



AGRI MAGAZINE

(International E-Magazine for Agricultural Articles)

Volume: 03, Issue: 04 (April, 2026)

Available online at <http://www.agrimagazine.in>

© Agri Magazine, ISSN: 3048-8656

The Herbal Revolution: Emerging Natural Supplements for Modern Poultry Farming

Dr. A. Ramanathan, *Shubhakarini G, Tharhani S, Priyadarshini A, Nibhathna C K, Jai Aswathy A and Srimathi S.

The Gandhigram Rural Institute (DTBU), Gandhigram, Dindigul, India

*Corresponding Author's email: shubhakarini@dtbu.ac.in

The poultry sector is undergoing a major change. Synthetic growth promoters were the cornerstone of broiler production over the past several decades. Yet, due to concerns about antibiotic resistance and chemical residues, the industry's attention has been redirected towards a "Green Revolution."

Theoretical Background of Phytonics

Phytonic feed additives (PFAs) are natural substances sourced from plants which health and performance of birds in production. Contrary to synthetic chemicals, these supplements have a blend of bioactive compounds that include flavonoids, essential oils, and alkaloids. These compounds promote good gut health, increase immunity, and stimulate the release of digestive enzymes.

Emerging herbal supplements for poultry

1. Curry Leaves (The Gut Protector)

Besides being a common backyard plant, curry leaves are gaining popularity as a poultry feed ingredient. They not only protect the liver, it has antioxidant properties which is crucial for maintaining the integrity of the intestinal walls. Thus, they enable birds to utilize the nutrients in their feed efficiently.

2. Ginger (The Growth Engine)

Ginger works as an excellent natural appetite stimulator. It heats up the digestive tract and enhances the release of enzymes which help in the digestion of proteins. As a result, there is faster weight gain, and the birds remain lively and aware.

3. Black Pepper (The Nutrient Booster)

Black pepper has a compound known as "piperine." It is a special ingredient that essentially acts as a key, enabling the bird's organism to take in various vitamins and minerals more effectively. In addition, black pepper, when combined with other herbs, not only enhances the flavor of the herbal mixture but also promotes its overall efficacy.

4. Moringa - *Moringa oleifera* (The Nutritional Powerhouse)

The rising star of superfoods for birds moringa delivers an extremely rich supply of vitamins, minerals, and essential amino acids. As a potent antioxidant, moringa reduces the level of oxidative stress in birds which is particularly beneficial in tropical areas where heat stress is a major problem. Adding dried leaf meal to the feeding regimen is one way to achieve better feathering and higher meat quality.

5. Fenugreek (*Trigonella foenum-graecum*): The Digestive Catalyst

Fenugreek seeds are packed with saponins and fiber. They serve as a natural appetite stimulant, promote regular feed intake, and at the same time, heal the gut lining. Consequently, the bird gets to absorb the fullest amount of nutrients from each gram of feed eaten.

6. Turmeric and Ginger

This combination doesn't just taste good, they work together to fight inflammation and kill bacteria. The combination suppresses E. Coli and salmonella in the gut without needing antibiotics.

Advantages

- Farmers notice real changes when they use these herbs. Chickens gain richer skin, firmer flesh. More city buyers want Antibiotic-Free or Herbal chicken, so prices go up for that kind.
- Mortality drops during cold seasons because immunity improves naturally. Birds stay healthier through flu outbreaks and wet weather.
- Ginger helps digestion too. When birds digest better, less feed is needed to produce the same amount of meat. That cuts down on spending per bird.
- No chemical traces remain in the final product. That means food stays safe from contamination, both at home and at restaurants.
- This shift isn't a trend it's practical farming today. Adding curry leaves, ginger, and black pepper into daily diets shows how nature can deliver results.

Conclusion

The transition toward natural herbal supplements represents the future of responsible poultry farming. By integrating ingredients like curry leaves, ginger, and black pepper into standard feeding programs, farmers can achieve high production standards without relying on synthetic chemicals. From using these herbal supplements farmers get lower death rates and improved feed efficiency people in turn, are given safer and higher-quality meat. With changing agriculture, it will be more and more the case that the poultry business's ability to thrive depends on how well we manage to combine modern management and the powerful, natural botanical solutions.