

Gulf Poultry

Connecting Poultry Excellence

Magazine

دواجن الخليج

ربط التميز في مجال الدواجن



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Personal Diary

Hungarian Expert Highlights Avian Metapneum ovirus at BVPA Spring Meeting 2026 | UK



Dr. László Kőrösi, Editor-in-Chief of Gulf Poultry Magazine, actively participated in the prestigious British Veterinary Poultry Association Spring Meeting 2026, held on March 26-27 at the DoubleTree by Hilton Harrogate Majestic Hotel & Spa.

The scientific meeting, themed "Poultry Viral Diseases," brought together leading veterinarians, researchers, and industry experts from across Europe to discuss emerging challenges and innovations in poultry health.

Dr. Kőrösi delivered an insightful presentation titled "Avian metapneumovirus in chickens: clinical experiences and case studies" during the technical session on March 26. His talk focused on real-world clinical observations, diagnostic challenges, and field-level management of avian metapneumovirus (aMPV), a significant respiratory pathogen impacting poultry production globally.

The presentation highlighted:

- Field-based clinical manifestations of aMPV in commercial flocks
- Practical diagnostic approaches under varying farm conditions
- Case studies emphasizing disease progression and control strategies
- The importance of integrated health management and biosecurity

The BVPA Spring Meeting featured a comprehensive program covering key viral diseases including infectious bronchitis, inclusion body hepatitis, and emerging poultry health threats, reflecting the growing importance of disease preparedness in the global poultry sector.

Dr. Kőrösi's participation underscores the continued contribution of Gulf Poultry Magazine's leadership in advancing scientific dialogue and knowledge exchange within the international poultry community.

The event concluded with strong emphasis on collaboration between academia, industry, and veterinary practitioners to address evolving viral disease challenges in poultry production systems.



Middle East Conflict and Its Implications for Feed Supply Chains

As the Middle East conflict enters its third week, global commodity markets are facing increasing uncertainty due to rising energy prices, geopolitical tensions, supply chain disruptions, and higher risk premiums. These developments are beginning to influence the feed market across the Middle East, North Africa, and South Asia (MENASA) region, where livestock, poultry, and aquaculture production systems depend heavily on imported feed ingredients and stable logistics networks.

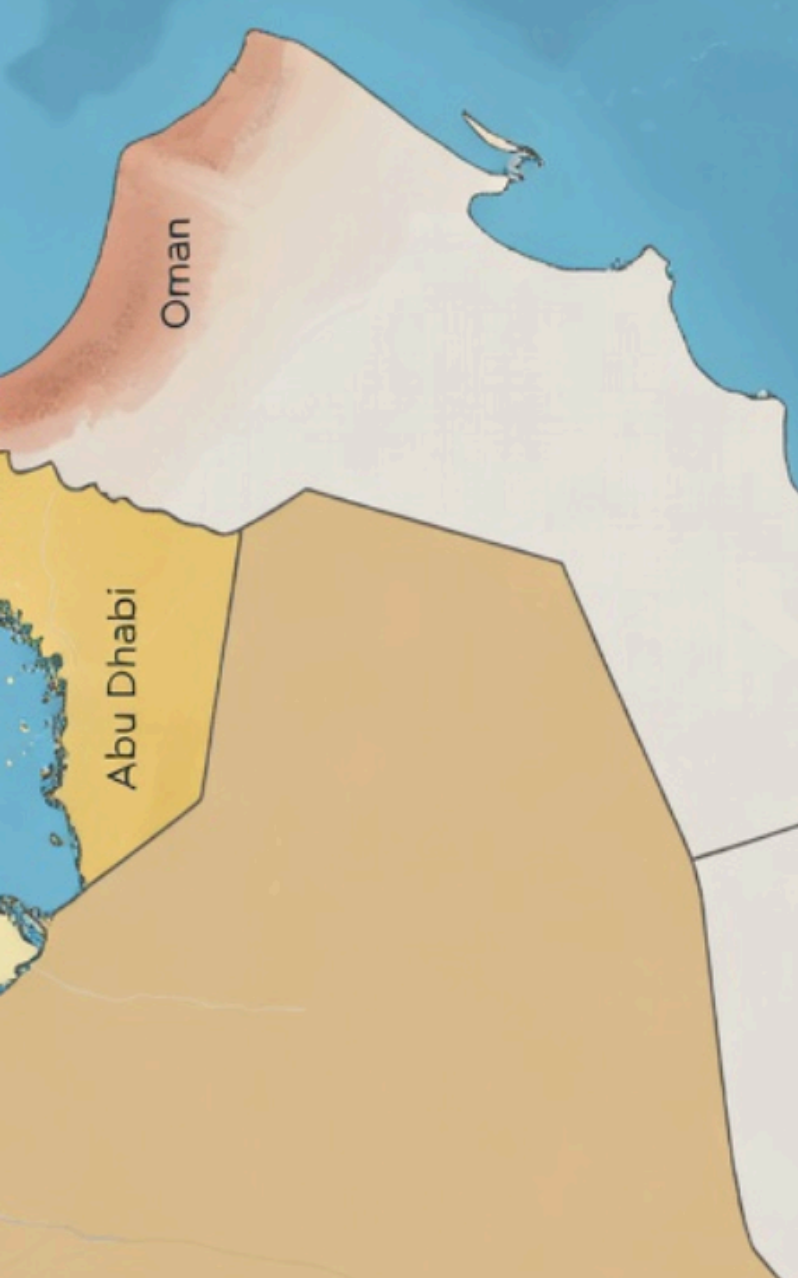
Feed Market Developments

Higher energy prices are raising the cost of transportation, processing, and feed manufacturing, which directly impacts feed producers and livestock integrators. Increased freight rates and shipping uncertainties are creating additional pressure on feed supply chains, particularly for countries that rely on imports of protein meals, grains, and feed additives. In many MENASA countries, feed demand remains strong due to the continued expansion of poultry, dairy, aquaculture, and pet food sectors. However, volatility in global markets may increase feed production costs and tighten profit margins for feed manufacturers.

Regional Implications

Feed industries across the Gulf and South Asia are closely monitoring geopolitical developments because of their potential effects on trade routes, energy supplies, and currency stability. Any disruption in shipping corridors or increases in fuel costs could further elevate feed prices and affect the cost of animal protein production. The poultry and aquaculture sectors are particularly sensitive to feed price changes because feed represents 60–70% of total





production costs. As a result, fluctuations in feed ingredient availability and logistics costs may influence farm profitability and production planning in the region.

Industry Outlook

Despite current market volatility, demand for animal protein in the MENASA region continues to grow due to population growth, urbanization, and increasing consumer demand for poultry, fish, dairy, and eggs. This sustained demand will keep the feed sector active, though producers may need to adopt more efficient feed formulations, alternative ingredients, and improved feed conversion strategies to manage rising costs.

Analysis

The ongoing Middle East conflict is creating uncertainty in the regional feed market through higher energy costs, logistical challenges, and supply chain risks. These factors may increase feed production costs and put pressure on poultry, livestock, and aquaculture sectors across the MENASA region. However, strong demand for animal protein is expected to keep feed demand stable despite market volatility.

Source: USSEC Market Intelligence Report, Vol. 32 (MENASA Region), 2026.

