

# **Poultry Sector in Bangladesh:**

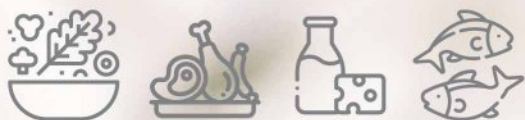
Pathways for Ascending to  
**New Heights**

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## Introduction:

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The poultry industry plays a significant role in providing affordable and nutritious protein to the people of our country. This sector has contributed to the national economy and public health. According to government projections, Bangladesh's population is expected to reach 250 million by 2050. To meet the growing demand for protein, the poultry industry must continue to expand and modernize its operations. At the same time, it is essential to adopt environmentally sustainable practices while ensuring food safety, health, and nutrition.

Bangladesh has a long-standing tradition of backyard poultry farming, historically led by rural women and youth, which has evolved into a vital sector for the country's economy and nutrition. Primarily driven by small-scale farmers raising broilers and layers, the poultry industry is crucial in supplying protein, ensuring food security, generating employment, and alleviating poverty. With a consistent Compound Annual Growth Rate (CAGR) of 8-10%, the sector has expanded rapidly, as meat production surged from 4.5 million metric tons in FY 2013-14 to 8.7 million metric tons in recent years, and egg production reached 23.3 billion units in FY 2022-23. Over 300 companies supply around 1.5 million Day-Old Chicks (DOCs) weekly to sustain this growth.

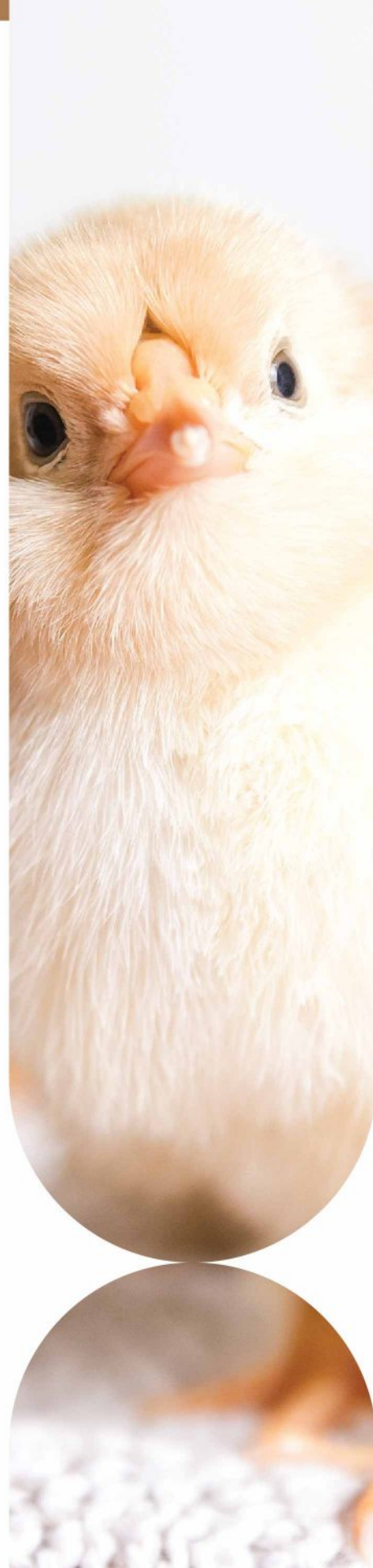
## The Accomplishments:

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Poultry now contributes approximately 20–25% of the nation's protein intake, although its consumption remains only one-third that of developed countries. While current demand has plateaued, forecasts indicate it could double by 2050, highlighting significant potential for future sectoral growth.

