

SUSTAINABILITY OF THE MALAYSIAN POULTRY TO MEET THE FUTURE MARKET DEMAND

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The chicken industry has started to grow since the early 70s and has reached a level of self-sufficiency since 1983



The chicken industry in Malaysia is one of the livestock industries that is very important and contributes to the national economy.



With the development in housing technology, conversion to closed house system

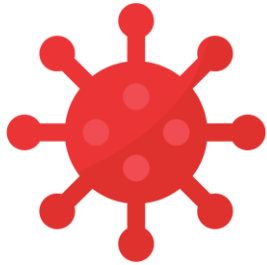


Chicken and eggs in this country are still considered a cheap and easy source of protein.



The development of the downstream industry involving chicken and egg products has also made the demand for chicken and eggs increase.

CHALLENGES

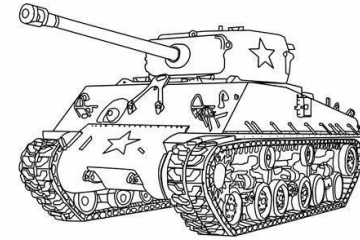


Pandemic Covid-19

At the beginning of the pandemic, the economic and business sectors were greatly affected.

75% of chicken farms were still in open house system.

Climate changed



Rusia-Ukraine conflict

The Russian-Ukrainian conflict also contributed to the increase in the cost of these food raw materials.