Rice Protein Meal:

An Alternative Protein Source for the Poultry Industry

Dr M Asad Iqbal PhD
Head of Nutrition (Poultry) |
Project Management &
Development | Al-Masarrah Feed
Company Saudia Arabia



From By-Product to Powerhouse

Rice protein meal a by-product of the rice starch industry has emerged as a nutritional goldmine that is reshaping both human nutrition and animal feed markets worldwide. As the global demand for sustainable, plant-based proteins continues to surge, this humble derivative of the world's most consumed grain is stepping into the spotlight.

The rice protein industry is experiencing significant transformation driven by evolving global dietary preferences and increasing health consciousness among consumers. The growing awareness of food allergies and intolerances has become a crucial factor shaping the market landscape, with approximately 68% of the global population being lactose intolerant. This has

led to a substantial shift towards plant protein alternatives. The global market value of rice protein products is around \$800 million per year, with major production concentrated in Southeast Asia. However, the Rice Protein Market size is estimated at 0.88 billion USD in 2025, and is expected to reach 1.11 billion USD by 2030, growing at a Compound Annual Growth Rate (CAGR) of 4.74%.

THE SUSTAINABLE PROTEIN OF TOMORROW

Standardized Ileal Digestibility (SID) of Amino Acids: Effect of Protease Supplementation

Amino Acid	SID – Without Protease	SID (%) – With Protease
Lys	60.4	63.3
Met	44.2	43.3
Cys	27.9	28.1
Thr	54.4	55.6
Arg	73.1	73.5
Ile	53.1	54.5
Leu	52.3	52.9
Gly	51.9	56.2
Val	51.8	52.5
His	55.9	56.4

(Iqbal et al., 2025, Poultry Science)

SID Amino Acid Digestibility Varies by Structure & Processing: Arginine and Lysine Highest, Cysteine and Methionine Lowest

The standardized ileal digestibility (SID) of amino acids varies depending on their chemical structure, protein source, and processing conditions. In general, amino acids such as arginine (73.1%) and lysine (60.4%) show relatively higher digestibility, while sulfur-containing amino acids like cysteine (27.9%) and methionine (44.2%) exhibit lower digestibility, likely due to their sensitivity to heat damage and their involvement in complex protein linkages. Other amino acids, including threonine, isoleucine, leucine, glycine, valine, and histidine, fall within a moderate digestibility range (approximately 50–56%).

The Bottom Line: While rice protein meal offers economic and sustainability advantages in rice-producing regions, its amino acid digestibility particularly for critical sulfur-containing amino acids like methionine and cysteine lags significantly behind soybean meal. Nutritionists formulating with RPM must account for these lower digestibility coefficients rather than treating rice protein as a 1:1 soy substitute, or consider blending strategies to compensate for the 40–50% reduction in key amino acid availability.

Rice Protein Meal: Revolutionizing Global Nutrition & Animal Feed

The Science Behind the Product

The transformation of rice into protein meal is a sophisticated industrial process that maximizes the nutritional value of every grain.

Production Process

The production methodology involves several carefully controlled steps:

- Heating – Rice undergoes controlled thermal treatment to prepare for enzymatic processing
- Amylase Application – Specialized enzymes are introduced to break down starch components
- Incubation – The mixture undergoes a precise incubation period for optimal enzymatic activity
- Filtration – The protein-rich fraction is carefully separated from starch



- Drying – The final product is dried to achieve optimal moisture content

Manufacturers are utilizing advanced enzyme-assisted extraction to overcome the traditionally "gritty" texture of rice protein, allowing for better solubility in beverages and

creamier dairy-free yogurts.

During processing, rice is fractionated into approximately 75% starch and 25% protein-rich meal. The final product is nutritionally comparable to corn gluten meal, making it an excellent alternative in both human nutrition and animal feed applications.

The World's Rice Bowl: Global Production Landscape

To understand the potential of rice protein meal, one must first appreciate the sheer scale of global rice production. Rice remains the staple food for over half of humanity, and production figures are staggering:

The Asian nations—China, India, Bangladesh, Vietnam, Thailand, Cambodia, and Myanmar—collectively form the backbone of the global rice export market, supplying millions of tonnes to Africa, the Middle East, and beyond.

Based on recent estimates, the top leading rice-producing countries are:

- China: ~208–217 million tonnes
- India: ~190–196 million tonnes
- Bangladesh: ~57 million tonnes
- Indonesia: ~53–54 million tonnes
- Vietnam: ~42–43 million tonnes
- Thailand: ~34 million tonnes
- Myanmar: ~24 million tonnes
- Philippines: ~19–20 million tonnes
- Cambodia: ~11–12 million tonnes
- Pakistan: ~10–11 million tonnes

The Future of Rice Protein

Between 2025 and 2030, the rice protein market is projected to expand from USD 1.5 billion to USD 2.2 billion, resulting in a value increase of USD 0.7 billion. The global growth outlook for the rice protein market reflects a strong upward trajectory through 2035, with China leading the expansion at a 7.8% CAGR, followed closely by India at 7.4%. In the Americas, Brazil is anticipated to grow at a robust 6.3%, while the USA

maintains a steady 5.8% CAGR.

The rice protein market is transitioning from a “secondary” plant protein to a primary ingredient in mainstream food formulations. Valued at USD 1.1 billion in 2026, the market is expected to reach USD 1.5 billion by 2029 as the dairy-alternative and meat-analogue sectors expand their use of rice-based blends

Key Considerations for Optimal Use

While rice protein meal offers tremendous potential, several factors require attention for optimal application:

1. Amino Acid Digestibility

Amino acid digestibility needs further evaluation to optimize formulation strategies. Understanding bioavailability is crucial for maximizing nutritional benefits in both human and animal applications.

2. Enzyme Supplementation

Enzyme supplementation may improve nutrient availability and digestibility. Research continues into novel enzymatic approaches that can enhance functional attributes such as emulsification and gelling properties.

3. Maximum Safe Inclusion Levels

Determination of the maximum safe inclusion level is necessary for optimal performance in feed formulations. Working with nutritionists ensures balanced diets that maximize animal health and productivity.

In the vast paddy fields stretching across Asia, a quiet revolution is taking place. What was once considered industrial waste is now being transformed into one of the world's most promising protein sources

4. Market Challenges

Higher production costs compared to other plant proteins and limited consumer awareness may pose challenges to market expansion. Raw material price fluctuation is anticipated to restrain market growth. Furthermore, the high price of the product is expected to obstruct market growth during forecast years

Market Dynamics: A Growing Industry

Regional Market Distribution

In 2025, Asia-Pacific accounts for the largest share by region in the Global Rice Protein Market. North America has the major market share in the current global rice protein market and is expected to dominate during the forecast period, owing to the presence of key market players in the region.

Product Segmentation

Rice Protein Isolates will dominate with a 46.0% market share, while sports nutrition will lead the application segment with a 42.0% share.

Rice Protein Concentrates lead the market with approximately 35% share, due to balanced nutrition and cost-effective production.

Key Industry Players

AIDP, Inc. (USA), Axiom Foods Inc. (USA), and RiceBran Technologies (USA) are some of the key companies performing in the global rice protein industry.

Aviagen Appoints Antonin Bonneau as Regional President for Asia to Strengthen Customer-Centric Growth



Aviagen® has announced the appointment of Antonin Bonneau as its new Regional President for Asia, effective April 11, 2026. This strategic leadership move reflects the company's continued expansion in the region and its focus on delivering responsive, locally tailored support to poultry producers.

