

Latin American Poultry Summit

January 26, 2026

“Poultry Protein, We Can’t Live Without It”

9:00 a.m. – 9:30 a.m.	Opening Ceremony Research Projects Presented by ALA
9:30 a.m. – 11:00 a.m.	CEO Roundtable: Future and Direction of Egg Companies Lorenzo Martin, El Gran Chaparral/UNA (Mexico) Ismelon Moreira – Global Eggs (Brazil, Spain, USA) Juan Felipe Montoya – Huevos Kikes/WEO (Colombia) Moderator – Mauricio Sanabria, Hy-Line (Colombia)
11:00 a.m. – 11:20 a.m.	Coffee Break
11:20 a.m. – 11:55 a.m.	How Artificial Intelligence and Smart Technologies Are Shaping the Poultry Industry – Dr. Servio Palacios – Zamorano/Mayan Mind (Honduras)
11:55 a.m. – 12:30 p.m.	Data-Driven Poultry Industry – Tools for Transforming Data Into Business Decisions – Dr. David Vargas – Wayne Sanderson (Ecuador/USA)
12:30 p.m. – 2:00 p.m.	Lunch
2:00 p.m. – 2:35 p.m.	Mycotoxins Panorama in Latin America – Felipe Fagundes – Alltech (Brazil)
2:35 p.m. – 3:10 p.m.	Intestinal Integrity – Control Strategies and Impact on Productivity – Carlos Martinez – DCL (Mexico)
3:10 p.m. – 3:45 p.m.	From Raw Materials to Rations: Stopping Salmonella at the Source – Jose Ramirez – Anitox (Puerto Rico)
3:45 p.m. – 4:15 p.m.	Coffee Break
4:15 p.m. – 4:50 p.m.	Light, an Essential Factor in the Environment of Poultry Farms – Cristabel Huerta – Hato Lighting (Belgium/Mexico)
4:50 p.m. – 5:25 p.m.	From the Farm to the Consumer – How Bachoco Transformed communication in the Poultry Industry – Mauricio Simental – marketing, Digital and E-Commerce Executive – Bachoco (Mexico)
5:30 p.m. – 6:30 p.m.	Latino Reception: United Poultry Industry