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# NATIONAL Poultry

## NEWSPAPER

Vol 9. No. 4 April 2026 National Poultry Newspaper PO Box 162 Wynnum 4178 Phone 0450 672 553 Email ben@collins.media

## Australian chicken meat shines in latest ABARES ag commodities report

THE Australian Bureau of Agricultural and Resource Economics and Sciences' Agricultural Commodities Report March 2026 reaffirms the strong and consistent performance of Australia's chicken meat industry, which continues to deliver the nation's most consumed animal protein.

The report highlights an efficient, modern and innovative sector that is well positioned to meet national food demand through the supply of a high quality, good value and nutritionally dense meat protein that plays an essential role in the average Australian diet.



### Production outlook and industry performance

ABARES forecasts the gross value of poultry slaughter to reach \$4.3 billion in 2026-27, supported by growth in production volume, high productivity and increased processing capacity.

Higher average carcass weights, efficient

yields and strong demand for cut-up and value-added chicken products were also identified as key contributors to this positive growth.

Total chicken meat production is projected to rise by 2 percent to 1.66 billion kilograms, with the report attributing this to the industry's production efficiency and ability to scale in line with rising market demand.

It is important to note that such positive and sustainable growth is being achieved while maintaining industry's strong performance record in food safety and animal welfare.

More than 97.5 percent of chicken meat produced in Australia well exceeds minimum legal welfare requirements, accredited and produced under welfare schemes.

This showcases how the industry can effectively meet the scale of consumer needs while also delivering positive welfare outcomes for poultry.

In addition to this, chicken meat produced in Australia is being regulated through robust state and federal food safety standards and abides by industry's longstanding antimicrobial stewardship program, which has cemented Australian chicken meat's national

continued P2



The author spoke to farmers at the EFA, Australian Eggs and NSWFECE event.

## Joint industry bodies' dinner in NSW

I HOPE everyone had an eggs'ellent Easter.

It was great to catch up with egg farmers at the NSW Egg Farmers of Australia, Australian Eggs and NSW Farmers' Egg Committee joint dinner in Penrith a few months ago.

EFA has policies up on our website and one to mention is our Environment Policy.

There are many strategies that egg farmers are currently focused on in relation to the environmental impact in which state you are in.

### Environmental sustainability

EFA recognises that environmental sustainability and climate considerations are important



to many consumers and communities.

Egg Farmers of Australia members operate in a diverse policy and climate environment and are committed to managing their environmental impact in ways that are practical, evidence-based and economically sustainable.

Farmers are implementing initiatives aligned with their individual business plans, including energy efficiency im-

provements, renewable energy adoption such as solar, land stewardship practices and the use of tools to better understand carbon footprints.

Some members are producing carbon-neutral eggs.

Environmental management on egg farms also supports hen welfare.

Investments such as shade structures and environmentally controlled sheds help protect

hens from extreme weather and maintain consistent welfare standards.

EFA members are committed to:

- Producing affordable high-quality protein for Australian families

- Maintaining high standards of animal welfare

- Managing land responsibly to support free range systems and long-term productivity

- Ensuring farms remain economically viable so they can continue to invest in sustainability initiatives.

EFA supports practical well-planned policy settings that enable farmers to meet environmental expectations while maintaining affordable egg production for consumers.

**Aussie chicken continues to feed the nation**

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## Poultry Industry Calendar of Events

2026

**APR 22-24** – International Conference on Poultry Intestinal Health, Istanbul, Türkiye. <https://icpih.com>

**MAY 12-14** – Food with Purpose - PIX, AMC and APL event, Gold Coast, Australia. <https://www.pix.au/conf26>

**MAY 13-14** – British Pig and Poultry Fair, Birmingham, UK. <https://pigandpoultry.org.uk>

**MAY 16** – Rare Poultry Breeders Association Annual Show, Maitland Showground NSW, Australia. [president@rarepoultrybreedersassociation.com](mailto:president@rarepoultrybreedersassociation.com)

**JUN 2-4** – 14th International Coccidiosis Conference, Ghent, Belgium. <https://icc2026.eu/register-for-the-icc2026/>

**JUN 2-4** – VIV Europe, Utrecht, The Netherlands. <https://europe.viv.net>

**JUN 13** – Hamburg Club of NSW Annual Show, Mudgee, Australia. [hamburgclubnsw@gmail.com](mailto:hamburgclubnsw@gmail.com)

**JUL 4** – Hamburg Club of NSW Annual Photo Show, digital. [hamburgclubnsw@gmail.com](mailto:hamburgclubnsw@gmail.com)

**JUL 10-13** – Poultry Science Association Annual Meeting, Toronto, Canada. <https://www.poultryscience.org/opportunities/conferences>

**JUL 14-17** – World's Poultry Congress, Toronto, Canada. <https://www.wpc2026toronto.com>

**JUL 28-30** – American Association of Avian Pathologists Annual Meeting, Orlando, USA. <https://www.aaap.info/future-annual-meetings>

**NOV 10-13** – EuroTier, Hannover, Germany. <https://www.eurotier.com/en/>

**How to supply event details:**

Send all details to National Poultry Newspaper, PO Box 162, Wynnum Qld 4178, call 0450 672 553 or email [design@collins.media](mailto:design@collins.media)

[poultrynews.com.au](http://poultrynews.com.au)

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# Australian chicken meat shines in latest ABARES Outlook report

from P1 and global reputation for delivering a safe and high-quality product to consumers. **Resilience and efficiency in a variable climate**

Another key strength highlighted in the ABARES report is the sector's relative resilience to climate variability.

Unlike many agricultural industries that are highly exposed to seasonal conditions, poultry production gains maximum benefits from its modern highly efficient production systems that deliver consistency in output.

This relative insulation from climatic fluctuations supports a reliable year-round supply of chicken meat for Australian consumers.

This stability is one of the factors ABARES identifies as contributing to the long-term consumer shift toward poultry and pig meat.

Together, these proteins have increased their share of per capita meat consumption from 67 percent in 2014-15 to 76 percent in 2024-25, with demand expected to continue rising.

**Innovation and productivity gains**

Industry innovation continues to deliver strong gains across breeding, feed efficiency, processing automation and environmental management.

These improvements have resulted in sus-

tained productivity growth and increased slaughter capacity, which are expected to support further expansion over the medium term.

Under favourable conditions, including lower feed grain prices and continued consumer substitution toward poultry, ABARES estimates the combined value of pig and poultry slaughtering and egg production could reach \$8.2 billion.

Global trends mirror Australia's strong outlook with international chicken meat output forecasted to increase by 2 percent to a record 109.6 billion kilograms in 2026, also reflecting the overall rising consumer demand for affordable and versatile animal protein.

