POULTRY FARMERS REGULATORY COMMITTEE

PFRC



Newsletter Breeze:
Spring 2025 Roundup

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Editor's Note



Greetings from all of us at PFRC.

The thrilling story of poultry in Tamil Nadu continues. It has been a great journey in the last 3 months, for the poultry scene here at Tamil Nadu. Tamil Nadu ranks at the top when it comes to consumption and production. A clear indicator of things to come is seen when you observe that global giants such as KFC setting up units even at municipal towns across the state.

At PFRC we continue to celebrate the success of our sector and at the same time give a greater push for awareness about nutrition in general to the public and provide suitable scientific information about poultry and help the consumers to identify rumours and myths and stay away from them. PFRC has taken several initiatives in the past and continues its journey steadfast keeping a laser sharp focus on the vision of the organization. Given below or some of the current and upcoming initiatives of PFRC and we all look forward to having your cooperation and participation in these initiatives.

Initiatives...

- International Doctors Conference - 15th & 16th August. We are a Co-sponsor. Our FAQ will be given to all doctors and our posters will be put up at venue.
- Kovai Marathon- 24th August - We are a Co-sponsor. Our health pledge poster will be put up at finish line and our logo in all public posters.
- Presentation cum Training module- Pink Revolution. This is an on demand module for colleges and company employees.
- Management Development Program- A training module for new employees. Companies can "on demand" use this module.
- Instagram & YouTube reel on broiler myth. This will be released in September.

Initiatives...

Protein food plate- An Instagram & YouTube content will be released in September.
We have initiated a research program on “Protein deficiency and how to fight malnutrition”
A comic book, a short video on broiler chicken and a Fun facts on chicken booklet will be released in collaboration with NGP college, Coimbatore.
A research paper on “Sustainable Poultry consumption” will be published by NGP college, coimbatore. We have funded for this research.
pfrc.in our revamped website is all set to launch.

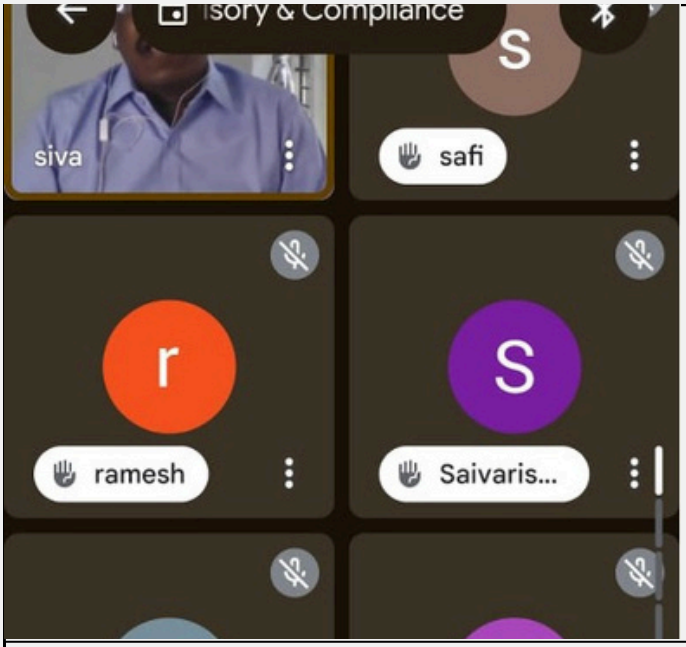
Send Information with pictures on any of the following
Top Growers of your company
Poultry related events you have attended
Information on your new infrastructure
Health tips
Recipes
Your company events
Any awards & recognitions you have received
Any other related informations

Ramji Raghavan

RAMJI RAGHAVAN

BIOSECURITY ONLINE SESSION

APRIL 15, 2025, JUNE 24, 2025





- Bio-security is of paramount importance to the sector. Considering the close proximity and the sheer number of poultry farms in Tamil Nadu, it is all the more important that every poultry facility adapts the latest bio security measures and have systems and checks in place to ensure the Standard operating procedures are adhered to.
- To ensure that there is a great awareness on the subject, our chairman Mr. Lakshman emphasized that PFRC undertake a project to convene training sessions for all the connected employees of all the member organizations. So that together all the stakeholders ensure that the most important criteria of the poultry sector is given its due importance.
- The PFRC team quickly put together a curriculum for the training and executed it in 2 phases through online meeting. The details are as follows.