LPAI and Newcastle Disease

Disease outbreak





Achievements
2022^f

Target 2023

Target 2030



93.9%

120%

140%



110.9%

114%

123%

PRODUCTION
IMPROVEMENT
STRATEGY

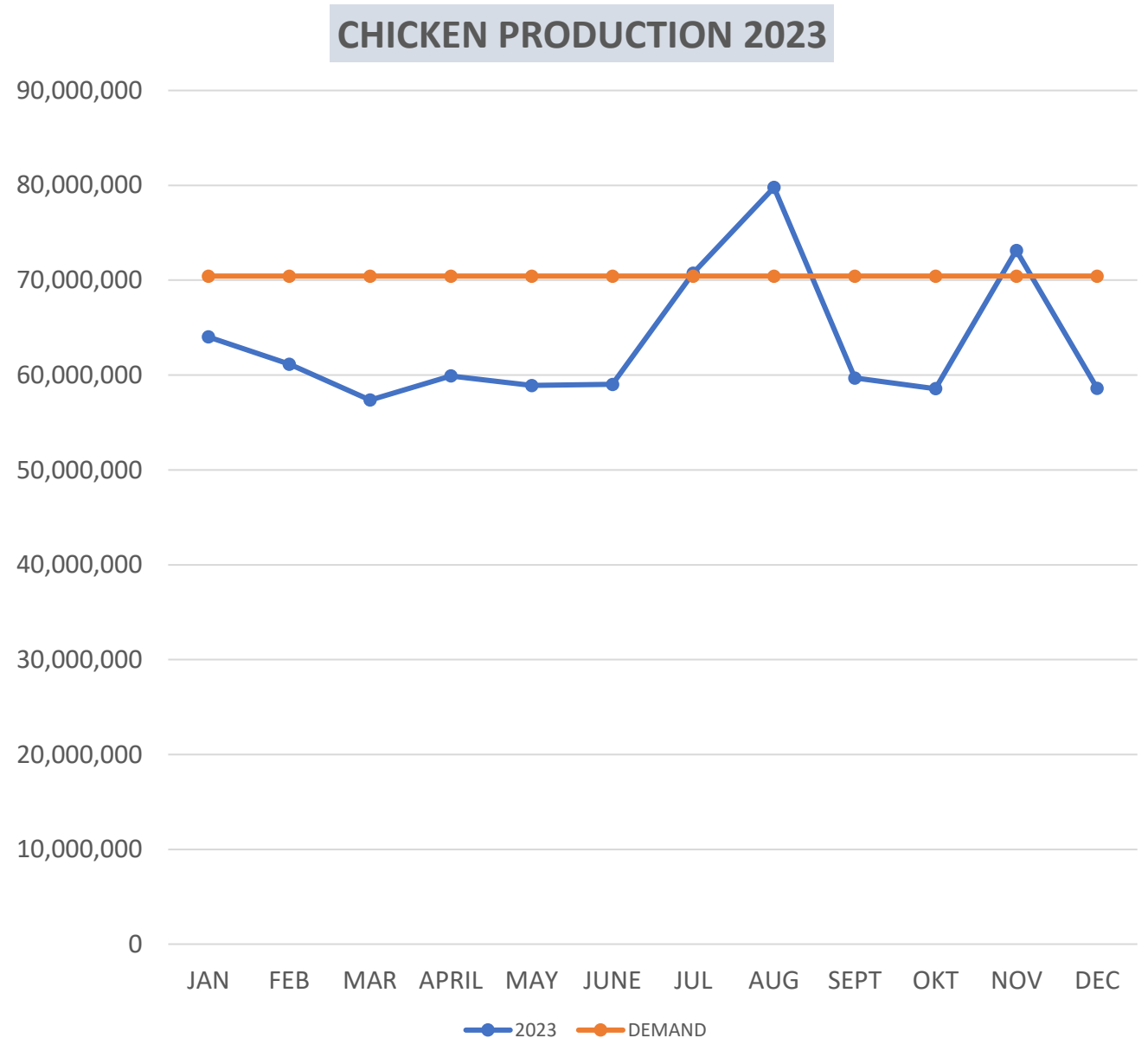


- empowerment of closed cage system method to reduce the risk of disease and mortality, thus improving chicken and egg production