With over 24 years of international experience across Asia, Antonin brings a strong blend of strategic vision and practical expertise. In his new role, he will oversee Aviagen's operations across the region, working closely with local teams and customers while leveraging the company's global capabilities.

Aviagen CEO Jan Henriksen emphasized the significance of this appointment, noting that Antonin's deep understanding of Asia's poultry markets and production systems positions him well to lead the company's regional growth. His leadership is expected to further strengthen Aviagen's commitment to sustainable development and customer success.

Speaking on his new role, Antonin highlighted the importance of collaboration across the region. He acknowledged the diversity of poultry production systems in Asia and expressed his commitment to working closely with customers and teams to support their operational goals and long-term success.

Before joining Aviagen, Antonin held senior leadership roles at Ceva Animal Health, including Country Manager for Vietnam, Cambodia, and China, and later as Asia-Pacific Vice-President. His experience in managing multicultural teams and driving business growth has been widely recognized.

Aviagen continues to support Asia's dynamic poultry sector through its multi-brand portfolio, including Arbor Acres, Indian River, and Ross breeding lines. The company aims to align global research with regional needs, enhance supply networks, and promote sustainable, high-performance poultry production.

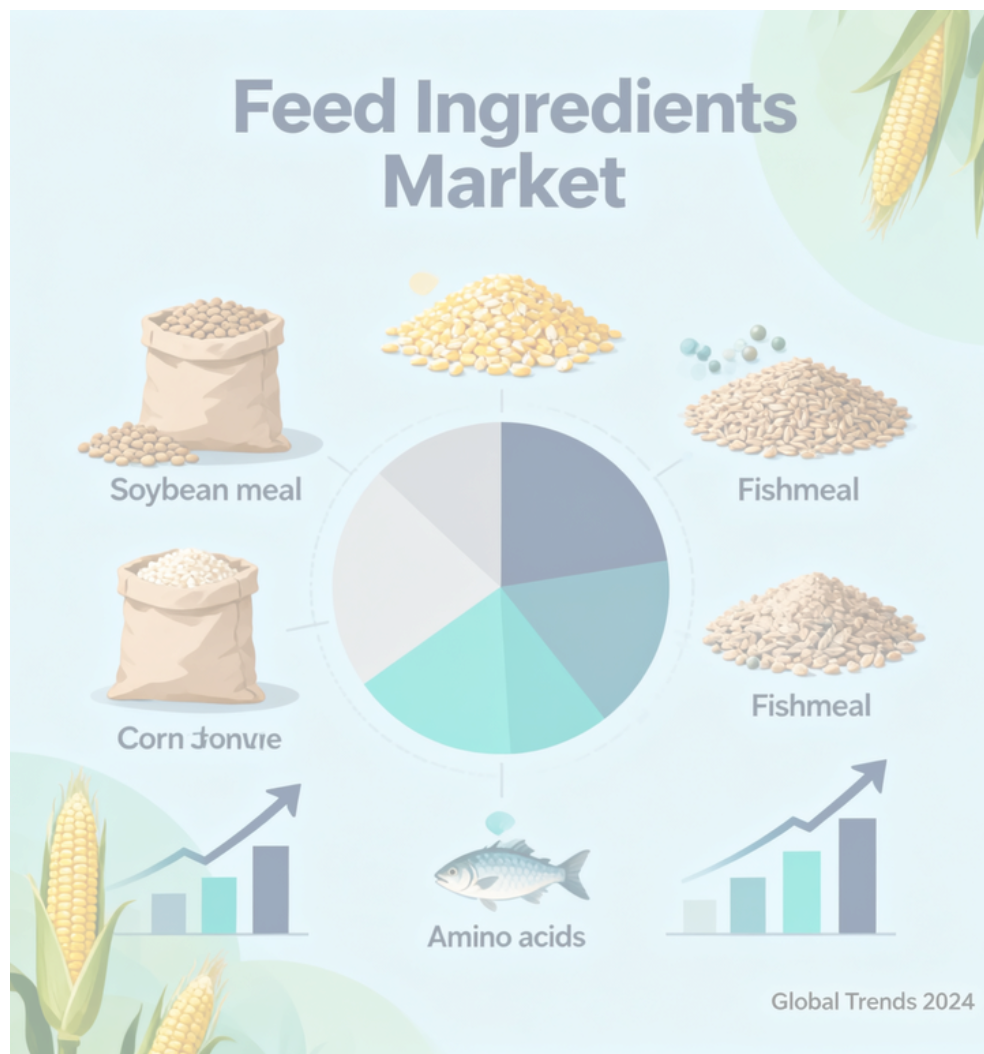
This leadership transition underscores Aviagen's commitment to building resilient poultry systems that contribute to food security and long-term industry growth across Asia.

Leadership change reinforces Aviagen's commitment to regional support, sustainable growth, and innovation across Asia's diverse poultry markets.

GCC Feed Ingredients Market Intelligence Report (2025)

Connecting Farmers with Industry

The feed ingredient market in the Gulf Cooperation Council (GCC) region—including United Arab Emirates, Saudi Arabia, Oman, Qatar, and Kuwait—continues to expand due to rising demand for poultry meat, eggs, dairy products, and aquaculture. The region is highly dependent on imported feed ingredients, with approximately 80–95% of raw materials sourced from international markets such as Brazil, the United States, Argentina, and the European Union. Major feed ingredients include corn (maize), soybean meal, barley, wheat bran, DDGS, fishmeal, and a wide range



of feed additives such as enzymes, amino acids, vitamins, and mycotoxin binders. Increasing government focus on food security and local poultry production is driving growth in feed manufacturing capacity across the GCC. In the Saudi Arabia, which represents the largest poultry and feed market in the The feed ingredient sector in the gulf



Cooperation Council (GCC) region—including United Arab Emirates, Saudi Arabia, Oman, Qatar, and Kuwait—continues to expand due to rising demand for poultry meat, eggs, dairy products, and aquaculture. The region is highly dependent on imported feed ingredients, with approximately 80–95% of raw materials sourced from international markets such as Brazil, the United States, Argentina, and the European Union. Major feed ingredients include corn (maize), soybean meal, barley, wheat bran, DDGS, fishmeal, and a wide range of feed additives such as enzymes, amino acids, vitamins, and mycotoxin binders. Increasing government focus on food security and local poultry production is driving growth in feed manufacturing capacity across the GCC.

In Saudi Arabia, which represents the largest poultry feed market in the region, poultry production has reached approx. 1.5–1.6 million tons annually, creating a feed demand of nearly 7–8 millions tons per

Corn and Soybean Imports Dominate GCC Feed Supply

year. Major integrated companies such as Almarai, Al Watania, Fakieh, and Tanmiah dominate the sector, while government initiatives under Vision 2030 aim to increase poultry self-sufficiency to about 80%. As a result, demand for high-quality feed ingredients and performance-enhancing additives continues to grow. The United Arab Emirates represents an important regional trading and distribution hub for feed ingredients. Although domestic poultry production is smaller compared with Saudi Arabia, the UAE imports significant quantities of corn and soybean meal to



Saudi Arabia Leads GCC Poultry Feed Market with 7–8 MMT Demand

support poultry, dairy, and aquaculture industries. Feed demand in the UAE is estimated at around 1.8–2.0 million tons annually. Companies in the country increasingly focus on advanced feed technologies, precision nutrition, and specialty additives to improve animal performance and feed efficiency. In Oman, the poultry sector is gradually expanding, with companies such as A'Saffa Foods and Oman Poultry playing key roles in domestic production. Feed demand is estimated at approximately 600–700 thousand tons annually, with corn and soybean meal forming the core ingredients. The country is also investing in aquaculture development, which is expected to further increase demand for specialized feed ingredients and nutritional solutions in the coming years.

