

## **CLFMA OF INDIA Poultry Seminar at Hotel Taj Vivanta, Coimbatore on the theme Seeking Solutions and Opportunities: The Future of India's Poultry Sector.**

The Poultry Seminar, organized by CLFMA OF INDIA, in association with U.S. Grains Council and BCC, was held on February 21, 2025, at Hotel Taj Vivanta, Coimbatore, Tamil Nadu. This high-profile industry event brought together key stakeholders, policymakers, and experts from across India's poultry sector to discuss the current challenges, emerging trends, and future opportunities for sustainable growth.

### **Event Overview & Objectives:**

The Seminar aimed to facilitate knowledge-sharing, collaboration, and strategic discussions to address critical issues in the poultry industry, such as feed innovations, sustainable farming practices, and policy frameworks. With India's poultry industry playing a crucial role in food security and rural livelihoods, the event focused on exploring new solutions, enhancing productivity, and ensuring long-term viability for poultry farmers and businesses.

### **Key Sessions & Highlights:**

#### **1. Welcome Address (6:00 PM)**

- Mr. Abhay Shah, Deputy Chairman, CLFMA OF INDIA, set the tone for the evening with an insightful address, emphasizing the importance of collective efforts in strengthening India's poultry sector.

#### **2. Presentation on Sorghum Trials and Results – India's Story (6:05 PM)**

- Mr. Reece H. Cannady, Director, U.S. Grains Council, presented findings from sorghum trials conducted in India, highlighting its potential as an alternative feed ingredient to reduce dependency on traditional grains and lower feed costs.
- The session explored global best practices, nutritional benefits, and economic feasibility of integrating sorghum into poultry diets.

#### **3. Panel Discussion: Future of India's Poultry Sector (6:35 PM)**

- This dynamic panel discussion featured a distinguished lineup of industry experts who shared their perspectives on market trends, policy changes, technological advancements, and investment opportunities in the poultry sector:

### **Panelists:**

- Dr. Harsha Kumar Shetty, Venkateswara Hatcheries Pvt. Ltd.
- Mr. Lakshmanan R., Chairman, Broiler Co-ordination Committee.
- Mr. Ramkuttu R., Treasurer, CLFMA OF INDIA.
- Mr. Naveen Pasupathy, Director, Nandus Foods.
- Dr. Rukmangadhan, Managing Director, Surabhi Hatcheries.
- Mr. Sumit Sureka, Managing Director, Shivshakti Agro (India) Pvt. Ltd.

The panel was moderated by Mr. Divya Kumar Gulati, Chairman, CLFMA OF INDIA, who steered discussions around:

- Feed security & ingredient alternatives to combat price volatility.
- Biosecurity measures & disease management for improving farm efficiency.
- Government regulations & policy reforms affecting the poultry industry.
- Sustainable practices & environmental concerns in poultry farming.
- Consumer trends & market expansion strategies for domestic and export markets.

The panelists engaged in a lively exchange of ideas, addressing audience queries and proposing actionable strategies to drive sectoral growth.

#### 4. Vote of Thanks (7:15 PM)

- Mr. Saravanan Chinnasamy, President (South Zone), CLFMA OF INDIA, delivered the vote of thanks, appreciating the contributions of speakers, sponsors, and attendees for making the seminar a success.
- He reiterated CLFMA OF INDIA's commitment to supporting the industry through continued advocacy, research, and policy engagement.
- He also urged the producers to be more committed towards sustainable farming practices to save themselves and the environment and the future.

#### 5. Networking Dinner & Reception (7:20 PM – 10:00 PM)

The Poultry Seminar concluded with an informal networking session, providing attendees an opportunity to connect, exchange insights, and explore potential collaborations over cocktails and dinner.

### **Conclusion & Impact:**

The Poultry Seminar 2025 was a valuable platform for knowledge-sharing, collaboration, and strategic discussions, bringing together industry leaders, researchers, and policymakers to address the future of India's poultry industry.

### **Key Takeaways:**

- Diversification in feed ingredients, such as sorghum, can offer cost-effective solutions.
- Stronger biosecurity measures & disease control are crucial for sustainability.
- Policy reforms & industry advocacy are needed to support long-term growth.
- Adoption of new technologies & market expansion can enhance sector competitiveness.

By fostering meaningful discussions and partnerships, this event reinforced the industry's commitment to innovation, efficiency, and sustainability, paving the way for a more resilient poultry sector in India.

The seminar was well received by all, with approximately 99 participants attending the Poultry Seminar.



