

Broiler & Breeder News Asia

10 - 16 Dec 2025

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Market Trends and Exports/Imports



Soybean Futures Rise on Fresh US Export Sales

Market Movement: CBOT soybean futures rebounded from multi-week lows, with January soybeans closing up 4 cents at \$10.91¼ per bushel, supported by new US export sales.

Export Demand: USDA confirmed sales of 136,000 metric tons of US soybeans to China, 331,000 tons to undisclosed destinations, and 120,000 tons of soymeal to Poland.

Crush Data: US soybean crush reached 237 million bushels in October, exceeding trade expectations and signaling strong domestic demand.

Limiting Factors: Gains were capped by expectations of large South American harvests and uncertainty over the pace of China's future US soybean purchases.

Source: [The Poultry Site](#)



Thailand's Chicken Industry Poised for Growth Through 2028

Production Outlook: Chicken production is projected to grow 1.7–2.7% annually during 2026–2028, reaching 2.05–2.15 billion broilers, while chicken meat output is expected to rise 2.6–3.6% to 3.58–3.83 million tons per year.

Domestic Demand: Consumption is forecast to increase 1.7–2.7% annually, supported by tourism recovery, restaurant growth, economic expansion, and consumer preference for affordable, healthy, and sustainable protein.

Export Growth: Exports are expected to expand 3.7–4.7% annually, driven by stronger penetration in Middle East and ASEAN markets, rising demand for low-cost protein, and concerns over avian influenza in competing exporting countries.

Source: [Asian Agribiz](#)



CP Vietnam Maintains Market Leadership Despite 2025 Setback

Financial Performance: CP Vietnam reported USD 2.36 billion in revenue for the first nine months of 2025, maintaining its position as the country's dominant integrated meat producer.

Consumer Backlash Impact: A mid-2025 boycott of pork and poultry products led to a 20% year-on-year revenue decline in Q3 and a 17% drop for January–September.

Market Position: Despite the decline, CP's scale continues to outpace competitors, with Vietnam remaining its second-largest global market, contributing 18% of consolidated revenue.

Industry Insight: The episode highlights both reputational risk exposure and CP's structural dominance driven by scale.

Source: [Asian Agribiz](#)



De Heus-Hung Nhon JV Expands Livestock and Feed Investments in Vietnam

Investment Plans: The joint venture aims to raise total investment in Gia Lai to about USD 106 million for livestock farming, feed, and raw material projects.

Production Capacity: A high-tech livestock farm, fully operational by Q1 2026, will supply around 24,000 high-quality breeding animals annually.

Feed & Raw Materials: Existing and planned feed mills will support rising livestock output, alongside expanded corn sourcing with a focus on traceability and export standards.

Export Markets: Projects are aligned with requirements for the EU, Japan, South Korea, and Middle East.

Source: [eFeedLink](#)



Sabah, Malaysia, Targets Middlemen to Stabilize Chicken Prices

Policy Action: Sabah's Agriculture Ministry plans an engagement session with farmers, importers, and consumers to address rising chicken prices and reduce middlemen influence in the poultry supply chain.

Price Imbalance: Authorities link higher local chicken prices to intermediary practices, which are driving consumers toward cheaper imports and disadvantaging local producers.

Market Stabilization: The state aims to strengthen the Sabah Agricultural Marketing Authority (SAMA) to regulate and stabilize poultry marketing over the next five years.

Supply Management: With 95% chicken self-sufficiency, Sabah seeks better supply-demand coordination to curb smuggling, manage imports, and ensure fair pricing.

Source: [aviNews](#)

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Market Trends and Exports/Imports (Cont.)



Malaysia Expands Halal Chicken Exports to the Philippines

Export Launch: Malaysia began the first phase of halal agro-food exports to the Philippines, with an initial shipment of halal chicken and food products worth USD 73,000. Total exports are expected to reach USD 900,000 by next year.

Market Positioning: The Philippines is now Malaysia's fourth-largest halal export destination, supporting Malaysia's ambition to be a leading halal poultry exporter in ASEAN.

Rising Demand: Growing Filipino demand for affordable, halal-certified poultry is driving increased shipments, supported by Malaysia's established halal ecosystem.

Supply Chain Strengthening: MoUs signed with Malaysian companies aim to expand halal logistics, distribution, and supply chain capacity to scale poultry exports.

Market Outlook: The Philippine halal market is projected to grow from USD 54.3 billion in 2024 to USD 116.9 billion by 2033.

Source: [aviNews](#)

Vaccination and Disease Prevention



Poultry Genetics Research Delivers Decades of Disease Control Advances

Long-Term Impact: The NE2334 multi-state research project has driven major advances in genetic resistance and immunity to avian diseases since the late 1960s.

Key Breakthroughs: Research outputs include components of the Marek's disease vaccine still in use today, along with critical discoveries on how the major histocompatibility complex (MHC) influences resistance to Marek's disease and Rous sarcoma virus tumors associated with avian leucosis.

Research Output: Over 1,000 peer-reviewed publications have been generated, with the majority involving collaboration across multiple US land-grant universities and USDA research institutions, highlighting the project's long-term scientific and industry impact.

Future Risk: Researchers warn that declining support for specialized genetic bird lines—essential for dissecting disease-resistance mechanisms—poses a serious risk to future breakthroughs, including preparedness for emerging threats such as highly pathogenic avian influenza (HPAI).

Source: [WATT Poultry](#)

Sustainability and Welfare



Indonesia Allocates USD 5m to Restore Farm Operations After Sumatra Floods

Relief Funding: Indonesia's Ministry of Agriculture mobilized around USD 5.2 million to support flood and landslide victims across Sumatra, with USD 2.4 million delivered via 207 trucks of logistical aid.

Industry Support: Contributions came from livestock and animal health companies such as Charoen Pokphand Indonesia, Japfa Comfeed Indonesia, Sulung Ranch, Mitra Berlian Unggas, and Suri Nusantara Jaya, providing funds, food, and logistics for emergency response.

Public-Private Collaboration: The initiative highlights strong cooperation between government and agribusiness to support immediate relief and early recovery of farm operations.

Source: [Asian Agribiz](#)

Avian Influenza and Disease Outbreaks



H5N1 Outbreaks Intensify Across Asia

South Korea: Ten poultry outbreaks reported since mid-September, affecting about 663,000 birds through mortality and culling across five provinces. Cases include ducks and laying hens, with additional detection of H5N6 and H5N9 in wild birds.

Japan: Sixth H5N1 outbreak confirmed this season on a broiler farm in western Honshu, involving around 75,500 birds and marking the first case in the Chugoku region.

Philippines: Two active outbreaks reported on Luzon island, affecting layers, ducks, and broiler breeders, with cases ongoing since early November.

Regional Response: Authorities are strengthening surveillance and biosecurity as winter conditions raise the risk of further spread. No human cases have been reported.

Source: [aviNews](#)