**Consumer trends and health drivers**

The ABARES report also highlights the growing influence of nutrition on Australian purchasing behaviour, noting that health considerations now sit alongside value and versatility as key drivers of chicken meat's dominance in the supermarket.

While affordability, convenience and product versatility continue to support rising consumption, these factors are no longer the sole contributors, even in a period of heightened cost-of-living pressure.

According to ABARES findings and projections, chicken

meat's competitive position remains strong, including in the context of expected declines in beef and lamb prices in 2026-27.

The report discusses how increasing health consciousness is playing a central role in consumer decision making, with health emerging as one of the primary factors influencing meat choices.

Chicken's naturally lean, low-fat and high-protein nutritional profile aligns closely with these preferences and continues to appeal to Australians seeking healthier and more balanced eating patterns.

As the population grows and households look for nutritious, affordable and easy-to-prepare meal options, chicken meat is expected to maintain and further strengthen its leading role in the average Australian diet.

Supported by efficiency, ongoing innovation and strong consumer confidence, the Australian chicken meat industry is well positioned to contribute to long-term food security while continuing to deliver value and positive nutritional outcomes for consumers.

Overall, we welcome the strong positioning of chicken meat in supporting Australia's food future and are encouraged by ABARES' recognition of the sector's important contribution.

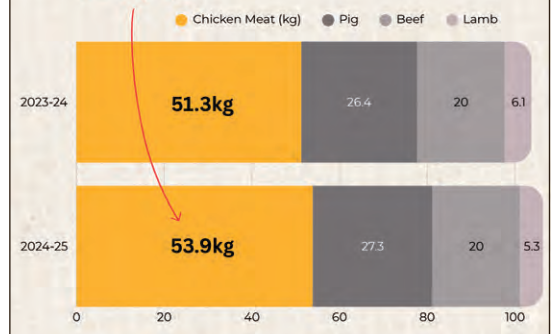
The report highlights

how chicken meat enables Australian households to access a high quality, nutritionally dense, versatile and great tasting protein that continues to offer exceptional value during a period of sustained cost-of-liv-

ing pressure. These findings reinforce the need for policy settings that enable rather than constrain the continued growth, productivity and performance of this essential industry. **ACMF**

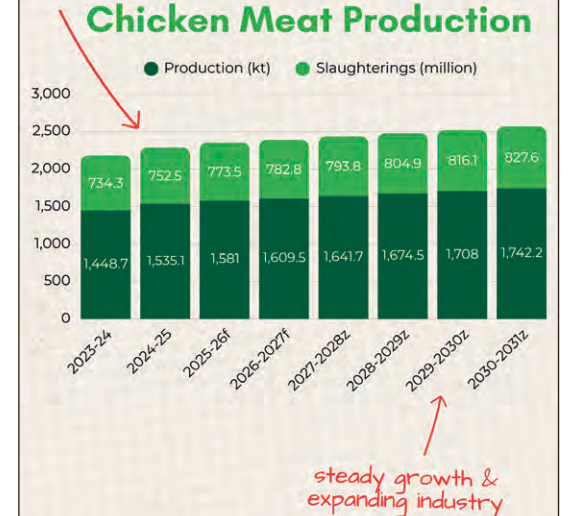
## Chicken Meat Annual Per Capita Consumption

Approx 5% increase in per capita consumption in a single year!



Health is emerging as one of the primary factors influencing Australians' meat choices.

## Chicken Meat Production



Positive and sustainable growth is being achieved while maintaining industry's strong performance record in food safety and animal welfare.

# Fuel supply pressure flowing into supply chain

FUEL access is already tightening, with many experiencing effective rationing through capped volumes, reduced access via retailers or outright regional shortages.

Costs are also rising sharply, with increases of 25 to 66 percent in fuel and transport expenses flowing through the supply chain.

For many of our industries there is little if any ability to pass these increased costs on.

The impacts are being felt more acutely in highly time-sensitive production systems, where disruptions to fuel supply will directly impact animal welfare, harvest windows, processing continuity and food availability.

We are also starting to see risks emerge around other essential inputs such as urea and closely monitoring stock levels

of other related inputs, ranging from pallets to packaging.

Producers are having to make difficult decisions now, reducing activity, reconsidering inputs and adjusting operational plans based on the expectation of further disruption.

These decisions will have compounding effects in the months and years ahead.

Following the recent National Cabinet Meeting, the Prime Minister announced the appointment of Anthea Harris as the National Fuel Coordinator, and the establishment of a national fuel supply taskforce to drive co-ordination between the Commonwealth, State and Territory governments on matters of fuel supply.

As a research and development corporation, AgriFutures Australia

is not an advocacy body.

Our role is to convene industries, build evidence base and support informed decision-making.

We are already working to quantify impacts, model scenarios and feed your insights directly into the Department of Agriculture, Fisheries and Forestry and the National Co-

ordination Mechanism, which is an Australian Government forum to facilitate crisis management and coordination among Federal, State and Territory governments and the private sector.

We want to acknowledge the incredible effort of our industries in the face of these challenges.

Continue reaching out

to your peak industry bodies and farmers' organisations who are actively engaged in advocacy around fuel shortages and related issues.

We are here to support you.

If you have significant updates, insights or suggestions to share, email [info@agrifutures.com.au](mailto:info@agrifutures.com.au)

**AgriFutures Australia**



Fuel costs are rising sharply, with increases of 25 to 66 percent.

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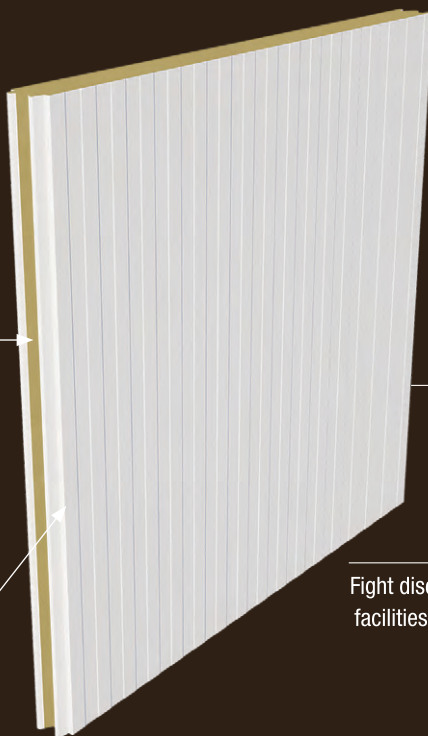
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## The first choice for economic focussed thermal construction

MetecnoPanel<sup>®</sup> is an insulated wall panel with a PIR (Polyisocyanurate) fire-retardant core delivering exceptional thermal performance and made exclusively with COLORBOND<sup>®</sup> steel, designed and made in Australia to suit Australia's harsh conditions. MetecnoPanel<sup>®</sup> is GreenRate certified and FM approved to FM 4880 & 4881 – No Height Restriction.

