

Economic **IMPACT**

of

Bird

FLU

OUTBREAK In the Philippines

Robert H. Lo, DVM,ME,FPCPP



NEWS 5

“
We are officially confirming the outbreak of avian influenza in the town of San Luis, Pampanga...

“Yung type ng virus na ‘to, wala pa tayong reported na animal to human transmission.
Kung magkakaroon man ito ng epekto sa ating supply chain, just on fresh eggs in the market.
(We) have long prepared for this.

SEC. MANNY PIÑOL
DEPARTMENT OF AGRICULTURE
AUGUST 11, 2017



Republic of the Philippines
Department of Agriculture
BUREAU OF ANIMAL INDUSTRY
Visayas Avenue, Diliman, Quezon City
Tel No. (02) 920-0815 to 16; Telefax (02) 925-4343

11 August 2017

MEMORANDUM CIRCULAR

No. ____
Series of 2017

SUBJECT : TEMPORARY BAN ON THE MOVEMENT OF LIVE DOMESTIC AND WILD BIRDS AND THEIR PRODUCTS INCLUDING POULTRY MEAT, DAY OLD CHICKS, EGGS, SEMEN, MANURE FROM LUZON TO VISAYAS AND MINDANAO

In view of the Avian Influenza outbreak in the province of Pampanga and to prevent further spread of the disease in other parts of Luzon and to Visayas and Mindanao, there is a need to ban the movement of LIVE domestic and wild birds including poultry meat, day old chicks, eggs and semen from Luzon to Visayas and Mindanao.

No movement of LIVE domestic and wild birds including poultry meat, day old chicks, eggs and semen will be allowed from Luzon to Visayas and Mindanao

No movement of LIVE domestic and wild birds including poultry meat, day old chicks, eggs and semen will be allowed from Pampanga to other parts of Luzon.

Within Luzon Island, the movement of fresh, frozen meat, eggs and other uncooked poultry products may be allowed provided this is outside of the 7 km radius control area of the outbreak site in Pampanga. The movement of these fresh, uncooked poultry products must be accompanied by a Shipping Permit and a Health Certificate issued by a government sector veterinarian certifying that these products were sourced from farms with no incidence of Avian Influenza for the past 21 days prior to shipment.

This temporary ban will take effect until such time that no new cases are reported 21 days after the depopulation of the affected areas.

For immediate action and compliance.

ENRICO P. GARZON, JR., DVM
Assistant Secretary for Livestock, DA
Officer-in-Charge, Director, BAI

**Bird
Flu
scare**



H5N6 confirmed in Philippines avian flu outbreak

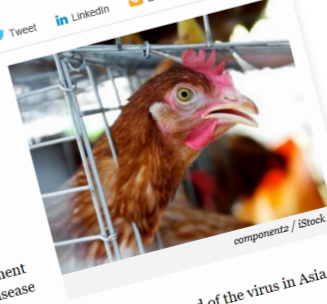
Filed Under: **Avian Influenza (Bird Flu)**
 Lisa Schriming | News Editor | CIDRAP News | Aug 24, 2017

Tests on samples collected in recent highly pathogenic H5 outbreaks in Philippines poultry, the country's first, reveal the H5N6 subtype, based on follow-up tests done at an Australian laboratory.

In other avian flu developments, South Africa, Italy, and Taiwan reported more H5 outbreaks.

No human illnesses so far

The Philippines agriculture ministry announced results today on its Web site, according to a statement by the Avian Flu Diary (AFD), an infectious disease journal. The AFD linked to 17 human cases in Vietnam and Thailand, but no cases in Asia.



PAMPANGA / LOCAL NEWS / BIRD FLU SCARE AFFECTS SALE OF CHICKEN, EGGS IN BATAAN

Time to read less than 1 minute

Bird flu scare affects sale of chicken, eggs in Bataan

Share Tuesday, August 15, 2017



BALANGA CITY, Bataan -- The reported case of bird flu or Avian Influenza Virus in San Luis, Pampanga, has greatly affected the sale of chicken meat and eggs in Bataan.

