

# Broiler & Breeder News Asia

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## Market Trends and Exports/Imports

### Rising Packaging Costs Pressure Thailand's Chicken Exports

**Cost Increase:** Plastic packaging prices rose 8–10% due to Middle East conflict impacting oil supply.

**Industry Impact:** Higher packaging costs are squeezing margins for chicken processors and exporters.

**Trade Disruption:** Thailand's exports to the UAE (~20,000 tons/year) have been suspended due to shipping constraints.

**Outlook:** While companies have stockpiles, prolonged disruptions could strain supply chains further.

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



### Philippines Meat Prices at Risk as Import Rules Raise Costs and Limit Supply

**Key Issue:** The Philippine Competition Commission warns that restrictive non-tariff measures (NTMs) could push meat prices higher by increasing import costs and limiting supply.

**Cost Pressure:** Repetitive compliance requirements (SPS clearances, labeling, certification) add costs that are passed on to consumers.

**Supply Constraints:** Policies such as the 90-day "must-ship-out" rule and cold storage licensing reduce flexibility and create bottlenecks.

**System Inefficiencies:** Overlapping regulations, border inspections, and documentation requirements slow trade and discourage investment.

**Recommendation:** Streamline NTMs, align with international standards, and improve inter-agency coordination to reduce inefficiencies.

**Implication:** Without reform, regulatory friction could tighten meat supply and accelerate price inflation, impacting affordability in a high-consumption market.

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



### Sri Lanka Poultry Prices Surge Amid Fuel and Feed Disruptions

**Price Spike:** Chicken prices rose from USD 3.98/kg to USD 4.78/kg in March; egg prices increased 8% to USD 0.11/egg.

**Drivers:** Rising feed costs, fuel shortages, and supply chain disruptions linked to geopolitical conflict.

**Feed Concern:** Corn prices increasing as traders stockpile; industry pushing for import licenses.

**Outlook:** Continued volatility expected as input costs and logistics challenges persist.

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



### Thailand's Processed Chicken Exports Maintain Steady Growth

**Growth:** Processed chicken exports increased for the third consecutive month, rising 9.4% YoY to USD 266 million in February 2026. Total exports for Jan–Feb reached USD 537.4 million (+6.8% YoY).

**Key Markets:** Strong demand from Japan, the UK, and the Netherlands continues to drive growth.

**Decline in Raw Products:** Exports of fresh, chilled, and frozen chicken dropped 20.8% YoY to USD 96.6 million, marking the second consecutive monthly decline. Jan–Feb exports fell 13.4% YoY to USD 213.3 million.

**Market Shifts:** Declines seen in China, South Korea, and UAE, while Japan, Malaysia, and Hong Kong showed growth.

**China Export Constraints:** Only 5 Thai factories are currently approved to export to China, down from 27 previously, due to ongoing suspensions and regulatory reviews.

**Volume Impact:** Monthly exports to China have sharply decreased from ~100,000 tons to just 4,000–5,000 tons, largely due to China's lower domestic production costs and import restrictions.

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



### Japfa Announces USD 31 Million Share Buyback

**Strategy:** Buyback aims to enhance shareholder value and improve return on equity (ROE).

**Financial Position:** Company maintains strong balance sheet with no material impact on operations.

**Flexibility:** Shares may be used for incentives (Performance Share Plan) or capital management.

**Outlook:** Timing of buyback will depend on market conditions.

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



## Feed and Nutrition



### Rising Fertilizer Prices to Increase Feed Grain Costs

**Drivers:** Middle East conflict disrupting fertilizer supply (ammonia, urea, phosphates) and logistics, tightening global availability.

**Price Impact:** Higher fertilizer costs expected to reduce usage, potentially lowering crop yields and pushing up corn and soybean prices.

**Market Signal:** Corn prices in Northeast Asia reached a near 3-year high (USD 271/ton), driven partly by rising freight and supply pressures.

**Outlook:** Increased feed costs likely to impact poultry production economics, with potential short-term demand adjustments.

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

### Indonesia SBM Import Policy Shift May Pressure Poultry Margins



**Policy Change:** Government plans to shift soybean meal (SBM) import control to state-owned Berdikari.

**Cost Risk:** Potential inefficiencies and added distribution layers could increase feed costs.

**Market Impact:** A 5% rise in SBM prices may reduce CPI revenue by ~10%.

**Outlook:** Higher feed costs could offset gains from stronger broiler prices, pressuring industry margins in 2026.

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

## Avian Influenza and Disease Outbreaks



### RVC Study Highlights Rising AI Risk Along Viet Nam's Poultry Supply Chain

**Key Finding:** Avian influenza risk increases along the supply chain, driven by bird mixing across markets and informal slaughter points.

**Virus Data:** A(H9N2) detected in ~11% of samples, with prevalence ~5x higher in distribution facilities vs farms.

**High-Risk Points:** Informal slaughter points and retail markets show the highest virus prevalence.

**Implication:** Effective control requires surveillance and intervention across the full poultry supply chain—not just farms or large-scale facilities.

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

### H5N1 Resurges Across Asia with Expanding Regional Pressure



**Nepal:** 11 H5N1 outbreaks (~95,000 birds) after an 8-month gap; first wild bird detections in 2.5 years signal renewed circulation.

**Regional Spread:** Continued outbreaks across Asia — South Korea (60 in 2026), Japan (23 farms), Taiwan (20 since July), Philippines (15 active), India (34 hotspots).

**Impact:** Ongoing losses and culling highlight sustained pressure on both commercial and backyard systems.

**Public Health:** Human H5N1 case in Cambodia reinforces persistent zoonotic risk.

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

## Sustainability and Welfare



### ED7 Identified as Optimal Timing for In-ovo Sexing and Genotyping

**Key Finding:** Embryonic day 7 (ED7) is the optimal sampling point for in-ovo PCR sexing and genotyping, balancing accuracy, hatchability, and welfare.

**Performance:** Accuracy improves to ~92–100% at ED7, compared to lower reliability (70–80%) at earlier stages due to low DNA yield.

**Biological Advantage:** Expansion of the allantoic sac at ED7 provides higher-quality sampling fluid and reduces embryo damage risk.

**Welfare Impact:** Enables early identification and removal of male or unsuitable embryos, supporting regulations limiting chick culling.

**Application:** Low-cost, accessible method suited for research labs and small-scale breeding operations lacking automated systems.

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