



NEWSLETTER – Vol. 01, 2024

WORLD'S POULTRY SCIENCE ASSOCIATION

SRI LANKA BRANCH

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Worlds' Poultry Science Association, Sri Lanka (WPSA-SL) Celebrates its Annual Events in Colombo.....

The 25th Annual General Meeting (AGM), Scientific Sessions and the Industrial Evening of the WPSA-SL were held at Hotel Taj Samudra, Colombo on 3rd November 2023, with the participation of a large gathering representing dignitaries, members of the Association and Industry representatives.

New Executive Committee appointed at the AGM:

President:

Dr. Susantha Mallawa Arachchi

President Elect:

Dr. Kaundika Wanigasundara

Vice President:

Prof. Dilan Satharasinghe

Secretary:

Dr. Krishan Dulanga

Asst. Secretary:

Dr. Dinusha Perera

Treasurer:

Dr. Rajitha Fernando

Executive Committee Members:

Dr. Prabath Samarathunga
Mr. Shanthilal Mendis
Dr. (Ms) Neshma Kumudinie
Dr. Susil Silva
Mr. Raj Mohan
Dr. Wimal Ganewatta
Dr. Thushara Jayawardhane
Dr. Priyantha Kospalawaththe
Dr. Jayasiri Wijesinhe

General Secretary:

Dr. (Ms) P. Wijewantha

Ex-Officio Members

Dr. Ushan Pallegama

Dr. Athula Mahagama

Message from the Newly Appointed President, WPSA-SL



From the inception of the World's Poultry Science Association -Sri Lanka (WPSA-SL) Branch in 1997, the association is progressing along with WPSA main objectives of 'Education, Organization and Research'. Under One-Health concept, WPSA-SL has been in continuous communication and active interaction with all related authorities such as Department of Animal Production and Health (DAPH), Ministry Agriculture, Ministry of Finance, Import Control Department, Sri Lanka Customs, Department of Trade and Commerce and Ministry of Health . WPSA-SL is also working closely with all related professional and industry associations namely, Sri Lanka Veterinary Association (SLVA), All Island Poultry Association (AIPA), Poultry Processors Association, Egg Producers Association and Veterinary Pharmaceutical Manufacturers and Importers Association (VIMA). Furthermore, with all Universities , Faculty of Veterinary Medicine and Animal Sciences (FVMAS) in particular and, with all Agriculture Faculties

and higher education Institutions of Agriculture in Sri Lanka. This is to motivate young scientists, specially those who have an interest in poultry management and production, to do researches in poultry industry related areas, and to liaise with the industry for further improvements in productivity and management efficiencies in order to explore the export opportunities.

Today, the need of the country is to have sustainable, green and more economical poultry production while minimizing wastage with minimal use of antimicrobials to ensure food security and food safety in the country and, to provide most affordable protein source to domestic consumers and at large, to the growing population in the world. In this context we, as a scientific association, have identified our responsibilities to work in collaboration with all the local and international scientists and science associations and likeminded institutions to gather new knowledge, harness their expertise and to disseminate appropriate knowledge and information to our members and to the society at large. Similarly, to encourage exploring the possibilities of using poultry by-products and wastes as alternative energy source, which some of our members have already started as pilot projects, to achieve ESG objectives.

Keeping this in mind, the association organizes various training programs, workshops and seminars to provide necessary knowledge and skills to enhance productivity and efficiency of poultry farms in the country. We encourage all members and poultry entrepreneurs to actively participate and obtain benefits from these opportunities for self-improvement and eventually to improve as an industry.

Moreover, by working together as a cohesive unit, we can address common challenges more effectively and collectively to advance our shared interests. We will continue to facilitate

networking events, conferences, and forums that promote collaboration and knowledge sharing among poultry entrepreneurs. Our objective is to achieve greater success as an association, by working together and leveraging each other's experiences and expertise.