The poultry industry in Qatar has grown significantly following the 2017 regional blockade, which prompted strong government support for local food production. Companies such as Baladna have expanded poultry and dairy operations, resulting in an estimated feed demand of around 450–500 thousand tons annually. Qatar continues to rely heavily on imported feed ingredients, but ongoing investments in feed mills and livestock production are strengthening the country's food security strategy. Similarly, Kuwait

maintains a smaller but stable poultry sector with high dependence on imported feed ingredients. The country's annual feed demand is estimated at approximately 350–400 thousand tons. Poultry companies such as Kuwait United Poultry contribute to domestic production, although most feed raw materials—including corn and soybean meal—are imported through international suppliers.

Across the GCC region, the feed ingredient market is influenced by several global factors, including fluctuations in grain prices, geopolitical tensions affecting shipping routes, and disruptions in global supply chains. Despite these challenges, the outlook for the region remains positive, driven by population growth, increasing consumption of animal protein, and government policies aimed at improving food security. These trends create opportunities for companies like Ringriedienst to expand technical services, supply innovative feed ingredients, and support feed manufacturers and livestock producers with advanced nutritional solutions.

Feed Ingredient Imports Cover Over 90% of GCC

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Royal Dutch Jaarbeurs Appoints

Natasha Hall

as Vice President VIV Worldwide



Royal Dutch Jaarbeurs | VNU Group has appointed Natasha Hall as Vice President VIV Worldwide. With this appointment, the organisation takes an important next step in further strengthening its international VIV agrifood portfolio. The appointment comes at a strategic moment, ahead of VIV Europe, which will take place from 2 to 4 June 2026 at Koninklijke Jaarbeurs and celebrates its 25th edition this year. It also marks the preparation for the inaugural edition of VIV Select India, to be held from 22 to 24 April in New Delhi.

ASIA





Global Leader Talk

Editorial Meetup

To meet rising demand for quality poultry products in coming years, India needs to incentivise and support quality feed production

Ricky Thaper
Joint Secretary, Poultry Federation of India

India's livestock sector plays a crucial role in the country's agricultural and economic landscape, supporting the livelihoods of millions by providing employment, income and nutritional security. Poultry and livestock sector provides essential inputs for sustainable farming practices, ensuring the country's food security. This sector also grapples with a range of impediments, such as

inadequate feed and fodder, frequent occurrences of disease and the escalating impacts of climate change. Maintaining high quality and nutritional value throughout the feed to food chain is vital to supporting optimal performance. With the rising global population giving a boost to demand for animal protein, countries are focusing on producing high quality feed with limited resources. Poultry farmers should get the right price for his final produce throughout the year for making the farm businesses sustainable.

There is an urgent need for collaborative work between state animal husbandry departments, Indian Council for Agricultural Research, state veterinary universities and industry to ensure sustainable growth in poultry industry. The poultry industry valued at \$ 30 billion currently engages 2.5 million people from farm to retail outlets. At present here is also a short supply of quality manpower including vets in the poultry sector. During 2025, India is estimated to produce around 28 million tonne poultry feed. Most of the raw materials required for poultry feeds are produced in India. But we may face shortages in future, as the animal husbandry sector is growing much faster than the crop sector. India's poultry industry needs policy support in the form of allowing import of GM soybean / soybean meal and maize and also needs steps to boost production of key feed ingredients, the Confederation of Indian Industry (CII) had also stated in Vision Document 2047 for Indian poultry sector. The sector, which is already growing at a healthy rate of 8% annually, could see further acceleration, CII had stated.

About Author | RICKY THAPER | India

Mr. Ricky Thaper is Joint Secretary, Poultry Federation of India. Mr. Thaper in his career of 40 years in Poultry, has attended several specialized courses, International Exhibitions and Conferences in USA, Canada, France, Germany, The Netherlands, Turkey, Singapore, Vietnam, Japan, England and several other countries. Mr. Thaper provides inputs to the Reserve Bank of India (RBI) Inflation Analysis Team on future price movements and food price outlook of poultry meat and feed at regular intervals. Mr. Thaper's dedication to animal care and enthusiasm for the poultry sector has earned him multiple awards at national and international events in last four decades. He is also Regional Advisory Council Member of Soy Excellence Center-India. Mr. Thaper has contributed write-ups on the poultry sector which have been published in national and international journals. He has also delivered several lectures on various national and international platforms.

Availability of good quality feed ingredients and their prices are major challenges for manufacturing of good quality compound feeds. Maize and soybean meal prices act as benchmarks for prices of other feed ingredients. Soybean meal is the main protein source in poultry feeds. Grains are used as a source of energy. Government present policies will continue to divert significant volumes of maize to ethanol production which will put pressure on maize prices. Small amount of maize is also exported from India.

The industry associations have urged the Indian government to allow imports of GM maize and soybean / soybean meal with a fixed quota during off or non-harvesting season here so that it does not adversely impact the farmers' price realisation. Reduction in import duties on these feed ingredients in the poultry feed should be announced.

Several south Asian countries including Bangladesh, Nepal, Pakistan and Sri Lanka have already allowed imports of GM soybean / soymeal and maize.

When domestic feed prices go up, the government must allow imports of GM maize and soybean / soybean meal. In 2021, the Indian government had allowed imports of genetically modified soybean meal for a limited period to control prices. In future also, the government may allow imports if needed. There is also a need to increase area and yield of oilseeds as well. It will be a win-win situation. The country which imports about 57% of its edible oil consumption will decline if oilseeds production gets a boost. Adulteration of feed ingredients is a major issue. There are not enough quality control labs to test it. The futures trading and hedging of these agricultural commodities is not substantial. The feed ingredients are bought and sold through traditional channels. There is a need to change in crop patterns due to climatic change. So the role of agriculture scientists is very important.

There is also need to enhance efficiency in usage of available poultry feed resource use. These would be beneficial for policy-makers, government agencies, non-government organizations, intergovernmental agencies and development agencies, among others in formulating and implementing sustainable livestock development activities and in preparing and coping with climatic variations such as droughts, floods, severe winter weather events. There is need to integrate the quality control system in feed analysis. Scientists and feed industries must ensure that the quality control systems and good laboratory practices are used in feed analysis. Scientists have done studies on many unconventional raw materials but their availability and safety is more important.

Currently the Indian poultry sector is estimated to employ more than 6 million people either directly or indirectly. The small and medium size poultry farms are mostly engaged in contract farming systems under larger integrators. At present India is the second largest producer of eggs in the world with production of 149 billion eggs annually and is the fifth largest producer of poultry meat with chicken consumption is around 10 million metric ton per year. In India, the per capita consumption of eggs is 106 units per person per year and the per capita consumption of chicken is 7.4 Kg per person per year. Total broiler placement in India is approximately 5.5 billion per year, total Layer placement is approximately 300 million and the rural poultry (backyard poultry) in India is approximately. 45 Million. Broiler breeder's placement is approximately 55 million and Layer Breeders placement is approximately. 24 million.



With the rising global population giving a boost to demand for animal protein, countries are focusing on producing high quality feed with limited resources.

