

Broiler & Breeder News Asia

11 - 17 Mar 2026

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Market Trends and Exports/Imports

CP Vietnam Reports Sharp Revenue Decline



Performance: Revenue fell 17% to USD 3.24 billion, the steepest drop in a decade; still CPF's second-largest market (18% share).

Segment Trends: Farm revenue dropped 19%, while food grew slightly (+1%); feed contributed USD 810 million.

Context: Decline coincided with a food safety controversy (later cleared), while competitors recorded growth, indicating possible market share shifts.

Source: [Asian Agribiz](#)

Indonesia Expands Poultry Exports to Regional Markets



Shipment Details: Indonesia exported 75 tons of poultry products (USD 195,000) to Singapore, Japan, and Timor Leste, including eggs, chicken cuts, and processed items.

Key Players: CPI (41.3 tons eggs), Japfa (6 tons processed to Singapore), Taat Indah (22 tons to Timor Leste), and Malindo (6 tons to Japan).

Strategy: Builds on self-sufficiency in poultry to position Indonesia as a regional export hub.

Outlook: The government targets 545 tons of exports worth USD 1.07 million by end-March 2026, supporting foreign exchange earnings, job creation, and price stability.

Source: [Asian Agribiz](#)

Vietnam Targets US\$1 Billion in Livestock Exports



Growth Trend: Meat production rose from 6.85 to 8.3 million tons (2021–2024), with continued expansion driven by strong domestic demand.

Consumption: Pork remains dominant (45.7 → 54.9 kg per capita), followed by poultry (21.9 → 25.8 kg), while beef/buffalo stay stable (~6.3 kg).

Export Performance: Livestock exports hit USD 141 million in early 2026 (+84% YoY), supporting the \$1 billion target by ~2027.

Trade Dynamics: Feed exports grew >8%, while live animal exports declined due to stricter import requirements.

Imports: High reliance on feed ingredients (1.29 billion kg) and increased breeding stock imports to improve herd quality.

Source: [eFeedLink](#)

Leong Hup Granted Judicial Review Over Feed Price-Fixing Case



Legal Update: Leong Hup's subsidiary obtained High Court approval to initiate a judicial review of a rejected appeal against a price-fixing fine.

Penalty: Case involves a USD 80 million fine (largest in Malaysia), with Leong Hup facing ~USD 40 million.

Allegations: Five feedmillers were found to have coordinated feed price increases (2020–2022), raising poultry production costs and chicken prices.

Status: Interim stay granted, temporarily halting enforcement while court proceedings continue.

Source: [Asian Agribiz](#)

Freight Surge Disrupts Global Agricultural Trade



Shipping Disruptions: Limited transit through the Strait of Hormuz and rising insurance costs are driving sharp increases in freight rates.

Trade Impact: Around 3.5% of global dry bulk trade directly affected, with broader delays due to higher fuel (bunker) prices.

Regional Effects: Brazil (corn, soy) and Russia (wheat) face elevated export risks and costs, impacting supply to Iran.

Asia Impact: Higher freight and oil prices are increasing landed costs of feed grains, oilseeds, and meat in import-dependent Asian markets.

Market Pressure: Rising fuel and logistics costs may increase global production costs and sustain demand for biofuels, adding further pressure on commodity prices.

Source: [Asian Agribiz](#)

Feed and Nutrition

Japfa Reinforces Feed Price Cuts to Support Poultry Sector Stability

Cost Support: Japfa lowered feed prices to reduce farmers' production costs and improve efficiency, especially ahead of Eid al-Fitr.

Industry Impact: Lower feed costs help stabilize poultry supply and maintain affordable chicken prices during peak demand periods.

Government Alignment: Initiative aligns with Ministry of Agriculture efforts to strengthen sector stability and farmer sustainability.

Ongoing Strategy: Continued coordination with authorities to adjust feed prices and balance farmer viability with consumer affordability.

Source: [eFeedLink](#)



US Grain Prices Surge Amid Iran Conflict



Price Drivers: Grain prices (corn, soybeans, wheat) surged due to the Iran conflict, which raised oil prices (boosting biofuel demand) and disrupted fertilizer supply chains.

Farmer Response: Midwest farmers accelerated sales of stored crops and entered forward contracts for unplanted crops to capitalize on higher prices.

Market Impact: Soybean prices reached a May 2024 high (> \$12/bushel), corn hit its highest since May 2025, and wheat since June 2024.

Profitability: The rally allowed farmers to secure modest profits and offset rising input costs (fertilizer, chemicals, seeds), though overall agricultural profitability remains weak.

Supply Movement: Increased selling activity is rapidly filling grain elevators across North and South America, indicating strong market throughput.

Risk Factors: Some farmers are heavily forward-selling (up to 65% of expected production), exposing them to production risks before planting.

Background: Previous low prices were driven by oversupply and reduced soybean exports linked to US-China trade tensions; government aid (\$12 billion) offers only short-term relief.

Source: [The Poultry Site](#)

Avian Influenza and Disease Outbreaks

South Korea Reports Continued HPAI Spread (H5N1)



Outbreak Status: Total outbreaks reached 56 since September, with seven new cases reported in early March.

Farm Impact: Affected farms include 37 chicken farms (layers, breeders, native), 15 duck farms, plus quail and goose flocks.

Latest Case: 45,000 laying hens infected in Pocheon (Gyeonggi province).

Control Measures:

- 24-hour movement bans on egg farms in affected regions
- Strict biosecurity enforcement and farm entry controls
- Surveillance within 10 km radius of outbreaks

Compliance Issue: Latest outbreak linked to an unlicensed farm and unauthorized bird movement, highlighting regulatory risks.

Source: [WATT Poultry](#)

Hokkaido Reports Fourth HPAI Outbreak of the Season



Outbreak Details: HPAI confirmed at a farm in Abira, Hokkaido, housing ~190,000 chickens; Japan records 21 cases this season.

Detection: Farm reported suspected symptoms; rapid test returned positive, later confirmed by genetic testing.

Control Measures: Authorities ordered full culling, with carcasses incinerated and buried to prevent spread.

Virus Context: H5N1 (clade 2.3.4.4b) continues to drive global outbreaks across Asia, Europe, and the Americas.

Human Risk: Human infections remain rare but severe, with no sustained human-to-human transmission reported.

Source: [eFeedLink](#)