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Build Better



## Tassie's Nichols Poultry in trouble

TASMANIA'S poultry sector is facing renewed uncertainty following the collapse of agrifoods company TasFoods, which has entered voluntary administration, placing about 160 jobs in jeopardy and leaving a number of growers unpaid.

Founded in 2015, TasFoods built a diverse portfolio spanning dairy, poultry and niche products.

In recent years however the company has progressively divested key assets in an effort to stabilise its financial position.

This included the sale of Betta Milk and Meander Valley Dairy to Bega Cheese in 2023, Shima Wasabi to Hillwood Berries the same year, and the eventual sale of Pyengana Dairy in late 2024.

These divestments left Nichols Poultry as the company's primary operating asset.

The business has been positioned as a premium producer, supplying air-chilled chlorine-free chicken into the Tasmanian market, and also supporting inputs for the Isle & Sky pet food range.

Despite this focus, TasFoods reported significant financial losses over the past year.

Key pressures included an oversupplied poultry market, aggressive price discounting in wholesale channels and rising operating costs.

Efforts to secure a buyer for Nichols Poultry were unsuccessful, ultimately leading to the appointment of administrators.

Operations are continuing during the administration period, with employees retained while options such as recapitalisation or a sale of the business are assessed.

However, the situation has created significant concern among contract growers.

Some producers are now exposed financially, with outstanding payments owed and ongoing production commitments under existing supply agreements.

One grower has reported being owed approximately \$70,000 while continuing to operate under contract, highlighting the immediate cashflow risks facing farm businesses linked to the processor.

The situation echoes broader challenges in Tasmania's agrifood sector.

In late 2024, King Island Dairy also faced closure due to declining sales and an inability to secure a buyer, before being rescued at the final stage by private investors.

For the poultry industry, the TasFoods administration underscores ongoing volatility in processing and wholesale markets, and the downstream impacts this can have on growers when supply-demand imbalances and margin pressures intensify.



Nichols Poultry produces a range of products sold in supermarkets and gourmet food stores. Photo: Nichols Poultry

# PIX 2026 – developing our poultry industry's future

AUSTRALIA'S poultry industry is under increasing pressure – from rising feed and input costs to labour challenges and the rapid pace of technology adoption.

In this environment, maintaining the status quo simply isn't viable.

That's why PIX 2026, themed 'Developing our future', comes at a crucial time.

Running from May 12-14, 2026 at the Gold Coast Convention and Exhibition Centre, the event is designed to bring the industry together with a clear focus on practical collaboration and building capability across the sector.

As part of the broader Food with Purpose 2026 program – alongside the Australian Milling Conference and Australian Pork Limited – PIX continues to connect poultry with key allied industries.

The goal is simple – deliver real applicable outcomes across farming operations, processing environ-

ments and supply chains.

A major strength of the 2026 program is its line-up of globally recognised technical specialists.

Mark Allen from Lohmann Breeders brings extensive experience across both United Kingdom integrator systems and international cage-free production.

His expertise in housing design, bird welfare and system integration reflects the direction many Australian operations are heading.

Environmental control and energy efficiency will also be front and centre, with Michael Czarick from the University of Georgia sharing practical approaches to shed performance, ventilation optimisation and cost control – key areas for improving margins in today's climate.

Also from the University of Georgia, Professor Brian Fairchild is well known for his work in housing management, litter conditions and bird performance.

His research is firmly grounded in real-world application, helping producers translate technical knowledge into measurable on-farm gains.

From a welfare perspective, Dr Michael Toscano of the University of Bern brings leading research into housing systems and bird behaviour.

His work on keel bone damage and welfare metrics ensures that improvements are backed by solid, science-based evidence.

**Backing growers where it matters**

New for 2026, the PIX Poultry Grower Rebate Program is designed to support greater producer participation.

Offering up to \$500 for eligible delegates, the program helps offset the real costs associated with stepping away from day-to-day farm operations.

At the same time, it recognises how critical it is for growers to stay connected – to suppliers, researchers, new technologies and each other.

By making attendance more accessible, the initiative strengthens capability at the farm level and helps ensure ideas and innovations discussed at PIX are put into practice, whether in sheds, feed systems or processing facilities.

Rebate places are limited, so early application is recommended.

Apply now at [www.pix.au/pix-rebate-program](http://www.pix.au/pix-rebate-program)

**Turning intent into action**

PIX 2026 is focused on delivering outcomes, not only conversation.

Through investment in industry expertise, support for emerging professionals and stronger grower engagement, the event is helping position Australia's poultry sector to remain resilient, productive and future-ready.



## Custom-designed, climate-controlled chick transport system.



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New model AADIS-HPAI could prove critical for Australian avian influenza response planning.

## Computer simulation helping prepare Australia for H5 bird flu

CURRENTLY, Australia is the only continent in the world still free from the highly contagious H5 bird flu.

But that status faces an ongoing threat.

Samples collected in October last year by Australian Antarctic Program scientists on Heard Island, a sub-Antarctic Australian external territory located about 4000km southwest of Perth and 1700km north of Antarctica, have confirmed the presence of the virus in the island's elephant seals.

It is well understood that a single infected

migratory bird can introduce the virus to the continent.

The H5 bird flu virus has caused catastrophic damage to poultry industries globally.

In the US more than 190 million birds have been affected since 2022.

This particular strain of the virus has shown a disturbing ability to 'jump' species, affecting a range of hosts – in the US, this has included hundreds of mammal species and dairy cattle.

In late 2023, researchers estimated it had killed nearly 97 percent

of elephant seal pups on Peninsula Valdés in Argentina.

The virus spreads via the movement of infected animals, especially migratory wild birds, but also through contaminated equipment or gear, even aerosols.

This widespread multi-species infection cycle makes H5 bird flu an unprecedented biosecurity challenge.

### Australia's bird flu preparedness

For Australia, the arrival of H5 bird flu could be devastating for our multibillion-dollar poultry industries, including chicken, duck, turkey, emu and ostrich.

It would have an even greater economic impact than we have seen with previous strains of bird flu.

The ecological damage to our unique wildlife could also be profound, compounding the threats already facing the many vulnerable species across the continent.

The good news is that the Australian Government has recognised the severity of the threat and is investing more than \$100 million to strengthen bird flu preparedness and enhance our national response capability.

A digital defence system called the Australian Animal Disease Spread Model forms an

important part of the country's preparedness.

This system is the result of a collaboration between the Centre of Excellence for Biosecurity Risk Analysis at the University of Melbourne and the Australian Department of Agriculture, Fisheries and Forestry.