Prominent feed players have started building new feed mills with 40 to 60 tons per hour capacity feed plants. At the same time, small feed millers need to upgrade their feed milling technology. Starting degree courses in feed milling technology in veterinary colleges is the current need for poultry industry. India is making strides towards achieving the target of net zero carbon emissions by 2070 through many initiatives. These include areas like solar energy, green hydrogen, electric vehicles (EVs), waste-to-wealth, organic and natural farming. The country is also launching a domestic compliance carbon market to facilitate trading of carbon credits. Animal husbandry sector contributes to global warming due to the emission of greenhouse gases like methane and nitrous oxide. The Food Safety and Standard Authority of India (FSSAI) issued a directive specifying that all commercial feeds intended for meat and milk-producing animals must comply with the Bureau of Indian Standard (BIS) specifications. As more feed manufacturing companies start adopting the regulations, the lab infrastructure also needs to be further developed. There is a lack of National Accreditation Board for Testing and Calibration Laboratories (NABL)-accredited food & feed testing labs. India's population is around 1.4 billion and is projected to be approximately 1.53 billion by 2047. This increase in population directly correlates with the higher demand for food including eggs and chicken. Per capita poultry meat and eggs are expected to be 15 kg live weight and 200 eggs annually by 2047. Around 38 million tonne (MT) of broiler feed and 34 MT of layer feed will be required in 2047. At 30% penetration rate, cattle feed requirement will be around 90 MT in 2047. Fish and shrimp feed required will be around 7 MT in 2047. As animal nutrition must get due attention, especially at the policy level. The production of safe animal feeding should be the focus of an efficient livestock production system.

Media Partnership Announcement



World Poultry Congress & Gulf Poultry Magazine

Media Partnership Announcement

The World Poultry Congress 2026, organized by the World's Poultry Science Association (WPSA), is pleased to announce a media partnership with Gulf Poultry Magazine, a leading publication serving the poultry industry across the Middle East, Asia, and beyond. Through this collaboration, Gulf Poultry Magazine will support the global outreach and visibility of the World Poultry Congress 2026 by providing dedicated coverage of the event, including announcements, expert insights, interviews with speakers, and highlights of key scientific and industry discussions. This partnership aims to connect researchers, industry professionals,

policymakers, and stakeholders from around the world with the latest developments presented at the congress. The World Poultry Congress 2026, to be held from 13–17 July 2026 in Toronto, Canada, is one of the most prestigious international gatherings in poultry science and industry. It brings together leading scientists, nutritionists, veterinarians, producers, and technology providers to exchange knowledge and promote innovation in poultry production, nutrition, health, and sustainability. The collaboration with Gulf Poultry Magazine will further strengthen the dissemination of cutting-edge research and industry developments to a wider global audience, reinforcing the shared mission of advancing the poultry sector worldwide.



World Poultry Congress 2026

July 13–17, 2026, Toronto
Toronto, Canada

The World's Poultry Science Association (WPSA) is the leading global network in poultry science, comprising more than 8,000 members across over 80 countries. Established in 1912, it is the world's oldest poultry science association, dedicated to the advancement of poultry science, technology, and sustainability.

WPSA is organizing the 27th World Poultry Congress 2026 at the Metro Toronto Convention Centre, Toronto, Canada, from July 13–17, 2026.

As a long-established organization, WPSA strives to advance knowledge and understanding in all aspects of poultry science and the poultry industry. Its primary role is to encourage and facilitate collaboration among research scientists, educators, and professionals working across the diverse sectors of the global poultry industry.

Toronto Set to Host Global Poultry Industry's Landmark Event in 2026

The Metro Toronto Convention Centre in Canada will welcome the international poultry community from July 13-17, 2026, for the World Poultry Congress (WPC 2026). This quadrennial gathering, organized under the auspices of the World's Poultry Science Association (WPSA), represents the industry's foremost international forum for knowledge sharing and innovation.

The 27th World Poultry Congress 2026 will be held in Toronto, Canada

World-renowned scientists will speak at the World Poultry Congress 2026.



27th World's Poultry Congress
July 13-17, 2026
 Metro Toronto Convention Center
 Toronto, Ontario, Canada

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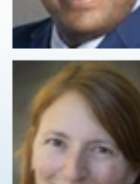
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 Halifax, Nova Scotia, Canada



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 University of Manitoba
 Winnipeg, Manitoba, Canada



Stephanie Torrey, PhD
 Adjunct Professor
 University of Guelph
 Guelph, Ontario, Canada



The 27th World Poultry Congress 2026 will be held in Toronto, Canada, from July 13–17, 2026, and will be organized by the World's Poultry Science Association (WPSA). *Dr. Nasir Mukhtar - Global Group Leader of Small-Scale Family Poultry Farming and Secretary General of the WPSA UAE Branch.*



The North American regional branches of WPSA—representing Canada, the United States, and Mexico—are jointly hosting this milestone event, ensuring a comprehensive perspective on continental and global industry trends. This congress presents an invaluable opportunity for networking with international colleagues, exploring collaborative research possibilities, and staying at the forefront of poultry science advancement.



The five-day congress anticipates drawing over 4,000 participants from the global poultry sector, including researchers, business executives, academics, and emerging professionals. As the premier worldwide platform convening every four years, WPC 2026 will facilitate meaningful dialogue on cutting-edge developments transforming poultry science and production.



Save the Date

July 13-17, 2026

World's Poultry Congress

WPC 2026 will be a cornerstone event for various poultry science disciplines, encompassing a broad range of research topics. It will bring together poultry scientists, industry professionals, stakeholders, academics, and students at all career stages to exchange ideas, knowledge, and build networks.

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- 10,000+ restaurants
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- 200+ languages and dialects spoken
- Over 51% of population born outside of Canada
- 2 international airports serve 180+ global destinations

[Find Things To Do In Toronto](#)

USSEC MENASA to host virtual The Nutrition Dialogues

31 March 2026

Addressing global nutrition misinformation



The U.S. Soybean Export Council – Middle East, North Africa & South Asia (MENASA) region will host a virtual session of “The Nutrition Dialogues” on 31 March 2026 (4:00–5:00 PM UAE Time). The session will address the growing challenge of nutrition misinformation circulating online and will bring together global experts to share science-based insights on food, nutrition, and effective communication strategies. With the rapid spread of information through digital platforms and social media, the gap between scientific evidence and public perception has widened, making it increasingly important for nutrition professionals to provide accurate, research-based guidance.

The webinar will feature Tia M. Rains, Global Co-chair of the International Life Sciences Institute and a recognized expert in nutrition science communication. She will discuss practical strategies for promoting evidence-based nutrition messaging, using high-quality protein as a case study to demonstrate how professionals can effectively communicate complex scientific findings to the public and counter misinformation.

In addition, Mark Messina, Senior Research Fellow at the Soy Nutrition Institute Global and Adjunct Associate Professor at Loma Linda University, will present an overview of current scientific research on soy foods, isoflavones, women’s hormonal health, and breast cancer risk. His presentation will highlight evidence suggesting potential health benefits associated with soy consumption, including its possible role in lowering breast cancer risk and improving prognosis among survivors.

The session aims to provide nutrition professionals, researchers, healthcare practitioners, and food industry stakeholders with reliable scientific perspectives on widely debated nutrition topics. By addressing misconceptions and presenting updated research findings, the dialogue seeks to strengthen public trust in nutrition science and support evidence-based dietary guidance.

