

P F R C

NEWSLETTER BREEZE

Second Half Spotlight
Highlighting key moments and milestones from
July through December 2025.

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POULTRY FARMERS REGULATORY COMMITTEE

Editor's Note



Greetings

Wishing everyone a happy new year.

May 2026 brings prosperity and great health.

Poultry production is becoming one of the most watched sectors for its razor sharp focus on production parameters. Every decimal point counts and decides profitability. Quality has emerged as the defining parameter even being a commodity. At the end every piece of chicken is a bite in a consumer's mouth and what he/she perceives defines our product feedback.

Producers have to factor in consumer preferences and accordingly market their birds at the right mean age.

PFRC continues its journey steadily creating the right perception on our products collaborating with influencers in medical and dietetic domains.

Ours is the only organization which has delivered 110 initiatives in the last 5 years. PFRC has emerged has the "Go To" platform for resources on promotion for many of our sister associations.

We seek all your support in participating in events and seminars and actively contribute towards our initiatives.

Take care of you and your loved ones.

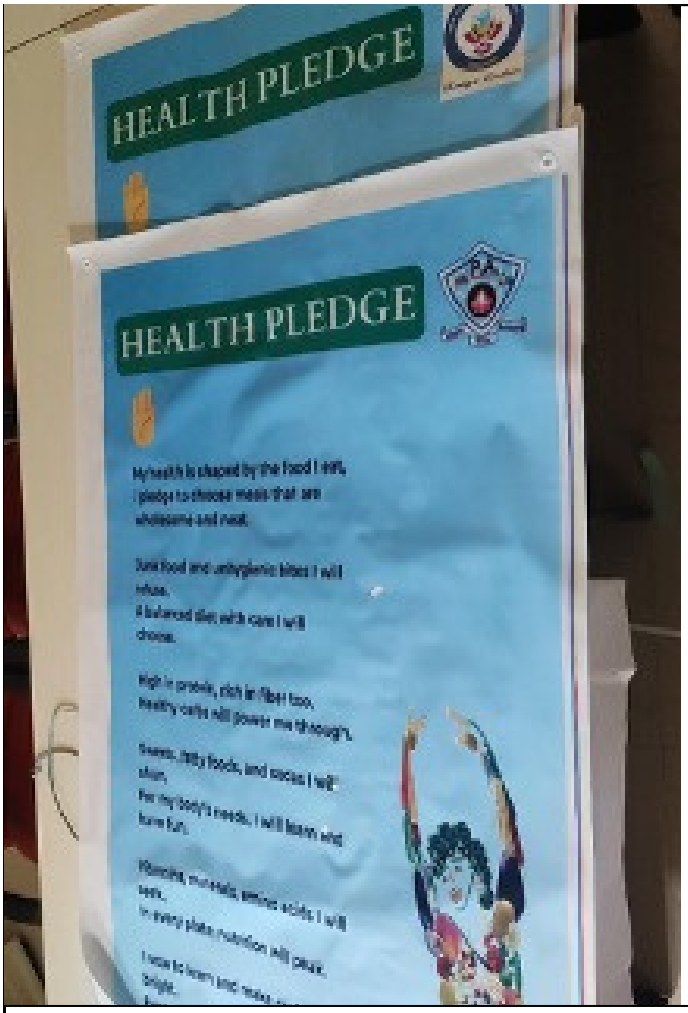
Ramji Raghavan

RAMJI RAGHAVAN

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

HEALTH PLEDGE AWARENESS INITIATIVE

JULY 2025





- The Poultry Farmers Regulatory Committee (PFRC) successfully conducted the Health Pledge Awareness Initiative in Pollachi during July 2025.
- Health Pledge stickers and flex banners were distributed to ARB International School and P.A. International School.
- The primary objective of the initiative is to foster health-conscious habits among the younger generation.
- Through strategic partnerships with educational institutions, PFRC aims to promote awareness and encourage students to adopt positive lifestyle choices for long-term well-being.

