



END OF AN ERA: A BUSINESS PARTNER AND FRIEND SAYS GOODBYE AFTER 25 YEARS



Braulio Ruiz
Sales & Technical Service Latin America

As LOHMANN BREEDERS family, we would like to pay a heartfelt tribute to the man who has been, for many years, a partner, support and friend like no other: Rafael Ignacio Serrano Urdaneta, General Manager of Pronavícola Colombia.

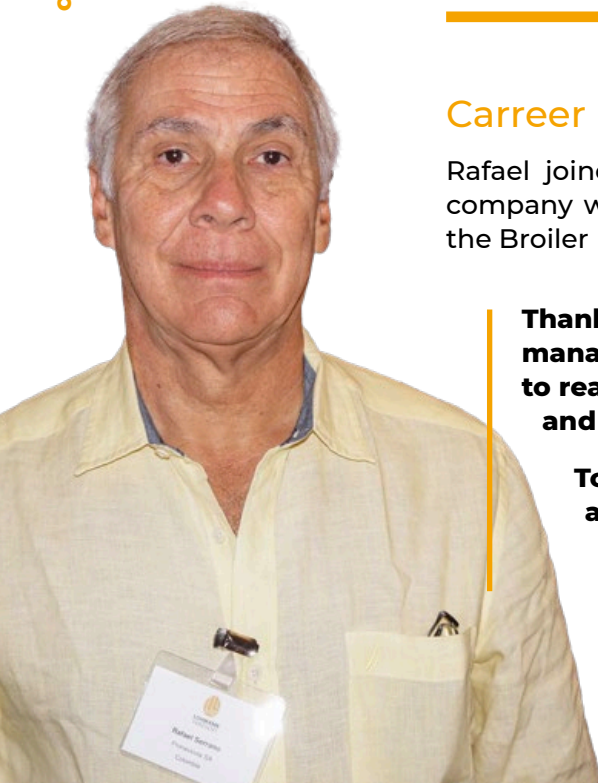
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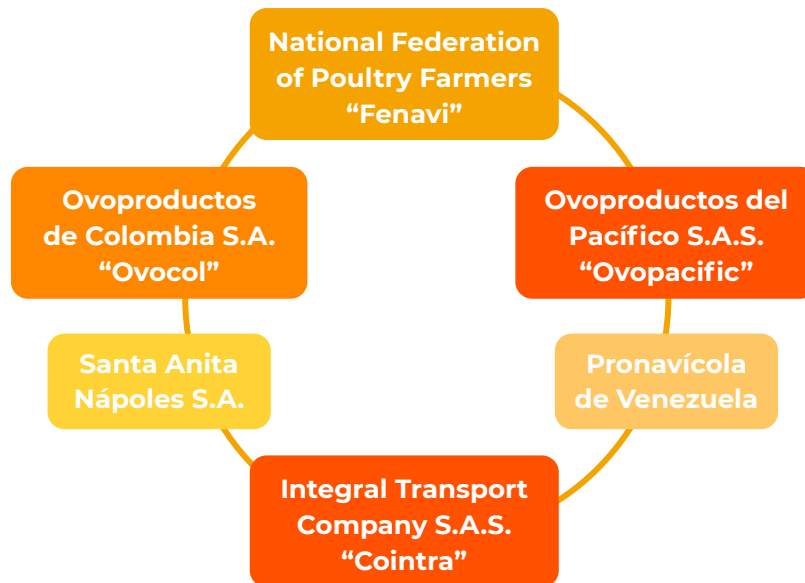
Rafael joined Pronavícola on August 23, 1999, at a time when the company was facing serious economic challenges due to leukosis in the Broiler Indian River line.

Thanks to his leadership and the efforts of his team, he managed to turn this situation around, leading the company to reach sales levels ten times higher than those of that time, and generating more than 700 stable and quality jobs.

Today, we celebrate his career, which is coming to an end after 25 years of dedication and service to the company.

Parallel to his work in Pronavícola, Rafael has actively supported our poultry market in several instances, standing out as a member of the Board of Directors in the following entities:





Family

Rafael is not only an outstanding professional, but also a wonderful husband to Camila Zuleta de Serrano, his great companion in life.

Together they have formed a beautiful family, which includes their beloved daughter Juanita Serrano Zuleta and their granddaughter Isabela, who is the greatest gift that life has given them.

It is evident that the poultry industry, just like us, bids farewell to an exceptional professional. All that remains is to wish him health, happiness, and a well-deserved rest, with the hope that he enjoys his time with his wonderful family.

We wish you all the very best for the future! Thank you for your decades of trust in LOHMANN!