Participants attending the session will receive 1 Continuing Professional Education Unit (CPEU) in accordance with the Commission on Dietetic Registration, making it a valuable professional development opportunity for registered dietitians and nutrition specialists.

THE NUTRITION DIALOGUES
SESSION - 1

March 31, 2026
4 pm - 5 pm (UAE Time)
Virtual



Advancing Evidence-Based Information on High-Quality Proteins in an Era of Widespread Misinformation

Tia M. Rains, PhD
Global Co-chair, International Life Sciences Institute

Earn 1 CPEU



Hormonal Effect of Soy Foods in Women: What Does the Evidence Show?

Mark Messina, PhD, MS
Senior Research Fellow, Soy Nutrition Institute
Global, Co-owner of Nutrition Matters, Inc



The Nutrition Dialogues Session 1 awards 1.0 CPEU in accordance with the Commission on Dietetic Registration’s CPEU Prior Approval Program.



On Farm Hatching

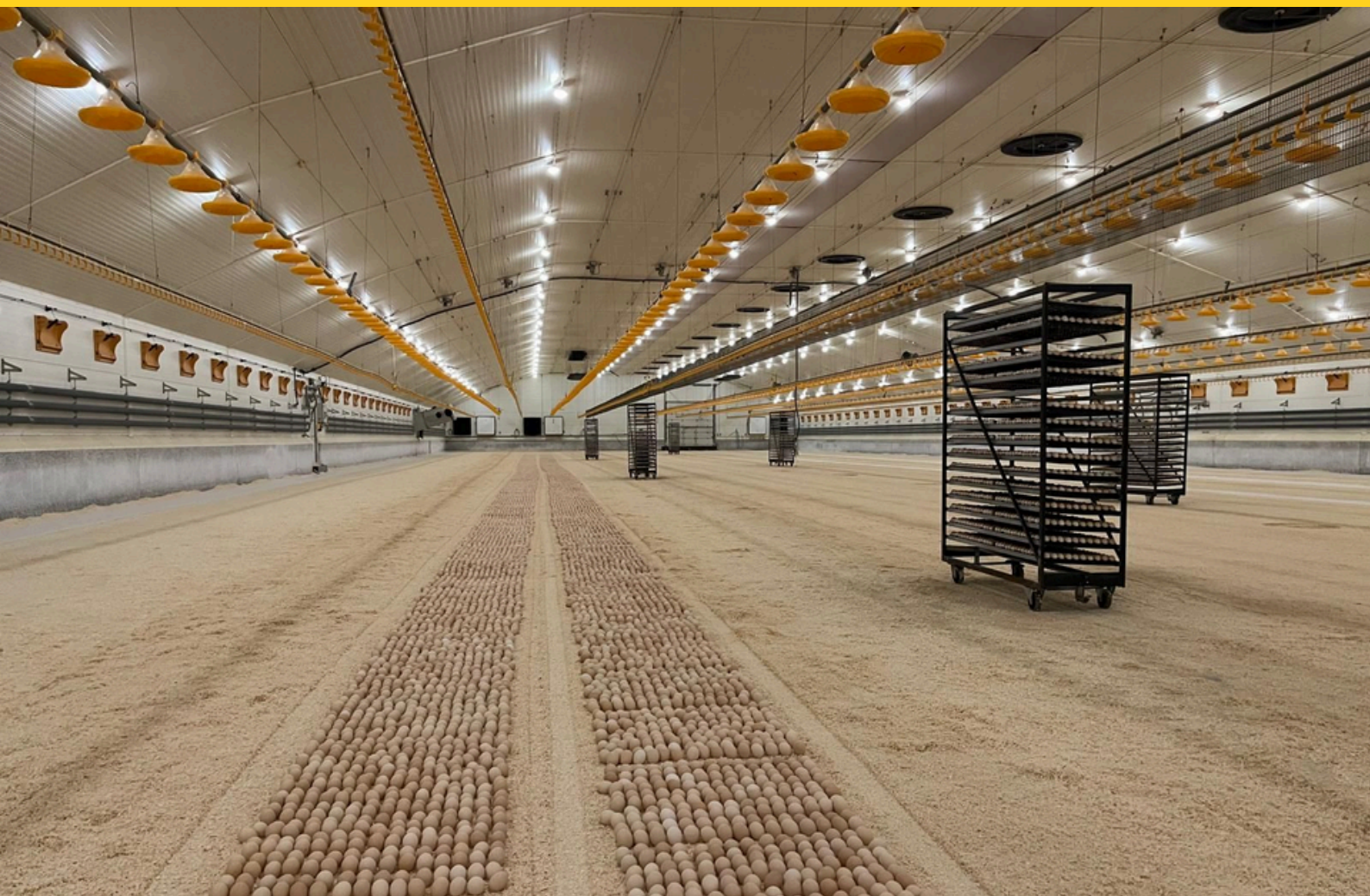
NestBorn Sweeden unveils its latest machine technology

NestBorn: Enhancing Welfare, Quality & Operational Security



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A less widely discussed, yet increasingly critical advantage of OnFarmHatching is its contribution to security of operations, particularly during disease outbreaks such as Avian Influenza or Newcastle Disease. In such situations, movement restrictions can disrupt traditional hatchery operations and chick placement. However, European legislation allows controlled derogations for transporting pre-incubated eggs into restricted zones, where they can safely hatch under optimal farm conditions. This approach minimizes the risk of culling at hatcheries and ensures continuity in production. Practical implementation in countries like Germany, Denmark, and Sweden demonstrates its effectiveness. For example, the use of NestBorn© by Blenta Gruppen in Sweden enabled the successful placement of approximately 300,000 eggs during a restriction period, preventing production losses across multiple sheds and maintaining supply chain stability for Guldfågeln. With strong stockmanship, this strategy not only safeguards operations but also supports resilient and sustainable poultry production systems.



July 28-30, 2026 | Riyadh | Saudia Arabai

Middle East Poultry Expo

Driving Innovation and Investment
in the Global Poultry Industry



MEPO: An innovation hub for the latest poultry technologies

The Middle East Poultry Expo will be held on July 28-30, 2026 at Riyadh Saudia Arabia is emerging as one of the most influential platforms for the poultry industry, bringing together global suppliers, investors, and decision-makers in the heart of the Middle East. The event will showcase cutting-edge technologies and solutions across the entire poultry value chain—from breeding and feed to processing and packaging.

**Gateway to
the Middle
East Poultry
Market**



MIDDLE EAST POULTRY EXPO
28 - 30 JUN 2026
Riyadh, RICEC
Kingdom of Saudi Arabia

Saudi Arabia, recognized as the largest poultry producer in the Middle East and Africa, continues to expand its poultry sector through strong government support and investment initiatives aimed at improving food security and increasing local production. The expo therefore provides a strategic meeting point for international companies and regional producers to exchange technology, explore partnerships, and strengthen the poultry value chain. The exhibition gathers hundreds of exhibitors and thousands of industry professionals from dozens of countries, presenting innovations in poultry farming

equipment, feed technology, animal health, processing systems, and biosecurity solutions. The event follows a “Feed-to-Food” concept, integrating feed production, nutrition, animal health, farming systems, and processing technologies under one roof, enabling collaboration across the entire animal protein supply chain. With Saudi Arabia’s poultry market expanding rapidly and attracting billions of dollars in investment, the expo serves as a gateway for companies seeking opportunities in the region’s fast-growing livestock and poultry sector.