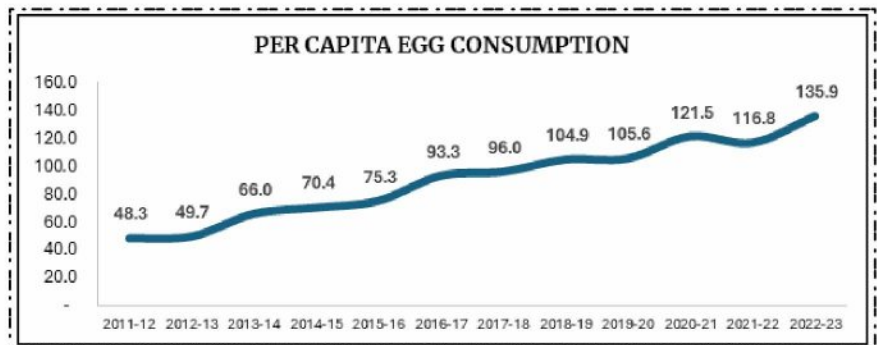
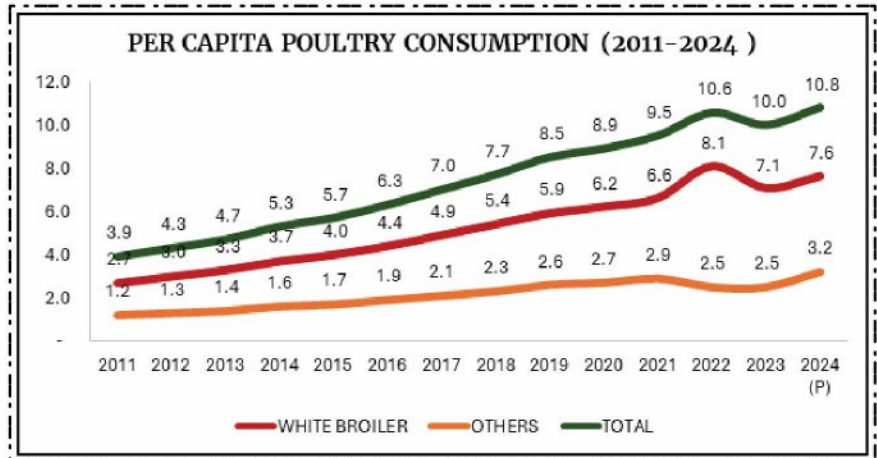
Per capita poultry consumption in Bangladesh has increased steadily from 3.9 kg in 2011 to 10.8 kg in 2024, with white broilers accounting for most of the consumption. A slight dip occurred in 2023 but rebounded in 2024. The average egg intake per person increased consistently from 48.3 eggs in 2011-12 to 135.9 eggs in 2022-23, exhibiting strong growth with only minor fluctuations, which suggests an increasing awareness of and demand for nutrition.

In 2024, total feed production in Bangladesh increased by 4.74%, reaching 7.840 million metric tons from 7.485 million metric tons in 2023. Growth was led by broiler feed (up 7.51% to 2.767 MT), layer feed (up 4.95% to 1.705 MT), breeder feed (up 10.74% to 0.481 MT), and dairy feed, which saw the highest jump of 34.07% to 0.417 MT. In contrast, Sonali, beef, and aqua feed experienced declines.





## Bangladesh's Perspective Plan projects a percapita egg consumption of 165 pieces in 2031, alongside 37 kg of poultry meat.



Bangladesh Feed Production 2023-2024 (Source: Alltech)

Species	2023 (MT)	2024 (MT)	% change
Broiler	2,574	2,767	7.51%
Layer	1,624	1,705	4.95%
Breeder	0.435	0.481	10.74%
Sonali	0.514	0.497	-3.22%
Dairy	0.311	0.417	34.07
Beef	0.422	0.394	-6.66
Aqua	1,605	1,578	-1.66
Total	7,485	7,840	4.74%

Pursuing new heights in the poultry industry should not solely rely on quantitative changes; instead, it should be driven by purpose, value, and a commitment to excellence.

# Industry Vision & Mission: Positioning Bangladesh for Sustainable Impact

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## Vision and Mission Statements:

"A Nation Secured by Nutrition, Driven by Inclusive Growth."

Bangladesh envisions a future where nutritional security is a national strength, powered by a thriving poultry industry that delivers economic opportunity and social upliftment across rural and urban landscapes.

"Building a sustainable ecosystem rooted in knowledge, compassion, and execution to empower entrepreneurship in the fight against malnutrition".

**We are committed to building a sustainable and inclusive ecosystem rooted in:**

- Knowledge – to elevate standards through innovation and skill-building.
- Compassion – to prioritize the well-being of communities.
- Execution – to turn strategies into measurable, scalable action.

## The Purpose:

- Ensure the consistent availability of poultry products
- Improve economic and physical access to poultry products
- Enhance the effective utilization of poultry within households
- Maintain the long-term stability of poultry supply







## Strategic Opportunity: Rural Poultry for Inclusive Growth

Rural poultry plays a transformative role in bridging inequality and driving progress at the grassroots level. Our key priorities include:

- Strengthening rural economies by enabling self-employment and enterprise creation.
- Developing resilient, sustainable business models that work for local farmers and entrepreneurs.
- Fostering skill development through structured knowledge exchange and training.
- Scaling sustainable growth for smallholders, ensuring long-term viability and market access.

