

# Broiler & Breeder News Asia

22 - 28 April 2026

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## Market Trends and Exports/Imports



### Malaysia Poultry Sector Faces Oversupply and Weak Demand

**Market Imbalance:** Poultry farmers are selling chickens below production cost due to excess supply and subdued demand for chicken and eggs.

**Cost Pressure:** Production costs have increased by 5–7%, mainly driven by higher feed prices linked to geopolitical tensions in the Middle East.

**Industry Impact:** Surplus stock and weak market sentiment are squeezing farmer margins and profitability.

**Government Response:** The Ministry of Agriculture is engaging with industry stakeholders to address supply chain cost pressures and stabilize the sector.

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



### South Korea Gains Access to Vietnam's Poultry Market

**Trade Breakthrough:** Vietnam approved imports of heat-treated poultry products from South Korea, concluding negotiations that began in 2017.

**Initial Scope:** Exports include processed items such as ham, sausages, nuggets, and samgyetang, with Harim and CJ CheilJedang as first approved exporters.

**Market Potential:** Vietnam's meat market is valued at ~USD 11 billion, growing at 9.6% annually, offering strong expansion opportunities.

**Strategic Expansion:** The deal is seen as an entry point for broader meat exports, with discussions ongoing to include more companies and product categories.

**Industry Impact:** Supports South Korea's strategy to diversify export markets amid global trade uncertainty and strengthen its presence in Southeast Asia.

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



### Indonesia Poultry Exports Gain Momentum

**Export Growth:** Poultry exports reached 545 tons in March 2026 (USD 1.06 million), up from ~300 tons in 2024 and 400 tons in 2025.

**Key Markets:** Major destinations include Singapore, Japan, and Timor Leste.

**Product Mix:** Table eggs dominate exports (517 tons, ~8.13 million eggs), alongside chicken meat and value-added products.

**Value Addition:** Increasing focus on processed products (e.g., nuggets, karaage) is boosting export value and competitiveness.

**Drivers:** Growth supported by Indonesia's self-sufficiency in animal protein and proactive market expansion strategies.

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



### Indonesia Poultry Industry Seeks Consistent Price Intervention

**Price Decline:** Egg prices in Blitar, East Java dropped sharply from ~USD 1.46/kg (Mar 23) to ~USD 1.22–1.23/kg (early April), well below the government reference of ~USD 1.64/kg, and have continued falling since March 30.

**Industry Concern:** Producers report uneven government response—quick intervention when prices rise, but limited action during downturns.

**Market Dynamics:** Prices are highly volatile and influenced by supply-demand conditions, but current levels are squeezing producer margins.

**Supply Chain Issues:** Significant gap between farmgate and retail prices points to inefficiencies in distribution and pricing transparency.

**Call to Action:** Industry leaders are urging more balanced, timely, and transparent government policies to stabilize prices and protect producers.

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

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## Feed and Nutrition



### Methionine Price Surge Pressures Indonesian Poultry Sector

**Cost Increase:** Methionine prices have surged by 180-280%, rising from ~USD 3.09/kg to USD 8.75-11.67/kg, significantly increasing feed costs.

**Other Inputs:** Additional feed ingredients also recorded increases—MBM (USD 0.57→0.67/kg), MCP (USD 1.28→1.37/kg), and corn (USD 0.32→0.35/kg).

**Supply Issues:** Methionine availability remains limited and volatile, adding uncertainty for producers.

**Industry Impact:** Farmers face critical financial pressure, with risks of farm closures that could reduce poultry meat and egg supply.

**External Drivers:** Global geopolitical tensions (Middle East conflict) and rising corn demand for biofuel policies are exacerbating cost pressures.

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

## Avian Influenza and Disease Outbreaks



### Philippines Formalises HPAI Regionalisation Policy for UK Imports

**Policy Update:** The Philippines officially formalised its regionalisation approach for HPAI in the UK, allowing imports from disease-free zones despite outbreaks in other areas.

**Trade Continuity:** Ensures uninterrupted trade of poultry products, including live birds, day-old chicks, hatching eggs, and poultry meat from certified HPAI-free regions.

**Risk Management:** Based on evaluation, the UK maintains strong veterinary controls and low risk of disease transmission from approved zones.

**Food Security:** The policy supports stable and diversified supply while avoiding blanket import bans.

**Regulatory Alignment:** Aligns with existing Philippine guidelines on disease-free zone recognition and strengthens bilateral trade cooperation.

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

## Sustainability and Welfare



### Extreme Heat Threatens Global Food Systems

**Impact:** Rising temperatures are increasingly damaging crops, livestock, fisheries, and forests, putting over a billion people's livelihoods and food security at risk.

**Climate Trends:** Heatwaves are becoming more frequent, intense, and prolonged, with 2025 among the hottest years on record.

**Production Losses:** Crop yields decline significantly above 30°C, with each 1°C increase reducing yields of major crops (maize, rice, soy, wheat) by ~6%.

**Case Example:** Morocco experienced over 40% cereal yield losses after prolonged drought and extreme heat, alongside major failures in olive and citrus harvests.

**Livestock & Fisheries:** Heat stress affects animal productivity, while marine heatwaves (affecting 91% of oceans in 2024) reduce oxygen levels and threaten fish stocks.

**Risk Escalation:** Extreme heat acts as a "risk multiplier," worsening droughts, wildfires, and pest outbreaks; impacts expected to double at 2°C warming and quadruple at 3°C.

**Source:** [The Poultry Site](#)

## Vaccination and Disease Prevention



### AMPV Vaccines: What Poultry Producers Need to Know

**Status:** AMPV (subtypes A & B) is widespread in the U.S.; no fully licensed vaccine yet.

**Vaccination Programs:** Broilers typically receive a single live vaccine at hatch.

**Administration:** Eye-drop is most effective; spray/gel alternatives commonly used.

**Impact:** Mild alone, but worsens with secondary infections and poor management.

**Precautions:** Avoid overlap with certain vaccines (HE, MG); IB vaccine may delay response.

**Monitoring:** Serology is limited; antibodies rise mainly after inactivated vaccines.

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