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Market Trends and Exports/Imports

Thai Broiler Industry Confident of Market Expansion in 2026

Production outlook: Thailand's broiler output could rise to 35 million birds/week in 2026, up from 30 million in 2025, driven by export demand.
Export-driven sector: About 70% of production is for export, with Middle East, Russia, and Malaysia seen as key growth markets.
China challenges: Export suspensions since 2025 have sharply reduced shipments to China, causing oversupply and pushing producers to seek alternative markets.
Growth potential: Chicken exports are forecast to grow 3–4% y-o-y, with upside if China re-approves suspended plants.
Operational issues: Labor shortages have eased through migrant labor and automation, while feed quality and ingredient sourcing remain critical concerns.
Source: Asian Agribiz

The Protein China Wants to Eat?

Rising protein demand: China's protein consumption has grown at 4.3% annually since 2020 and is expected to continue increasing, driven by higher incomes.
Shift in protein mix: Poultry is the fastest-growing protein, overtaking pork in growth, while aquaculture ranks second.
Pork market pressure: Pork production share has declined since ASF, but industry consolidation has led to oversupply and repeated price crashes.
Government intervention: Major pig producers will cut capacity by 10% in 2026, reduce slaughter weights, and stop secondary fattening to stabilise the market.
Trade impact: China reduced anti-dumping duties on EU pork, influencing import flows and adding complexity to the protein balance in 2026.
Source: Asian Agribiz

Philippine Poultry Industry Powers Ahead with 2025 Gains

Strong production growth: Total poultry output reached 3.21 million tons in 2025, up 9.1% year-on-year.
Chicken-led expansion: Chicken production rose to 2.28 million tons (+9.8%), accounting for over 71% of total poultry output.
Egg production gains: Chicken egg output increased 8.3% to 847.78 thousand tons, supporting food supply stability.
Sector resilience: Poultry growth offset weaker performance in livestock and fisheries, driven by steady consumer demand and stable supply chains.
Source: aviNews

Tamil Nadu Strike Fails to Cool Surging Broiler Prices

Price surge: Skinless broiler meat prices in Tamil Nadu rose 38% between December and January, driven by lower chick production and farmer protests.
Farmer strike: A section of contract farmers is demanding higher rearing rates, which integrators have rejected, leading to supply disruption and speculative price increases.
Industry response: Integrators argue contracts already account for market risk and expect negotiations to eventually resolve the issue.
Feed cost relief: Corn prices have dropped sharply to USD 0.19–0.21/kg, easing feed costs despite high broiler prices.
Source: Asian Agribiz

Pakistan Seeks Chinese Investment to Boost Livestock Growth

Investment push: Pakistan plans multiple MoUs with Chinese investors to expand agriculture and livestock through joint ventures.
Priority areas: Key sectors include meat and poultry, animal feed, dairy, food processing, cold chain logistics, and agri-inputs.
Trade facilitation: Over 25 SPS and export protocols with trading partners, including China, are targeted for 2026.
Government support: Pakistan pledged regulatory facilitation and coordination to attract long-term Chinese investment.
Source: Asian Agribiz

Market Trends and Exports/Imports (Cont.)

Pakistan Poultry Opposes the Excise Duty on DOC

Industry concern: The Pakistan Poultry Association opposes the continued Federal Excise Duty (FED) on day-old chicks.
Supply risk: The tax discourages incubation, leading to lower chick placement and potential chicken meat shortages within 6–8 weeks.
Price impact: Reduced supply could push up retail chicken prices, affecting affordable protein access for low-income consumers.
Legal and structural issues: PPA argues the FED lacks legal basis on live animals and may force small and medium farmers out of business.
Source: Asian Agribiz

New Hatchery Boosts Bel Ga, De Heus Footprint in Cambodia

Expansion move: Bel Ga Asia opened its first hatchery in Cambodia with partner De Heus, strengthening its regional presence.
Capacity: The Thmei Khmer Hatchery can produce up to 21 million DOCs annually, supporting Cambodia's fast-growing poultry sector.
Supply security: The project aims to reduce reliance on imported breeding stock and develop a fully integrated local supply chain.
Technology & partnerships: Advanced incubation systems and a joint-venture model support consistent chick quality and market stability.
Source: Asian Agribiz

Sreeya Sewu Remains Optimistic About the Industry Outlook in 2026

Positive outlook: Sreeya Sewu Indonesia expects stronger poultry industry performance in 2026, supported by projected 5% economic growth.
Industry resilience: Poultry remains a populist, resilient sector that typically grows alongside the broader economy.
Key risks: Volatile feed and commodity prices, especially corn and soybean meal, may continue to pressure operating costs.
Cost strategy: The company is focusing on operational efficiency and cost control to protect profitability amid market and currency uncertainties.
Source: Asian Agribiz

Feed and Nutrition

Indonesia's Feed Ingredient Market Repositions for 2026

Rising SBM dependence: Soybean meal imports rose to 4.57 mt in Jan–Sep 2025, driven by strong poultry and aquaculture demand and softer global prices.
Shift in supply sources: The US is gaining importance as a supplier due to expanding capacity and consistent, traceable SBM quality.
DDGS trend: DDGS imports declined in 2025 due to tight US supply but are expected to recover in 2026 as ethanol production improves.
Cost pressures: A weaker rupiah and global uncertainties may raise import costs despite relatively soft commodity prices.
Outlook: SBM and DDGS will remain core feed ingredients, with feedmills balancing cost, supply reliability, and nutrition.
Source: Asian Agribiz

Sustainability and Welfare

Accredited Microbiology Lab Boosts Pussalla's Meat Quality Assurance

First in Sri Lanka: Pussalla Meat Producers is the first livestock company in Sri Lanka to gain formal accreditation for a microbiology lab.
Food safety scope: Accreditation covers Salmonella, E. coli, Staphylococcus aureus, and Total Viable Count testing.
Market impact: Strengthens consumer confidence, raises industry quality standards, and supports export market access.
Source: Asian Agribiz