

# Broiler & Breeder News Asia

10 - 16 June 2026

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## Market Trends and Exports/Imports



### Meat Prices Fail to Keep Pace with Rising Feed Costs

**Cost Pressure:** Livestock producers across Asia are facing rising feed, fuel, fertilizer, and production costs, while meat and egg prices remain weak due to market oversupply.

**China Hog Sector:** China's hog industry continues to struggle with oversupply despite government efforts to reduce herd sizes. Live hog prices fell below USD 1.38/kg in March 2026, down 30% year-on-year and below production costs, squeezing producer margins.

**Vietnam Poultry Sector:** Live broiler prices in southern Vietnam have fallen close to production costs, while egg prices have at times dropped below cost. Weak demand recovery following Tet has further contributed to market oversupply.

**Shift Toward Value Addition:** The Vietnamese poultry industry is encouraging producers to focus on value-added products rather than increasing production volumes, although investment appetite remains limited due to low profitability.

**Key Concern:** Persistent oversupply and weak farm-gate prices threaten producer profitability and could eventually impact long-term protein supply and food security if market conditions do not improve.

**Source:** [Asian Agribiz](#)

### USDA Raises US Red Meat and Poultry Production Forecast



**Production Outlook:** The USDA increased its 2026 US red meat and poultry production forecast to 109 billion pounds, with higher broiler production expected to offset lower red meat output.

**Pork Production:** US pork production for 2026 was raised slightly to 27.955 billion pounds, supported by heavier dressed weights despite lower second-quarter slaughter numbers.

**2027 Forecast:** Total red meat and poultry production is also projected at 109 billion pounds in 2027, with pork production expected to reach 28.290 billion pounds due to anticipated gains in carcass weights.

**Price Trends:** The forecast average barrow and gilt price for 2026 was lowered to US\$66.63/cwt, while the 2027 estimate was reduced to US\$65/cwt, reflecting softer market expectations.

**Export Performance:** US pork exports for 2026 are forecast at 7.252 billion pounds, supported by strong shipments to key international markets, while the 2027 export forecast remains unchanged at 7.330 billion pounds.

**Source:** [eFeedLink](#)

### Hung Nhon and De Heus Commission One Million-Chick Broiler Farm in Vietnam



**Major Investment:** Hung Nhon Group, De Heus, and Bel Ga have commissioned the DHN Tay Ninh 2 broiler complex in Tay Ninh Province, one of Southeast Asia's largest high-tech broiler farms, with an annual capacity of 5 million broilers.

**Integrated Production Model:** The facility operates with a fully automated, closed-system design featuring climate control, automated feeding and watering, enhanced biosecurity, disease prevention, and product traceability.

**Strategic Partnerships:** The project brings together leading global suppliers, including Bel Ga (breeding stock), De Heus (feed and nutrition), Big Dutchman (farm equipment and automation), Boehringer Ingelheim (vaccines and animal health), and Olmix (biological solutions).

**Long-Term Expansion Plan:** DHN Tay Ninh 2 is part of a 13-project, VND13.1 trillion (US\$514 million) integrated livestock program targeting annual production of 200 million breeding chickens, 25 million export broilers, and 10,000 grandparent pigs by 2036, generating an estimated US\$2 billion in annual revenue.

**Biosecurity Focus:** Staff training programs were conducted on biosecurity, vaccination, flock health monitoring, and barn management, reinforcing the project's emphasis on disease prevention and operational efficiency.

**Source:** [eFeedLink](#)

## Feed and Nutrition



### El Niño Threatens New Wave of Commodity Price Volatility

**Climate and Market Risk:** The World Economic Forum (WEF) warns that the expected El Niño event from May-July 2026 could further disrupt global commodity markets already affected by economic uncertainty and rising production costs.

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## Feed and Nutrition (Cont.)

**Impact on Crop Production:** Asian farmers have reportedly reduced crop plantings due to higher fertilizer costs linked to the Iran conflict, raising concerns about lower harvests and increased feed ingredient prices.

