

PoultryTech Summit & Expo 2024: A New Era of Innovation in the Poultry Industry

Namakkal, Tamil Nadu's poultry hub, hosted the inaugural PoultryTech Summit & Expo 2024 on June 29 at Hotel Golden Palace. With over 700 attendees, a event marked a major step forward in advancing technology and sustainability in the poultry sector.



Namakkal, Tamil Nadu Jul 5, 2024 ([Issuewire.com](https://www.issuewire.com)) - A Convergence of Minds and Technology

The event, organized by PoultryCare, a leading digital transformation solutions provider for the poultry industry, featured an impressive lineup of 40+ exhibition stalls, 15+ expert speakers, and showcased 20+ innovative products and 10+ startups. This confluence of industry veterans, tech innovators, and forward-thinking farmers created a vibrant atmosphere of knowledge sharing and collaboration.

Dr. Chandrasekar, a renowned poultry expert, set the tone for the event with his insightful presentation on data-driven farming. His emphasis on leveraging analytics for optimal farm management resonated with many attendees, highlighting the growing importance of technology in modern poultry operations.

Mr. Sivakumar, a prominent figure in agritech, shed light on the myriad opportunities available for startups in the poultry tech space. His presentation sparked numerous discussions on potential collaborations between tech entrepreneurs and established poultry farmers, paving the way for future innovations.

The event's chief guest, Mr. Singaraj, drew from his four decades of experience to offer a comprehensive overview of the poultry industry's evolution. His historical perspective, coupled with insights into current trends and future prospects, provided attendees with a holistic view of the sector's trajectory.

The event featured an impressive lineup of industry experts and thought leaders. Keynote sessions were delivered by Mr. Vishal Huddar from Gartech and Mr. Manjunath Marappan. Dr. N Jagadeesh and S Sasti Kumar led an insightful fireside chat, while Mr. Rajan Kanagasabai, Mr. Rathinasamy K S, Mr. Murugavel B, and Dr. Vivek Manoharan participated in a panel discussion on industry trends. Dr. Sivakumar presented a compelling case study, and another panel featuring Dr. D Kannan, Mr. Selva Murali, Mr. Vasanthan Selvam, and Mr. Sriran Hariharan explored sustainable farming practices. The summit also included a dynamic product pitching session where six innovative companies showcased their latest offerings to the industry.

Launching the PoultryTech Innovation Council: A Collaborative Leap Forward

Perhaps the most significant outcome of the PoultryTech Summit & Expo 2024 was the official launch of the PoultryTech Innovation Council. Proposed by Mr. Janagaran Varadharaj, the founder of PoultryCare, this initiative aims to bring together all stakeholders in the poultry industry under one roof, fostering collaboration and driving innovation.

The PoultryTech Innovation Council is envisioned as a unifying platform that will bring together:

- **Poultry Farmers:** The backbone of the industry, providing practical insights and real-world challenges that need technological solutions.
- **Veterinarians:** Offering expertise in poultry health and welfare, is crucial for developing technologies that promote bird health and productivity.
- **Technology Partners:** Bringing cutting-edge solutions in AI, IoT, automation, and data analytics to address industry challenges.
- **Poultry Consultants:** Providing strategic insights and bridging the gap between traditional practices and innovative approaches.
- **Research Institutions:** Contributing the latest scientific findings and facilitating the transfer of knowledge from lab to farm.
- **Policy Makers:** Ensuring that innovations align with regulatory frameworks and helping to shape policies that support technological adoption in the poultry sector.

The council's primary objectives include:

- Facilitating collaborative research and development projects
- Organizing regular knowledge-sharing forums and workshops
- Creating a database of industry challenges and matching them with potential tech solutions
- Advocating for policies that support technological adoption in the poultry sector

- Developing standards and best practices for technology implementation in poultry farming

Mr. Janagaran Varadharaj elaborated on the council's vision: "The PoultryTech Innovation Council represents a paradigm shift in how we approach challenges in the poultry industry. By bringing together diverse stakeholders, we're creating an ecosystem where ideas can flourish, innovations can be rapidly tested and implemented, and the benefits can be shared across the entire value chain."

The council's launch was met with enthusiasm from attendees, with many expressing interest in participating. Dr. Meenakshi Sundaram, a veteran poultry farmer, commented, "This is exactly what our industry needs. For too long, we've worked in silos. This council will allow us to pool our knowledge and resources, accelerating the pace of innovation."

Showcasing Innovation: Product Pitches and Exhibition

The summit also featured a dynamic product pitching session where six innovative companies showcased their latest offerings to the industry. These pitches covered a wide range of solutions, from AI-powered farm management systems to novel feed additives that improve bird health and productivity.

One standout presentation came from AgroAI, a startup that has developed a computer vision system for early detection of health issues in broiler chickens. Their system, which uses machine learning algorithms to analyze bird behavior and physical characteristics, promises to revolutionize how farmers monitor flock health.

The exhibition area buzzed with activity throughout the event, with 40+ stalls showcasing the latest in poultry technology. Attendees had the opportunity to experience hands-on demonstrations of cutting-edge equipment, software solutions, and biotechnology products.

Looking to the Future

The overwhelming success of the PoultryTech Summit & Expo 2024 has set a new benchmark for industry events. Attendees praised the diverse range of topics covered, the quality of networking opportunities, and the tangible sense of progress towards a more technologically advanced and sustainable poultry sector.

Reflecting on the event's success, Janagaran Varadharaj stated, "The enthusiastic participation and positive feedback we've received demonstrate the poultry industry's readiness to embrace technological advancements. We're thrilled to have provided a platform that brings together all stakeholders to drive innovation and sustainability in the sector."

Looking ahead, the organizers have announced plans to make the PoultryTech Summit & Expo an annual event, with the next edition slated for 2025. The PoultryTech Innovation Council is expected to play a central role in shaping the agenda for future events, ensuring that the summit continues to address the most pressing challenges and opportunities in the industry.

As the poultry sector stands on the brink of a technological revolution, events like the PoultryTech Summit & Expo and initiatives like the PoultryTech Innovation Council will be crucial in guiding the industry towards a more efficient, sustainable, and prosperous future. With the collaborative spirit witnessed at this inaugural event, the future of poultry farming in India looks brighter than ever.

For more information about the event, the PoultryTech Innovation Council, and future initiatives, visit

www.poultrytech.org or contact Janagaran Varadharaj at jana@poultry.care.



Media Contact

PoultryTech

manikandan@poultry.care

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