

Broiler & Breeder News Asia

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Market Trends and Exports/Imports



Poultry Gains Market Share from Pork in China's Yangtze River Delta

Consumption Shift: Poultry consumption in China increased significantly, with per capita consumption rising from 8.4 kg in 2015 to 12.5 kg in 2024, reflecting a 50% increase over the past decade.

Changing Meat Preferences: Pork remains the dominant protein at 68% of major meat consumption, but chicken has expanded its share to 18%, supported by affordability and changing consumer preferences.

Key Drivers: Poultry is benefiting from its lower cost, versatility, and perceived health advantages, while volatility in pork prices has encouraged consumers to switch to chicken.

Regional Demand Growth: The Yangtze River Delta (Shanghai, Jiangsu, Zhejiang, and Anhui), which contributes about 25% of China's GDP, is experiencing strong demand for premium animal proteins due to higher disposable incomes.

Industry Implications: Expansion of foodservice channels, e-commerce platforms, and cold-chain logistics is boosting demand for convenient, processed, and value-added poultry products.

Source: [The Poultry Site](#)

Philippine Poultry Producers Concerned Over Falling Farmgate Chicken Prices



Price Pressure: Philippine poultry producers are facing declining farmgate chicken prices due to weaker consumer demand and an oversupply of broiler production.

Demand Challenges: Industry representatives attribute softer demand partly to higher fuel prices linked to ongoing Middle East conflicts, which have reduced consumers' purchasing power and spending on poultry products.

Producer Losses: Farmers are reportedly experiencing financial pressure as chick production costs have increased while farmgate prices remain low, raising concerns that some producers may reduce or exit production.

Further Price Decline Expected: Industry leaders warn that farmgate prices could fall to around ₱70/kg (US\$1.25/kg) as additional broiler supplies enter the market.

Production Growth: Despite market challenges, Philippine chicken production increased 5.8% year-on-year to 585,470 metric tonnes in the first quarter of 2026, contributing to the current supply surplus.

Source: [eFeedLink](#)

Brazil's Chicken Export Revenue Surpasses US\$1 Billion for the First Time



Record Performance: Brazilian chicken meat exports generated a historic US\$1.009 billion in May 2026, marking the first time monthly export revenue exceeded the US\$1 billion threshold.

Volume Growth: Export shipments reached a record 509,900 tonnes, up 29.6% from May 2025, driven by strong global demand and recovery from the previous year's avian influenza-related disruptions.

Year-to-Date Results: From January to May 2026, exports totaled 2.453 million tonnes (+8.7% year-on-year), while export revenue increased 11.3% to US\$4.714 billion.

Top Importing Markets:

- China: 48,300 tonnes (+34.7%)
- Japan: 43,200 tonnes (+53.9%)
- European Union: 40,200 tonnes (+61.6%)
- Saudi Arabia: 39,100 tonnes (+27.5%)
- South Korea: 18,200 tonnes (+36.4%)
- Strong growth was also recorded in Mexico, South Africa, and the United Kingdom.

Export Strength Despite Challenges: Growth was achieved despite global logistics disruptions and geopolitical tensions affecting shipping routes, particularly around the Strait of Hormuz.

Industry Significance: The results highlight Brazil's continued competitiveness, diversified export portfolio, and increasing penetration into high-value markets across Asia, Europe, and the Middle East.

Source: [The Poultry Site](#)

Feed and Nutrition



Thailand's Corn Demand Grows as Poultry Expansion Drives Higher Imports

Production Outlook: Thailand's corn production for MY 2026/27 is forecast to decline slightly to 5.3 million tonnes from 5.4 million tonnes in MY 2025/26, due to higher input costs, environmental regulations, and restrictions on land-clearing practices.

Rising Feed Demand: Corn consumption is expected to increase by 1%, supported by continued growth in the poultry and swine sectors and recovering food demand. The Thai Feed Mill Association projects compound feed production to reach 23 million tonnes in 2026.

Poultry Sector Impact: Poultry accounts for 55% of Thailand's total feed demand, with broiler production forecast to grow 1–2% year-on-year, supporting increased corn usage in feed formulations.

Higher Corn Imports: Corn imports are projected to rise 12% to 1.9 million tonnes in MY 2026/27, reflecting stronger feed demand and limited domestic production growth. Most imports will continue under AFTA/ATIGA zero-duty arrangements.

Source: [Asian Agribiz](#)



Indian Poultry Industry to Cut Production by 25% Amid Soybean Meal Price Surge

Production Reduction: India's poultry industry has agreed to reduce production by 25% and has begun culling parent breeder stocks in response to a sharp rise in feed costs.

Feed Cost Crisis: Soybean meal prices have increased by more than 40% within a month, significantly raising production costs as soybean meal remains the primary protein source in poultry feed.

Seasonal Demand Management: The production cut is also intended to align supply with the expected seasonal decline in poultry consumption during July–October, when major religious festivals traditionally reduce meat demand.

Breeder Stock Liquidation: Parent breeder birds that previously sold for about US\$1.47 per bird are reportedly being sold for as low as US\$0.68 per bird as producers reduce future chick placements.

Industry Concerns: Poultry associations argue that domestic soybean supply is adequate and have attributed the recent price spike to speculative trading and hoarding, urging government intervention.

Call for GM Soybean Meal Imports: Industry groups have renewed requests to allow genetically modified (GM) soybean meal imports to stabilize feed ingredient costs and ease pressure on poultry producers.

Source: [aviNews](#)

Vaccination and Disease Prevention



Vietnam Faces Growing Antibiotic Resistance Challenge

Key Issue: Widespread and often preventive antibiotic use in livestock is contributing to increasing antimicrobial resistance (AMR) in Vietnam.

Main Drivers: Easy access to low-cost antibiotics, limited veterinary services, and disease risks on smallholder farms encourage routine antibiotic use.

Research Findings: Better farmer knowledge alone was not linked to lower resistance levels, highlighting the influence of broader environmental and system-level factors.

Source: [aviNews Asia](#)

Avian Influenza and Disease Outbreaks



Thailand Investigates Chick Mortality Event, No Epidemic Detected

Incident: Approximately 1,000 broiler chicks died from a flock of over 30,000 birds at a poultry farm in Nakhon Sawan Province, with affected birds showing lethargy, reduced feed intake, and respiratory symptoms.

Preliminary Findings: Necropsy results revealed bronchial inflammation, tracheal mucus accumulation, thickened air sacs, and swollen pale kidneys, suggesting a respiratory health issue. Laboratory testing is underway to determine the cause.

Disease Status: Thai livestock authorities reported no evidence of a livestock epidemic, trade risk, or public health concern, and confirmed that chick transportation from the hatchery complied with regulations.

Biosecurity Measures: The farm has been quarantined, with authorities requiring strengthened biosecurity practices, improved ventilation, and proper disposal of dead birds.

Source: [Asian Agribiz](#)