

Broiler & Breeder News Asia

4 - 10 Feb 2026

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Market Trends and Exports/Imports

China Emerging as Competitor to Thailand in Chicken Exports



Rising competition: China is shifting from a net importer to an exporter of chicken, posing a potential challenge to Thailand, especially in Japan and South Korea.

Export momentum: China's chicken exports surged 42% year-on-year in H1 2025 to 308,000 tons.

Thailand's performance: Thailand exported 1.2 million tons of chicken in 2025, up 4.92% year-on-year, with key markets including Japan, the UK, China, Malaysia, and the Netherlands.

Japan outlook: Exports to Japan are expected to continue growing, supported by a weak yen, tourism recovery, and stronger domestic consumption.

EU and new markets: Thai exports to the EU are forecast to rise due to disease-related production constraints among competitors, while opportunities are expanding in Asia and the Middle East.

Source: [Asian Agribiz](#)

Pakistan Prepares to Supply USD 200m Halal Meat to Malaysia



Deal overview: Pakistan is gearing up to implement a USD 200 million halal meat export agreement with Malaysia, opening access to Southeast Asia's expanding halal market.

Exporter readiness: Companies such as Anis Associates are scaling operations, leveraging long-standing halal export experience and compliance with international hygiene standards.

Key challenges: Limited halal certification (only three approved slaughterhouses), high livestock prices, freight costs, and certification fees may constrain supply.

Competitive landscape: Australia and New Zealand dominate Malaysia's meat imports, while India is expanding with lower-cost products; Pakistan maintains an edge in beef exports.

Government support: Authorities are investing in infrastructure, cold-chain logistics, and buyer linkages to help exporters meet Malaysian food safety and halal standards.

Source: [Asian Agribiz](#)



Nepal Poultry Demand Rises Ahead of Election Period

Market momentum: Poultry demand in Nepal has increased following the announcement of national elections, boosting chicken and egg consumption.

Price impact: Higher demand has driven up prices across the supply chain, with broiler DOC prices rising from USD 0.61 to USD 0.71 per chick.

Seasonal factors: Warm weather is encouraging farmers to place chicks ahead of summer, when heat can reduce productivity.

Supply constraints: Shortages of DOC and parent stock (PS) chicks are further supporting prices and farm profitability.

Farmer outlook: The combination of political events, seasonal placement patterns, and limited supply is keeping the poultry market strong.

Source: [Asian Agribiz](#)

Feed and Nutrition

U.S. Soybean Meal Supports Poultry Uniformity and Profitability



Uniformity advantage: Consistent nutrient quality in U.S. soybean meal helps producers meet tight specifications for broiler weights and egg grades, enabling premium pricing.

Nutritional consistency: High and reliable digestibility of essential amino acids and metabolizable energy supports uniform growth in broilers, layers, and turkeys.

Farm-level consistency: Multi-generational U.S. family farms optimize soil and crop inputs, producing more uniform soybeans across fields and seasons.

Processing benefits: Natural field drying reduces moisture variability, preserving nutrient density compared with mechanically dried soy from wetter climates.

Supply transparency: U.S.-sourced soybean meal offers clear origin traceability, reducing variability linked to blended or mixed-origin supplies.

Source: [WATT Poultry](#)

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Feed and Nutrition (Cont.)



Thai Feed Prices Expected to Rise 10–15% in 2026

Price outlook: Thailand's feed prices are projected to increase by at least 10–15% due to shortages of key ingredients and regulatory constraints.

Soybean meal pressure: Domestic soybean meal (SBM) prices have risen following delayed imports, compounded by a 10% import tax versus the usual 2% WTO quota rate.

Policy uncertainty: The higher tax stems from delays in approving the SBM import policy for 2026–2028 under the caretaker government.

Corn supply constraints: Corn imports are expected to decline further in 2026 after a 12% year-on-year drop in 2025, driven by new burn-free certification requirements.

Industry concern: Without resolution of SBM tax issues and improved carbohydrate ingredient availability, feed cost inflation is likely to persist, with hopes placed on mid-year policy approval by the new government.

Source: [Asian Agribiz](#)

Avian Influenza and Disease Outbreaks



H5N1 Bird Flu Adapts in US Dairy Cattle, Increasing Spillover Risk

Findings: H5N1 avian influenza circulating in US dairy cattle has rapidly adapted to mammals through key polymerase gene mutations.

Key mutations: PB2 M631L (found in all cattle samples) and PA K497R enhance viral replication in cattle and human cells.

Risk to humans: Human cases linked to the outbreak remain mild, but the virus now replicates efficiently in human airway cells, raising zoonotic risk.

Concern: Ongoing viral evolution in cattle may increase the likelihood of further mammalian adaptation.

Call to action: Researchers urge enhanced surveillance and development of broadly protective H5 vaccines for animals and humans.

Source: [Poultry World](#)



Namakkal, Tamil Nadu, India, Poultry Farms Tighten Biosecurity After Bird Flu Alerts

Preventive action: Poultry farms in Namakkal, Tamil Nadu, have strengthened biosecurity following reports of avian influenza and unusual bird deaths elsewhere in the state.

No local outbreak: Authorities confirmed no bird flu cases in Namakkal, but vigilance has been heightened due to the district's role as a major egg production and export hub.

Stricter controls: Farm access has been restricted to essential personnel, sanitation efforts intensified, and vehicle disinfection made mandatory.

Enhanced sanitation: Disinfection frequency has doubled, with cleaning now conducted weekly instead of every 15 days.

Ongoing monitoring: Veterinary officials are conducting routine inspections, with daily visits planned if any risk indicators emerge.

Industry cooperation: Farmers, exporters, and authorities are coordinating closely to prevent virus entry and protect export continuity.

Source: [eFeedLink](#)



Sustainability and Welfare

Microplastics Pose Emerging Risk to Poultry Health and Productivity

Detection: Traces of microplastics have been found in broiler meat and eggs, indicating contamination of the poultry food chain.

Health impacts: Studies link microplastic exposure to digestive damage, neurological issues, fatty liver disease, reduced immunity, poor growth, and lower productivity in poultry.

Fatty liver disease: Russian researchers found microplastics can trigger fatty liver syndrome, causing weakness, weight loss, and lethargy.

Exposure routes: Poultry may ingest or inhale microplastics or absorb them through skin; particles can carry harmful chemicals and cross biological barriers.

Industry response: Researchers plan expanded studies to identify contamination sources and assess mitigation strategies, including feed formulation, housing materials, and biosecurity improvements.

Source: [Poultry World](#)