

15<sup>th</sup> 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 ET Correspondent

Jun 14, 2020 04:17 PM IST



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

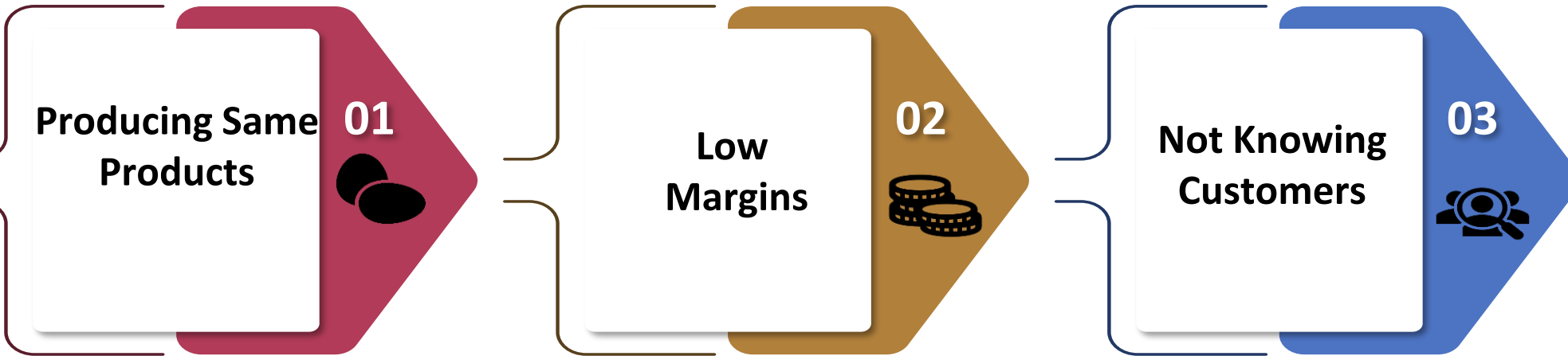
Reports of artificial eggs have caused a stir in the market. The plastic egg was seized in the market in West Bengal. The case of selling plastic eggs was reported in Coimbatore. People have stopped eating eggs out of fear. The sale of eggs has decreased in the market.

Mumbai (live) contacted Suresh Annapure, Assistant Commissioner Food and Drugs Administration (FDA) on Friday. As per FDA plastic egg case is more rampant. Fake eggs were sent for lab testing on Friday.

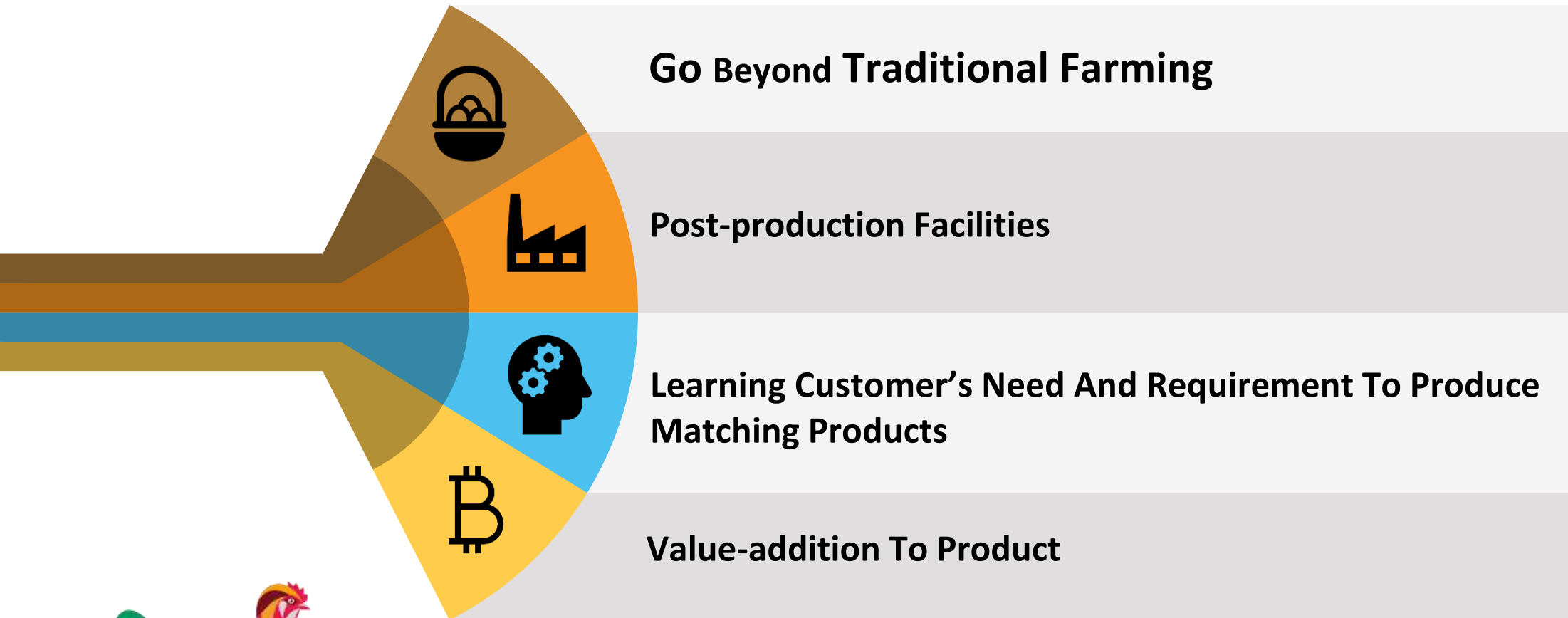
# How is it Going?



