POULTRY FARMERS REGULATORY COMMITTEE

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BROILER COORDINATION COMMITTEE

Newsletter

June - July 2023

Story Inside

With a rich tradition of poultry production, Tamil Nadu has emerged as one of the leading states in the country for poultry farming. This article aims to provide an overview of the poultry scenario in Tamil Nadu, highlighting key facts, figures, and recent developments in the industry.



Enriching the nation through quality poultry nutrition



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NEWSLETTER 2023



Poultry Farming in Tamil Nadu: An Overview of the Current Scenario

Poultry farming plays a significant role in meeting the protein requirements of the growing population in Tamil Nadu, India.

With a rich tradition of poultry production, Tamil Nadu has emerged as one of the leading states in the country for poultry farming.

Poultry Production and Consumption:

Tamil Nadu has witnessed remarkable growth in poultry production over the years. According to recent statistics, the state contributes a substantial portion of India's overall poultry production, accounting for approximately 8-10% of the country's total output. Poultry consumption in Tamil Nadu has also experienced a steady rise, driven by factors such as population growth, urbanisation, and changing dietary preferences.

Employment Generation:

Poultry farming in Tamil Nadu has been a significant source of employment, both in rural and peri-urban areas. The industry provides direct and indirect employment opportunities, ranging from farmers, farm laborers, technicians, feed suppliers, veterinarians, and transporters. It has been instrumental in generating income and livelihoods for numerous individuals and communities in the state.

Small-Scale and Commercial Farms:

The poultry industry in Tamil Nadu comprises a mix of small-scale and commercial farms. Small-scale farms often operate with limited resources and cater to local or regional markets. These farms play a crucial role in meeting the demand for poultry products at the grassroots level and contribute to the economic development of rural areas.

On the other hand, commercial farms utilize modern techniques, large-scale infrastructure, and advanced technologies to cater to broader markets, including domestic and export.



Government Initiatives and Support:

The Tamil Nadu government has recognized the importance of the poultry industry and has taken several initiatives to promote its growth. These initiatives include providing financial assistance, subsidies, and training programs to farmers, facilitating the establishment of processing units, and implementing quality control measures to ensure the safety and hygiene of poultry products.

Challenges and Opportunities:

Despite its growth, the poultry industry in Tamil Nadu faces various challenges. Disease outbreaks, feed costs, fluctuations in market prices, and infrastructure limitations are some of the key challenges that farmers encounter. However, these challenges also present opportunities for innovation, research, and collaboration to overcome them. By adopting advanced farming practices, improving biosecurity measures, and exploring new markets, the industry can overcome these hurdles and further enhance its contribution to the state's economy.

Conclusion:

The poultry industry in Tamil Nadu continues to thrive and evolve, providing an essential source of food, employment, and income for the state. With government support, technological advancements, and a dedicated workforce, the industry has the potential to further strengthen its position in the regional and national markets.

By addressing challenges and seizing opportunities, Tamil Nadu's poultry sector can play a vital role in ensuring food security, economic growth, and sustainable development in the years to come.



GALLERY | MEETINGS & EVENTS

Our next-generation Core committee members, along with our Management consultant, Mr. Ramji Raghavan, have enthusiastically launched an initiative aimed at meeting and engaging with influential figures in the community, including Dietitians, Doctors, Medical and Para-medical students.

The primary objective of this initiative is to dispel common myths and misconceptions surrounding the broiler chicken rearing process.



April 2023- Presentation to the Indian Dietetics Association, Chennai

During our recent efforts, we successfully covered three prominent institutions, as shown in the attached pictures. The team conducted highly informative and interactive presentations, fostering meaningful discussions with the attendees. These engagements were fruitful in clarifying doubts and providing accurate information about broiler chicken rearing.



June 2023- Presentation to the Coimbatore Medical College



GALLERY | MEETINGS & EVENTS

This project is just the beginning of an ongoing effort, and we are committed to expanding our reach to more institutions in the future.

By fostering positive and informed conversations with various influencers, we aim to promote better understanding and awareness about the broiler chicken industry.

Together, we can ensure that accurate information reaches the public and contributes to a more informed and responsible perspective on poultry farming.









July 2023- Presentation to the Erode College of Pharmacy

GALLERY | MEETINGS & EVENTS

14th June 2023-

The PFRC team had the privilege of meeting with our esteemed chairman to discuss and present the progress of PFRC initiatives. The meeting proved to be highly productive, with the team providing comprehensive updates on the current endeavors and seeking valuable guidance for future promotional activities.



During the meeting, the team had the opportunity to present the accomplishments and milestones achieved thus far, showcasing the dedication and commitment invested in promoting the Industry. The chairman's gracious time and patient listening were deeply appreciated by all members present.



June 2023- Meeting with the Chairman

The words of encouragement extended by the chairman hold significant importance for us, and they serve as a source of motivation to further strengthen our collaborative efforts. As a result, we are resolute in continuing to work hand in hand to foster the growth and advancement of our Industry.

