

# Broiler & Breeder News Asia

14 - 20 Jan 2026

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## Market Trends and Exports/Imports



### Thaifoods Targets 10% Revenue Growth in 2026

**Revenue target:** Thaifoods Group is aiming for at least 10% year-on-year revenue growth, targeting USD 2.56 billion in 2026, supported by rising domestic and global demand for pork and chicken.

**Market expansion:** The company plans to strengthen its footprint in Vietnam, the EU, Japan, and China, while pursuing new growth opportunities in South Korea, the Middle East, and Malaysia.

**Retail growth:** Thaifoods Fresh Market is set to expand to 850 branches in 2026, up from 615 branches at the end of 2025, highlighting a strong push toward downstream integration and consumer access.

**Investment strategy:** Thaifoods will invest USD 80–96 million in 2026, with 80% allocated to retail store expansion and the balance directed toward overseas investments and feed operations.

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



### Poultry India Highlights Strong Momentum in Processing Investments

**Industry shift:** The Indian poultry industry has reached a processing tipping point, with companies moving from long-term planning to rapid execution of processing projects, including higher-capacity and higher-speed lines.

**Growth outlook:** Poultry processing capacity is estimated to have grown at a CAGR of 15.75% (2018–2026), driven by expanding QSRs, organized retail, supermarket chains, and emerging cloud slaughterhouses.

**Market access:** Cloud slaughterhouses operated by quick-commerce firms are enabling processed poultry to reach underserved cities and regions beyond the reach of mainstream brands.

**Supply alignment:** Large integrators are expanding breeder capacity to support rising processing demand, signaling confidence across the value chain.

**Long-term potential:** India could become the third-largest broiler producer by 2030, with 700 million placements/month and 12–14 million tons annually. Processed chicken may grow from 18–25% of consumption to 60–70% by 2047.

**Key challenges:** Labor shortages and skills gaps make automation essential, while expanding modern retail channels is critical, as 85% of sales remain in wet markets. Improved hygiene and convenience are expected to drive higher consumption.

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

EXPORT

### Japan Seeks to Diversify Agricultural and Food Export Markets

**Policy shift:** Japan plans to reduce reliance on China and the US by diversifying export destinations for agricultural and food products.

**Key products:** Alcoholic beverages, soft drinks, snacks, yellowtail, and scallops are priorities, as exports to China and the US face trade and tariff risks.

**Trade context:** China's seafood import ban and concerns over higher US tariffs have heightened the need for market diversification.

**Growth target:** Japan aims to increase exports of agricultural, forestry, fishery, and food products to ¥5 trillion (US\$33 billion) by 2030, up from ¥1.5 trillion in 2024.

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

## Feed and Nutrition



### Indonesia Prepares to Export Corn in 2026 Amid Rising Surplus

**Export plan:** Indonesia, through state-owned Bulog, is preparing to export corn (and rice) in 2026, following a direct mandate from President Prabowo Subianto.

**Recent exports:** The country already exported 21,300 tonnes of corn in 2025, with an additional 31,600 tonnes planned for December.

**Supply surplus:** Indonesia recorded a corn surplus of 463,900 tonnes in 2025, driven by higher production relative to consumption.

**Production growth:** Corn output rose 6.44% year-on-year, reaching around 15.1–16.1 million tonnes, exceeding domestic consumption of 15.65 million tonnes.

**Policy driver:** The growing surplus—up 23.2% compared with 2023—is a key factor behind the government's push to expand corn exports.

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

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## Feed and Nutrition (Cont.)



### Bangladesh Resumes US Corn Imports for Animal Feed After Eight Years

**Trade resumption:** Bangladesh has restarted importing US-origin yellow corn for animal feed after an eight-year hiatus, signaling renewed bilateral agricultural trade.

**Import details:** Three major feedmillers—Paragon Group, Nahar Agro Group, and Nourish Poultry and Hatchery Ltd—imported 57,855 tons of corn from the 2025/26 US crop.

**Supply context:** Bangladesh meets only 30% of its corn demand domestically, relying on imports for the remaining 70%, making corn a critical input for animal nutrition.

**US export outlook:** The US expects up to 110 million tons of corn to be available for export this year, offering competitive pricing and aiming to capture a share of Bangladesh's annual 2 million tons of corn imports.

**Strategic significance:** The move aligns with Bangladesh's commitment to expand agricultural trade with the US following Liberation Day tariffs, reinforcing feed security for the livestock and poultry sectors.

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

## Avian Influenza and Disease Outbreaks



### Study: H5N1 Primarily Spread by Wild Birds and Waterfowl

**Key finding:** H5N1 is now endemic in wild birds and waterfowl in North America, driving most outbreaks in domestic poultry.

**Transmission pattern:** Backyard flocks show infection about nine days earlier than commercial flocks, but are not the main source of commercial outbreaks.

**Policy implication:** Avian influenza should no longer be treated solely as a foreign animal disease, as sustained circulation in wild birds is now evident.

**Control strategy:** With wild bird culling impractical, producers must rely on biosecurity, surveillance, and vaccination to manage risk.

**Early warning role:** Backyard flocks could act as sentinel systems, but improved reporting and data collection are needed.

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

## Vaccination and Disease Prevention

**BANNED**

### Indonesia Bans Certain Veterinary Drugs for Food-Producing Animals

**Regulatory update:** Indonesia has enacted a new regulation, effective January 5, 2026, prohibiting the use of specific veterinary drugs in food-producing animals intended for human consumption.

**Key restrictions:** The ban targets fluoroquinolone antibiotics and third- and fourth-generation cephalosporins, citing long-term public health risks.

**Feed and treatment limits:** The regulation explicitly prohibits the use of Colistin and several fluoroquinolones as feed additives, as well as restricting certain medicines for oral, injectable, and topical applications.

**Public health focus:** The policy aims to reduce the risk of antimicrobial resistance (AMR) linked to animal-derived food products.

**Regulatory impact:** The new rule supersedes previous regulations, requiring livestock and poultry producers to adjust health management and medication protocols accordingly.

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

## Additional Highlight



### Broiler Chick Sex and Weight Sorting Improves Uniformity and Efficiency

**Technology:** Automated optical system sorts day-old chicks by sex and precise weight, improving flock uniformity.

**Efficiency gains:** AI detects defects more accurately than manual sorting, reducing labor needs.

**Data value:** Individual chick data supports better hatchery and grow-out management decisions.

**Cost savings:** Filling transport boxes by weight instead of number could cut transportation costs by up to 10%.

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