

POULTRY TECHNOLOGY

A COMPLETE BUSINESS MAGAZINE FOR POULTRY INDUSTRY- CIRCULATED WORLDWIDE

PT

MARCH 2025

VOLUME 19 ISSUE 11

DISPATCH DATE : 7 MARCH 2025

We are where you want us to be

RNI No.: HARBIL/2006/18915 POSTAL REGN. NO. PKL-77/2024-2026

Find Digital Edition on www.srpublication.com

Rs. 20/-



MicroSaf

GO TECHNOLOGY

**THE NEW POULTRY PROBIOTIC
POWERED BY GO TECHNOLOGY***

The information provided in this document is at the best of our knowledge, true and accurate. However, products must only be used in accordance with local laws and regulations and we cannot guarantee freedom of use for every intended application or country. PHS-P-BRD-AP-184E14en / Avalete



GO **FASTER
STRONGER**



* Germination Optimisation Technology patents: US 9,447,376 & US 9,932,543

For Trade & Technical Enquires, please contact:

Dr. Vaibhav Khandagale, Business Manager, Poultry, East Central Asia.

Tel.: +91-86056-90111, E-mail: v.khandagale@phileo.lesaffre.com

phileo-lesaffre.com

 **Phileo**
by Lesaffre

CLFMA OF INDIA hosted a significant collaborative meeting organized by BCC & US Grains Council (USGC)



CLFMA OF INDIA and BCC co-hosted a significant joint event organized by the Broiler Coordination Committee (BCC) and the US Grains Council (USGC) at Coimbatore. The meeting brought together top officials from the US Grains Council (USGC), Verity Ulibarri, Chairwoman, U.S. Grains Council, Amy France, Board Chair, National Sorghum Producers, Mark Wilson, Vice Chairman, U.S. Grains Council, Ethan Miller, Vice Chairman, United Sorghum Checkoff Program, Jay Reiners, Secretary-Treasurer, U.S. Grains Council, David Schemm, President, Arrow S Farms, Brent Boydston, Past Chairman of the Board, U.S. Grains Council, Clint White, Director of Communications, United Sorghum Checkoff Program, Tim Lust, CEO, United Sorghum Checkoff Program, Ryan LeGrand, President and CEO, U.S. Grains Council, who traveled from the USA & Reece Cannady, Regional Director – South Asia, U.S. Grains Council, Amit Sachdev, Regional Consultant, U.S. Grains Council, Nayanara Anandani Pande, Marketing Specialist, U.S. Grains Council, Sonjoy Mohanty, Senior Ethanol Advisor, U.S. Grains Council from New Delhi along with key representatives from Tamil Nadu's poultry sector, including members of the BCC, also Sri. MRI Magdum, Dr. Harshakumar Shetty, Dr. Nagabhushan from Venkateshwara Hatcheries Ltd. and members from PFRC, graced the occasion, making it a noteworthy gathering of industry leaders.

The primary focus of the event was to discuss the current grain supply and demand dynamics in both India and the USA. The US Grains Council (USGC) team presented insightful updates on recent advancements in crop production and emerging technologies used in agriculture, showcasing their potential benefits for the animal feed sector.

CLFMA Treasurer, Mr. R. Ramkutti warmly welcomed all the delegates and attendees, expressing their gratitude for the US Grains Council (USGC's) long-standing commitment to the Indian animal feed industry.

Dr. Harshakumar Shetty updated all on the statistics of grains in India and its forecast. He also highlighted the need for alternative feed ingredients and that further study needs to be conducted on alternatives like Sorghum. Dr. Shetty emphasized the importance of conducting field trials to assess its viability and its economic impact.

It was extremely enlightening for the gathering on the data presented by Dr. Harsha Kumar Shetty.

Mr. Divya Kumar Gulati, Chairman of CLFMA OF INDIA, highlighted the pressing issues of grain and corn shortages, emphasizing the critical need to address these challenges for the sustainability of the livestock sector. As the apex chamber representing the livestock industry, CLFMA serves as the unified voice of the sector, consistently advocating for its concerns with the Government of India to secure a sustainable future. CLFMA Chairman Mr. Divya Kumar Gulati also underscored the importance of treating poultry farmers, aqua farmers, and dairy farmers on par with agricultural farmers, acknowledging their significant contributions to the economy and food security. He particularly emphasized the need to spotlight the poultry, dairy, and aquaculture sectors for their pivotal roles in fostering growth and innovation. Additionally, he recognized and appreciated the collaborative efforts within the industry to drive innovation and address key challenges.

A central topic of discussion revolved around the challenges faced by the Indian poultry industry in sourcing corn and other grain alternatives. The Broiler Coordination Committee (BCC) Chairman Mr. R. Laxmanan addressed the assembly, highlighting the importance of exploring alternative grain sources to ensure a sustainable supply chain. Complementing this, Sri. MRI Magdum, Dr. Harshakumar Shetty, Dr. Nagabhushan key officials from Venkateshwara Hatcheries Ltd. further elaborated on the potential of sorghum as a promising substitute for corn in poultry diets and the need for its evaluation.

Price parity of various US grains, their derivatives, and closing grain inventories were key areas of deliberation during the meeting. As a gesture of appreciation, mementos were presented to the US Grains Council (USGC) delegates and VHL representatives by CLFMA OF INDIA, Broiler Coordination Committee (BCC) & Niswin Enterprises.

The event concluded on a high note with a dinner hosted by Shanthi Feeds, providing an excellent opportunity for networking and camaraderie among the attendees.

This collaborative initiative underscored the importance of global partnerships in strengthening the Indian poultry industry and ensuring its resilience in the face of evolving challenges.



