

15th Poultry
Kn**wledge**
Day 21 NOVEMBER

SHAPING THE FUTURE

OF INDIAN POULTRY SECTOR



A Little background



NECC seeks to dispel rumours of plastic eggs on social media through Rs1,000 challenge

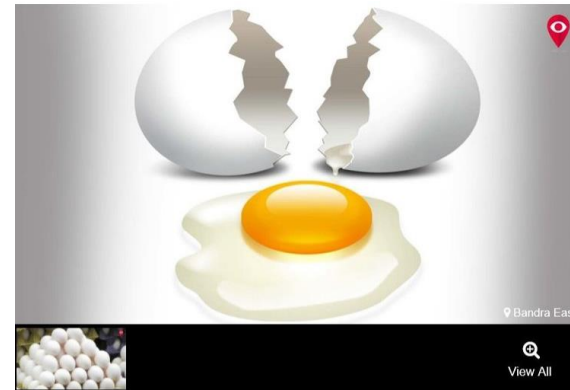
Hindustan Times, Pune | By [HT Correspondent](#)

Jan 14, 2020 04:17 PM IST



Join Us 

Officials on Monday announced a reward of Rs1,000, if a person manages to bring to them - a plastic egg- which looks like a natural egg



Health | 3 months ago

Reports of artificial eggs have caused a stir in the market. The plastic egg was seized in the market in West Bengal. The case of selling plastic eggs was reported in Dombivli. People have stopped eating eggs out of fear. The sale of eggs has decreased in the market.

Mumbai Live contacted Suresh Annature, Assistant Commissioner Food and Drugs Administration (FDA) on Friday. As per FDA plastic egg case is mere rumour. Few eggs were sent for lab testing on Friday.

How is it Going?

If you keep doing what you are doing, you'd keep getting what you are getting.

Producing Same
Products

01



Low
Margins

02

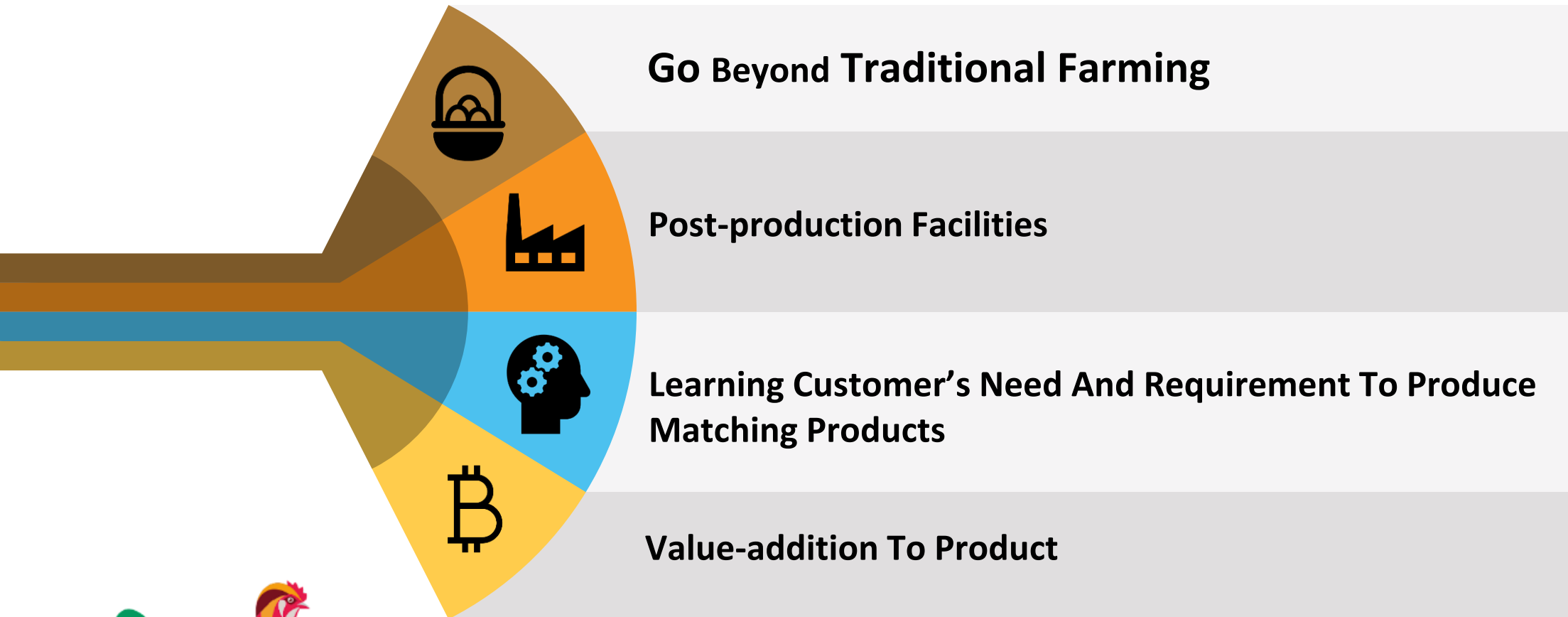


Not Knowing
Customers

03



What MORE We Could Do?



Elevating Egg Quality



*The Egg is a Nutrition Powerhouse, There is Not Much We Can Do to Improve on That, **BUT** We Can Make Sure It Reaches the Consumer the Way It Should Be.*

EGGS FREE FROM ANTIBIOTIC RESIDUES, SALMONELLA & CRACKS

It is Not Easy but It is Required to Win Consumer Confidence and Defend Against Potential Future Threats to the Industry.



