

There is a tremendous increase in the demand for natural products the world over as alternative to chemical products which cause pollution, toxic manifestations and residue problems. Natural products being safe, eco-friendly and free from such side effects are, therefore, becoming the obvious choice.

The Indian System of Medicine called “Ayurveda” which deals with the use of herbs for the treatment of human beings has stood the test of time. Drawing inspiration of the fundamentals of Ayurvedic Medication, Larrem now is on the forefront to develop and distribute (in association with Indian Herbs Ltd, India) natural products for improvement of animal health and augmentation of production.

Since then, Indian Herbs continues to hold leading position in herbal animal health products in India and abroad. According to ORG – an independent market survey organization – Indian Herbs is one of the top 4 Animal Health Product Companies in India, successfully competing with multinational companies due to consistent quality and modern scientific research. Most of the Indian Herbs products are brand leaders in their respective therapeutic segments.

The unique blend of traditional glory with modern science is the basis for the success of Indian Herbs products. The claims are well backed by the research conducted by more than 130 scientists in different countries, who have been awarded higher degrees such as M.V.Sc., M.Sc., M.F.Sc. or Ph.D's. More than 800 scientific research papers have been published in scientific journals in different countries, based on the studies conducted on modern scientific lines.

The quality control and standardization of each batch of every product is achieved by finger printing using most modern and sophisticated scientific equipments available in the world such as High Performance Thin Layer Chromatograph (HPTLC), High Performance Liquid Chromatograph with PDA (HPLC), Spectro-photometers etc. Quality Assurance Procedures are strictly employed right from cultivation to processing of raw materials till the products are finally packed in finished form. The HPTLC or HPLC report shows the TLC picture along with the areas of each peak. The unique spectra of any peak may be used to confirm the identity of any particular compound. Like the thumb-print of two individuals can never be identical, so it is

or finger print of any plant constituent chromatogram. It is this that forms the basis of standardization of herbal raw materials and poly herbal mixtures.

Manufacturing and Packing of finished products is done using modern automated systems. The machines, weigh or count, fill and seal the packs on line. The end product is, therefore, untouched by human hands. The automation of the entire process effectively meets the requirements of “Good Manufacturing Practices” (GMP), as per the guidelines of W.H.O. as well as a CMI-HACCP system incorporating the SANS 10330-2007 in South Africa.

Some products have been evaluated and approved for use in the animal keeping of ecological farming by the society for Control and Certification of Quality Assurance, Koeln, Germany, as per Regulations [EEC] 2092/91.

The Soil Association Organic Marketing Company Ltd., Bristol, UK having been satisfied with the requirements for inspection, production, processing and operating procedures as specified in the standards for Organic Food and Farming has registered and licensed some products.

Looking at the harmful after effects of chemical drugs, the Veterinarians, Poultry Consultants and Farmers all over the world are now taking keen interest in the use of herbal poultry health products which have no residual toxicity or side effects to the birds as well as consumers.

With Larrem Pty Ltd having obtained their HACCP (SANS 10330-2007) certification now for the fourth year running it gives extra assurance that the products reaching the client and his animals are constantly quality and quantity controlled. The raw materials and products offered to clients have thus been fully scrutinized, tested and controlled to enhance the natural production efficiency of the intended animal. Under the auspices of the South African Department of Agriculture all products are registered under Act 36/1947.

I therefore, seek your support for these natural eco friendly products for the common objective of **Profitable Poultry Production – Nature’s Way** that has been balanced by the environment.