### Simulating potential outbreaks

AADIS is Australia's national decision support tool for emergency animal diseases, which also includes foot-and-mouth disease, African swine fever and lumpy skin disease.

The value of AADIS is its ability to run sophisticated simulations of potential outbreaks and evaluate the cost-effectiveness and re-sourcing implications of possible disease response strategies.

AADIS has already been successfully adapted for use in more than 20 countries.

The European adaptation of AADIS – EuFM-DiS – was recently used to help authorities during outbreaks of foot-and-mouth disease and sheep and goat pox in several countries.

Our team at CEBRA is working with partners in research, industry and State and Commonwealth Government departments to specifically adapt AADIS for the highly

pathogenic H5 avian influenza.

This new model, AADIS-HPAI, is a project that could prove critical for Australian response planning.

It will help assess the risk of H5 bird flu to Australian poultry industries, providing insights into the disease's potential spread and evaluate options for its control.

AADIS-HPAI will also allow people to run thousands of scenarios to better understand how and where the virus might spread across the Australian landscape.

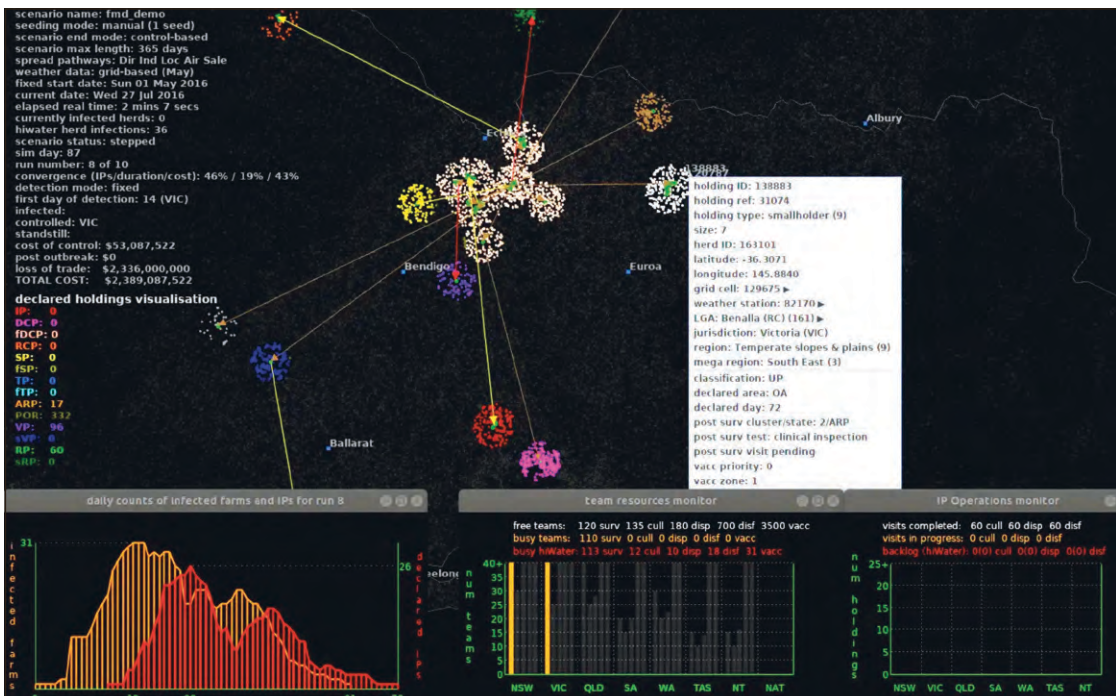
It can factor in the movement of people, vehicles, livestock and feed.

So, if we think an infected migratory bird might land in Tasmania, we can put that scenario into AADIS-HPAI to model how the virus might spread from there.

Critically, it will allow decision-makers to assess the cost-effectiveness and resource requirements of the options available to the response teams attempting to control an outbreak.

We will model everything from targeted depopulation, movement controls and quarantine to potential vaccination strategies –

continued P7



AADIS-HPAI will also allow people to run thousands of scenarios to better understand how and where the virus might spread across the Australian landscape.

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For further information and advice, please contact the **CCD Animal Health Team.**

Eddie Pecotich - 0437 408 961  
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Customer Care - 1300 791 009

## Transforming wastewater management at abattoir with smart pump solutions

FLETCHER International Exports stands as one of Australia's most integrated processors and exporters of lamb and sheep meat products.

This private family-owned enterprise operates two state-of-the-art facilities – one in Dubbo, NSW and the other near Albany, Western Australia.

Together these plants process over 90,000 sheep and lambs each week, more than 4.5 million annually.

Guided by a philosophy of maximum resource utilisation, Fletcher International not only produces lamb and sheep meat but also a wide array of premium by-products, including wool and sheep skins.

Their commitment to efficiency extends to every facet of their operations, including wastewater management – a critical yet often overlooked aspect of abattoir operations.

### A revolutionary approach to wastewater management

For Alan, a seasoned operator in the abattoir industry, finding the perfect balance of safety, reliability and efficiency in wastewater management was a priority.

His solution?

Pairing Gorman-Rupp self-priming pumps with Venturi aerators, a transformative decision that re-

defined his operations.

### Safety redefined

One of the standout features of Alan's setup is its unparalleled focus on operator safety.

The Gorman-Rupp 86B3 self-priming pump, securely mounted on the lagoon bank, eliminates the need for workers to enter or operate directly on the water.

This design ensures safe and straightforward access for maintenance, a critical advantage in high-risk environments such as wastewater lagoons.

### Reliable performance, minimal maintenance

When discussing the maintenance the system has required with Hydro Innovations WA regional manager Heath McAvaney, Alan said the amount of time saved on maintenance since installation made the purchase of the system "one of the best decisions" the business has made.

The system has proven remarkably reliable with only minor belt issues and the belts were supplied by a third-party.

Beyond that, the setup has required minimal upkeep – a rarity in the demanding world of wastewater management.

### Enhanced aeration for better compliance

The Venturi-Aerator complements the system by injecting oxygen-rich water back

into the lagoon.

This innovative process enhances the aerobic treatment of wastewater, improving its quality and ensuring compliance with stringent environmental standards.

### Practicality in design

Practicality is at the heart of this system.

Positioned conveniently at the lagoon's edge, it allows for safe and efficient maintenance without unnecessary complications.

For Alan, who prioritised safety and efficiency from the outset, this design feature has been invaluable.

### A smart investment in long-term success

In industries where downtime and inefficiency translate to sig-

nificant costs, Alan's experience is a compelling testament to the value of smart dependable solutions.

His investment in Gorman-Rupp pumps and Venturi aerators has delivered exceptional performance, peace of mind and long-term savings.

