

# Broiler & Breeder News Asia

29 April - 5 May 2026

*Disclaimer: This Broiler & Breeder News Asia summarizes information from independent third-party publications. Aviagen does not endorse or promote any companies, products, or technologies mentioned, and all views and claims belong solely to the original sources.*

## Market Trends and Exports/Imports



### Leong Hup Highlights Poultry's Role as Affordable Protein Source

**Market Outlook:** Leong Hup stated poultry remains one of the most affordable and widely consumed protein sources in Asia, supporting regional food security.

**Growth Drivers:** Demand growth is supported by population expansion and rising disposable income across Southeast Asia.

**Feed Cost Improvement:** Lower corn and soybean meal prices from strong harvests in the US, Brazil, and Argentina helped ease feed costs.

**Operational Strategy:** The company strengthened its integrated "farm-to-plate" operations to improve cost efficiency and resource management.

**Financial Performance:** FY2025 profit increased 16.3% to RM501 million despite lower revenue, while net debt and gearing ratios improved.

**Currency Impact:** A stronger ringgit reduced imported feed costs but negatively affected the consolidation of overseas earnings.

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

### Russian Poultry Industry Faces Profit Decline Amid Rising Chinese Imports



**Production Decline:** Russia's poultry output fell 2.6% in Q1 2026, with major producing regions reporting sharp declines.

**Profitability Pressure:** Rising costs for electricity and logistics, combined with weak domestic prices, pushed many producers to near-zero profitability. Net profits in 2025 dropped 50% to US\$210 million.

**Chinese Imports:** Low-cost Chinese chicken imports are increasing in Russian retail markets, putting additional pressure on local poultry prices despite import quotas and duties.

**Export Challenges:** A strong Russian ruble is reducing export competitiveness while increasing imports.

**Market Opportunity:** Russian exporters may benefit from higher poultry prices in Persian Gulf markets amid ongoing Middle East market disruptions.

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

### IFC Proposes USD150 Million Investment in New Hope Singapore



**Investment Plan:** IFC proposed investing up to USD150 million in New Hope Singapore, a subsidiary of China's New Hope Group.

**Expansion Focus:** Funding will support new feedmill production lines in Bangladesh, Cambodia, Egypt, Nepal, and Vietnam.

**Project Scale:** The total project cost is estimated at USD214 million.

**Industry Impact:** IFC noted the financing structure is uncommon in some markets and could increase competition within the regional feed industry.

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

### Thailand Livestock Market Shows Mixed Price Trends



**Broiler Market:** Broiler prices may decline as production returns to normal levels after farms increased output following extreme heat disruptions.

**Pig Prices:** Farm-gate pig prices remain stable at USD2.09–2.15/kg despite weaker demand.

**Egg Market:** Hot weather increased the supply of small-sized eggs, putting downward pressure on egg prices in some regions.

**Production Challenges:** High temperatures reduced feed intake and slowed animal growth rates.

**Feed Cost Concern:** Major producers warned that Middle East conflicts could disrupt feed ingredient supplies and increase livestock production costs.

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

# Broiler & Breeder News Asia

29 April - 5 May 2026

*Market Trends and Exports/Imports (Cont.)*



## Sreeya Sewu Targets Growth Through Product Innovation

**Growth Target:** Sreeya Sewu Indonesia aims for 10–15% revenue growth and a 30–40% increase in pre-tax profit in 2026.

**Business Strategy:** The company is focusing on product innovation and ready-to-eat poultry products rather than expanding operational capacity.

**Feed Expansion:** Plans include launching non-poultry feed concentrates while optimizing feedmill utilization, currently at around 70%.

**Demand Support:** Indonesia's Free Nutritious Meal program is increasing demand for chicken meat and eggs.

**Market Expansion:** Bali and East Nusa Tenggara are identified as potential growth regions, especially for non-poultry feed products.

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



## Thailand's Processed Chicken Exports Continue Growth

**Export Growth:** Thailand's processed chicken exports increased 4.9% year-on-year in March 2026 to USD263.5 million, marking the fourth consecutive month of growth.

**Key Markets:** Japan, the Netherlands, and Singapore were the main drivers of demand.

**Q1 Performance:** Processed chicken exports reached USD800.9 million in Q1 2026, up 6.2% year-on-year.

**Raw Chicken Decline:** Total chicken exports fell 2.01% due to sharp declines in fresh, chilled, and frozen raw whole chicken exports.

**Export Volume:** Thailand exported 290,242 tons of chicken and chicken products during the quarter.

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

*Feed and Nutrition*



## Strong Feed Demand Supports Indonesia's Soybean Meal Market

**Demand Growth:** Indonesia's soybean meal (SBM) consumption is projected to rise by 50,000 tons to 6.35 million tons in 2026/27, driven mainly by poultry feed demand.

**Industry Drivers:** Poultry accounts for about 80% of total feed production, supported by rising meat and egg consumption and government nutrition programs.

**Import Trends:** SBM imports are expected to increase 2% to 6.3 million tons, with over 95% sourced from South America.

**Policy Changes:** Proposed government import controls under a state-owned enterprise system have created market uncertainty and affected industry confidence.

**Price Movement:** Domestic SBM prices increased to USD459–477/ton in early 2026, while global prices remained lower at USD390–400/ton.

**Copra Meal Market:** Indonesia's copra meal market is expected to remain stable, supported by consistent feed demand and exports to India and South Korea.

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

*Sustainability and Welfare*



## Poultry Demonstrates Low Waste Levels

**Waste Rates:** Whole chicken (1%), breast fillet (0.3%), legs (0.6%), and processed products (0.1%) showed very low waste linked to marketing standards.

**Benchmark Comparison:** Poultry performed better than beef, pork, eggs, and fruit sectors in minimizing waste.

**Industry Strengths:** Efficient planning, strict specifications, and strong value recovery systems help reduce losses.

**Downgrading Issue:** Most losses involve products being redirected into lower-value uses rather than actual waste.

**Implication:** Findings strengthen poultry's sustainability position and highlight opportunities to further optimize product use.

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