



LinkAsia Partners lifts distribution in India

Singapore-based LinkAsia Partners is developing distribution channels for products designed to address challenges facing Indian poultry producers.

"India is a dynamic market. You have large operations down to small-scale, self-sufficient farms, and all are developing very well. We bring to the Indian market products that can address challenges in management areas in broiler and layer industries," said David Saunders, CEO of LinkAsia Partners.

LinkAsia Partners is introducing OptiCell, a dietary fibre product from Agromed in Austria, into India as a solution for wet litter issue as well as the high stress and nutritional challenges that result in pecking among the birds.

"Everyone in the industry is focused on having a maximum level of dietary fibre, but not the correct type of fibre. So, we try to work with nutritionists in India to fine tune the fibre selection including the use of OptiCell, a eubiotic, highly concentrated lignocellulose, which also acts as a prebiotic to manage the pathogens in the gut," he said.

In addition, LinkAsia Partners is also introducing PerfectDigest, which is marine-sourced proteins and peptides, to help broilers develop immunity faster over the first seven days through faster development of the intestine.

Mr Saunders is also developing distribution channels in India for products that LinkAsia Partners represents such as the Biorigin brand.



David Saunders

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