For wastewater operators seeking effective solutions, Alan's story underscores a vital lesson... choosing the right equipment is more than a purchase, it's a strategic investment in safety, reliability and operational success.

To explore how Gorman-Rupp's Echo-Storm aerator and self-priming pumps can address your water and wastewater challenges, contact Hydro Innova-

tions at 02 9898 1800 or visit [www.hydroinnovations.com.au](http://www.hydroinnovations.com.au)

With decades of experience delivering reliable solutions, Hydro Innovations ensures your systems run efficiently for years to come.

**Hydro Innovations**



Investment in Gorman-Rupp pumps and Venturi aerators has delivered exceptional performance, peace of mind and long-term savings for Fletcher International.

## Computer simulation to help us prep for bird flu

from P6 providing a scientific basis for emergency decisions.

Its aim is to save both time and taxpayer money in a crisis.

### A strategic blueprint

By simulating a hypothetical outbreak before it happens, AADIS-HPAI offers a strategic blueprint for a national response.

It ensures that limited resources, such as veterinary staff and essential equipment, are deployed where they will have the greatest impact.

The detection at Heard Island underscores a harsh reality –

Australia's geographic isolation, while helpful, may no longer be a sustainable shield.

Our vigilance, combined with cutting-edge tools such as AADIS-HPAI, provides the best chance to protect our agriculture, our unique wildlife and our economy from a virus that is causing havoc around the world.

We can't predict when the virus might arrive, but we can prepare carefully for when it does.

For now, the wait continues.

**Richard Bradhurst**  
University of Melbourne



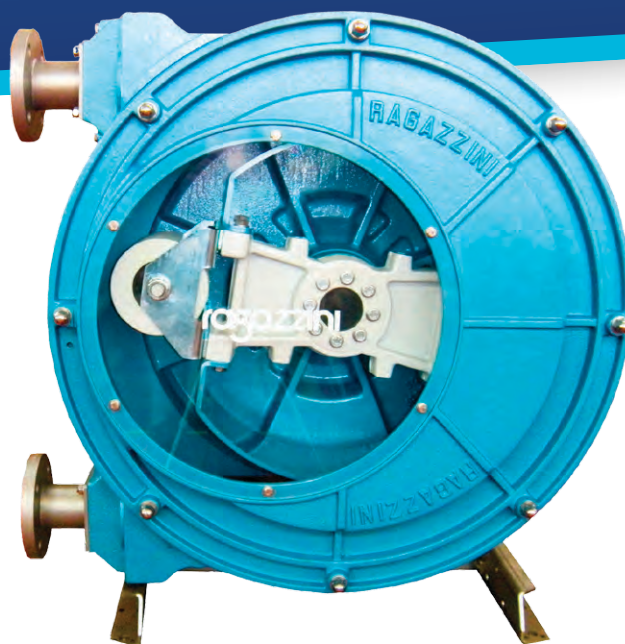
The author presenting at the AHA Members Engagement Week in Canberra recently.

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Real but admittedly unusual, the author doubled up with two whole chickens in his slow cooker. Noodles, garlic, tomatoes and an onion paired well with the pair.



Liberty Chickens, a clever brand name for sure.



Very much the real thing. Much loved domestic hens enjoying life among the succulents in a friend's suburban backyard. Though not to be eaten until their egg laying days are numbered, no matter their age, if and when appropriately cooked, they can be succulent.

## Let's chat chicken – confession time it is

MOMENTARILY bereft of words right on my monthly copy deadline for this publication, I hesitated to transition into the world of artificial intelligence... but did so anyway.

Though an AI virgin and someone who prides themselves on being a creative word-smith since the 1970s, with hours spent bang-

Cant  
Comment  
by BRENDON CANT



ing away on a manual typewriter as words filled little pages of butcher's paper, I thought, what the hell, why not?

So here goes. I asked AI chatbot ChatGPT to write an article for me on global chicken meat production.

The brief was as simple as that and the response (below) almost instantaneous, even including handy topic headlines as reader guides.

To those who choose to fact check what follows, do so.

I confess I've not bothered.

Simply read on with some sense of curiosity.

### Global chicken meat production – trends, drivers and future outlook

Chicken meat has become the cornerstone of the global meat industry, surpassing other animal proteins in growth, affordability and accessibility.

Over the past few decades, poultry production – particularly chicken – has expanded rapidly and is now the most dynamic segment of the global livestock sector.

This article explores the key trends, drivers, regional dynamics and future outlook of global chicken meat production.

### Rising global production

Global chicken meat production has grown steadily, reaching over 100 million tonnes annually in recent years. This growth has out-

paced that of beef and pork, making chicken the most widely produced meat worldwide.

The expansion is expected to continue at a consistent pace, with projections suggesting significant increases over the next decade.

One of the defining features of chicken production is its efficiency.

Compared to other livestock, chickens have a short production cycle and a high feed conversion ratio, meaning they require less feed to produce the same amount of meat.

These advantages make poultry farming highly scalable and cost-effective.

### Key drivers of growth

Several factors have contributed to the global rise in chicken meat production.

#### Affordability

Chicken is generally the least expensive source of animal protein.

This makes it especially attractive in low and middle-income countries, where consumers are highly price sensitive.

#### Efficiency and productivity

Advances in breeding, nutrition and farm management have significantly improved productivity.

Modern broiler chickens grow faster and require fewer resources, boosting overall output.

#### Health perceptions

Consumers often perceive chicken as a healthier alternative to

red meats due to its lower fat content and high protein value.

This perception has driven increased consumption in both high-income and LMI countries.

#### Environmental considerations

Chicken production has a lower environmental footprint compared to beef and lamb, particularly in terms of greenhouse gas emissions and land use.

As sustainability becomes a global priority, poultry is often seen as a more environmentally friendly option.

#### Urbanisation and changing diets

Rapid urbanisation and rising incomes have led to dietary shifts, especially in emerging regions.

The growing popularity of fast food and convenience meals has also boosted demand for chicken products.

#### Regional production patterns

The growth of chicken meat production is not evenly distributed across the globe.

Emerging regions are driving much of the expansion:

- Asia – countries such as China, India, Indonesia and Vietnam are experiencing strong growth due to population increases and rising incomes

- Latin America – Brazil and Mexico are major producers, with Brazil also serving as the world's leading exporter of chicken meat

- Africa and the Middle East – demand is increasing rapidly, though production capacity varies widely across countries.