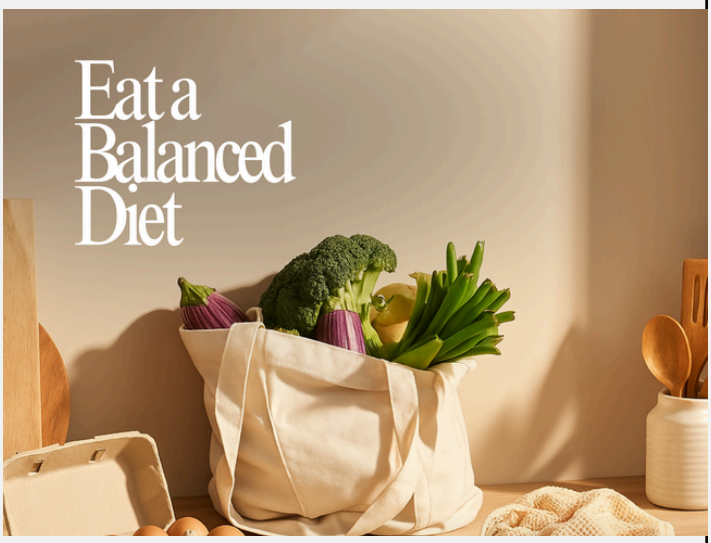
- Dr. Rukmangathan delivered the keynote address, while Dr. Selvakumar and Dr. Sivakumar, CEO of Sakthi Poultry Ltd led an insightful session on biosecurity advisory and compliance.
- The event drew approximately 100 participants on the 1st session and 200 participants on the subsequent session, including supervisors from across the poultry industry.