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



# 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

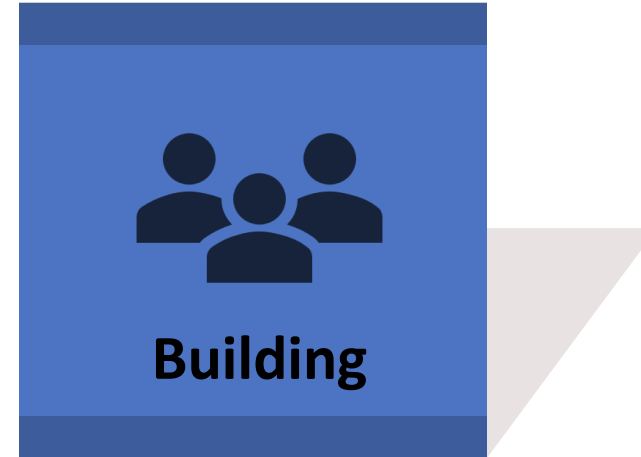
BETTER POST PRODUCTION PRACTICE & LOGISTICS

# How to Make the Transition??



## Educating Farmers

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



## 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!!



# 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 help during acute digestive problems.

#13days13facts

**CRACKING the Facts**

**THE BUOYANCY TEST**

You can estimate the freshness of an egg with just 10 seconds. If it floats, it's probably rotten & if it sinks, it should be good to eat.

#13days13facts

**CRACKING the Facts**

**EASY ON THE EYES**

Eggs contain Carotenoids which is capable of preventing Vision & Eye Health, & shields our eyes to reduce the blue light emissions from electronic devices.

#13days13facts

**CRACKING the Facts**

**A CHOLINE HERO**

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

#13days13facts

**CRACKING the Facts**

**METHIONINE BOOSTER**

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

#13days13facts

**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 (bioavailable Vitamin B7) can even be blocked.

#13days13facts

**CRACKING the Facts**

**IDEAL BREAKFAST**

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

#13days13facts

**CRACKING the Facts**

**RICH IN BIOTIN**

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

#13days13facts

**CRACKING the Facts**

**AVOID WASHING THE EGGS OFTEN**

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

#13days13facts

**CRACKING the Facts**

**EGGS ARE A GREAT SOURCE OF VITAMIN D**

Vitamin D is key to strengthening healthy bones & teeth and may protect against cancer, sclerosis & autoimmune diseases.

#13days13facts

**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 repairing muscle, fighting infections, and growing strong hair & nails.

#13days13facts

**CRACKING the Facts**

**2/3rd OF THE FAT IN EGGS IS UNSATURATED**

2/3 of the fat in egg is found in the yolk, which also contains a lot of important fat-soluble nutrients like Vitamins A, D & E.

#13days13facts



*The Farm Next Door*

**KENKO agstra**

Buy farm fresh eggs and more.

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

# 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.

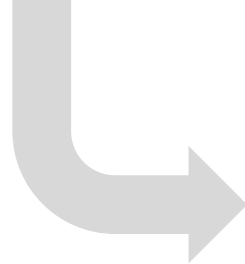


# A Call for Blockchain Integration



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

**Monitor Movement of Eggs**



**Manage the Pricing**





# Thank You