In contrast, production growth in high-income regions such as North America and Europe is slower, as markets are more mature and consumption levels are already high.

continued P9

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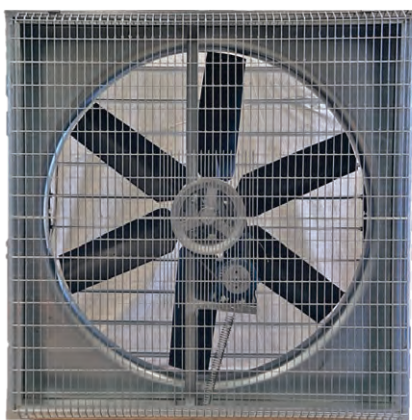
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# Taking control of water delivery

## ■ A performance lever in modern broiler production

IN modern broiler production, much of the focus around performance centres on genetics, nutrition and ventilation.

However, one critical element inside the poultry house is often underestimated – the precision of water delivery.

Water intake is directly linked to feed consumption, growth rate and overall flock health.

Even small inconsistencies in water availability or pressure can influence bird distribution, flock uniformity and litter quality.

As a result, increasing attention is being given to the design and performance of nipple drinker systems, which form the backbone of water delivery in modern broiler operations.

Nipple drinker systems have become the industry standard due

to their ability to deliver clean water directly to the bird while supporting drier litter conditions.

By controlling the volume of water released with each activation, these systems significantly reduce wastage compared to open drinkers, while also improving overall shed hygiene.

Modern systems, such as those offered by Plasson, are engineered to provide consistent and reliable water delivery while minimising leakage and spillage.

The 360-degree activation design allows birds to drink naturally from day-old through to market weight, supporting accessibility across all growth stages.

The structural design of the nipple and waterline also plays a critical role.

Systems that secure both the water pipe and aluminium profile

at multiple points provide increased stability, resulting in a more durable and consistent drinking line compared to conventional setups.

In Australia, broiler producers commonly utilise Plasson orange nipples fitted with drip trays, typically servicing 10-12 birds per nipple.

This configuration delivers an appropriate flow rate for fast-growing broilers, while drip trays assist in capturing excess droplets, further supporting litter quality.

Importantly, nipple performance alone does not determine water availability.

Water pressure must be actively managed throughout the growth cycle to match the changing requirements of the flock.

Technologies such as 'Water On Demand' enable producers to automatically adjust

water pressure profiles throughout the day.

This ensures adequate supply during peak drinking periods while avoiding excessive pressure that can lead to spillage and wet litter.

As broiler production continues to evolve, incremental gains are increasingly driven by precision management within the shed.

Optimising water delivery – through well-designed nipple systems and accurate pressure control – provides producers with a practical and effective tool to improve flock uniformity, maintain litter quality and achieve more predictable processing outcomes.

We are excited to be showcasing our drinker systems at PIX 2026.

For more information, contact us at sales@plagency.com.au or 0487 671 377.  **Plagency**



Nipple performance alone does not determine water availability.



Technologies such as 'Water On Demand' enable producers to automatically adjust water pressure profiles throughout the day.

## Let's chat chicken – confession time it is

### from P8 Global trade dynamics

International trade plays a crucial role in balancing supply and demand.

Major exporting countries – particularly Brazil, the US and members of the European Union – supply chicken meat to regions where domestic production is insufficient.

Global poultry trade has expanded alongside production, with increasing volumes of frozen and processed chicken products being shipped worldwide.

Trade policies, disease outbreaks and food safety standards significantly influence these flows.

### Challenges facing the industry

Despite its strong growth, the global chicken meat industry faces several challenges.

### Disease outbreaks

Avian influenza remains a significant threat, capable of disrupting production and trade.

### Feed costs

The price of feed ingredients such as corn and soybean directly impacts production costs and profitability.

### Sustainability pressures

Environmental concerns, including emissions and resource use, are prompting calls for more sustainable farming practices.

### Animal welfare

Consumers and advocacy groups are increasingly demanding higher welfare standards, particularly in high-income countries.

### Changing consumption patterns

Global consumption of chicken meat continues to rise, with many consumers shifting away from beef and pork.

In LMI countries, this shift is driven by affordability and availability.

In high-income nations, health and environmental concerns are also influencing dietary choices.

However, in some HICs, growth in consumption is slowing due to increasing interest in plant-based diets and alternative proteins.

### Future outlook

The outlook for global chicken meat production remains highly positive.

Poultry is expected to account for a growing share of total meat consumption, driven by its cost advantages and adaptability.

Technological innovations – such as precision farming, improved genetics and digital monitoring systems – are likely to further enhance productivity and sustainability.

At the same time, the industry will need to address challenges related to disease control, environmental impact and animal welfare.


Competition from alternative protein sources may also shape future demand.

### Conclusion

Chicken meat production has become a central pillar of the global food system.

Its rapid growth is fuelled by efficiency, affordability and changing consumer preferences.

As the world's population continues to expand and demand for protein rises, chicken is poised to remain the dominant and most accessible source of animal protein.

Balancing growth with sustainability and ethical considerations will be key to ensuring the long-term success of the industry. 

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# Aussie Pumps comes clean

IT is well known that modern poultry farms have already moved to Aussie Pumps' range of high-pressure water blasters and steam cleaners.

Aussie Pumps is Australia's leading manufacturer of high-pressure water blasting equipment.

The company also supplies steam cleaners to sterilise.

Aussie's Admiral series can produce 3000psi pressure with 19LPM flow.

Steam is infinitely adjusted by the operator, with maximum temperatures up to 130C.

It is the high temperatures from these machines that can have a very positive effect on killing germs and sanitising sheds at virtually every step in the chicken growth cycle.

The machines are built to last with stainless-steel covers, a steel chassis (not polyester or plastic material) and four wheels for ease of movement around the shed.

The high-pressure triplex pumps are heavy-duty slow speed, running at

1450rpm from heavy-duty three-phase electric motors, with four-pole slow speed IP56 rating.

Aussie's Admiral features micro-leak detection.

If there is a leak anywhere in the system, the operator becomes aware of it and can carry out rectification work immediately.

Additionally, the Aussie Admiral features a safety thermostat to protect the pump.

It's also available using a pressure pump that delivers 4000psi with a maximum steam capability of 130C.

Powered by a 6.6kW three-phase 415V motor, this machine is capable of completing tasks faster and more thoroughly because of the high pressure and temperature combination.

**Free safety training** Aussie Pumps offers a free safety training program for operators of high-pressure water blasters.

Every poultry producer knows the need for consistent cleaning – that means pressure cleaners and steamers.

Aussie's free safety training program is designed to help operators stay safe – bearing in mind the potential for injuries in terms of slips that can be easily made, especially when fatigue or boredom is setting in.

Scan the QR code on the photo to log on to the course.

On successful completion, a certificate will be sent in the mail to the attendee.

## Drain-cleaning jettors

Aussie Pumps also has a free safety training program for operators of drain-cleaning jettors.