## Ongoing Challenges in the Poultry Sector

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- Heavy Dependence on Imports: The poultry industry relies heavily on imported soy and maize. Fluctuating exchange rates and international price volatility significantly increase feed costs, ultimately leading to higher prices for poultry products.
- Inefficiencies in Processes, Customs, and Taxation: Lengthy feed certification procedures, high TDS and AIT on gross revenue, inconsistent import duties, and delays in customs clearance collectively drive-up operational costs, significantly impacting small and medium enterprises (SMEs).
- Supply-Demand Fluctuations & Price Instability: Cycles of overproduction followed by underproduction create supply-demand mismatches. Inadequate cold storage infrastructure exacerbates this issue, resulting in product waste and increased price volatility.
- Inadequate Cold Chain Infrastructure: The lack of reliable cold storage and efficient stock management systems limits product shelf life. Additionally, the strong consumer preference for fresh over processed poultry compounds the challenges of distribution and preservation.

- Biosecurity and Food Safety: Close human contact with poultry increases the risk of contamination, disease outbreaks, and health hazards. This highlights the urgent need for strict biosecurity protocols at farms and feed mills.
- Climate-Related Challenges: Rising temperatures reduce poultry feed intake and raise mortality rates. Climate change exacerbates these issues, presenting significant challenges to the sustainability of poultry farming.
- Waste Management & Circular Economy Gaps: Limited attention to effective poultry waste management undermines sustainability.
- Overproduction Without Export Solutions: Surplus production lacks effective export mechanisms, resulting in systemic bottlenecks. A structured export framework, backed by government initiatives, is critical to managing excess production and stabilizing the market.

Bangladesh's poultry industry is currently constrained by critical data gaps—most notably, inaccurate projections of effective demand and the absence of production records from the informal sector, which accounts for over 40% of the market. The national target under the Bangladesh Perspective Plan estimates a total meat demand of **10.93 million metric tons by 2031, or 37 kg per capita**. However, based on static household consumption data (HIES), realistic projections suggest that per capita intake will likely range from 17.4 to 22.1 kg per **year**. This significant mismatch in data leads to misinformed investment strategies and planning inefficiencies.

One of the direct outcomes of this demand overestimation is the overexpansion of the Day-Old Chick (DOC) sector. Large GP and PS farms often invest heavily in scaling production to increase feed sales and capture market share. This results in a DOC supply that exceeds actual market absorption, encouraging contract farming without evaluating true consumer capacity. The result is a recurring cycle of **overproduction, price crashes, and product waste**, destabilizing the market and particularly affecting smaller and marginal producers who lack the financial cushion to withstand volatility.

Overcoming these obstacles requires the right mindset, courage, and unwavering focus.







## Core Focus Areas for Ascending to New Heights:

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- **Market Balance:** Align production with demand to prevent oversupply and stabilize prices.
- **Inclusive Growth:** Empower smallholders, women, and youth across the value chain.
- **Supply Chain & Storage:** Strengthen logistics, cold chains, and warehousing systems.
- **Raw Material Access:** Ensure affordable and sustainable sourcing of key inputs.
- **Distribution Efficiency:** Simplify market channels to increase farmer profitability.
- **Skill Development:** Provide training and capacity-building for all industry levels.
- **Technology Adoption:** Promote scalable, energy- and cost-efficient solutions.
- **Demonstration Farms:** Expand model farms to showcase best practices.
- **Vocational Training:** Establish rural centers for hands-on poultry education.
- **Waste Management:** Support circular economy practices and sustainable disposal.
- **Traceability & Safety:** Implement systems to ensure food safety and compliance.
- **Carbon Footprint Tracking:** Enable carbon measurement and trading readiness.
- **Export-Led Growth:** Facilitate joint ventures and international market access.

# A Call to Action: Partnering with Europe to Transform Bangladesh's Poultry Sector

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The poultry sector in Bangladesh stands at a defining crossroads—rich with potential yet challenged by systemic limitations. At this critical juncture, we sincerely call our European partners and potential investors to join us in shaping a resilient, inclusive, and future-ready poultry ecosystem.

Dutch companies—from feed additive suppliers and equipment manufacturers to genetics firms, consultants, and financiers—have already played a vital role in uplifting the industry. Their contributions have laid a strong foundation. However, to realize the next transformation phase, we must deepen our engagement, focusing primarily on the modernization of small-holding farms and the upskilling of rural human resources. This is essential to fully harness the power of Dutch innovations in products, services, and knowledge.