Research and development are also vital components for the growth and sustainability of our industry. We encourage all members and scientists in the poultry industry and related fields of education to actively engage in research initiatives and support scientific advancements. By investing in research, we can find innovative solutions to improve efficiencies in poultry farming practices, enhance animal welfare and maintain the highest standards of food safety. WPSA-SL and the executive committee is committed to collaborate with local and international research institutions and provide with necessary resources and platforms to poultry entrepreneurs and contribute to support knowledge enhancements and innovations.

As a science association manned with experienced scientists in the poultry industry, our main objective is to convert ordinary poultry farmer into a modern poultry entrepreneur, eliminate conventional thinking, myths and misunderstanding of the society and to make poultry industry more popular, successful and responsible business ventures. This in turn will attract the attention of the younger generation and produce more poultry entrepreneurs in the future to getting into production of healthy and safe protein food sources for human consumption while ensuring animal welfare aspects in the poultry industry.

I am really proud and humble to extend my heartfelt gratitude to all members of the association on the trust kept on me and to elect as the XXI president of the WPSA-SL branch to lead the association and to work

with highly energetic and experienced executive committee in collaboration with all stake holders to meet with objectives of the association within this tenure.

Further, I humbly request all members of the association and all authorities to work in collaboration with WPSA-SL branch much stronger than in the past to uplift the poultry industry standards and to make it a sustainable industry enabling us to explore opportunities and gain significant share in the export market.

Finally, I would like to extend my heartfelt gratitude to the immediate past president, secretary, treasurer, general secretary and all members of the executive committee and, to all past presidents, secretaries and executive committee members, all members of the association, our generous contributors and well wishes for their continuous support extended to achieve objectives of the association and thereby to uplift the poultry industry.

Wish you all the very best!

Dr.M.A.Susantha Mallawa Arachchi
XXI President-WPSA-SL Branch (2023/24)

Annual Scientific Sessions and the Industrial Evening-2023

The theme of this year's Annual Scientific Sessions and the industrial evening had been '**Advancing Green Solutions: Integrating Renewable Energy into Poultry Production**'.

Scientific Sessions

Only three (03) papers were selected this year for the presentation at the scientific sessions.

Details:

Chairperson: Prof. Indunil Pathirana (*Faculty of Agriculture, University of Ruhuna*)

Phylogeny, antimicrobial profiles, virulence determinants, biofilm formation and occurrence of *qnr* genes in ciprofloxacin resistant avian pathogenic *Escherichia coli* isolated from commercial chickens in Sri Lanka

Gunathilaka, G.A.D.K.K., Priyantha, M. A. R., Prasada, D.V.P., Karunarathne G.M.C.R. and Dissanayake, D.R.A.

Effect of black soldier fly larvae (*Hermetia illucens* L.) meal on gut morphology of broiler chickens

Ellawidana E.W.D.M., Magamage, M.P.S., Mutukumarana, R.K, and Ruwandeepika, H.A.D.

An Analysis on the Demographic Variable Associate with the Chicken meat Consumption in Sri Lanka.

Bandara, L.M.T.L., Atapattu, N.S.B.M. and Gajaweera C.J



Figure I



Figure II

Figure I & II: Scientific Sessions 2023

Award for the Best Presentation

The following paper was adjudged the '**Best Scientific Paper**' for the year from the papers presented at the scientific sessions held in 2022. The Author was awarded with a certificate and a cash prize at the Industrial Evening held on the same day, 3rd November.

Black soldier fly larvae meal as a fishmeal replacer for broiler chickens: Effects on carcass characteristics and meat quality parameters.

E.W.D.M. Ellawidana, R.K.Mutucumarana,
H.A.D. Ruwandeepika, M.P.S. Magamage



Figure III: Receiving the Award for the Best Presentation

Industrial Evening

Industrial evening of the WPSA-SL is a customary event held annually on the same day along with the AGM and Scientific Sessions. The Chief Guest for the year 2023 event was **Dr. Amal Harsha de Siva, President, Asia Wellness Forum**. In his address to the audience he highlighted the importance of poultry products as Animal Protein Sources in the human diet and the role, programmes and active contributions of WPSA-SL.



