workshops were aimed at providing advanced technology in poultry feed formulation to key feed manufacturers in India. About 145 key poultry entrepreneurs from India participated in these three events. The main aim of these workshops was to help promote a “machine based approach” for formulations and cost savings, which is rather unbiased, especially while recommending a higher inclusion of soy meal in feeds. The modern approaches demonstrated reduction in feed cost and reduction in average feed required to produce broilers. Broiler production in India is a mature industry that uses about 2 million tons of soy meal per year. Due to USSEC’s efforts, soybean meal levels in broiler feed formulations have gone up by almost 5% in the last three years.



*The activities of the U.S. Soybean Export Council to expand international markets for U.S. soybeans and soy products are made possible by producer checkoff dollars invested by the United Soybean Board and various State Soybean Councils, support from cooperating industry, and through the American Soybean Association's investment of cost-share funding provided by USDA's Foreign Agricultural Service.*