



NEWS LETTER – Vol. 01, 2022

WORLD'S POULTRY SCIENCE ASSOCIATION SRI LANKA BRANCH

WPSA Secretariat - Madapatha & Company, 83 ½, 1st Floor, Subadrarama Road, Gangodawila, Nugegoda.
(Tel: 011 2099278, 011 5231519).

Annual Sessions - 2021

23rd Annual General Meeting of World's Poultry Science Association-Sri Lanka Branch and award presentations was held at Grand Monarch Hotel, Thalawatu goda at 9.30 am on 30th October 2021.

New executive committee appointed at the AGM.

President:

Dr. Ushan Pallegama

President Elect:

Dr. Susantha Mallowa Arachchi

Vice President:

Mr. Raj Mohan

Secretary:

Dr. Krishan Dulanga

Asst. Secretary:

Dr. Kaundika Wanigasundara

Treasurer:

Dr. Athula Mahagamage

Executive Committee Members:

Dr. Dilan Amila Satharasinghe

Dr. Prabath Samarathunga

Mr. Shanthilal Mendis

Mr. Saffar Jeevunji

Mr. Ajith Gunasekara

Dr. Jayasiri Wijesinhe

Dr. Neshma Kumudinie

Dr. Priyantha Kekunamulla

Mr. Mathalie Jayasekara

Ex-Officio:

Dr. Vipula Dharmawardana

Dr. Lenani Godwin

Mr. Rajitha Mihidukulasooriya

Awards Presentation.

Best Scientific Paper:

Title- *A comparison of growth performance and feed cost of broilers fed diets supplemented with a phytogenic growth promoter.*

Authors: *Leelaratne B S S, Atapattu N S B M, Kumara R P and Premasiri HP*

Resource Persons of Virtual Sessions:

Topic: *Current raw material shortage for poultry feeds and alternatives available, with special reference to wheat.*

Speakers: *Dr. Susil Silva & Dr. Nimal Priyankarage*

Topic: *What is Covid-19 Bubble Concept and how it applied to the Poultry Industry*

Speaker: *Dr. Dilan Amila Satharasinghe*

Topic: *Production & Promotion of Organic Fertilizer from Poultry Manure.*

Speaker: *Ms. Priyanga Dissanayake*

Felicitation of Mr. Sunil Gamage In appreciation of service rendered to the poultry industry of Sri Lanka



President's Message-

It is my responsibility to write this message as the President of the World's Poultry Science Association-Sri Lanka Branch (WPSA-SL) to our members, entrepreneurs and all other stakeholders in the poultry industry and any other reader who come across this newsletter. I would have been very happy to start this writing as the president of this privileged association and done novel programs for the betterment of the poultry industry, if the sector was in a favorable economic environment and, a prosperous era.

Nevertheless, it is a challenging tenure for me and our team to do our activities and achieve the organizational objectives amidst the prevailing situation of the country. As such, as a responsible association, we wish to plan and work within the frame work of Education, Organization, Research giving priority for Food Safety and Food Security in respect to eggs and Chicken. Food security itself is a biggest challenge due to scarcity and unbearable prices of basic raw materials required for the poultry feed production. Other than feed, fuel, power and market for the poultry products have become huge problems. Therefore, it is time to work hard and strategically support the industry to overcome these issues.

Thanks to the efforts of the government, health authorities, security forces, and the society for adhering to health guidelines and regulations, we have overcome the threat of Covid-19. Role played by Department of Animal Production and Health in supporting the poultry industry in the period of Covid-19 should be appreciated. Simultaneously, this is the time that we should be more corporative and work more closely with authorities in the present crisis. Prices of eggs and chicken have gone higher than ever due to unaccountable and highly fluctuating production costs. As you know, chicken and eggs were luxurious food items in the past and the general public were able to enjoy these foods only in special occasions. Due to progressive developments in the poultry sector these products have become essential food items in Sri Lankan diets fulfilling national protein requirements. Current prices of these items have aggravated the purchasing power of consumers, country's economic crises and vice versa.

Therefore, we believe that while working from a scientific perspective to bring the poultry industry of the country to the next level in quality and technology, it is our responsibility to corporative with other organizations and authorities to contribute to their efforts to take out the industry from this fallen abyss. Since the export of poultry products has been identified as one of the major solutions for current crisis, we have to work

collaboratively with authorities and other responsible associations or parties to seek the export market for our products.