FIELD VISIT

JULY 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.







FMGMEDCON 2025

AUGUST 15 AND 16, 2025

- The Poultry Farmers Regulatory Committee (PFRC) proudly participated as a Co-Sponsor for FMGMEDCON 2025, the International Doctors Conference held in Coimbatore.
- PFRC distributed informative FAQ booklets as part of the participant kits, providing valuable insights to attending medical professionals.
- A dedicated PFRC documentary video was screened during the conference program, highlighting the committee's initiatives and contributions.
- This collaboration underscores PFRC's commitment to engaging with the healthcare community and promoting awareness on key health-related topics.







POULTRY FARMERS REGULATORY COMMITTEE

KOVAI MARATHON

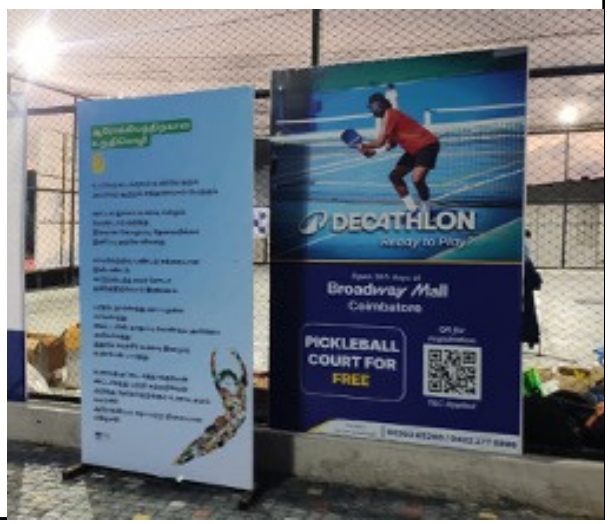
AUGUST 24, 2025

- The Poultry Farmers Regulatory Committee (PFRC) participated as a Co-Sponsor, aligning with the event's focus on promoting public health and fitness.
- A prominent Health Pledge Poster was displayed at the finish line to encourage participants and spectators to adopt healthier lifestyles.
- The PFRC logo was featured across all promotional materials for the marathon, enhancing visibility and reinforcing the committee's commitment to community wellness initiatives.
- This sponsorship reflects PFRC's ongoing efforts to support activities that foster physical fitness and health awareness among the public.









DOCTOR'S CONFERENCE
DIRECTORATE OF PUBLIC HEALTH

SEPTEMBER 26 & 27 , 2025

- The Poultry Farmers Regulatory Committee (PFRC) participated as a Co-Sponsor, aligning with the event's focus on promoting public health and fitness.
- A prominent Health Pledge Poster was displayed at the finish line to encourage participants and spectators to adopt healthier lifestyles.
- The PFRC logo was featured across all promotional materials for the marathon, enhancing visibility and reinforcing the committee's commitment to community wellness initiatives.
- This sponsorship reflects PFRC's ongoing efforts to support activities that foster physical fitness and health awareness among the public.





