

## Orffa Conducts Smart Minerals Seminar Series in India



Orffa concluded a successful seminar series across four cities: Irakpur, Udhiana, Pune, and Oimbatore from

March in India, bringing together over industry professionals to discuss key advancements in poultry nutrition and trace mineral technologies. These events provided a platform for knowledge exchange, industry insights, and discussions on innovative solutions shaping the future of poultry nutrition.

The seminars began with an introduction to Orffa and its commitment to pioneering advancements in animal nutrition. Abiha Adari, General Manager, South Asia at Orffa, and Ramakanta Nayak, Managing Director of Asia Pacific at Orffa, highlighted Orffa's dedication

to delivering science-driven solutions that address industry challenges and enhance livestock performance. Reflecting on Orffa's mission, they stated: "At Orffa, we are committed to bringing science-driven, sustainable solutions to the animal nutrition industry in South Asia. Through continuous innovation and strong partnerships, we aim to support the region's evolving needs and contribute to more efficient livestock production."

Opaphan Pruekvimolphan, Technical Manager at Orffa, presented a comprehensive view of trace mineral technologies, highlighting their role in improving poultry health and productivity.





Building on this, Olien van Oost, Global Solution Manager - Mineral Nutrition at Orffa, introduced Orffa's smart Mineral Mixtures, an innovative third-generation trace mineral concept designed to optimize supplementation strategies for enhanced performance and sustainability.

The seminars also featured valuable insights from industry experts. Dr. Dinesh Hosale, former chairman of MA, provided a comprehensive overview of the current poultry market, highlighting key challenges, emerging opportunities, and trends shaping the industry. Dr. Handrakant Patil, Technical Consultant, shared his

expertise on critical aspects of dairy nutrition and production strategies. The seminar also highlighted the importance of nutrition in human health. Dr. Pawan Kumar, Protein Awareness Campaigner, delivered an insightful session on the critical role of protein consumption, emphasizing its impact on overall well-being and the growing need to promote high-quality protein sources.

The seminar series reinforced the importance of innovative trace mineral technologies, the evolving challenges in the animal nutrition sector, and the role of advanced nutrition in improving efficiency and sustainability.

About Orffa - <https://orffa.com/>







Orffa develops and delivers innovative and sustainable feed solutions worldwide. Through advanced technology and deep market knowledge, Orffa helps livestock farmers and feed producers optimise animal health and performance.

