

Perspectives on Thailand's Poultry Industry

BANGKOK, THAILAND (26 February 2025) – Poultry demand in Thailand is on the rise with demand increasing both domestically and in the export market. Rabobank Global Poultry Quarterly recently reported record highs – 320,000 metric tons in the third quarter – for poultry exports out of Thailand.

Thailand is growing as a regional commerce hub among Asia Pacific countries. It has one of the most advanced broiler production sectors, with levels of efficiency and overall performance equal to or exceeding that of most other countries in the region.



With optimism rising along with demand, Nannapas Moonsap, Sr Regional Sales Manager for Thailand and Indochina; Pasakorn Piyaaram, Technical Services Manager for Thailand and Indochina; and Permsak Thanawang, Sales Manager for Thailand recently shared their perspective on the industry leading up to the region's largest animal agriculture expo, VIV Asia 2025, taking place 12-14 March in Bangkok.

Taking advantage of opportunities



The greatest opportunity for poultry producers in Thailand lies in enhancing production efficiency and sustainability to meet global demand while capitalizing on the country's strengths in poultry processing and exports. "Specifically,

Thai producers have a competitive edge in tailor-made chicken meat cuts, making them attractive to high-value export markets," says Pasakorn.

Nannapas says Thailand's poultry sector is also benefiting from the country's Free Trade Agreements (FTAs), which have expanded market access and enhanced competitiveness. "Chicken meat is currently Thailand's third-largest agricultural export, reinforcing its status as a major global supplier," she says. The domestic market also presents growth opportunities, driven by economic recovery and increasing consumer demand.

Technological advancements and improved farming practices are helping to reduce production costs for those who make these options a priority. "By integrating precision nutrition, value-added product development, and strong disease management, they say Thai poultry producers can maintain their global competitiveness," Nannapas says.

Partnering for profitable production

Understanding the opportunities is only half of the equation to creating sustainable, profitable production. The other half is knowing the challenges. All three of the poultry team say production costs – the cost of feed in particular – hinder meeting financial goals. This is why poultry producers must look beyond raw feed to optimize bird health, development and growth.

"Achieving good bird, farm, and gut health requires operational excellence and attention to detail," Nannapas says. "A combination of quality nutrition, veterinary guidance, and increased consideration of farm and bird management can help to ensure birds have

the best possible chance of meeting maximum potential.”



Permsak says offering science-based, tailored solutions with repeatable results can mean the difference between success and failure. “Our specialty feed additive portfolio emphasizes high-quality organic trace minerals and potent enzymes created to address feed cost, meat quality, gut health, and overall performance,” he says. “Combined with our expert team both locally and around the world, and our collaboration with world-class experts, we help our customers overcome these challenges.”

Providing custom solutions

Technical service is an invaluable part of a poultry production partnership. NOVUS’s technical expertise empowers poultry producers through intelligent nutrition – the combination of experienced people and smarter solutions. “By providing custom-fit recommendations and leveraging global expertise, we help optimize feed efficiency, gut health, and overall productivity,” Permsak says.

A perfect example is a recent collaboration with a customer in Thailand who was managing high footpad dermatitis in their flock (with rates above 8.5%). “After conducting a trial comparing MINTREX® Zn, Mn, and Cu Bis-Chelated Trace Minerals with a competitor’s product, the customer saw a significant reduction in footpad dermatitis (below 5%) and increased profitability,” Nannapas says.

“As a result, they adopted MINTREX® Zn, Mn, and Cu as a long-term solution.”

Pasakorn says through tech tools, field trials, data analysis, and customized strategies the NOVUS technical services team helps producers maximize resource utilization, reduce costs, and ensure sustainable growth. “We have tools that allow customers to measure trypsin inhibitor in soybean meal in real-time accurately,” he says. “This innovation helps our customers improve feed quality and we can support them by optimizing costs through solutions like CIBENZA® Enzyme Feed Additive.”

What’s to come

Thailand isn’t the only country in Asia Pacific with producers ready to take their farms to the next level. Nannapas says those in Cambodia, Laos, Myanmar and Vietnam have a growing trend in semi-intensive and intensive production, but the traditional/backyard poultry production system remains the common production system.

“Those producers are looking to exchange ideas and learn from Thai feed millers, veterinarians /consultants, experts and KOLs to understand the steps necessary to meet the growing demand for high-quality poultry meat and eggs,” she says. “They really use Thailand as a benchmark.”

Industry professionals from throughout Asia and other parts of the world will converge on Thailand for VIV Asia 2025. Nannapas, Pasakorn and Permsak will be at the NOVUS booth, 2-2980, to share insights on how to help birds meet their full potential. For more information on NOVUS at the event, visit novusint.com/novus-at-viv-asia-2025.