Dr. Husam Bakri is a highly accomplished veterinarian and internationally recognized poultry health expert with over 25 years of experience in the global animal health industry. He holds a Bachelor of Veterinary Science and Surgery from Baghdad University (1985) and has dedicated his career to advancing poultry health management, vaccinology, and respiratory disease control across the Middle East and North Africa region.

Currently serving as Technical Manager for the MENA region at Vaxxinoa International B.V., Dr. Bakri leads laboratory and technical operations, driving innovation and technical excellence in poultry disease management. He also serves as Head of the World Veterinary Poultry Association Jordan Branch, contributing actively to scientific advancement and professional development within the poultry sector.

Previously, Dr. Bakri held senior leadership roles at MSD Animal Health, including Regional Technical & Pharmacovigilance Director for MENA and Global Poultry Respiratory Disease Expert. During his tenure, he established and led the first customer-focused regional poultry diagnostic laboratory in Jordan, which gained global recognition as a center of excellence. His work significantly strengthened technical capabilities, regulatory collaboration, and disease surveillance systems across multiple countries in the region.

Dr. Husam Bakri | Jordan



Member Editorial Team Gulf Poultry Magazine

Dr. Bakri is widely respected for his expertise in poultry immunology, vaccinology, avian influenza, and respiratory health. Over his career, he has trained more than 300 veterinarians and agricultural engineers, developed extensive regional disease databases supporting product registration and commercial growth, and contributed to numerous scientific publications and international conferences including WVPAC, AAAP, WPSA, and IPPE.

His notable achievements include successfully launching the IB491 Vaccine in the Middle East, receiving the MEAP Gold Medal for poultry publications, and earning recognition at the 5th Arab Conference on Poultry & Feed for his contributions to poultry production improvement in the region. Dr. Bakri's career reflects strong leadership, scientific excellence, and a deep commitment to advancing poultry health and food safety standards globally.



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ASIA

 Trembesi Hotel
South Tangerang, Indonesia
28-30 APRIL 2026

PROGRAM OF INCUBA FORUM ASIA 2026

April 28 (Tuesday)

13:00 – 16:45

Event registration and material collection

16:45 – 18:00

Gala Dinner and networking

April 29 (Wednesday)

08:00 – 08:45

Event registration and material collection

08:45 – 09:00

Inauguration of incubaFORUM ASIA 2026 by **Dr Edgar Oviedo**, Professor at North Carolina State University, the US

Block 1: Technology and Automation



Moderator: **Dr Edgar Oviedo**
Professor at North Carolina State University, the US

09:00 – 09:30

Poultry 4.0 has arrived!



Dr Vincent Guyonnet
Managing Director of FFI Consulting, Canada

09:30 – 10:00

How hatchery vaccination can reinforce the production of high-quality immunized chicks



Dr Udi Ashash
Director, Technical Services Global Vaccines at Phibro Animal Health Corporation, the US

Phibro
ANIMAL HEALTH CORPORATION

10:00 – 10:30

From farm hygiene to hatchery success – Avisteam®, A chemical-free dry-steam innovation strengthening biosecurity across the production chain



Loïc Gault
Potters Poultry Business Development Asia Pacific

POTTERS
POULTRY



Richard Mackie
Potters Poultry Business Development UK/Ireland

PROGRAM OF INCUBA FORUM ASIA 2026

10:30 – 10:45



Q&A session

10:45 – 11:00



Coffee break and networking at the mini exhibition area

Block 2: Welfare and Sustainability



Moderator: **Craig Allan**
Managing Director of AgPro Co Ltd, Thailand

11:00 – 11:30

From Innovation to implementation: How in-ovo sexing will shape Asia's egg supply chain



Gabriela Menin
Brazil Lead at Innovate Animal Ag

11:30 – 12:00

Driving innovation in hatchery technology for improved chick quality and process efficiency



Jose Chavez Almillá Jr., RME
Asia Pacific Smart Solutions Manager
of Ceva Animal Health Asia



12:00 – 12:30

On-farm hatching with NestBorn: Improvements beyond just early feeding & welfare



Alan Verrees
NestBorn Global Business Developer,
Belgium



12:30 – 13:00

Panel discussion:
What can we do to adapt, adopt and thrive amidst sustainability movement?



Dr. Thanakrid Lupanyalerd
Technical Director, Asia Pacific at
Anitox, Thailand



Dr. Faran Hameed
CEO of Safa Agrifood Marketing,
Singapore

13:00 – 13:20



Q&A session (all speakers and panelists)

13:20 – 15:15



Lunch and networking at the mini exhibition area

PROGRAM OF INCUBA FORUM ASIA 2026

Block 3: Session of Managers



Moderator: **Yiannis Christodoulou**
CEO of Agentis Innovations, Thailand

15:15 – 15:45

**Global poultry industry:
The next 25 years,
challenges and
solutions**



Gordon Butland
Director of G&S Agriconsultants,
Thailand

15:45 – 16:45

Panel discussion:
**Challenges,
opportunities and
outlook of the poultry
industries in Asia**



Ricky Thaper
Joint Secretary of the Poultry
Federation of India



Achmad Dawami
Chairman of the Indonesian Poultry
Breeding Companies Association



Datuk Jeffrey Ng
Advisor to the Federation of Livestock
Farmers Association of Malaysia



Dr Farhan Farooq
Secretary General of WPSA Pakistan

16:45 – 18:00



Cocktail and networking at the mini exhibition area

PROGRAM OF INCUBA FORUM ASIA 2026

April 30 (Thursday)

Block 4: Breeders



Moderator: **Yiannis Christodoulou**
CEO of Agentis Innovations, Thailand

09:00 – 09:30

**From bytes to birds:
Where data shapes the
flock**



Dr Tugrul Durali
Director of Avian Management
Services, Australia

09:30 – 10:00

**By Elanco:
Building sustainable
poultry production in a
high-pressure global
industry: Scientific
lessons from Infectious
Bronchitis and
Newcastle Disease
control**



Prof dr Sjaak de Wit
Researcher at RoyalGD and Professor
Integral Poultry Health at Utrecht
University, the Netherlands



10:00 – 10:30

**Panel discussion:
Health, nutrition and
management approach
for modern broilers**



Dr Mark Anthony Gabriel
Associate Vice-President, National
Head Animal Health Group at
Bounty Fresh Group Holdings Inc



Dr Edgar Oviedo
Professor at North Carolina State
University, the US

10:30 – 10:45



Q&A session (all speakers and panelists)

10:45 – 11:15



Coffee break and networking at the mini exhibition area

PROGRAM OF INCUBA FORUM ASIA 2026

Block 5: Incubation and Chick Management



Moderator: **Craig Allan**
Managing Director of AgPro Co Ltd, Thailand

11:15 – 11:45

Optimizing incubation efficiency and chick quality: Practical strategies for modern hatchery management



Rasel Ahmed
Incubation Specialist, Bangladesh

11:45 – 12:15

Nature as a reference in incubation



Rafael Lozano
Petersime Global Incubation Consultant



12:15 – 12:45

Panel discussion: Science and practice for high-quality salable chicks



Keith Bramwell, PhD
Director of Hatchery Consultancy at Jamesway, the US



Dr Edgar Oviedo
Professor at North Carolina State University, the US

12:45 – 13:00



Q&A session (all speakers and panelists)

13:00 – 18:00

Closing by **Dr Edgar Oviedo**, Professor at North Carolina State University, the US, and networking session at the mini exhibition area



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"FUTURE POULTRY FARMING, TECHNOLOGIES TO IMPROVE HEALTH & WELFARE AND REDUCE ENVIRONMENTAL IMPACT"



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رابط التميز في مجال الدواجن

GULF POULTRY | MARCH ISSUE: 2026

Gulf Poultry

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GULF POULTRY MAGAZINE | ISSUE | MARCH 2026

Rice Protein Meal:

An Alternative Protein Source for the Poultry Industry

Dr. M. Asad Iqbal PhD
Head of Nutrition - Pakistan

From By Product to Powerhouse

Rice protein meal—a by-product of the rice starch industry—has emerged as a nutritional goldmine that is reshaping both human nutrition and animal feed markets worldwide. As the global demand for sustainable, plant-based proteins continues to surge, this humble derivative of the world's most consumed grain is stepping into the spotlight.

