



SAKURA MEETING 2021

The Japanese cherry blossom is one of the most important symbols of Japanese culture. It stands for beauty, departure and transience.

Cherry blossom time marks a high point in the Japanese calendar and the beginning of spring, which bathes Japan in a pink-white sea of cherry blossoms (almost half of all deciduous trees in Japanese cities are cherry trees).

That is why the time of the cherry blossom is also a favourite holiday and travel season in Japan, unfortunately our LOHMANN experts could not travel to Japan this year.

The well-established Sakura Meeting of our sister company Ghen Corporation

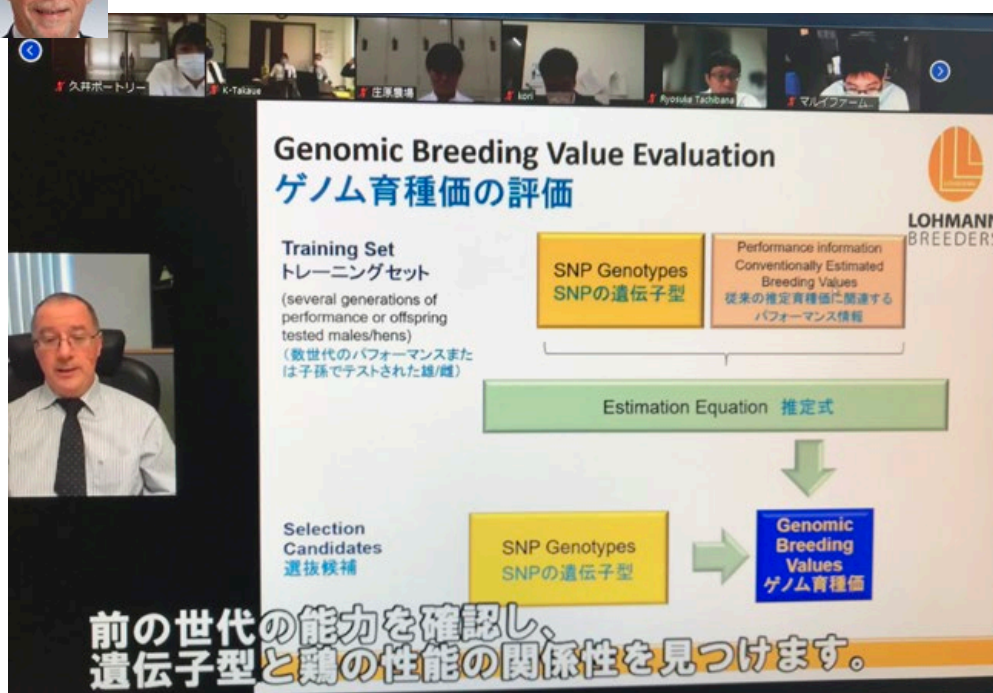
Just like the annual cherry blossom, the well-established Sakura Meeting of our sister company **Ghen Corporation**, which distributes more than one million layer parent stock chicks, is also an integral part of this time.

Every year, 20 associated hatcheries participate in the Sakura Meeting, which highlights various aspects related to layers and parent stock.

Although Japan's cherry blossom was completely unaffected by Corona, Ghen Corporation had to come to terms with the ongoing pandemic situation. Therefore, the traditional Sakura Meeting was held as a virtual version this year. But even in this format, the LOHMANN poultry experts did not miss the opportunity to participate.

Dr. Matthias Schmutz, chief geneticist at LOHMANN gave a genetics update tailored to our LSL. **Dr Andreas Bublat**, veterinary specialist, and **Dr Matthias Voss**, veterinary scientific director, illustrated the great importance of sound biosecurity procedures.

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Of course, the online version of the Sakura Meeting did not lack the traditional question & answer sequence. The experts from **Ghen Corporation** discussed all open points and questions around the presentations raised by the audience.

Even though the virtual Sakura Meeting was in no way inferior to an on-site event in terms of quality and standard, we and our poultry experts hope to be able to experience the time of the cherry blossom directly in Japan again next year.

