

# Broiler & Breeder News Asia

21 - 27 Jan 2026

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## Market Trends and Exports/Imports



### Asia's Poultry Markets Poised for Growth Amid Rising Volatility

**Global Outlook:** Rabobank's Global Poultry Quarterly Q1 2026 forecasts global poultry growth of about 2.5% in 2026, slightly slower than previous years but still outperforming other animal proteins due to affordability and efficiency.

**Asia as Growth Engine:** Asia continues to drive global poultry expansion, supported by rising incomes, urbanisation, and shifting diets in China, India, and Southeast Asia. Poultry remains cheaper than pork and beef, sustaining strong demand.

**Value-Added Demand:** Consumers across Asia are trading up to processed, portioned, and convenience poultry products, creating margin opportunities for integrated producers.

**Supply-Side Pressures:** Rapid capacity expansion in China and parts of Southeast Asia is creating risks of oversupply and pricing pressure, highlighting the need for disciplined production planning.

**Trade Dynamics:** Global poultry trade growth is expected to lag production growth, with greater emphasis on regional trade within Asia, the Middle East, and Africa. Exporters such as Thailand, Brazil, and China remain competitive but face policy, disease, and geopolitical risks.

**Volatility & Risk Management:** Avian influenza, geopolitical tensions, and logistics disruptions are key risks. Biosecurity, market diversification, flexible contracts, and real-time market intelligence are increasingly critical for success.

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



### GFPT Targets 2-3% Growth in Chicken Exports in 2026

**Export Outlook:** Thailand's GFPT expects chicken export volumes to grow by 2-3% this year from an estimated 32,000-33,000 tons in 2025.

**Production Factors:** Growth is constrained by flat production, as the company has made no new investments to expand output.

**Market Demand:** Improved demand is anticipated from the UK and Europe as existing stock levels near expiration, supported by freight costs returning close to normal.

**Capacity Expansion:** GFPT plans to open a new slaughterhouse by the end of 2026 and establish a new processing facility in 2027 to support future growth.

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



### Bangladesh's Proposed Ban on Day-Old Chick Imports Sparks Industry Concern

**Policy Proposal:** The draft National Poultry Development Policy-2026 plans to ban imports of day-old chicks for commercial farming, allowing only grandparent stock and limited parent stock in emergencies.

**Industry Impact:** Stakeholders warn the move could disrupt the B60,000 crore (US\$4.9 billion) poultry sector, threaten food security, and increase chicken and egg prices.

**Supply Risks:** Reliance on a small number of domestic DOC producers raises vulnerability to disease outbreaks and supply shortages.

**Farmer & Consumer Concerns:** Poultry is a key affordable protein source, with marginal farmers and consumers expected to be most affected.

**Calls for Revision:** Industry groups are urging a phased implementation and stronger market regulation rather than an outright import ban.

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



### Prima Doubles Poultry Processing Capacity in Sri Lanka

**Investment:** Ceylon Grain Elevators will invest US\$9.6 million to upgrade its Seeduwa processing plant, doubling poultry processing capacity under the Prima brand.

**Value Addition:** The expansion focuses on increasing the share of value-added poultry products and improving production speed, consistency, and quality through advanced automation.

**Efficiency Gains:** The project aims to enhance yield efficiency via precision processing and waste reduction, while lowering overhead costs through better energy efficiency and streamlined resource use.

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

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Market Trends and Exports/Imports (Cont.)



## China Reopens Poultry Imports from Brazil's Rio Grande do Sul

**Trade Resumption:** China has lifted its ban on chicken meat imports from Brazil's Rio Grande do Sul after officially recognising the eradication of a Newcastle disease outbreak reported in July 2024.

**Health Clearance:** The decision followed a health risk analysis by Chinese authorities, confirming the effectiveness of Brazil's disease control, eradication measures, and compliance with international animal health protocols.

**Market Significance:** China remains one of Brazil's key export destinations, and the reopening reinforces confidence in Brazil's animal health system, technical rigour, and transparency.

**Diplomatic Efforts:** The resumption was achieved through extensive technical and diplomatic engagement by Brazil's Ministry of Agriculture and Livestock, in coordination with trade officials, animal health authorities, and the Brazilian Embassy in Beijing.

**Industry Impact:** The move supports the normalization of poultry trade flows and strengthens Brazil's position as a reliable global supplier of animal protein.

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

Sustainability and Welfare



## Nitrogen Depopulation Shows Potential to Improve Poultry Welfare

**Method Overview:** Whole-house nitrogen gas depopulation uses vaporized liquid nitrogen to displace oxygen, creating an anoxic environment that induces unconsciousness in birds at around 8% oxygen before death occurs.

**Welfare Benefits:** Compared with carbon dioxide, nitrogen depopulation results in calmer bird behavior, with birds maintaining normal activity until loss of sensibility and showing fewer distress reactions.

**Scientific Evidence:** Research indicates birds lose sensibility before oxygen levels drop below 2%, with monitoring data from nearly 1,000 birds supporting these findings.

**Operational Performance:** The process requires a short dwell time and has achieved a 99.99% success rate across 55 commercial facilities since 2020.

**System Flexibility:** The method is adaptable across broiler, layer, cage-free, enriched cage, and turkey operations, including large-scale facilities.

**Next Steps:** Ongoing research is focused on system optimization, emergency response protocols, and development of formal euthanasia guidelines.

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

Vaccination and Disease Prevention



## Vietnam Prepares for Responsible Antibiotic Use in Livestock

**Regulatory Shift:** Vietnam's ban on the preventive use of antibiotics in livestock took effect on January 1, marking a major step to curb antimicrobial resistance (AMR). Antibiotics are being repositioned primarily as therapeutic tools.

**Current Challenges:** Preventive and low-dose antibiotic use has been widespread in pigs and poultry, contributing to high AMR levels and detectable residues in food products. Easy access through over 15,000 veterinary drug outlets remains a concern.

**Industry Readiness:** Large integrated producers appear prepared, with commitments to eliminate non-therapeutic antibiotic use, while smaller farms face greater challenges due to limited guidance and weak monitoring systems.

**Precision & Diagnostics:** Experts stress accurate disease diagnosis, correct dosing, and full treatment courses as essential to preserving antibiotic effectiveness.

**Multi-Layered Solutions:** Vaccination, improved biosecurity, nutrition, probiotics, farm design, and digital monitoring are seen as key to reducing antibiotic dependence.

**Innovation:** Research into herbal-based and synthetic nano-antibiotics shows promise, with trials indicating significant reductions in antibiotic use while maintaining high bird performance.

**Cultural Transition:** The sector is moving toward a mindset of controlled, responsible antibiotic use rather than elimination, aiming to safeguard long-term animal and public health.

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