The rice protein industry is experiencing significant transformation driven by evolving global dietary preferences and increasing health consciousness among consumers. The growing awareness of food allergies and intolerances has become a crucial factor shaping the market landscape, with approximately 68% of the global population being lactose intolerant. This has led to a substantial shift towards plant-based protein alternatives. The global market value of rice protein products is around \$800 million per year, with major production concentrated in Southeast Asia. However, the Rice Protein Market size is estimated at 0.88 billion USD in 2025, and is expected to reach 1.11 billion USD by 2030, growing at a CAGR of 4.74%.

GULF POULTRY MAGAZINE | ISSUE | MARCH 2026

Personal Diary

Hungarian Expert Highlights Avian Metapneumovirus at BVPA Spring Meeting 2026 | UK

Dr. Laszlo Korösi, Editor-in-Chief of Gulf Poultry Magazine, actively participated in the personal diary featured in Poultry International during the 2026 BVPA Spring Meeting at the DoubleTree by Hilton Hotel in Birmingham, UK.

The scientific meeting, themed "Healthy and Disease", brought together leading international researchers and industry experts from across Europe to discuss emerging challenges and innovations in poultry health.

Dr. Korösi delivered an insightful presentation titled "Avian metapneumovirus in chickens: clinical experience and case studies" during the technical session on March 25. His talk focused on the recent clinical developments, diagnostic challenges, and feed-based management of Avian Metapneumovirus (AMV), a significant respiratory pathogen impacting poultry production globally.

The presentation highlighted:

- Feed-based management of AMV in commercial flocks
- Practical diagnostic approaches under varying farm conditions
- Case studies exploring disease progression and control strategies
- The importance of integrated health management and biosecurity

The BVPA Spring Meeting featured a comprehensive program covering key areas and diseases including infectious bronchitis, inclusion body disease, and emerging poultry health issues, reflecting the growing importance of disease prevention in the global poultry sector.

Dr. Korösi's participation underscores the continued contribution of Gulf Poultry Magazine's leadership in advancing scientific dialogue and knowledge exchange within the international poultry community.

The event concluded with strong emphasis on collaboration between academia, industry, and regulatory practitioners to address existing and future challenges in poultry production systems.

GULF POULTRY MAGAZINE | ISSUE: MARCH 2026

Current Situation - 16 March, 2026

Middle East Conflict and Its Implications for Feed Supply Chains

As the Middle East conflict enters its third week, global commodity markets are facing increasing uncertainty due to rising energy prices, geopolitical tensions, supply chain disruptions, and higher risk premiums. These developments are beginning to influence the feed market across the Middle East, North Africa, and South Asia (MENASA) region, where livestock, poultry, and aquaculture production systems depend heavily on imported feed ingredients and stable logistics networks.

Feed Market Developments

Higher energy prices are raising the cost of transportation, processing, and feed manufacturing, which directly impacts feed producers and livestock integrators. Increased freight rates and shipping uncertainties are creating additional pressure on feed supply chains, particularly for countries that rely on imports of protein meals, grains, and feed additives. In many MENASA countries, feed demand remains strong due to the continued expansion of poultry, dairy, aquaculture, and pet food sectors. However, volatility in global markets may increase feed production costs and tighten profit margins for feed manufacturers.

Regional Implications

Feed industries across the Gulf and South Asia are closely monitoring geopolitical developments because of their potential effects on trade routes, energy supplies, and currency stability. Any disruption in shipping corridors or increases in fuel costs could further elevate feed prices and affect the cost of animal protein production. The poultry and aquaculture sectors are particularly sensitive to feed price changes because feed represents 60-70% of total

GULF POULTRY MAGAZINE | ISSUE: MARCH 2026

Editorial Meetup

To meet rising demand for quality poultry products in coming years, India needs to incentivise and support quality feed production

Ricky Thaper
Joint Secretary, Poultry Federation of India

India's livestock sector plays a crucial role in the country's economy and socio-economic landscape. Supporting the livestock sector is vital for ensuring food security, rural employment, and income generation. The Poultry Federation of India (PFI) is committed to promoting quality feed production and supporting the growth of the poultry sector. The PFI is committed to producing high-quality feed products that meet the needs of the poultry sector. The PFI is committed to producing high-quality feed products that meet the needs of the poultry sector.

There is an urgent need for collaborative work between state-owned universities and private industry to ensure sustainable growth in quality feed. The poultry industry in India is a 200 billion industry employing 2.5 million people from farm to fork. At present, India is the 2nd largest producer of quality feed in the world. India is committed to producing 20 million tons of quality feed per year. India is committed to producing 20 million tons of quality feed per year. India is committed to producing 20 million tons of quality feed per year.

About Author: RICKY THAPER | India
Ricky Thaper is a Senior Director, Poultry Federation of India. He has over 20 years of experience in the poultry industry. He has worked in various countries including USA, Canada, France, Germany, the Netherlands, Korea, Singapore, Vietnam, Japan, England and several other countries. He has worked in various countries including USA, Canada, France, Germany, the Netherlands, Korea, Singapore, Vietnam, Japan, England and several other countries. He has worked in various countries including USA, Canada, France, Germany, the Netherlands, Korea, Singapore, Vietnam, Japan, England and several other countries.

GULF POULTRY MAGAZINE | ISSUE | MARCH 2026

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NestBorn Sweden unveils its latest machine technology

NestBorn: Enhancing Welfare, Quality & Operational Security

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GULF POULTRY MAGAZINE | ISSUE | MARCH 2026

Editorial

GCC Feed Ingredients Market Intelligence Report (2025)

Connecting Farmers with Industry

The feed ingredient market in the Gulf Cooperation Council (GCC) region—including United Arab Emirates, Saudi Arabia, Oman, Qatar, and Kuwait—continues to expand due to rising demand for poultry meat, eggs, dairy products, and aquaculture. The region is highly dependent on imported feed ingredients, with approximately 80-95% of raw materials sourced from international markets such as Brazil, the United States, Argentina, and the European Union. Major feed ingredients include corn (maize), soybean meal, barley, wheat bran, DDGS, fishmeal, and a wide range of feed additives such as enzymes, amino acids, vitamins, and mycotoxin binders.

Increasing government focus on food security and local poultry production is driving growth in feed manufacturing capacity across the GCC. In the Saudi Arabia, which represents the largest poultry and feed market in the GCC, the feed ingredient sector in the Gulf

Feed Ingredients Market

GULF POULTRY MAGAZINE | ISSUE | MARCH 2026

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GULF POULTRY MAGAZINE | ISSUE | MARCH 2026

Gulf Poultry Magazine

Innovation in Arid Climates