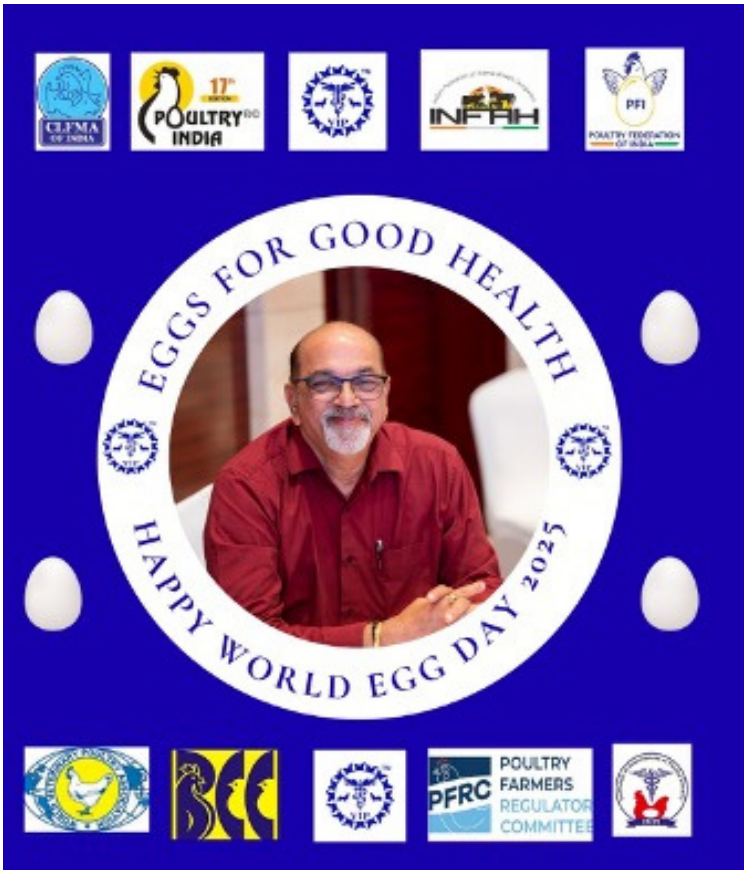


POULTRY FARMERS REGULATORY COMMITTEE

WORLD EGG DAY CELEBRATION
VETS IN POULTRY TEAM, NEW DELHI

OCTOBER 10, 2025

- The Vets in Poultry team in New Delhi marked World Egg Day on 10th October 2025 with a series of engaging activities focused on promoting the egg as nature's wonder food.
- The event emphasized egg awareness, nutrition education, and public appreciation of its health benefits.
- As part of this collaborative initiative, the organizing team sought and received permission from the Poultry Farmers Regulatory Committee (PFRC) to feature the PFRC logo on the event banner.
- This inclusion symbolizes the united commitment of PFRC and the veterinary community to advancing egg consumption and highlighting its nutritional value.
- PFRC's support underscores its dedication to industry-wide efforts in promoting sustainable poultry products and public health education.



DISCUSSION WITH KPFBA AND POSHAN TREE TEAM – BENGALURU

OCTOBER 31, 2025

- PFRC held productive discussions with the Karnataka Poultry Farmers & Breeders Association (KPFBA) team in Bengaluru on October 31, 2025, to explore and plan joint promotional activities.
- The collaboration aims to strengthen outreach, enhance industry engagement, and promote collective growth within the poultry sector.
- Separate discussions were conducted with the Poshan Tree team to organize an upcoming awareness session titled "Nutrition Builds the Nation."
- The session will target doctors, dietitians, students, and other stakeholders in Bengaluru, emphasizing nutrition education and public health awareness.
- These engagements reflect PFRC's proactive approach in fostering strategic partnerships to advance nutritional awareness and industry advocacy.



NATIONAL HEALTHCARE CONFERENCE (AHPICON 2025)

NOVEMBER 08, 2025

- Dt. Mallika represented the Poultry Farmers Regulatory Committee (PFRC) at AHPICON 2025, the National Healthcare Conference held at Merlis, Coimbatore on 8th November 2025.
- She actively engaged with healthcare leaders, professionals, and key stakeholders during the event.
- This participation provided a valuable platform to highlight PFRC's initiatives in public health, nutrition awareness, and industry contributions.
- PFRC's presence at the conference reinforces its commitment to collaborating with the healthcare sector for the promotion of evidence-based nutrition and community well-being.





