

Broiler & Breeder News Asia

22 - 28 July 2026

Disclaimer: This Broiler & Breeder News Asia summarizes information from independent third-party publications. Aviagen does not endorse or promote any companies, products, or technologies mentioned, and all views and claims belong solely to the original sources.

Market Trends and Exports/Imports

Indonesia Seeks New Markets for Poultry Surplus

Export strategy: Indonesia is pursuing export opportunities in China and the Middle East to address domestic poultry oversupply and improve the industry's global competitiveness.

Industry challenge: The government emphasized that the issue is distribution and supply-demand balance, not insufficient production, as the country has ample chicken and egg output.

Long-term objective: Expanding exports is seen as a sustainable solution to stabilize the poultry sector, support domestic prices, and create more opportunities for local poultry farmers.

Market access: The government is strengthening bilateral and multilateral diplomatic cooperation to secure greater international market access for poultry and other agricultural products.

Source: [Asian Agribiz](#)



CP Group Commits US\$600 Million to Expand Poultry and Pork Processing in Vietnam

Major investment: CP Group will invest US\$600 million across three projects to expand poultry processing and pork slaughtering capacity, reinforcing Vietnam's role as a regional food production and export hub.

Expanded poultry processing: A US\$200 million investment will double the processing capacity of the CPV Food Binh Phuoc complex in Dong Nai from 1 million to 2 million chickens per week for export. An additional US\$300 million will fund a new poultry processing plant in Phu Tho with a capacity of 1 million chickens per week.

Export-oriented strategy: CP Group aims to position Vietnam as a regional production and export base, supported by its integrated feed-farm-food model, which enhances traceability, food safety, and supply chain efficiency.

Technology and sustainability: The company will increase the use of artificial intelligence, digital technologies, and data analytics in livestock production, while investing in renewable energy, energy efficiency, and resource recycling to support its net-zero greenhouse gas emissions target by 2050.

Source: [eFeedLink](#)



Shandong's Chicken Meat Output Surpasses Pork as Broiler Industry Leads China

Record production: In 2025, Shandong marketed 2.987 billion broiler chickens and produced 3.972 million tonnes of chicken meat, exceeding its 3.776 million tonnes of pork production.

National leadership: Shandong accounted for 37% of China's broiler marketings and 42.7% of total broiler slaughter, maintaining its position as the country's leading province for broiler production and processing.

Processing hub: The province processed 3.943 billion broilers in 2025—more than its local production—reflecting substantial inflows of live birds from other provinces for processing, reinforcing Shandong's role as China's primary broiler processing center.

Strong export performance: Shandong exported 646,000 tonnes of livestock and poultry products worth ¥11.76 billion (US\$1.73 billion) in 2025, up 48.4% in volume and 28.9% in value year-on-year.

Chicken export dominance: Chicken meat exports reached 532,000 tonnes, representing 49% of China's total chicken exports, with key destinations including Japan, the European Union, South Korea, the Middle East, Southeast Asia, and Russia.

Source: [eFeedLink](#)



Thailand Evaluates China's Request to Export Poultry Products



Import request: Thailand's Department of Livestock Development (DLD) is conducting an initial review of China's request to export frozen poultry meat, cooked poultry meat, and poultry by-products (including chicken and goose liver) to Thailand.

Regulatory assessment: The request, submitted by China's General Administration of Customs (GACC) in January 2026, is undergoing scientific review and sanitary and phytosanitary (SPS) risk assessment before any decision is made.

Early-stage process: Thai authorities emphasized that the evaluation remains in its preliminary stage, and no approval decision is imminent.

Domestic industry focus: The DLD reaffirmed that protecting Thai poultry farmers and the domestic poultry industry will remain the primary consideration throughout the assessment process.

Source: [Asian Agribiz](#)

Broiler & Breeder News Asia

22 - 28 July 2026

Market Trends and Exports/Imports (Cont.)



Bel Ga Asia's Tan Chau 2 Parent Stock Farm Becomes Fully Operational

New breeder facility: Bel Ga Asia has officially commenced operations at its Tan Chau 2 parent stock farm in Tay Ninh, Vietnam, following 16 months of construction.

Advanced production: The 33-hectare farm is equipped with modern technologies to optimize breeder performance, while maintaining high standards of biosecurity and animal welfare.

Hatchery support: The farm will supply premium-quality hatching eggs to the Bel Ga Tay Ninh hatchery, ensuring a consistent supply of high-quality day-old chicks (DOCs).

Industry impact: The investment strengthens Bel Ga Asia's breeder production capacity, creates local employment opportunities, and reinforces its long-term commitment to sustainable poultry development in Vietnam.

Source: [aviNews](#)



Sri Lanka's Rising Chicken Consumption Drives Poultry Industry Growth

Strong industry growth: Sri Lanka's poultry industry has expanded by 7–8% year-on-year over the past three years, supported by rising domestic demand and improved market stability.

Higher consumption: Per capita chicken consumption has increased from 6 kg in 2017 to nearly 14 kg, contributing to 11–12% growth in overall poultry consumption over the last three years.

Capacity expansion: New Anthony's secured a USD 10 million investment from the International Finance Corporation (IFC) to increase production capacity by nearly 70% over the next five years, while industry day-old chick (DOC) production has reached 18–20 million this year.

Stable market: Despite higher production levels and economic challenges, strong consumer demand has prevented market oversupply, keeping chicken prices stable in recent months.

Source: [Asian Agribiz](#)

Sustainability and Welfare



Power Failures Kill Thousands of Chickens in Vietnam

Major losses: Power outages during Vietnam's peak summer season have caused the deaths of tens of thousands of chickens on commercial farms, with reported incidents in Thanh Hoa, Phu Tho, Nghe An, and southern Vietnam involving losses of up to 18,000 birds in a single event.

Primary cause: Electrical failures disabled ventilation and cooling systems in closed-house poultry operations, exposing birds to severe heat stress during hot weather.

Seasonal risk: June and July are identified as the highest-risk months, as cooling systems operate continuously and birds nearing market weight are especially susceptible to heat stress.

Prevention measures: The incidents underscore the need for backup generators, automatic transfer switches, electrical protection systems, remote monitoring, emergency ventilation, and preventive maintenance to improve farm resilience as Vietnam expands intensive poultry production.

Source: [Asian Agribiz](#)

Vaccination and Disease Prevention



New Avian Influenza Tools on the Horizon for the Poultry Industry

Major research investment: The U.S. Department of Agriculture (USDA) has committed over USD 100 million to research projects focused on HPAI prevention, vaccines, therapeutics, transmission, and biosecurity.

Far-UVC biosecurity: Researchers are evaluating far-ultraviolet C (Far-UVC) lighting for continuous inactivation of HPAI viruses inside poultry houses. The technology could provide around-the-clock protection without affecting birds and may become a practical biosecurity tool for commercial farms.

Understanding virus transmission: Studies are investigating the role of insects, songbirds, dust, water, and other fomites in spreading HPAI, with the goal of improving targeted biosecurity measures and vector control strategies.

Novel vaccine delivery: Kansas State University is developing gene-edited mealworms as an oral vaccine delivery system, enabling rapid mass vaccination and quicker adaptation to emerging HPAI virus strains.

Antiviral treatment: Purdue University is testing aerosolized niclosamide as both a preventive and therapeutic treatment. Administered through fogging, the antiviral could help protect flocks during nearby outbreaks or reduce disease severity in infected birds.

Source: [WATT Poultry](#)