Only three model farms are operational under Dutch collaboration: a broiler demonstration farm in Kishoreganj and two SASSO farms in Tangail and Gazipur. These projects have delivered measurable improvements in technical efficiency and farmer training. Yet, their limited number remains far from sufficient to catalyze nationwide change.

To truly unlock transformative impact—especially for smallholder farmers—we must expand these pilots into additional regions. Well-placed demonstration farms can serve as centers of excellence, enabling the replication of best practices, advancing innovation, and delivering practical, hands-on capacity building. This network of model farms would serve as the backbone for inclusive growth and sustainability across the sector.

In parallel, there is a critical need to develop and deploy scalable, energy-efficient, and cost-effective technologies that can adapt to various production systems and farm sizes. These innovations will empower smallholders to evolve into commercially viable, medium-scale enterprises. At the same time, strategic investment in rural youth and women will unlock new livelihoods, curb urban migration, and drive inclusive economic empowerment.







Although we have initiated sporadic training sessions through Dutch training institutions, the current efforts fall short of what is needed. Bangladesh urgently requires modern vocational training centers that deliver hands-on, production-level instruction, spanning chick rearing, biosecurity, marketing, and waste management. These centers will equip smallholders with the practical tools to thrive in a competitive, biosecure, and sustainable market.

A notable initiative led by the WPSA-Bangladesh Branch, titled “Small-Scale Poultry Farming by Women,” is already paving the way. The program’s first phase supports 300 rural women adopting climate-smart, sustainable poultry practices. Its objectives are ambitious yet achievable: to increase production by 50%, boost income by 30%, and foster peer-to-peer learning via a digital platform. Dutch partners are warmly invited to join and co-invest in such transformative projects.

There is also an urgent call for collaboration in emerging areas of innovation. We need support in identifying and implementing sustainable waste management solutions to promote circularity at the farm level. Companies using sustainable feed ingredients or clean energy must also be equipped to measure their carbon footprint—an essential prerequisite for participating in future carbon credit markets.

In addition, we must jointly work on robust traceability systems across the value chain to align with global food safety and regulatory standards. Technology transfer in vaccines and disinfectant solutions is critical to strengthening disease control and biosecurity in Bangladesh’s poultry industry. There is also great potential for initiating export-oriented joint ventures that tap into global halal and specialty markets.

### **Roadmap 2040: A Vision for Long-Term Transformation**

As part of our shared vision to build a forward-looking poultry ecosystem, we propose the co-creation of a comprehensive “Poultry Industry Roadmap 2040.” This long-term agenda will guide strategic investments, support resilience-building, and ensure inclusive and sustainable growth for years to come.

### Core pillars of the Roadmap include:

- Developing sustainable and efficient production-distribution systems
- Correcting demand-supply imbalances and minimizing market volatility
- Lowering production costs to enhance competitiveness
- Streamlining regulatory frameworks to facilitate trade and investment
- Ensuring food and feed safety across the entire value chain

One of the flagship components of this vision is the nationwide implementation of GPS Mapping across poultry farms, markets, and supply hubs. This will enable disease zoning, support real-time traceability, optimize logistics, and reduce intermediary dependency. It will also strengthen surveillance, compliance, and food safety governance.

GPS mapping offers multiple dividends:

- Improves productivity and access for marginal farmers
- Enables precision biosecurity and disease compartmentalization
- Enhances policy enforcement, market transparency, and regulatory compliance
- Optimizes transport and logistics within the supply chain

### Purpose with Profit: A Legacy Worth Building

As Nobel Laureate Dr. Muhammad Yunus—Bangladesh’s Chief Adviser and a global visionary—once said, “Let’s build a new civilization: one with zero carbon emissions, zero wealth concentration, and zero unemployment.”

He reminded us that:

“These aren’t dreams. These are goals. And business is the most powerful tool to achieve them.”

“Governments can’t do this alone. But we, as entrepreneurs, as human beings, can.”

“Making money brings happiness. But making others happy brings super happiness.”

Bangladesh offers an extraordinary opportunity—a place where purpose meets profit, where your investments can generate not only economic returns but also measurable impact on lives and livelihoods.

This is our moment to act. We invite Europe’s poultry stakeholders, investors, and innovators to join hands with Bangladesh in co-creating a sector that feeds the future—ethically, sustainably, and inclusively.







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