That is just about every piggery, chicken shed, abattoir and processing plant in the country.

With the safety training program, operators take pride in their work and are gratified that their employers have put them through a safety training program.

After all, as Aussie Pumps says, occupational health and safety is everybody's responsibility.

For further information, contact Aussie Pumps dealers throughout Australia or visit [aussiepumps.com.au](http://aussiepumps.com.au)

**Aussie Pumps**



Aussie Pumps Admiral Steam Cleaner makes chicken shed washdown quick and easy. Scan the QR code for Aussie's free high-pressure safety training program.

# New era for RSPCA farm animal welfare program

RSPCA's higher-welfare farm animal certification program has been operating for over 30 years and during this time we've improved the lives of more than five billion Australian farm animals and worked with producers, restaurants and retailers to implement countless positive changes.

To best achieve our vision of a world where animals and people live together with dignity, respect and compassion in what is an increasingly demanding environment, going about business as usual without considering future impact is unacceptable for such an important program.

Just like the companies we work with, we're on a path of continuous improvement so that we can positively impact the lives of more farm animals.

To do this it's crucial that we look to the future and ensure that the program is as well-equipped as it can be to raise the bar for farm animal welfare.

To envision this, we've embarked on a transformation program and over the

coming years you'll see some changes, but rest assured, fundamentally our mission will remain the same – to improve the lives of animals through care and evidence-based welfare advancements that change attitudes, behaviours, practices and laws.

Our transformation will focus on lifting and diversifying our standards, improving our governance and operating model and the introduction of our new brand identity.

Our first step is to share our new name 'RSPCA Certified'

and a new logo, designed to be more impactful, easily recognised, clearly visible on packaging and importantly, clearly conveys who we are and what we do.

We know RSPCA Approved has been a recognised and respected brand, however our new name goes further to better communicate the strength of RSPCA's farm animal welfare certification, helping to harness a strong future for the program.

The new logo features three farm animals

continued P11



The new logo features three farm animals as a collective on top of the 'RSPCA Certified' name.



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# Pre-winter check pays for itself

## ■ Protect your flock while protecting your margins

MOST sheds don't lose efficiency in winter because of heating – they lose it because they can't hold it.

When temperatures drop, even small gaps start to matter.

Cold air finds its way in through worn blinds, loose curtains and poorly sealed fan covers, while warm air escapes just as easily.

The result is a constant cycle where heating systems work harder, run longer and use more energy to maintain baseline conditions.

What looks like a heating issue is often a shed control issue.

And it isn't only about energy either, inconsistent shed conditions can impact bird comfort, feed conversion and overall performance.

A shed that holds stable conditions is easier to manage and more productive across the season.

### Find the balance with proper ventilation

In winter, every gap matters and getting ventilation right is a balancing act.

It's all about controlling airflow properly.

Too little ventilation can lead to moisture build-up and poor air quality.

Too much and it creates draughts and temperature fluctuations.

As mentioned, this can affect comfort, feed conversion and overall performance.

Correctly functioning air control curtains, blinds and air baffles play an important role here.

When these components work together, everything else becomes easier.

They allow you to manage how air enters and moves through the shed, helping maintain a consistent environment without unnecessary heat loss.

### Start with a simple pre-winter audit

Most issues become obvious when you take the time to walk the shed.

Blinds that no longer sit flush.

Curtains that don't seal properly at the base.

Fan covers that don't quite close the way they should.

These are the small failures that quietly impact performance.

Here are a few key things to look for:

- Side blinds that no longer close tightly or show signs of wear

- End wall or brooder curtains with gaps, damage or worn stitching

- Air control curtains that are sagging or not operating evenly

- Fan covers that don't seal properly

when not in use.

Small issues now can quickly turn into major heat loss once temperatures drop.

### Getting ahead of winter

Once the cold arrives, every weakness in the shed becomes harder and more expensive to manage.

Addressing wear early means less strain on heating systems, more stable shed conditions and better overall efficiency across the season.

It's a practical step that delivers measurable gains in both efficiency and performance.

If you've already

started noticing small gaps, inconsistent temperatures or rising heating demand, now is the time to act.

Polytex poultry protection solutions are designed with this in mind.

From blinds and thermal brooder curtains through to air baffles and fan covers, they are custom manufactured to suit each shed and handle the demands of local conditions, season after season.

Speak with the Polytex team on 1300 059 003 or email sales@polytex.net.au to get your sheds winter ready.

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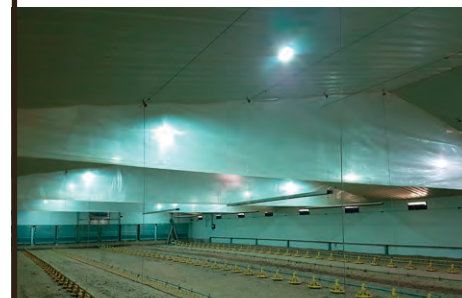
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### Pre-Winter Shed Sealing Checklist

- Check side blinds for tears, wear, or loose fastenings. Ensure blinds close tightly along the full length of the shed.
- Inspect end wall curtains for gaps, damage, or loose fixings that may allow cold air to enter the shed.
- Check brooder curtains for holes, worn stitching, and proper floor sealing to maintain warm brooding zones.
- Confirm air control curtains open and close evenly and are not sagging or damaged, allowing proper regulation of incoming air.
- Inspect fan covers to ensure they seal tightly when fans are off, preventing cold air infiltration.

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## New era for RSPCA farm animal welfare program

from P10 as a collective on top of the brand name, our statement that animals come first.

Poultry, monogastric and aquaculture make up the three icons to represent farm animals as a whole.

The certification program prioritises improving farm animal welfare in Australia, while also providing guidance and a trustworthy choice for consumers who want to purchase higher-welfare products.

While it will take some time for brands and retailers to transition packaging to the new brand identity, wherever you see RSPCA Certified or RSPCA Approved – they reflect the same robust higher-welfare certification you've come to know and trust.

It's still a certification program with regular rigorous assessments by specially trained RSPCA assessors and a robust certification

process on top.

It's still backed by stringent science-informed animal welfare standards, developed by the RSPCA Australia science and policy team.

It's still all about raising the bar for farm animal welfare – giving producers a higher-welfare standard they can strive to achieve and a logo that consumers can rely on to mean better animal welfare.

It's still independent from industry and government and still provides a better standard of welfare than what's legally required in Australia.

Importantly, the certification will remain independent from industry and government and continue to provide a better standard of welfare than what's legally required in Australia, meaning millions of animals raised to a better welfare standard than if the program did not exist.

**RSPCA Australia**

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Paxoma brings together infrastructure, devices, environmental control, feeding systems and ongoing service under one roof.