From the inception of Sri Lanka Branch of WPSA in 1995 the organization has contributed to elevate the poultry industry in Sri Lanka in various ways. We have carried out several programs and activities to educate our members, farmers, entrepreneurs and related technical officers on poultry farming, production and quality enhancement, health management and bio securities etc., and various awareness programs for the general public on poultry products. Further, WPSA-SL has contributed to expose our members/farmers/technical officers to novel technologies used by other developed countries in poultry farming by facilitating them to participate in local and international events. The organization has encouraged scientists to carry out research in poultry industry and made platforms to present their research findings locally as well as internationally. WPSA-SL Annual Session is one of the best local symposiums for scientists to present their researches on poultry.

We hope to strengthen the organizational links and work collaboratively with other institutions, and organizations such as Department of Animal Production and Health, Universities (faculties of Veterinary Medicines, Animal Science and Agriculture) and Animal Husbandry, Training Schools to encourage scientists on poultry researches, organize trainings to enhance their knowledge on poultry and create interest on poultry industry among students. One of our main targets is to bridging the gap between those institutions/organizations and the poultry industry. In the same way, we hope to continue educating the general public (especially medical professionals and teachers) on 'farm to table' of poultry products, its nutritive values and to correct myths and misconceptions in the society on chicken meat and eggs

As the current President of the WPSA-SL I am geared to work with executive committee members as a team and to strengthen the relationship with our members and all other stake holders of the industry while greatly appreciating contributions from members, resource persons, financial supporters and well wishes to bring the WPSA-SL up to a more prestigious level.

We warmly welcome comments, suggestions, guidance of our members, stakeholders and any concerned parties including the general public to improve our lined-up activities. That will enhance the outcome of our programs, activities and making these events more fruitful for the enhancement of poultry industry of Sri Lanka.

**Dr. Ushan Pallegama,
President,
World's Poultry Science Association,
Sri Lanka Branch**

WORLD'S POULTRY SCIENCE ASSOCIATION- SRI LANKA BRANCH (WPSA-SL)

THE WAY BACK.....

Since its inception in 1998, WPSA-SL conducted variety of programmes, activities and events adopting different approaches to educate and disseminate information related to poultry science.

Our working modalities and highlights of **few selected** programmes/activities and events are as follow:

Seminars (Educational /Awareness Programmes)-

Routine: For WPSA members, poultry farmers, processors, feed mixers and other industry groups.

Annual: Theme seminars at Annual scientific sessions for WPSA members, industrialists and other interested parties.

Specific:

- For Veterinarians, field officers, industrialists (On topics of current interest)
- For Targeted groups (On the 'Nutritive value of eggs and chicken meat; myths and Misconceptions)
- School principals, teachers, pre-school teachers, Medical and Dental practitioners, MOH Officers, Mid wives, PHI's, Pregnant mothers, community leaders, women organizations, house wives.
- For Undergraduate/Diploma Students (On Career opportunities in the Poultry Sector)
- Final year students of the Faculty of Veterinary Medicine (2016, 2018) Students of Sri Lanka Schools of Animal Husbandry, Agriculture (2016).

Training Programmes- (as and when required/on request)

- Compost making from broiler litter (2006/2007)
- Poultry Management Training for Mahaweli field Officers (2012)

Work Shops- (as and when required)

- Poultry Nutrition (03 days) work shop for Veterinarians (in Kandy in 2018).

Collaborative Programmes-

- Seminar for DAPH staff on 'Eggs and serum cholesterol' in 2002 (with the DAPH)
- Seminar for farmers on 'Antimicrobial Resistance, Impact and Prevention' in Kuliypitiya in 2019. Over 100 participations (with the DAPH.)
- Seminars for Medical practitioners and supportive groups in 2019 on 'Protein for a Healthy Nation'. Over 100 participations (with Sri Lanka Medical Nutrition Association)

Organization of foreign training programmes/study visits-

- Training programme (02 weeks) for poultry farmers in Poultry Management Training Institute, Poone, India in 2007.
- Study visits for Poultry industry groups and Veterinarians in the Netherlands in 2018

Organization of Poultry Exhibitions and Poultry shows-

- 'International Poultry exhibition and the Poultry show' organized by WPSA-SL at SLECC, Colombo in 2007.