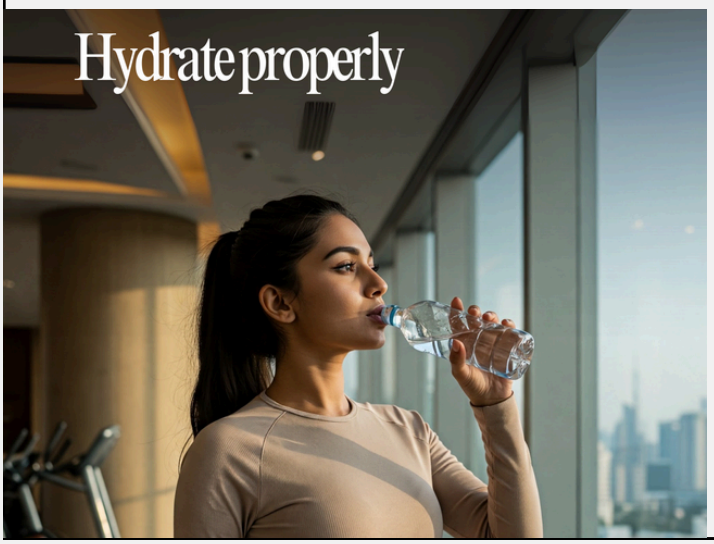
SUMMER CAMPAIGN LIVE

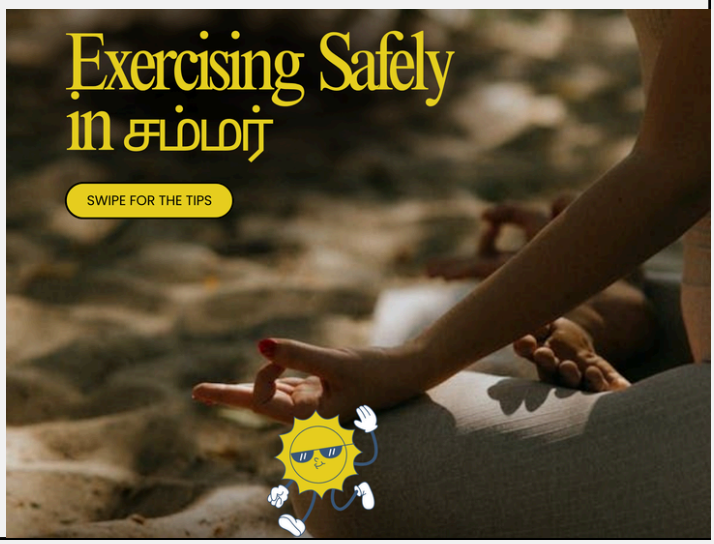
APRIL 21, 2025

- PFRC initiated a series of Instagram posts targeting the young audience. Social media is a powerful platform to reach out to educated consumers, to provide information on their well-being. We curated creative posters and widely propagated through the Instagram, social media handle, and it had the desired and expected outreach.
- Initiatives such as these go a long way in creating a positive perspective among the consumers and instil a sense of confidence that the poultry produce they consume are safe and plays an important role in their health. Given below are our the glimpses of our Instagram posts.









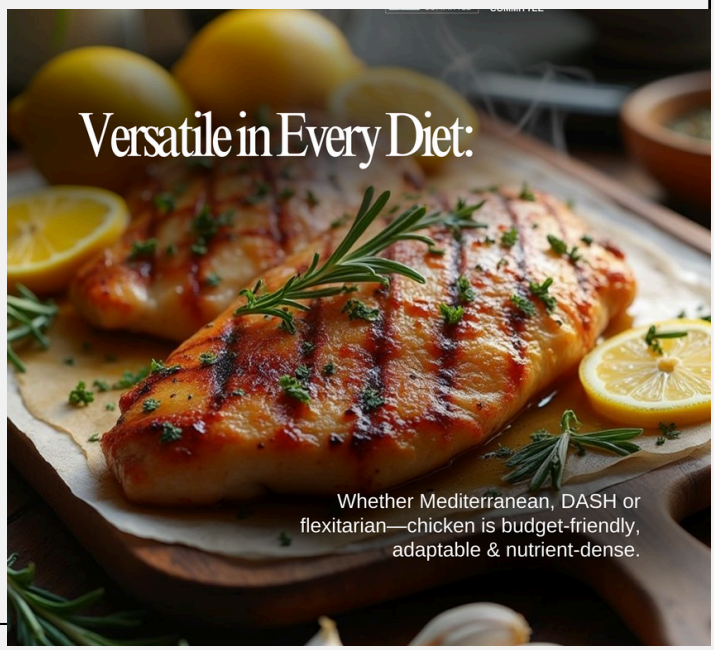
SUMMER CAMPAIGN LIVE

APRIL 21, 2025









IPAAF EXPO, COCHIN

MAY 9, 10, AND 11, 2025







- Representing the Poultry Farmers Regulatory Committee (PFRC), Mr. Saravanan from Swathi Hatcheries delivered an insightful presentation on the Role of Poultry Nutrition during the International Poultry, Agriculture, and Animal Feed Expo (IPAAF) held in Cochin.

HEALTH PLEDGE LAUNCHED FOR SCHOOLS

JUNE 20, 2025





- The Poultry Farmers Regulatory Committee successfully crafted a "Health Pledge" in both English and Tamil, designed to promote healthy eating habits among students. The pledge is now ready for distribution to schools, encouraging a balanced diet rich in protein, such as broiler chicken, to support the well-being and growth of schoolchildren.