**India Soybean Market:** High domestic soybean prices have led to the cancellation of 25,000 tons of export contracts, while industry stakeholders are seeking imports of non-GM soybeans from Africa to ease supply constraints.

**Feed Cost Concerns:** Soybean prices in India are expected to remain elevated until the new harvest arrives in September, although fertilizer shortages and climate risks may affect production outcomes.

**Industry Recommendation:** The WEF advises agribusinesses to strengthen resilience by diversifying sourcing, reducing water dependency, securing alternative logistics, and incorporating climate-related risks into business planning.

**Source:** [Asian Agribiz](#)



## Supporting Broiler Skin Quality with Bis-Chelated Zn, Cu and Mn

**Challenge:** Poor skin quality can lead to carcass downgrades, condemnations, and economic losses in broiler production, particularly under intensive production systems.

**Role of Trace Minerals:** Zinc (Zn), copper (Cu), and manganese (Mn) support the production of structural proteins such as collagen, elastin, and keratin, which are important for skin integrity and overall carcass quality.

**Trial Findings:** A large-scale field trial in France compared Mintrex bis-chelated trace minerals with conventional inorganic mineral sources across 20 broiler houses.

**Performance Benefits:** Birds receiving the bis-chelated minerals showed more than 1% improvement in flock uniformity (homogeneity) and better skin quality at processing, including reductions in bruising and recent scratches.

**Key Takeaway:** Replacing higher levels of inorganic trace minerals with lower levels of bis-chelated Zn, Cu, and Mn improved broiler uniformity and carcass quality, highlighting the importance of trace mineral nutrition as part of a broader strategy to improve skin health and processing outcomes.

**Source:** [Poultry World](#)



## Indonesia Introduces Soybean Subsidy to Stabilize Prices

**Government Support:** Indonesia will provide a Rp2,000/kg (US\$0.11/kg) soybean subsidy to offset rising import costs caused by the weakening rupiah and protect domestic soybean users.

**Initial Coverage:** The first phase of the program will cover 250,000 tonnes of soybeans, with an estimated government budget of Rp500 billion (US\$27.8 million).

**Target Beneficiaries:** Subsidized soybeans will be supplied directly to tofu and tempeh producers, ensuring lower raw material costs and preventing price increases for consumers.

**Market Drivers:** Indonesia remains heavily dependent on imported soybeans, and currency depreciation has pushed soybean prices to around Rp10,500/kg (US\$0.58/kg), approaching the national reference price ceiling.

**Source:** [eFeedLink](#)

## Vaccination and Disease Prevention



### India's HPAI Vaccine Dilemma - Urgent Tool or Risky Shortcut?

**Growing Threat:** Continued outbreaks of HPAI H5N1 across India, including spread to mammals such as tigers, leopards, and domestic cats, have intensified concerns over poultry losses and potential zoonotic risks.

**Industry Support for Vaccination:** Poultry industry groups, including the Poultry Federation of India (PFI), are advocating HPAI vaccination to reduce economic losses, protect poultry production, and lower environmental viral loads.

**Expert Concerns:** Scientists caution that vaccination alone is not sufficient and requires more than 85% flock coverage to be effective—a significant challenge in India's fragmented poultry sector with many smallholder farms.

**Integrated Control Needed:** Experts recommend combining vaccination with strong biosecurity, surveillance, rapid outbreak detection, culling programs, and better live bird market management to achieve sustainable disease control.

**Vaccine Limitations:** Current avian influenza vaccines may reduce mortality and virus shedding but do not provide sterile immunity, meaning vaccinated birds can still carry and spread the virus, complicating surveillance efforts.

**Future Direction:** Growing discussions within government and industry suggest increasing support for including vaccination in national HPAI control programs, provided vaccines are matched to circulating strains and supported by coordinated implementation strategies.

**Source:** [Asian Agribiz](#)