Participation at other Exhibitions and 'Walks'-

- 'Health Fest exhibition' organized by the Association of Community Health Medicines at Vihara Maha Devi Park, Colombo in 2012 (02 stalls by WPSASL)
- Exhibition organized by the Industrial Training Institute (ITI), Colombo, in 2014.
- 'Nutrition for Children' exhibition organized at the Thirappane Maha Vidyalaya in 2014.
- Participation at the 'Nutrition Walk' organized by the ITI in Colombo in 2014

Organization of Cookery Demonstrations-

- Cookery demonstration for general public using chicken meat and eggs at WPSASL participated exhibition stalls in Colombo (2012, 2014)

Educational Material produced for dissemination-

- Designing and distribution of leaflets, booklets, posters on technical subjects/awareness messages from time to time, as and when required.
- Production, telecasting of a Video on 'Eggs and Chicken for Malnutrition' in 2012.
- Designing and distribution of exercise books for school children in 2014 carrying 'facts on eggs and chicken meat' on cover pages.
- Paper Articles (as and when required)
 1. Eggs and Cholesterol (Vidusara 2002),
 2. Chicken and Eggs; Myths (Health Watch, Daily news 2002),
 3. In Sinhala "Nena Bala Piri Anagatha Parapurak Udesa"
 4. Facts and myths of Chicken you may not know (Sunday Times and Lankadeepa 2018)
- Social Media Campaigns (as and when required)
 1. 'Useful facts of Chicken and Eggs (2018)
 2. 'Don't be misled by wrong information' and same in Sinhala 'කොරෝනා, කුකුල් මස් හා සමාජ මිත්යාවන් (2020)
 3. Post in Sinhala 'අඩු වියදමකින් පෝෂ්‍යදායී ආහාර වේලක් ගැන සිතනවාද? (Thinking of Nutritionally Balanced Meal at Affordable Price, in 2022). This had more than 65,000 views.

Celebration of International Days- 'World Egg Day' (2nd Friday of October)

(Presentations on 'Nutritive values and myths of eggs, video displays, distribution of leaflets, seminars & paper articles etc)

- Few seminars conducted for School children and Teachers:
 1. Viharamahadevi Women Association, Hambanthota in 2012 for women leaders & housewives.
 2. Madurankuliya Maha Vidhyalaya in 2013 for school children & teachers
 3. Hatton Municipal Council in 2015 for school children & teachers
 4. MOH office of Hambanthota for Pregnant mother & Mid Wives in 2017

5. Gothami Vodyalaya, Gampaha in 2018 for teachers
 6. Yasodhara Devi Girl's School, Gampaha in 2018 for teachers
 7. For pregnant mothers, public health nurses, MOH staff at Modera Maternity Clinic in 2019
- Number of paper articles have been published in several years, few as below
 1. "Biththara Agana Prabhavayaki" in Sirikatha & Lankadeepa Papers in 2021
 2. "Why we should eat eggs" in Sunday Times and in Tamil Medium articles in Thinakural in 2021

Encourage/support young poultry scientists

Liaise with the world body of the WPSA and arrange Travel Grants for poultry scientists to present research papers at international forums.

Exposure to International Poultry events

Facilitate Exco/WPSA members to participate in international events:

World Poultry Congresses, Annual sessions of WPSA Asian branches and to make technical presentations, Regional consultative groups; Family poultry in 2005.

Maintain a healthy relationship with the WPSA-world body

- Coordinate and facilitate Presidents-WPSA, General Secretary, Presidents of Asia pacific and Asian branches of WPSA to attend Annual scientific sessions of WPSA-SL and to deliver keynote speeches/technical presentations and study tours.
- Obtain services of renowned poultry scientists from the 'Speakers bureau'
- 'Presented at the annual scientific sessions of the association, to motivate poultry scientists in Sri Lanka (2015 onwards).

Participate at joint discussions with other poultry associations (AIPA, Poultry forum) on important issues affecting the poultry industry.

Initiate and make representations to the DAPH to propose improvements to the on-going programmes of the DAPH for the betterment of the sector.

Active participation in workshops/brain storming sessions organized by the DAPH for the development of the sector.

Other social responsibilities

Donation of eggs to flood victims in 2017 (in collaboration with the AIPA and Poultry Forum)

Milestones of the WPSA-SL

- Transformed annual technical presentation/seminar and the AGM of the WPSA-SL into a 'Annual Scientific Sessions' (from 2005 onwards)

First grand-scale session in Colombo (2005) with the participation of international speakers as guest speakers and, around 150 participants.