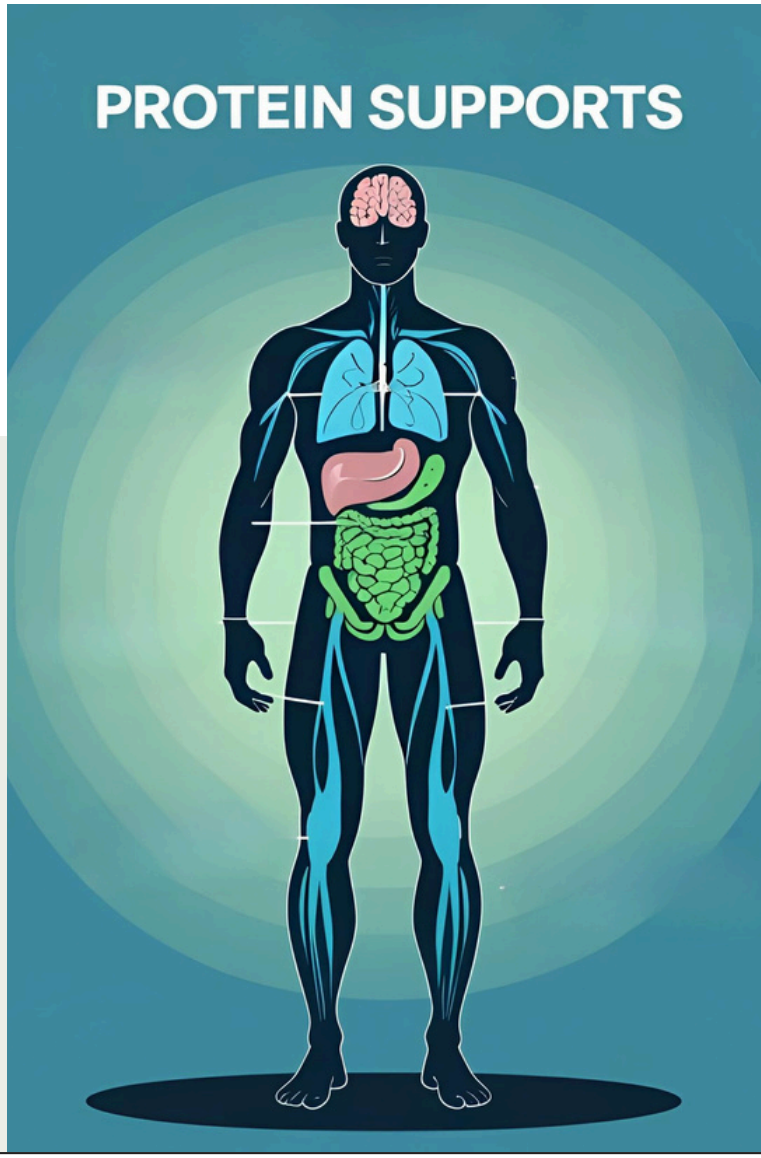
Article by
Mrs. Mallika, Nutritionist

Fuel Your Health



Are You Getting Enough Protein?