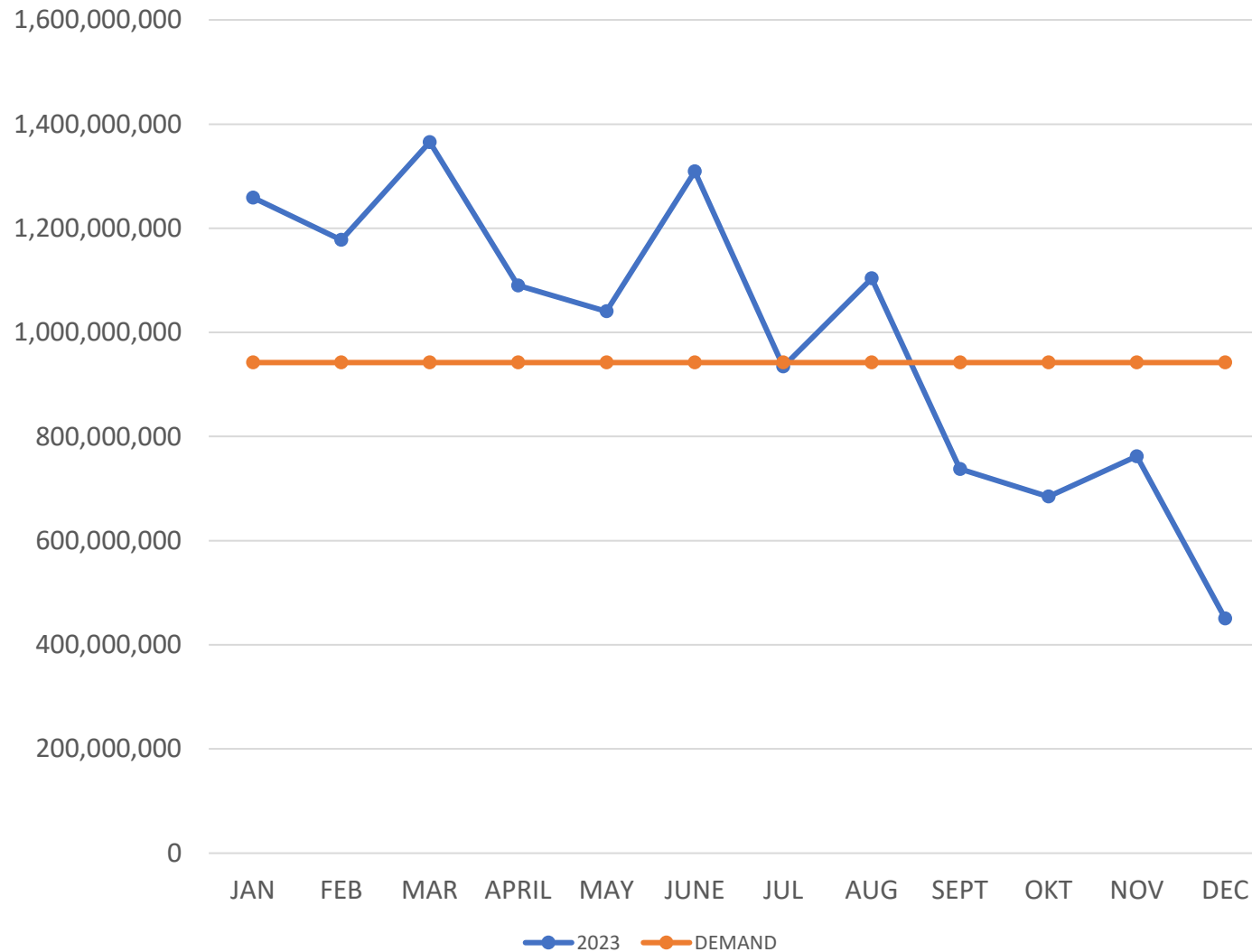
- Production for several months at the end of 2023 is relatively low compared to the requirements
- Planning changes at the breeder farm level following the occurrence of HPAI in several PS chick source countries
- The need for imports to cover the shortage of supply in the country
- Production of chickens from stockpile