- Organization of 'First –ever' International Poultry Exhibition and Poultry show at SLECC- Colombo in 2007 (around 112 local and international poultry exhibitors)
- Encourage poultry scientists in the country by allocating a full session at the annual scientific sessions of the association to present their poultry research findings/papers (2011 onwards)
- Launching of the WPSA –SL website in 2015.
- Introduce an award (cash award and a certificate) for the 'Best scientific paper of the WPSA for seminars organized by the WPSA-SL

- Incorporate an 'Industrial Gathering/evening' into the Annual scientific sessions and the AGM to felicitate sponsors of the association (2016 onwards)
- Introduce an 'Identity Card' for the members of the association in 2018.
- Awarding a 'Honorary life Membership' to the founder member of the WPSA-SL, Dr C.H Cheong in 2019.
- Commencing of 'Webinar Series amidst Covid 19 challenges on the theme 'Strategic approaches to Overcome Emerging Challenges for the Sri Lankan Poultry Industry '(2021 onwards).

Recent Activities.....

WPSA Webinar Series on Strategic Approaches to overcome Emerging Challenges for the Sri Lankan Poultry Industry

WPSA has planned to have webinar or discussions on time-to-time emerging challenges to the industry to help farmers/farms/entrepreneurs to guide to overcome those challenges. So far, we have conducted following webinars/discussions aiming that achievement;

Webinar 01- What is covid-19 "bubble concept" and how could it be applied to the poultry industry

By Dr Dilan Satharasinghe.

Date: 2021.07.10

Webinar 02- Current Raw Material Shortage for poultry feed and Alternatives Available with Special Reference to Wheat.

By Dr. Susil Silva and Dr. Nimal Priyankarage

Date: 2021.08.28

Webinar 03- Production & Promotion of Organic Fertilizer from Poultry Manure

By Dr. Priyanga Dissanayake from Agriculture Research Centre, Makandura.

Date: 2021.10.09

Webinar 04- Impact of IBH to commercial Broiler Industry, what we know so far,
By Dr Dilan Satharasinghe,
Broiler Closed house management and importance of technical Audits
By Dr. Priyantha Kekunamullage & Dr. Athula Mahagamage
Date: 2022.02.18

Webinar 05- Importation of Animal Feed ingredients under Indian credit facility. (Discussion on what, how and who can import) with participation of Dr. Nimal Priyakarage from DAPH, Dr. Chamari Kannangara from Ministry of Livestock & Mr Kumudu Meegahage from Ministry of Trade
Date: 2022.05.01

Discussion with DAPH (on 2022.01.06)
Very fruitful discussion was held with DAPH officials including the Director General, Dr. Hemali Kothalawala under following objectives targeting get maximum support for the industry from the field veterinary surgeons and to find ways to WPSA to work collaboratively with DAPH for the enhancement of the Poultry Industry in Sri Lanka.

1. Identify ways how WPSA-SL could work with DAPH to assist the poultry industry in poultry health management aspects (disease control and bio-security).
2. Seek assistance from the DAPH for education of WPSA members and farmers on scientific aspects of the poultry farming.
3. Bridging a communication link between poultry veterinarians of the industry and technical experts of the DAPH to minimize conflict of interests and thereby to establish an efficient disease communication and mitigation system
4. To encourage veterinary researchers in the DAPH to conduct research related to poultry science in a more practical way that outcomes are beneficial to the industry.
5. Obtain valuable suggestions from the DAPH to line up our activities for the upliftment of the poultry industry through scientific approaches.

Planned Activities for the rest of tenure;

WPSA had to have focus it's regular activities to support the poultry industry to face the challenging issues associated with the current economic crisis in the country. Therefore, decisions were made to cooperate with other related authorities, institutions, associations to find ways that WPSA can contribute in facing these challenges. A proposal was already submitted to the Ministry of Livestock and expect to discuss with DAPH on following matters to support for the sustainability of poultry industry in this stormy situation.

Highlights of the proposal;

Immediate actions to be adapted-

1. Allocation for foreign currency for importation of identified essential raw materials for poultry feeds.
2. Identifying possible roots of providing minimum essential fuel volumes for poultry farms.
3. Provide fertilizers for maize cultivation.

Short term actions to be adapted-

1. Support and establish needy procedures for exportation of chicken & eggs for the opportunities developing in Middle East & Asian markets.
2. Negotiations with relevant authorities to find ways for providing uninterrupted power supply for poultry farms.
3. Concessional rates for poultry farms in proposed electricity price hikes.
4. Introduction of solar power generations for poultry farms and facilitate such installations.