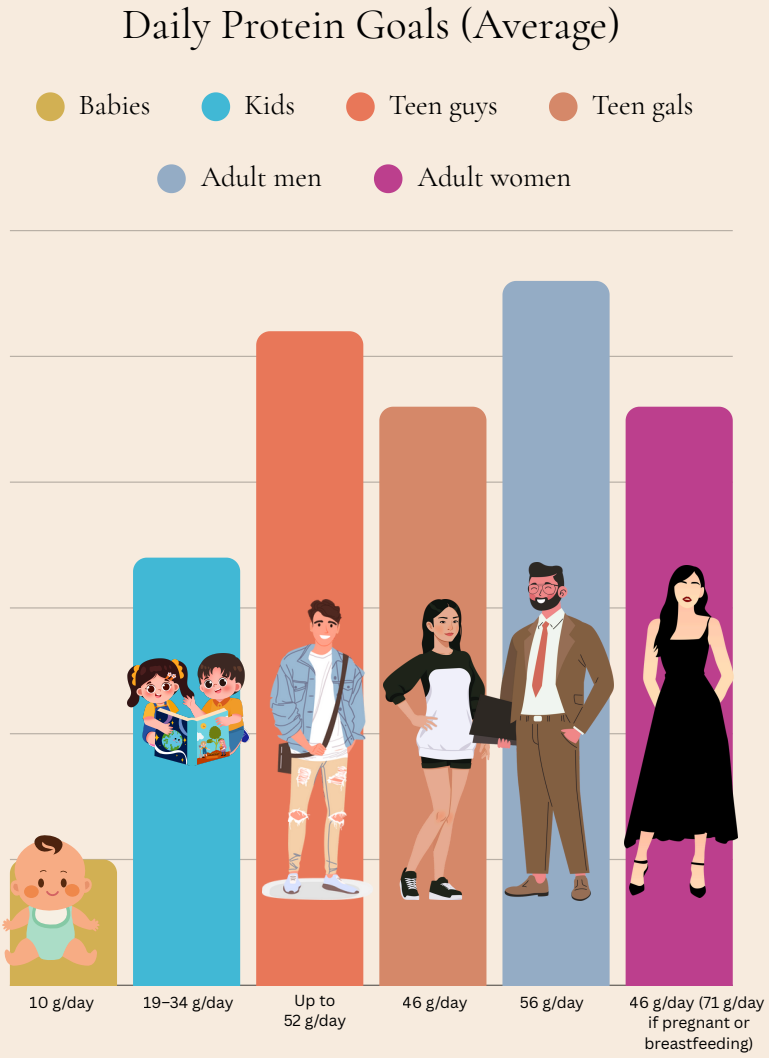
Protein is more than a nutrient—it's the cornerstone of a strong, healthy body. As the second-most abundant substance in your body after water, protein powers everything from muscle repair to energy balance. Ready to optimize your intake? Here's your guide to protein done right.



Why Protein Is Essential

Protein is your body's building block, supporting vital functions and keeping you energized. It's constantly being rebuilt, requiring a steady supply of essential amino acids from your diet. Beyond fueling energy, protein:

- Maintains fluid balance
- Repairs muscles and tissues
- Supports blood clotting
- Drives key bodily systems
- Promotes satiety
- Aids post-workout recovery



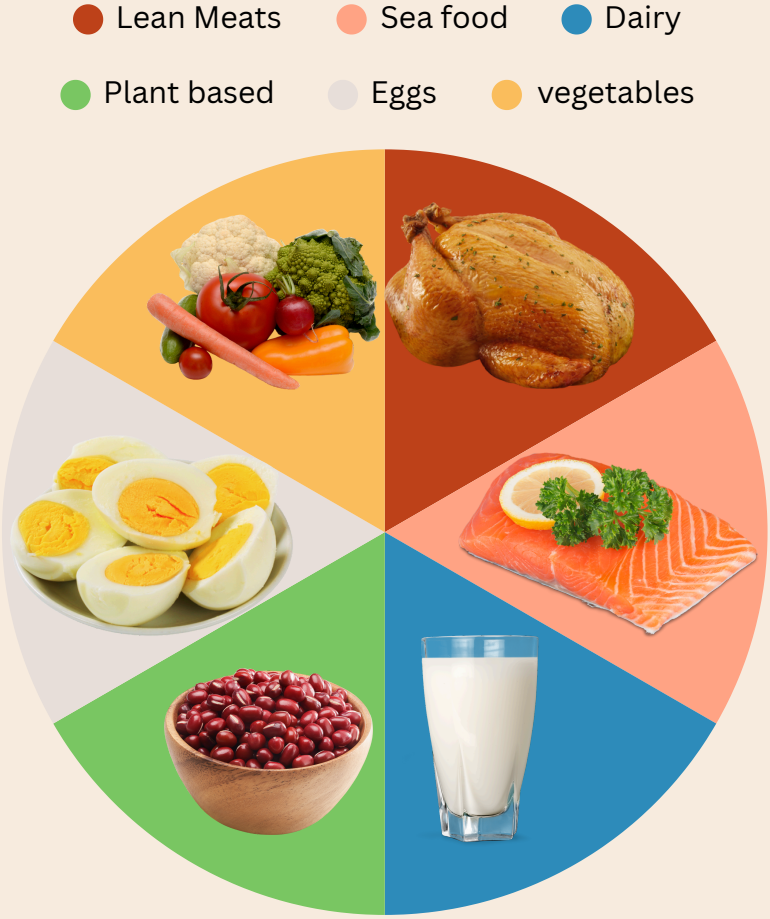
How Much Protein Do You Need?