- Number of broiler farms - 2,604 (75% still in open house system)
- Broiler capacity - 163,896,734 heads
- Number of broiler farmers - 2045



Source : DVS forecast data

EGG PRODUCTION 2023



- Production for several months at the end of 2023 is relatively low compared to the requirements
- Delay of intake of PS due to the occurrence of HPAI in several PS chick source countries
- The need for imports to cover the shortage of supply in the country

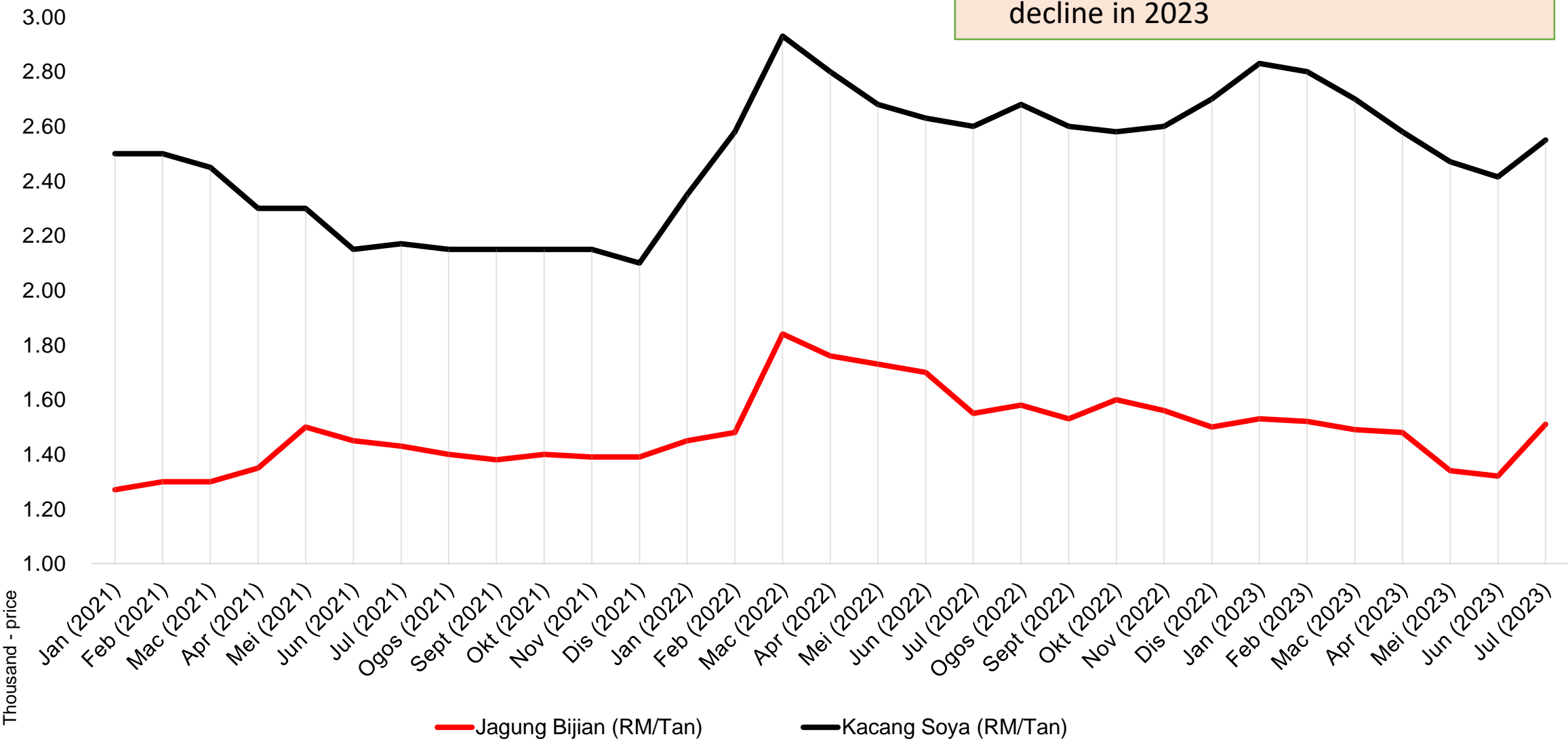
- Number of Layer farms - 260
- Layer capacity - 66,614,393 heads
- Number of layer farmers - 182

Source : DVS forecast data



Corn Price and Soyabean Meal Price (Jan 2021 to Jul 2023)

• Corn and soybean prices have started to decline in 2023



SUBSIDY

1.8b in 2022
1.9b in 2023

1



3

PS SOURCES

Free HPAI country

SOFTLOAN

300m for
industry player
for chicken
house
conversion

2



4

IMPORTS

Whole chicken and
chicken cuts

QUICK ACTION

STRATEGY STRENGTHENING SUPPLY

CHICKEN STOCKPILE



As of 15 August 2023, a total of 834.01 metric tonnes or 38.3% of the target (2,177 metric tonnes) were stored.

MADANI AGRO SALES PROGRAMME



Sales status to August 20, 2023:
Chicken : 438,217 kg / RM4,118,834
Chicken eggs : 4,330,458 eggs / RM1,995,837

1,308 Agro Madani sales locations across Malaysia involving 20,590 entrepreneurs

IMPORT APPROVAL OF CHICKENS AND EGGS



Source Country of Chicken Meat import: Thailand, China, Brazil and Denmark.

Import source countries of fresh chicken eggs: Thailand and Ukraine.

REPEAL OF CHICKEN EXPORT RESTRICTIONS



There are no export restrictions from 1 July 2023 to enable farmers to earn income from the export market and assist in cash flow into the country.

Allowed Export Category:
Village chickens, colored chickens, round chickens, chicken cuttings, live chickens.

ALTERNATIVE SOURCES NEW



Identify alternative sources to Grand Parent broiler & Parent Stock layer.

Country Source:
Australia, New Zealand, Thailand, Spain, Netherlands, Ireland and France.

INCLUSIVE COMMUNICATION PLAN



Inclusive Communication Plan (advocacy) to interested parties (public, Cabinet and others)

THANK YOU



Wisma Tani