There are no reports of the virus in Bataan but it is one of the provinces in Central Luzon nearest to Pampanga.

Chicken meat stalls at the Balanga City Public Market were almost empty of buyers Monday with stall holders having the same complaint.

"There is slack in sales. We are being affected by bird flu. The price is low and yet the sales do not pick up," Evelyn Avocado said when asked about her sale of chicken meat.

She said that from P160 per kilo of dressed chicken, their price has now been lowered to P130 but still they have few customers.

Print



DOH monitoring flu-like illnesses amid bird flu outbreak in Pampanga

Published August 11, 2017 10:10pm

The Department of Health (DOH) is now closely monitoring cases of flu-like illnesses among humans following an avian influenza or bird flu outbreak in Pampanga.

Earlier, Agriculture Secretary Emmanuel Piñol revealed that there had been a bird flu outbreak at a poultry farm in Barangay San Agustin, San Luis, Pampanga.

The outbreak of avian influenza Type A subtype H4 happened in a quail farm before spreading to poultry farms.

Indications of the disease appeared as early as April, Piñol said.



Tell a friend



Trending News and Viral added 5 new photos. 17 hrs ·



Guys! wag po muna kayo bibili o kakain ng mga itlog at manok galing Pampanga.. para makaiwas po tayo sa kumakalat na Avian Bird flu, paki SHARE na lang po sa friends and family natin..



GMA News 17 hrs ·

Sisimulan na ngayong araw ang pagpatay sa libo-libong manok na pinaniniwalaang may avian flu sa ilang poultry farm sa Pampanga.

Slaughter of 200k bird flu-affected chickens in Pampanga begins

gmanetwork.com



2 poultry worker nakitaan ng sintomas ng bird flu

August 16, 2017 at 12:02:43 am By Juliet de Loza-Cudia

Share on Facebook | Tweet on Twitter | G+ | Pinterest | Like 12 | Tweet

What Are You Waiting For? New Buyers Get RMB 500 Coupon* Register here CANTON FAIR Since 1957

Ibinunyag kahapon ng Department of Health (DOH) na dalawang poultry worker sa Pampanga ang inoobserbahan nila matapos makitaan ng sintomas ng bird flu virus.

Ayon kay DOH Assistant Secretary Eric Tayag, tinawag nila itong mga "suspect cases" kung saan isa ang namonitor na may ubo habang ang isa sa manggagawa ay natagpuang may lagnat na parehong mga sintomas ng bird flu.

Isinailalim na ang dalawa sa laboratory tests upang makatiyak kung nahawa nga ba sila ng virus.

NEWSINFO / REGIONS 85 SHARES

2 Pampanga farm workers tested negative for bird flu virus – DOH

By: Tina G. Santos - Reporter / @santostinaINQ Philippine Daily Inquirer / 05:03 PM August 16, 2017



Health Secretary Pauly Jean Rosell-Ubial. INQUIRER FILE PHOTO/GRIG C. MONTEGRANDE

The two poultry farm workers from San Luis, Pampanga, who earlier manifested flu-like symptoms, tested negative for bird flu virus, according to the Department of Health (DOH).

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TRENDING

- Legarda fumes over unliquidated P15B DSWD funds SEPTEMBER 27, 2017
- Majority of Filipinos do not believe police's 'nanlaban' claim SEPTEMBER 27, 2017
- Army-NPA battle subsides in Batangas; lone fatality reported SEPTEMBER 27, 2017

**Due to the Birdflu Outbreak,
an estimate loss of**

P19.874 B

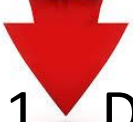
**was already incurred as of
Sept.25, 2017**