PFRC ANNUAL SUMMIT

NOVEMBER 14, 2025

- The Poultry Farmers Regulatory Committee (PFRC) successfully hosted its Annual Summit at Hotel Aksara, Sulur, bringing together industry stakeholders, experts, and partners.
- **Ad Reel Release**: Official launch of PFRC's awareness and promotional ad reel, designed to enhance public education on poultry nutrition and responsible consumption.
- **Research Paper & Awareness Material Release**: Release of comprehensive research papers and educational materials developed by Dr. N.G.P. College of Arts and Science, emphasizing evidence-based nutrition and poultry-related public health awareness.
- **Health Pledge – Digital Launch**: Digital launch of the PFRC Health Pledge initiative, aimed at promoting healthy food choices, responsible consumption, and overall community well-being.
- **Expert Panel Discussion**: An engaging interdisciplinary panel featuring a Human Doctor, Veterinarian, Gynecologist, and Dietitian, discussing key themes including nutrition, healthy eating, the role of poultry in human nutrition, and bio-security protocols under Safe-P certification.
- The summit highlighted PFRC's dedication to advancing scientific knowledge, nutritional awareness, and industry standards through collaborative efforts and innovative outreach.





CAREER OPPORTUNITY PRESENTATION

DECEMBER 19, 2025

- A successful Career Opportunity Presentation was conducted at Sri Saraswathi Thyagaraja College, Pollachi, focusing on guiding students toward promising career paths in the poultry, feed, and allied management sectors.
- Key presentations were delivered by:
- Mr. Ramji Raghavan, Management Consultant (BCC) and Representative of the Poultry Farmers Regulatory Committee (PFRC)
- Mr. Ramanathan, Manager – HR, Shanthi Feeds Private Limited
- Ms. Annapoorani, Manager – Accounts, Shanthi Feeds Private Limited
- Dt. Mallika delivered an engaging nutrition talk on "Healthy Eating & Lifestyle," highlighting:
- Balanced nutrition tailored for young adults
- Prevention of lifestyle-related non-communicable diseases
- The critical role of informed food choices, regular physical activity, and disciplined routines
- The event empowered students with industry insights and practical health guidance, reflecting PFRC's commitment to youth development, education, and promoting sustainable career opportunities in the poultry sector.







Dt. Pradeepa
DIET PROFICIENT, CLINICAL DIETITIAN, AND SKILLED DIABETES EDUCATOR
@ Dietitian Pradeepa's Clinic

THE IMPORTANCE OF PROTEIN IN THE INDIAN DIET



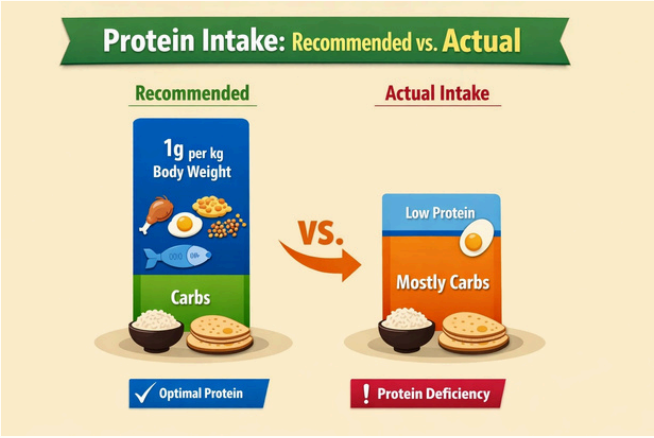
In most Indian households, daily meals are heavily dominated by carbohydrates. Rice, wheat, and refined cereals form the major portion of the food plate.

While carbohydrates are essential as a primary source of energy, they are poor providers of high-quality protein. This imbalance has become one of the most common nutritional gaps observed in Indian diets today.

From a dietitian's perspective, inadequate protein intake is now seen across all age groups–children, adults, and the elderly–contributing to fatigue, muscle loss, reduced immunity, and poor metabolic health.

Are Indians Meeting Their Protein Needs?

According to the World Health Organization (WHO), the recommended protein intake for a healthy adult is 0.8–1 gram per kilogram of body weight per day. However, diet recalls and nutritional assessments consistently show that many individuals fail to meet even this minimum requirement.



Even when people consciously attempt to include protein, intake is often restricted to only one meal, usually lunch or dinner. This pattern limits the body's ability to optimally utilize protein.

