

# Broiler & Breeder News Asia

18 - 24 Feb 2026

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## Market Trends and Exports/Imports

### Bangladesh Commits to Buy More US Agricultural Products in New Trade Deal

**Purchase Commitment:** Bangladesh agreed to buy US\$3.5 billion worth of US agricultural products, including wheat, corn, soybeans, and cotton.

**Expanded Access:** US products such as soy, dairy, beef, and poultry will receive preferential market access.

**Tariff Adjustment:** In return, the US will reduce tariffs on Bangladeshi exports (negotiated in 2025).

**Feed Sector Impact:** Bangladesh feed producers had already increased US corn and soybean imports in 2025 to help reduce the bilateral trade gap.

**Regulatory Reforms:** Bangladesh committed to science-based import approvals, digital customs procedures, improved regulatory practices, and freer cross-border data flows.

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



### CPF Eyes Expansion of Philippine Operations

**New Investment:** CPF Philippines will invest US\$8.5 million in a modern tunnel-ventilated broiler farm in Bataan, with operations targeted for January 2029.

**Strategic Goal:** The project strengthens poultry supply chains, supports food security, and reinforces CPF's ambition to make the Philippines a key overseas growth market.

**Economic Impact:** Expected to create local jobs, enhance agricultural linkages, and contribute to regional economic growth.

**Sustainability Focus:** Facility will integrate environmental controls, including waste management, odor control, and resource efficiency.

**Broader Expansion:** Follows CPF's earlier US\$1 billion commitment to restore hog production to pre-ASF levels by 2028, with strong backing from the Philippine government.

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



### Asia's Meat Markets Remain Resilient Amid Recalibration Beyond 2026

**Positive Outlook:** Industry leaders at the Gira Asia Meat Club meeting expressed cautious optimism, with 2025 performing well and 2026 expected to improve further.

**Global Drivers:** Disease management, feed costs, and rising demand remain key factors shaping global protein markets, alongside economic uncertainty.

**Brazil & HPAI:** With HPAI contained, Brazil is re-entering export markets, resetting trade flows.

**China's Export Expansion:** Poultry exports surged 35% to 396,000 tonnes. Imports, which had already fallen 25% in 2024, declined a further 35%, signaling a structural shift toward net export growth. Exports are projected to grow at 7% CAGR to 2030, potentially creating a 1 million-ton net export surplus. China has expanded its export reach from 56 to around 80 countries.

**Demand Growth in Asia:** Global meat production is forecast to grow 2% annually (2025–2030), led by Southeast and South Asia, driven mainly by rising incomes rather than population growth.

**Consumption Shifts:** India's rising incomes are boosting poultry consumption, while Chinese consumers are shifting toward higher-quality and ready-to-eat products.

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



### Thaifoods Group to Invest US\$145 Million to Drive 2026 Growth

**Investment Plan:** Thaifoods Group will invest US\$129–145 million in 2026, with 60% allocated to retail expansion and the remainder to strengthening upstream operations.

**Capacity Expansion:** Production capacity will increase in northeastern Thailand, supported by expectations of lower raw material costs.

**Regional Growth:** The company plans to build a new feedmill in Vietnam and expand chicken and swine farms.

**Strategic Impact:** Projects are expected to be completed this year, supporting revenue growth and cost optimization from 2027 onward.

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



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## Feed and Nutrition



### World Wheat Production Faces Rising Heat and Drought Risks During Flowering

**Critical Growth Stage:** Short periods of extreme heat and drought during wheat flowering — the grain-setting stage — can sharply reduce yields.

**Shifting Risk Pattern:** While drought currently causes greater yield losses, its global impact may slightly decline over time.

**Rising Heat Threat:** Heat stress during flowering is projected to increase global yield losses by one-third by 2050 and by over three-quarters by 2090.

**Climate Modeling Insight:** Using advanced climate projections and the Sirius wheat model, researchers warn that extreme heat will become a major constraint on future wheat production.

**Breeding Implications:** Findings highlight the need to develop heat-resilient wheat varieties to safeguard future food and feed supply.

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



### China Soybean Buying in Doubt After Tariff Ruling

**Policy Shift Impact:** The US Supreme Court struck down President Trump's sweeping tariffs, raising doubts about China proceeding with a proposed additional purchase of 8 million metric tons of US soybeans.

**Market Reaction:** Soybean futures dipped slightly after an 8.49% rally since early February, when the additional China purchase was announced.

**Competitive Pressure:** Analysts note US soybeans remain more expensive than Brazilian supplies. With Brazil harvesting a large crop at lower prices, China has less incentive to buy from the US without tariff pressure.

**Trade Context:** China has already bought 12 million metric tons of US soybeans under an October trade truce. Sinograin cleared storage space for US shipments despite cheaper Brazilian alternatives.

**Ongoing Uncertainty:** The ruling creates renewed uncertainty over US trade policy and whether alternative tariff mechanisms will be pursued. Traders are closely watching for further policy developments and China's purchasing behavior.

**Farmer Impact:** USDA announced US\$11 billion in payments to support farmers facing weak export demand.

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

## Sustainability and Welfare



### Japfa Unveils AI and CoE to Drive Smarter, Sustainable Farming

**Digital Transformation:** Japfa launched an AI and Quantum Computing Center of Excellence (CoE) in Singapore, supported by EnterpriseSG and EDB, to enhance efficiency and sustainability in livestock production.

**Technology Focus:** The CoE will apply AI, data science, and quantum computing to optimize productivity, strengthen food security, and improve animal welfare across vertically integrated operations.

**Pilot Results:** Early projects in Vietnam and Indonesia show positive outcomes, including AI agents in swine farms to detect anomalies and improve compliance.

**Strategic Partnerships:** Collaborations with SIT (computer vision for food inspection), NYP (AI sensors and digital talent development), and AngelQ (quantum optimization tools) aim to deliver scalable, real-world solutions.

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

## Avian Influenza and Disease Outbreaks



### Avian Influenza Cases Spread Across Asia

**Japan (Iwate):** Highly pathogenic avian influenza (HPAI) confirmed at a layer farm in Kanegasaki; ~560,000 hens to be culled. This is Japan's 20th outbreak this season and the first in Iwate.

**South Korea (Jeollanam-do):** H5 antigen detected at a 30,000-duck farm in Gurye during routine testing. A 10km quarantine zone, culling, inspections, and a 24-hour standstill order were implemented. South Korea has recorded 44 outbreaks nationwide this season.

**China (Human Case - H10N3):** WHO confirmed a new human A(H10N3) case in Guangdong. The patient is stable. This is the third case in 2025 and the seventh globally since 2021; all cases have occurred in China.

**Cambodia (Human Case - H5N1):** First human H5N1 case of 2026 confirmed in Kamot province. The patient recovered. Since 2023, Cambodia has reported 36 human H5 cases with a fatality rate exceeding 40%, involving reassortant strains.

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