Outbreak Highlights

- Aug 11, 2017** **Pronouncement of Bird flu outbreak in San Luis, Pampanga
DA bans poultry transport in Luzon to Visayas and Mindanao**
- Aug 14, 2017 BAI clarified its ban amending the provision of allowing movement of poultry products from Pampanga provided these are outside the seven-kilometer controlled zone but only in Luzon.
- Aug 15, 2017** **Outbreak reported in Jaen and San Isidro, Nueva Ecija**
- Aug 21, 2017 Outbreak was contained. A total of 606,173 birds was destroyed.
- Aug 22, 2017 Ban on transport of poultry and poultry products from Luzon to other parts of the country was lifted
- Aug 23, 2017** **Australian reference lab confirms H5N6 strain**
- Aug 31, 2017 Ban on the movement of poultry and poultry products in the 7 km control zone was lifted

Immediate Effects

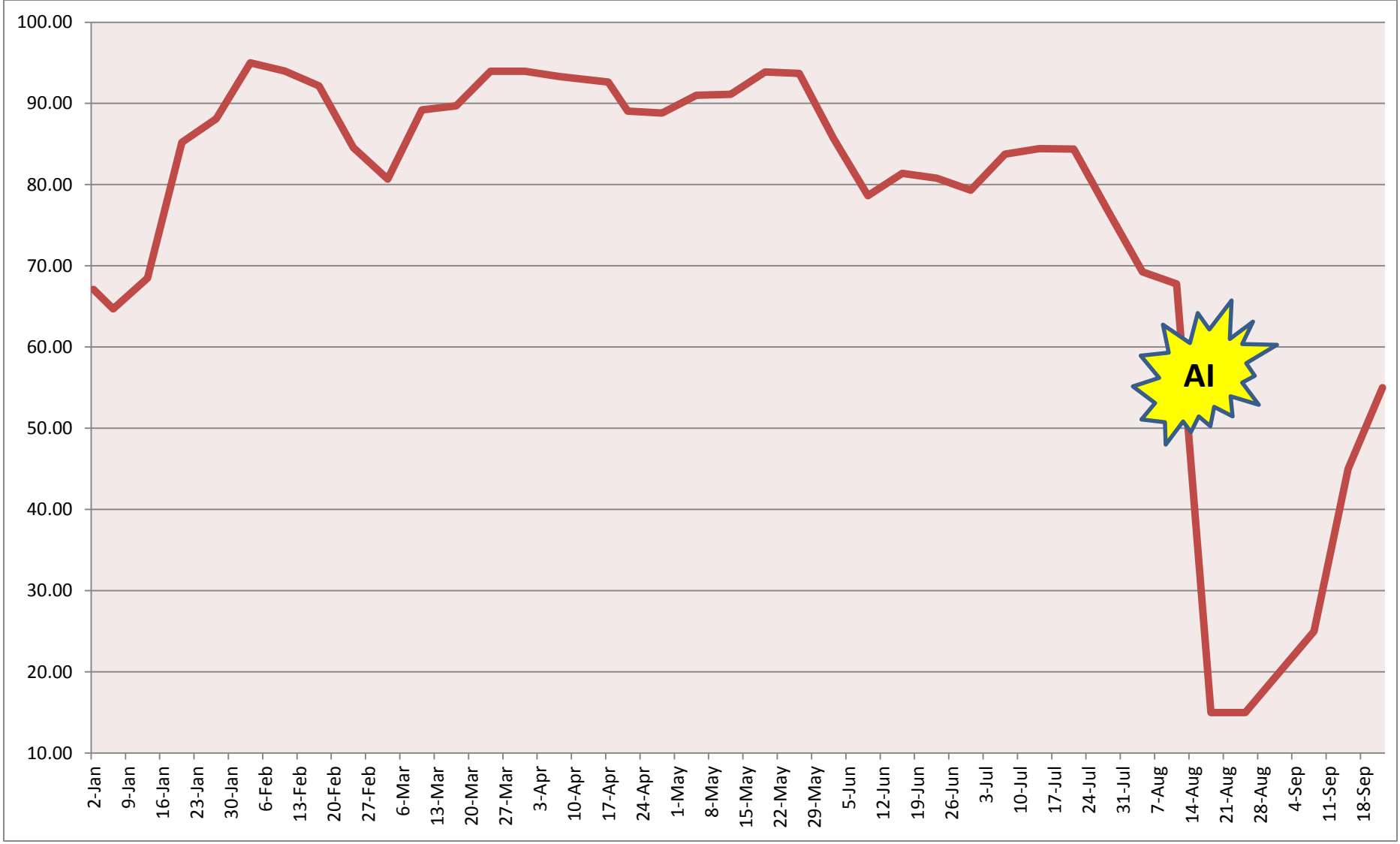