Figure IV: Chief Guest addressing the gathering



Figure V: Participants of the event

Three (03) invited speakers made excellent presentations on following thematic areas:

- **Key Note Speech : Advancing Green Solutions : Integrating Renewable Energy into Poultry Production - Mr. Chamila Jayasekara, Director-Research & Development, Sri Lanka Sustainable Energy Authority**
- **Soybean meal outlook and choice of protein meals in poultry diets- Dr. Susil Silva, Regional Head of Animal Utilization South Asia, U S Soybean Export Council.**
- **Sustaining growth in the poultry industry of Sri Lanka - Mr. Zaffar jeevunjee- CEO, Switz Lanka (pvt) Ltd.**

Organizations that have supported WPSA-SL in numerous ways were also felicitated at the Industrial evening.

Programmes/Events of the Association

WPSA-SL conducts various educational programmes to disseminate knowledge and information to its members and the general public. Association takes part at National level programmes/events organized by other organizations as well in order to educate public on the nutritive value of poultry products and to alleviate myths and misconceptions on the consumption of chicken meat and eggs. Some of the key events organized / participated by the WPSA-SL over the last few months are highlighted below:

Healthy Living Expo and Medicare 2024 (1st to 3rd March 2024)

WPSA-SL collaborated with the *Asia Wellness Forum* and took part as a 'Gold Sponsor' in the above exhibition organized by them in March 2024 at the BMICH. Participating in this event provided us a good opportunity to address and deliver our messages on nutritive values of poultry products and misconceptions on consumption to a diverse group of public.

Faculty of Agriculture, University of Ruhuna cooperated with us at this exhibition in disseminating knowledge and providing educational material on chicken meat and eggs and introducing technical know-how on home-based chicken meat recipes.



Figure VI: WPSA Stall at the exhibition; educating the ordinary public



Figure VII: WPSA Stall at the exhibition; educating the ordinary public

World Egg Celebrations-October 2023

WPSASL celebrated World Egg Day in October last year by organizing series of events:

- **Awareness Programme for Medical Doctors in Wadduwa (13 Oct) ;**



Figure VIII: Panel discussion



Figure IX: Participants

- **Badminton Tournament - Challenge Trophy for students in Gampaha (22 October) under the theme 'Protein for a Healthy Nation'**



- **Promotional Campaign for Eggs on the same day at Spar Super Market ,Gampaha.**



Industry Based Research...WPSA-SL needs your Cooperation.....

Sri Lankan Poultry Industry has shown a progressive growth over the last decades, despite challenges faced by the Sector from time to time. Chicken Meat and Eggs have now become essential Animal Protein Sources in Sri Lankan menus. Technical expertise is continuously on demand and prompt and appropriate approaches to address management and health issues and long term solutions are much wanted at this juncture. In this connection, *Applied Research* plays a vital role.

By reviewing the type of scientific papers presented by Poultry Scientists at the annual scientific sessions over the past years, we have observed that there is a grave need to develop a positive dialog between poultry researchers and the poultry industrialists in order to identify and cater to the actual research needs of the poultry sector. WPSA-SL could facilitate such a programme to encourage more 'industry based research' programmes in the future.

In this connection the Ex.co has already initiated a dialog with poultry scientists in the Universities and Research Institutes.

Similarly, we anticipate a positive response and a good corporation from all Poultry and related companies/ organizations as well, to make this programme a success.

Selected Upcoming Events from the WPSA (World Body)

- International Poultry Congress 2024 - Turkey (08th to 11th May 2024)
- XVI European Poultry Congress -Spain (24th to 28th June 2024)

Flashbacks of WPSA-SL Activities.....

Industrial Evening-2023



Educational Programmes for Different Target Groups- 2023/24



For Students and School Teachers-Kandy



President WPSA-SL is addressing the students



For School Teachers-Kalawewa



Practical Training for Veterinarians- Jaya Farm



Participants of Ruhunu University programme



For School Teachers-Galle



23rd Executive committee of the WPSA- SL Branch.