GOOD FARMING PRACTICES

SUPPLY OF FRESH EGGS AS POSSIBLE

BETTER POST PRODUCTION PRACTICE & LOGISTICS

How to Make the Transition??



Educating

Educating Farmers

- Know Where The Products Go
- Understanding Customer Requirements
- How To Add Value



Building

Building Support System

- Packaging – Logistic - Value Chain
- Policies Makers Built Support System For Producer
- To Send Product To The Right Place Without
- Middle Men



Creating a Brand



So we have a name but what it stands for? How are you different from the other?



The Farm Connect



Being farmers, we naturally thought of adding value to our farms first. A world class production facility which stands out and inspires confidence of consumers.



[Click Here to Checkout Our Farm](#)

Building Trust

1

Egg Consumption in India is Way Below the Recommended Levels. It Can Be Majorly Attributed to Economic and Social Constraints. The Onslaught From Misinformation Campaigns and Wrong Narratives Have Also Had Their Share of Contribution. This Can Be Mitigated Through Building Trust and Transparency.



2

So We Decided to Print Best Before Date on the Eggs. Operationally It is Very Challenging but It Has Helped Build Consumer Confidence.



3

We Promote Our Brand but We Are Eggcentric. With All Its Goodness, We Need to Talk More About the Benefits of Egg Itself.



Adapting to the Cutting Edge of Technology



Trace Your Eggs From **Farm to Home** With
Block Chain Technology



Treat Eggs with Respect



Unfortunately, egg is not getting the attention it deserves. We need to collectively work to ensure that.



An Exclusive Egg Store!!

KENKO
agstra



Get Involved with the Community!!



Egg Painting on World Egg Day



Make Noise around Eggs !!



CRACKING the facts

EASY TO DIGEST, FOR GOOD GUTS



Eggs contribute to a healthy digestive tract and helps during acute digestive problems

#13days13facts

www.kenkoagstra.in

CRACKING the facts

THE BUOYANCY TEST



You can ascertain the freshness of an egg with putting it in water. If it floats, it's probably rotten & if it sinks, it should be good to eat.

#13days13facts

www.kenkoagstra.in

CRACKING the facts

EASY ON THE EYES



Eggs contain Carotenoids which is capable of preserving Vision & Eye Health. It allows our eyes to naturally filter bluelight emissions from electronic devices.

#13days13facts

www.kenkoagstra.in

CRACKING the facts

A CHOLINE HERO



Eggs provides 100mg of choline per serving, which is essential for building the cell membranes that enhance brain signaling.

#13days13facts

www.kenkoagstra.in

CRACKING the facts

METHIONINE BOOSTER



Eggs are excellent source of Methionine, an essential amino acid and a great antioxidant & detoxifier.

#13days13facts

www.kenkoagstra.in

CRACKING the facts

COOKED EGG WHITES > RAW EGG WHITES



The body digests cooked egg whites better than raw egg whites. In fact the absorption of raw eggs' biotin (Vitamin B7) can even be blocked.

#13days13facts

www.kenkoagstra.in

CRACKING the facts

IDEAL BREAKFAST



Eggs provide an instant energy supply and fuels the brain cells, helping improve cognitive function, memory and mood.

#13days13facts

www.kenkoagstra.in

CRACKING the facts

RICH IN BIOTIN



Eggs are naturally rich in biotin, which helps enhancing skin texture and improved hair growth

#13days13facts

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CRACKING the facts

AVOID WASHING THE EGGS OFTEN



Eggshell becomes more porous when wet, making it easier for bacteria to get inside the egg

#13days13facts

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CRACKING the facts

EGGS ARE A GREAT SOURCE OF VITAMIN D



Vitamin D is key to strengthening healthy bones & teeth and may protect against certain cancers & auto-immune diseases.

#13days13facts

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CRACKING the facts

PERFECT FOR THE 'PROTEIN FOODS' PORTION OF THE PLATE




A single egg contains 6.3 grams of protein which is important for building and maintaining muscle, fighting infections, and growing strong hair & nails.

#13days13facts

www.kenkoagstra.in

CRACKING the facts

2/3rd OF THE FAT IN EGGS IS UNSATURATED



All of the fat in egg is found in the yolk, which also contains a ton of important fat-soluble nutrients like Vitamins A, D & E.

#13days13facts

www.kenkoagstra.in



The Farm Next Door

INTRODUCING **KENKO agstra**

Buy farm fresh eggs and more.



AN INITIATIVE OF KENKO BY OVO FARM

Collectively We Can Make a **Big Impact.**

www.poultryindia.co.in

Our Business Philosophy



At **OVO Farm** We Believe Any Business Big or Small Has an Obligation Towards the Society to Enrich Lives and Livelihood. We Strongly Believe, People Irrespective of Their Nationality or Location Should Have Access to the Best Quality Food. To Attain Equality in Food , Producers Need to Step Forward to Challenge the Status Quo With Disruptive Technologies , Attaining Scale to Mass Produce Quality Products at Affordable Prices. We Strive to Bring Our Customers Hygienic and Safe Eggs by Pioneering Technological Adoption and Following Global Best Practices. We Are Bringing Highest Quality Eggs at Par With International Standards to One of the Most Backward Areas.

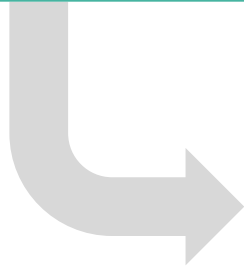


A Call for Blockchain Integration



Industry to Build a Common Platform on Block Chain Technology to :-

Monitor Movement of Eggs



Manage the Pricing



Thank You