Why Protein Must Be Consumed Across All Three Meals

Protein plays a continuous role in muscle repair, immune function, enzyme activity, and metabolic regulation. For this reason, it should be consumed at breakfast, lunch, and dinner.

From a nutritional science standpoint, distributing protein evenly across meals:

> Many people in India don't even hit the minimum – especially when protein is limited to just lunch or dinner.

- Improves muscle protein synthesis
- Supports sustained energy levels
- Enhances immunity
- Helps regulate appetite and blood sugar levels

Concentrating protein in just one meal does not support the body's round-the-clock requirements.

Protein at Breakfast: A Sample Indian Plate

Breakfast is often the most neglected meal for protein, despite being critical for daily metabolic balance.

Protein-Focused Breakfast Options

Vegetarian Option

- Moong dal chilla / dal dosa – 2 medium
- Curd or paneer – ½ cup
- Nuts and seeds (almonds, pumpkin seeds) – 1 tablespoon
- Seasonal fruit – small portion





Eggetarian Option

- ✔ Whole egg omelette – 1 egg (with vegetables)
- ✔ Additional egg whites – 1–2 (optional)
- ✔ Millet dosa or multigrain toast – 1–2
- ✔ Buttermilk or curd – ½ cup

Traditional Option

- ✔ Idli (2) with extra sambar (lentil-based)
- ✔ Sprouted legume sundal – ½ cup



👉 These combinations provide 15–25 g of protein, helping improve satiety, strength, and productivity throughout the day.

Ideal Protein Distribution: Vegetarian and Non-Vegetarian Sources

A balanced Indian diet can effectively meet protein requirements when planned correctly.

- ~80% from vegetarian sources
- ~20% from non-vegetarian sources, which provide high biological value protein and essential amino acids

Good Vegetarian Sources of Protein

Indian vegetarian foods offer a wide variety of protein-rich options:

> These foods provide protein along with fiber, vitamins, and minerals when consumed regularly.



- Pulses and dals (toor dal, moong dal, chana dal)
- Whole legumes such as chana, rajmah, green gram, horse gram
- Sprouts
- Milk and milk products like curd and paneer
- Nuts and seeds including almonds, pumpkin seeds, and oilseeds

Recommended Non-Vegetarian Protein Sources

Non-vegetarian foods supply complete proteins and essential amino acids:

- Whole egg – 1 daily
- Fish and chicken – up to three times a week



For better digestion and metabolic health, non-vegetarian foods are best consumed during breakfast or lunch rather than late at night.

Conclusion

Carbohydrates will always remain an integral part of Indian cuisine. However, protein deserves equal attention.

Ensuring adequate protein intake from a combination of vegetarian foods and moderate non-vegetarian sources–distributed evenly across all meals–is essential to meet daily requirements, prevent nutritional deficiencies, and support long-term health.

A conscious shift toward protein-balanced meals can make a significant difference in overall nutrition, strength, immunity, and wellbeing.



References :

- World Health Organization (WHO)

Protein and Amino Acid Requirements in Human Nutrition
WHO Technical Report Series No. 935, Geneva, 2007

- Indian Council of Medical Research (ICMR) – National Institute of Nutrition (NIN)

Nutrient Requirements for Indians, 2020

- FAO/WHO/UNU Expert Consultation

Dietary Protein Quality Evaluation in Human Nutrition
FAO Food and Nutrition Paper 92, 2013

- National Institute of Nutrition (NIN)

Dietary Guidelines for Indians (2011, updated editions)

- USDA & FAO Food Composition Tables

Adapted for Indian foods and used globally to evaluate protein content

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



Protein Is Crucial During Certain Life Stages.

Extra attention is needed for:

1. Children & adolescents (growth phase)
2. Pregnant & lactating women
3. Elderly (to prevent muscle loss)
4. People with diabetes, thyroid issues, or recovery from illness

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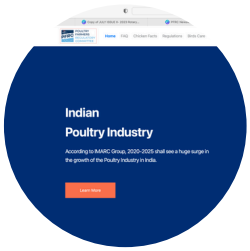
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