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# CLFMA OF INDIA's Poultry Seminar

## on the theme Seeking Solutions and Opportunities: The Future of India's Poultry Sector at Namakkal on 25<sup>th</sup> February, 2025



The Poultry Seminar, jointly organized by CLFMA OF INDIA and the U.S. Grains Council, successfully concluded at Nala Hotel, Namakkal on 25th February, 2025, bringing together key stakeholders from the poultry industry to discuss opportunities and solutions for the sector's future. The event witnessed the participation of industry leaders, nutritionists, feed manufacturers, and poultry entrepreneurs, making it a significant platform for knowledge exchange and collaboration.

The Seminar began with welcome remarks by Mr. Sastikumar Singaraj of Ponni Feeds, who emphasized the importance of innovation and adaptability in the evolving poultry industry.

### Key Sessions & Discussions

#### • Sorghum Trials and Results – India's Story

Mr. Reece H. Cannady from the U.S. Grains Council presented insightful findings on sorghum trials conducted in India, highlighting its potential as an alternative feed ingredient. He discussed the nutritional benefits and cost-effectiveness of incorporating sorghum into poultry feed, offering solutions for mitigating rising feed costs.

#### • Elevating Your Brand – Extracting Extra Value From What You Already Have

Dr. Sivaraj Kaliannan of SKM Eggs shared strategies on brand positioning and value addition in the egg industry. He emphasized the need for differentiation in the market through superior product quality, branding, and consumer awareness initiatives.

#### • Panel Discussion: Future Opportunities in Egg Production

A key highlight of the event was a panel discussion on future opportunities in egg production, featuring Dr D Chandrasekar, Mr. Sastikumar Singaraj, Mr. Reece H. Cannady, and Dr. Sivaraj Kaliannan. The session, moderated by Mr. Saravanan Chinnasamy, South Zone President of CLFMA OF INDIA, explored topics such as global market trends, sustainability, technological advancements, and policy

frameworks that can boost the Indian poultry sector. Panelists stressed the importance of adopting modern farming techniques, increasing exports, and addressing consumer concerns about poultry products.

### Conclusion & Networking:

The Seminar concluded with a vote of thanks by Mr. Saravanan Chinnasamy, who reiterated the role of collaboration between industry players, policymakers, and researchers in ensuring the sustained growth of the poultry sector. The event wrapped up with a networking dinner reception, allowing attendees to connect and discuss potential business collaborations.

The CLFMA's Poultry Seminar 2025 successfully provided valuable insights and practical strategies for poultry entrepreneurs, reinforcing India's position as a global leader in egg and poultry production. The discussions held at this event will serve as a catalyst for future growth and innovation in the 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 appreciated by all and almost 109 participants attended the Poultry Seminar.







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