

Broiler & Breeder News Asia

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Market Trends and Exports/Imports

Potential Rise in Chicken, Egg Prices in Malaysia Due to Iran War



Cost Pressure: Rising feed, fuel, and fertiliser prices linked to the Iran war are increasing poultry production costs.
Feed Impact: Feed accounts for 60–70% of costs, with Malaysia heavily reliant on imported corn and soybean meal.
Price Outlook: Chicken prices may rise within 5–6 weeks due to short production cycles; egg prices may adjust more gradually.

Market Context: Chicken and eggs remain key protein sources, with high per capita consumption in Malaysia.

Source: [eFeedLink](#)

De Heus Unveils New 10-Year Plan for Vietnam



Investment: De Heus and Hung Nhon Group plan a USD 700 million integrated livestock system (2026–2036).

Integration: Projects link breeding, feed production, farming, and processing to strengthen the value chain.

Capacity: Tay Ninh projects include 80 million breeding chicks/year and 10,000 GGP pigs.

Infrastructure: Development includes a high-tech poultry processing plant meeting international standards.

Outlook: Aims to boost Vietnam's livestock productivity, efficiency, and food safety.

Source: [Asian Agribiz](#)

Nepal Poultry Sector Contributes Over US\$457 Million Annually



Economic Role: Poultry sector contributes over US\$457 million annually, with broilers as the main driver of production and revenue.

Production: Broiler output reached 258,626 tonnes; Bagmati Province leads in production and investment.

Cost Structure: Feed dominates costs (~US\$404.85 million), highlighting heavy reliance on feed inputs.

Industry Scale: Nearly 23,000 farms and 33.46 million birds, supporting over 63,000 jobs nationwide.

Challenges: Over 50% of farms reported disease-related losses; low insurance (4.1%) and limited access to subsidies.

Outlook: Majority of farmers plan to maintain or expand operations despite constraints in market access, capital, and inputs.

Source: [eFeedLink](#)

How Chicken Wins in Retail in 2026



Positioning: Chicken remains a strong, versatile, and affordable protein but faces rising competition from other meats and alternative proteins.

Consumer Trends: “GLP-1-style” eating (smaller portions, higher protein) supports chicken demand but may reduce volume per purchase.

Strategy: Success depends on balancing premium quality (story, transparency) with affordability for everyday consumption.

Advantage: Chicken's ability to serve both value and premium segments remains a key competitive edge.

Source: [WATT Poultry](#)

Bounty Fresh Celebrates 40 Years, Eyes Southeast Asia Growth



Growth: Expanded from a small farm to a major Philippine integrator with operations across feed, retail, and value-added products.

Value Chain: Transitioned into a fully integrated food chain, including antibiotic-free chicken and branded processed products.

Expansion: Targeting Southeast Asian markets (Vietnam, Thailand, Malaysia) to strengthen regional presence.

Strategy: Investing in supply chain, innovation, and contract grower networks to support growth and competitiveness.

Focus: Emphasis on food safety, nutrition, and supporting regional food security.

Source: [aviNews](#)

Feed and Nutrition

Falling Feed Prices Offer Relief to Indonesian Poultry Farmers



Price Trend: Poultry feed prices declined in early 2026, with broiler starter feed averaging USD 0.47/kg.

Impact: Lower feed costs help ease production expenses and support industry sustainability.

Scope: Price reductions also seen in pre-starter, finisher, layer feed, and concentrates.

Limitation: Only about 38% of the country's 87 feedmills have implemented price cuts so far.

Source: [Asian Agribiz](#)

Soybean Meal Market in China Shows Significant Uptrend



Price Trend: Soybean meal prices rose ~9.65% in March, supported by lower inventories and strong demand.

Supply Pressure: China's soybean imports fell 7.8% YoY, tightening raw material availability.

Inventory: Stocks dropped below 700,000 tonnes, creating conditions for a price rally.

Drivers: USDA reports of lower global supply and Middle East tensions increased transport costs and market pressure.

Outlook: Continued bullish market expected due to tight supply and strong demand.

Source: [eFeedLink](#)

Revealing Hidden Imbalances in Broiler Calcium-Phosphorus Nutrition



Key Finding: Global analysis shows many broiler flocks have calcium and phosphorus levels outside optimal ranges despite standard feed formulations.

Risks: Oversupply increases feed cost and environmental impact, while undersupply harms growth, bone health, and welfare.

Insights: Factors such as vitamin D metabolism, phytase efficacy, limestone quality, and acid-base balance influence mineral status.

Approach: Using Verax biomarkers enables a physiology-led, data-driven nutrition strategy to improve efficiency, flock uniformity, and sustainability.

Source: [Poultry World](#)

Vaccination and Disease Prevention

Live HPAI Vaccine Could Resolve Poultry Export Concerns



Innovation: NDV-vectored live vaccine targets both HPAI (H5N1) and Newcastle disease with DIVA capability.

Trade Benefit: Enables differentiation between infected and vaccinated birds, helping avoid export restrictions.

Cost & Efficiency: Lower production costs and allows mass application via water or aerosol, reducing labor.

Industry Impact: Could support vaccine adoption in the U.S. while maintaining international market access.

Source: [WATT Poultry](#)

Sustainability and Welfare

Vietnam Poultry Association Charts Path Toward Sustainability



Transition: Vietnam's poultry sector is shifting toward greener, more sustainable and integrated production systems.

Industry Role: VPA members supply 65–70% of day-old chicks and dominate feed production (60–65% market share).

Value Chain: Increased investment in integrated operations (breeding, feed, farming, processing) and export expansion.

Market Support: VPA helped stabilize egg prices and restore consumer confidence after misinformation incidents.

Challenges & Outlook: Rising costs, stricter welfare/environment standards, and global competition; focus on sustainability, training, and export growth.

Source: [aviNews](#)