Protein needs vary by age, weight, and lifestyle

The 2020 Recommended Dietary Allowance (RDA) is 0.83 g/kg/day for adults, with an Estimated Average Requirement (EAR) of 0.66 g/kg/day. For cereal-based diets, aim for 1 g/kg/day to ensure quality protein.

Smart Protein Choices

- **Meaty Marvels**: Chicken, turkey, lean beef, pork
- **Seafood Superstars**: Salmon, tuna, trout (omega-3 champs!)
- **Dairy Delights**: Milk, yogurt, cheese
- **Plant-Powered**: Beans, lentils, quinoa, tofu, nuts, seeds
- **Egg-cellent Choices**: Whole eggs or omega-3 fortified
- **Veggie Victories**: Broccoli, Brussels sprouts (fiber FTW!)



Optimize Your Intake













Key Takeaways

Most adults meet their protein needs, but growing individuals, pregnant women, active people, or those over 65 may require more. Diversify your sources and tailor choices to your health goals for optimal wellness.

Ref:
1.https://www.nin.res.in/rdabook/brief_note.pdf
2.The American Journal of Clinical Nutrition: "Current protein intake in America: analysis of the National Health and Nutrition Examination Survey, 2003-2004."
3.The Journal of Nutrition, Health and Aging: "Low Dietary Protein Intakes and Associated Dietary Patterns and Functional Limitations in an Aging Population: A NHANES Analysis."
4.Mayo Clinic: "High-Protein Diets: Are They Safe?"

NUTRITION NAVIGATOR: QUIZ & TIPS



TEST YOUR NUTRITION KNOWLEDGE!

Curious about how well you know nutrition? Take our Nutrition Quiz and challenge yourself!

This quiz, designed by PFRC, covers essential topics to help you assess your understanding of healthy eating habits.

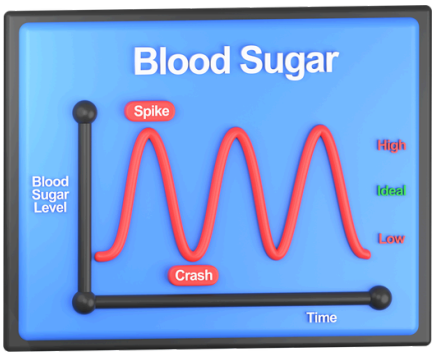
Click the link below to take the quiz and find out how you score and get instant certification.

NUTRITION QUIZ !

Take part in the quiz and get your certificate!

Dietitian corner





Since protein take longer to digest, including it in meals and snacks can give your meals more staying power in your belly and make them more satisfying. Protein also helps slow the absorption of glucose in the blood stream so its a helpful tool for managing blood sugar as well.

Office Bearers

MR. R.LAKSHMANAN **CHAIRMAN**	
MR.K. CHINNASAMY (KANNAN) **SECRETARY**	**MR.K.RAMASAMY** **TREASURER**

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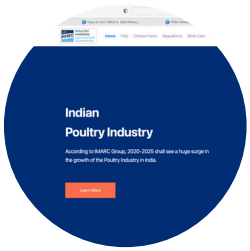
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