We express our heartfelt gratitude to the chairman for his invaluable support and look forward to his continued guidance as we strive to achieve the shared vision of promoting and enhancing the prospects of the Industry.

GALLERY | MEETINGS & EVENTS

June 2023-

VCRI, Namakkal organized a 2 day exhibition at their university campus. Commemorating the 25 years of poultry feed research, leading enterprises involved in poultry feed manufacturing, suppliers of various products participated.











GALLERY | MEETINGS & EVENTS

12th July, 2023 -

A meeting of poultry producers and their team of marketing personnel was conducted at Jenneys Residency, Coimbatore







20th July, 2023 - Production Planning Meeting at BCC office, Palladam

A meeting was conducted at the BCC office, palladam to review the current market situation. Based on a consultative discussion, the committee led by our beloved chairman Mr. Lakshmanan, offered supportive to all the members to proactively plan the produciton pipeline, keeping in mind the demand and supply of the seasons to come.

Members were also advised to produce the highest quality of Broiler Chicken, keeping in mind the growing needs of various consumer segments.

GALLERY | MEETINGS & EVENTS

24th July, 2023 -

A productive grower's welfare meeting took place at Gokulam park, Coimbatore, where representatives from different associations convened with the office bearers of BCC and its members.



The meeting focused on reviewing the effective implementation of previously announced welfare schemes.



The meeting focused on reviewing the effective implementation of previously announced welfare schemes. Both parties expressed a strong commitment to enhancing the industry through the adoption of ethical and scientific practices.



Recognizing that a profitable poultry enterprise is essential for the welfare of all stakeholders, the meeting facilitated a shared understanding among participants. The harmonious functionary of the sectors in our state will be fostered by this collective effort and dedication to the betterment of the industry.

GALLERY | MEETINGS & EVENTS















July 2023- Thanking the Doctors with Certificates on Doctor's Day

SOCIAL MEDIA INITIATIVES





July 2023- Social Media Influencer Irfan in his viral video "Breaking The Myth," convincingly debunks the common misconception that broiler chicken is harmful to health. Having garnered 2.9 lakh views, the influencer highlights the importance of informed eating habits and proper food preparation techniques for a safe and nutritious diet.

Facebook posts





MAJOR PROJECT UPDATE



THIS CONTENT WILL BE DELIVERED THROUGH AN ONLINE MEDIUM TO LAKHS OF STUDENTS ACROSS TAMIL NADU

STUDENT OUT REACH PROGRAM!

PFRC is in the process of creating age specific content for school students on

- Stages of Development
- Nutritional Requirements
- Food Sources
- Counselling for parents.

UPCOMING EVENTS

The Poultry Expo 2023

03 - 05 Aug 2023
India Exposition Mart, Greater Noida

CLFMA 56th AGM &
64th National Symposium 2023

"Livestock Sector: Looking Beyond the Present."

August 18 & 19, 2023 at Hotel Le Meridien, Windsor Place Janpath, New Delhi

Dairy Livestock & Poultry Expo Asia 2023

15 - 17 Sep 2023
Helipad, Gandhinagar

ONLINE PFRC MEETINGS are being conducted every friday

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OFFICE BEARERS

MR. R.LAKSHMANAN
CHAIRMAN

MR.K. CHINNASAMY (KANNAN)
SECRETARY

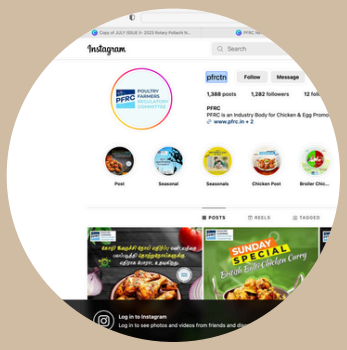
MR.K.RAMASAMY
TREASURER

DR.P. SELVARAJ
VICE CHAIRMAN

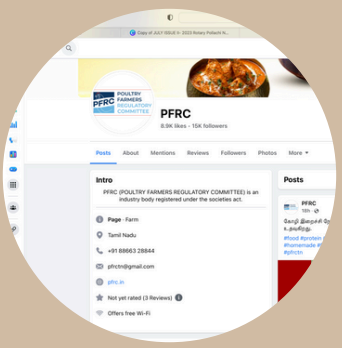
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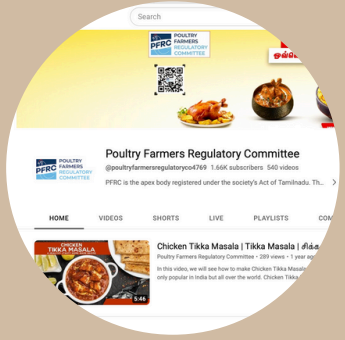
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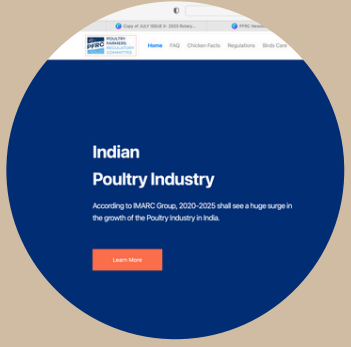
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