# FeedWorks expands its vision with Paxoma

FOR almost three decades, FeedWorks has been a steady force in Australian and New Zealand agriculture – known for bringing science-led nutrition, evidence-based insights and practical on-farm solutions to livestock producers.

But in recent years, something shifted.

Conversations with farmers in a rapidly evolving industry began to circle around the same frustrations – outdated infrastructure pathways, complex processes and a widening gap between what producers need and what the market was offering.

Out of those conversations came Paxoma.

FeedWorks managing partner Malcolm Mottram recognised the need emerging across the industry.

“The biggest challenge in animal infrastructure is having complete project management,” Mr Mottram said.

“Getting approvals, navigating compliance, managing timelines – all before the first post goes in the ground.

“Producers want someone who understands government, understands compliance and can stay with them from scoping to after-sales support.”

Paxoma exists to answer that need.

Backed by FeedWorks’ long-standing reputation, its global supplier network and its science-led philosophy, Paxoma brings together infrastructure, devices, environmental control, feeding systems and ongoing service under one roof.

It’s not just a build – it’s a system.

“We already have the contacts, supply lines

and technical knowledge,” Mr Mottram said.

“Our clients trust us. Paxoma follows the same philosophy – the clients come first.

“And with strong international partners behind us, we can deliver the complete solution, not just a component.”

That complete solution matters more than ever.

Producers across pigs, poultry, dairy and beef are increasingly seeking to improve animal welfare, strengthen biosecurity, manage environmental impact and extract more efficiency from every square metre of housing.

“The misconception is that it’s ‘just a shed,’” he said.

“Livestock housing is exactly that – a house.

“It’s an incredibly sophisticated system – environmental control, feeding, water, ventilation, data.

“Trying to do it cheap ends up costing more in the long run.”

Across species, the needs vary but the principle remains the same – better systems mean better animals and better production.

For poultry, it’s about environmental control, welfare outcomes and

keeping pace with rapidly shifting market expectations.

“Producers need the most innovative housing to stay profitable,” he said.

Underlying all of this is a commitment to progress – not for progress’ sake, but for producers.

“Agriculture can only stay profitable if it keeps innovating,” he said.

“Science-led systems are the only way forward.”

When asked to sum up Paxoma in a few words, he keeps it simple.

“We’re here for producers,” he said.

“We deliver project management and building for livestock infrastructure.


“It’s built right, backed by the most innovative systems and people, and supported long after the build is finished.”

And the guiding principle?

“We’re here to do it right,” Mr Mottram said.

“We’re not in it for the sake of being in it. There are no cutting corners.

“We’ll do the project right or we don’t do it at all.

“It’s who we are.”  **FeedWorks**

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# Dynamic Dutch duo - Barnevelder and Welsummer

THOUGH a few breeds originally from the Netherlands have been imported into Australia since 2014, two Dutch breeds that have a history here going back to the time well before the embargo on the importation of poultry in 1948 are the Barnevelder and the Welsummer.

Both these breeds were developed for a specific purpose – the dark brown egg that is a characteristic of each breed was in demand on the English market, and at the time of their development, the Netherlands exported large quantities of eggs to England.

Neither breed was developed with any attempt at exhibition points yet, over the years, both breeds have been perfected in this regard.

The Barnevelder was developed in the area surrounding the township of Barneveld in the province of Gelderland.

As a tribute to the importance of the poultry industry to the Dutch

economy, the town is the site of the Dutch Poultry Museum, the Nederlands Pluimveemuseum.

Because no attempt was made to standardise the breed during its development, quite a few different breeds were used by the local farmers to produce birds capable of laying eggs with a dark brown shell colour.

Reportedly, these included the Croad Langshan, various colours of Cochins and Brahmas, as well as Orpingtons among others.

Though the Barnevelder is still recognised for its egg colour, the process of perfecting it for exhibition purposes has done little to improve its laying capacity.

Currently, the Australian standards recognise four colour varieties – the black, the partridge, the silver and the double-laced.

The double-laced is the variety most frequently encountered, however the silver has increased in popularity over the past decade.

Some dedicated fanciers have been working to develop other colour varieties, most based on the double-laced pattern.

The double-laced pattern is seen to its greatest development in the plumage of the female, whose main body feathers are of a reddish-brown, each with a definite black outer and inner lacing.

In recent years, good quality double-laced bantams have also made an appearance on the show scene.

Like the Barnevelder, the Welsummer was developed from various breeds with the purpose of producing birds laying eggs with a rich brown shell colour.

It is reported that the farmers in the area around the village of Welsum in the province of Overijssel used similar breeds to those in the Barneveld area, with perhaps the introduction of Rhode Island Red blood.

Until the Welsummer was standardised for type by the National Poultry Union of Hol-

land in 1928, the breed lacked uniformity, and it was only after that time that the breed started to gain popularity as an exhibition breed as well as a layer.

Like the Barnevelder, the Welsummer was imported into Australia prior to the importation embargo of 1948.

Records indicate that both the Barnevelder and the Welsummer breeds were entered in laying competitions in Australia during the 1930s, though results suggested that neither breed was serious competition for either the White Leghorn or the Australorp – a good result at that time for a Welsummer being 97 eggs laid in a six-month period at a laying test at New Town in Tasmania in 1935.

Over time some strains in Australia lost the ability to produce eggs of a dark brown colour, most likely due to the infusion of Brown Leghorn blood to improve egg production and vigour in the birds that were here.

As well as the loss

of shell colour, another tell-tale sign of Brown Leghorn blood was the appearance of white in the ear lobes, which are a solid red in birds of pure breeding.

The importation of English bloodlines in 2015 did much to improve the egg colour of local strains and to boost the popularity of the breed, which now has a very active Australian breed club.

In Australia, the Welsummer is standardised in two colour varieties, the partridge and the silver duckwing.

The most frequently encountered is the partridge, with the silver duckwing still being relatively uncommon.

Unlike many breeds that have a partridge variety, the standard for the Welsummer allows both exhibition males and exhibition females to be bred from a single mating.

Most other breeds with a partridge variety require the male's breast to be a solid black in colour, which is at odds with the requirements of the female's colour, and therefore a 'double mating' system is used, whereby exhibition quality males are bred from one mating and exhibition quality females are bred from an entirely different mating system.

On rare occasions, a bantam version is exhibited but these are still in the hands of a very few breeders.

In Europe, other colours are also standardised, including golden duckwing and Isabel varieties.

**Grant Andrews  
Rare Poultry  
Breeders Association**



A silver duckwing Welsummer hen.



A double laced Barnevelder cock.



A double laced Barnevelder bantam hen.



A partridge Welsummer cock.



A partridge Welsummer hen.

## Here's my Card Here's my Card Here's my Card

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