Long term actions to be adapted-

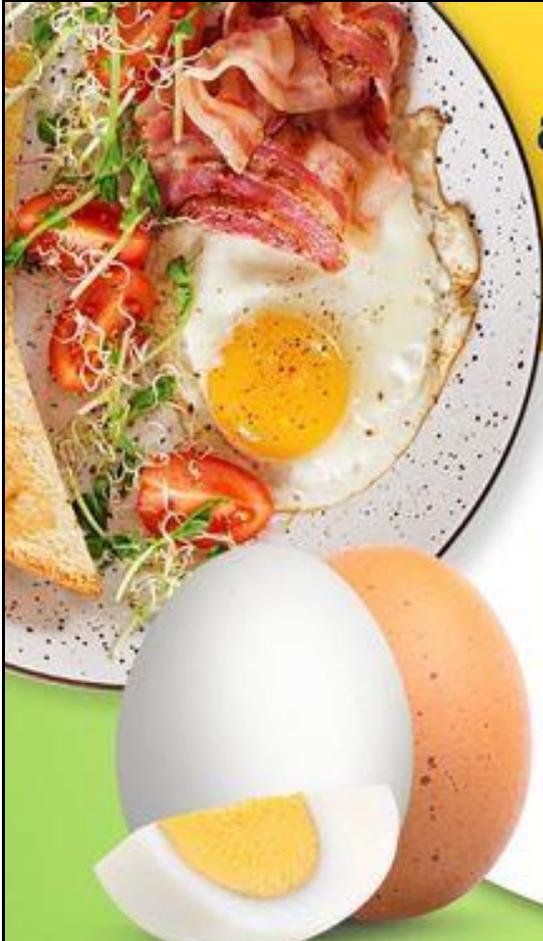
1. Developing the poultry as a strong export industry by providing duty concessions, tax benefits and low interest bank facilities etc for such exporters.
2. Long-term actions and policies to increase the local maize production, encourage farmers for organic fertilizer production from poultry waste and introduction of commercial level solar generating systems for farms etc.

Memories of Last AGM.....



Social Media advertisement to generate awareness on Egg consumption.

WPSA-SL has published a Social Media post through WPSA-SL official Facebook page to create the Importance of daily consumption of Eggs among the General Public.



අඩු වියදමකින් පෝෂණදායී ආහාරවේලක් ගැන හිතනවා ද ?

විසේනම් දිනපතා ආහාර වේල සඳහා පෝෂණ ගුණයෙන් පිරි බිත්තර එකතු කරගන්න.

බිත්තර, අනන්‍යවශ්‍ය ඇමිනෝ අම්ලවලින් සමන්විත වර්තන ප්‍රෝටීන ප්‍රභවයකි.

අනෙකුත් ප්‍රධාන පෝෂණ සංඝටකයන්

- විටමින් ඒ, බී, ඩී, හා ඊ
- සෙලෙනියම්
- කෝලින්
- සින්ක්
- සෝඩියම්
- ලොස්ලරස්
- ඔක්සිහාරක
- ඔමේගා 3 මේද අම්ලය
- ඩයෝටීන්
- යකඩ
- කොපර්
- කැල්සියම්
- පොටෑසියම්

බිත්තර මගින් වයසට යාම පාලනය කරන අතර ශරීර බර අඩුකරගැනීමට උපකාරී වේ. එය ප්‍රතිශක්තිය හා ඇස් පෙනීම වර්ධනය කරයි, සමෙහි හා හිසකෙස්වල සෞඛ්‍ය රැකගනී.

සෞඛ්‍යසම්පන්න හා ශක්තිමත් අනාගත පරපුරක් උදෙසා බිත්තර පරිභෝජනයට පුරුදු වෙමු



ලෝක කුකුළු විද්‍යා සංගමය
ශ්‍රී ලංකා ශාඛාව
wpsa.srilanka@gmail.com

Note: Members who not have paid their annual membership fees yet are kindly requested to pay their dues to the WPSA-SL Secretariat (Contact: 011 2099278, 011 5231519). You can send your Membership fee in cash/cheque or by direct transfer from your bank Account to our BOC current account No: 0009090397 through the Electronic System, which had been introduced by the Banks for effective banking transactions.