PRICE



1. Decrease in chicken consumption due to bird flu scare
2. Decrease in Farm gate price from P90/kilo to P15/pc
3. Higher Cost To Produce
 - Extended growing, harvest age up to 50 days
4. Additional expense for further processing and cold storage
5. None to Slow Movement of Products
6. Disruption in Logistics Operation
7. Diversion of Fresh Chicken to Value Added Meat Products
8. Store and Restaurants Promotions



2017 Weekly Farm Gate Price of Broiler



Source UBRA

Financial Impact of Extended Growing Age in Broilers

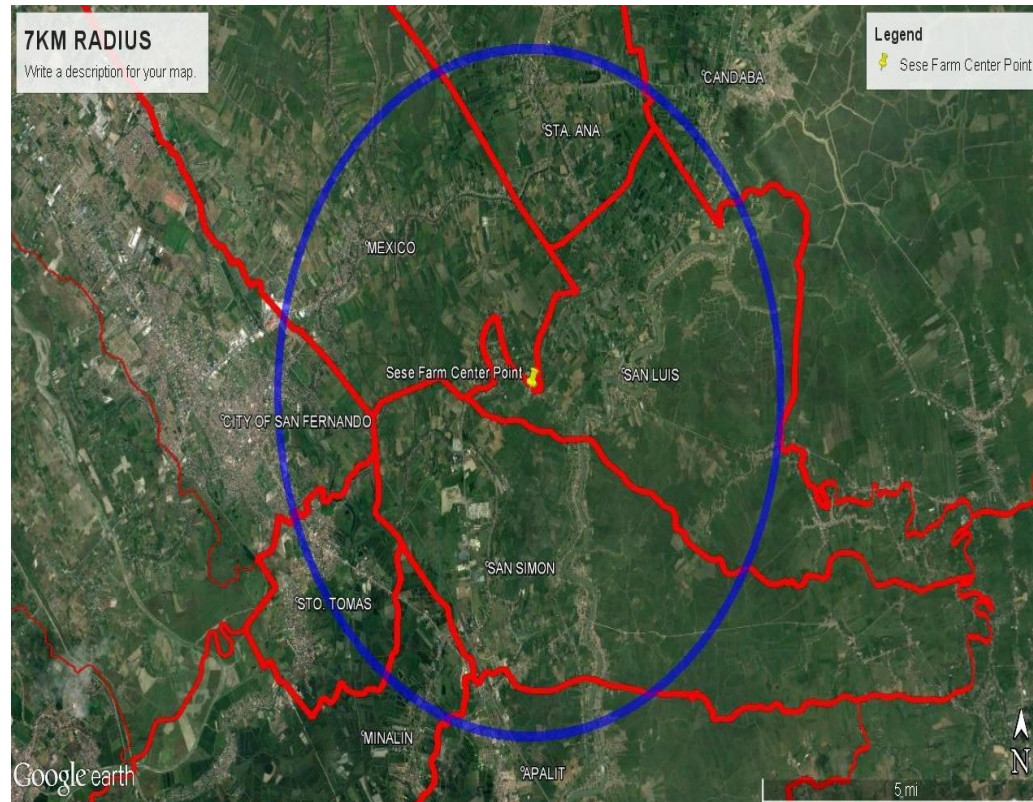
Per day Penalty in Feed Cost/bird	-	P3.21
Population	-	10,000
Additional growing days	-	10 days
Per day penalty	-	-32,100
Total penalty for 10 days	-	-321,000



Effect of Ban Implementation to the Market

1. 7 km controlled zone in San Luis, Pampanga

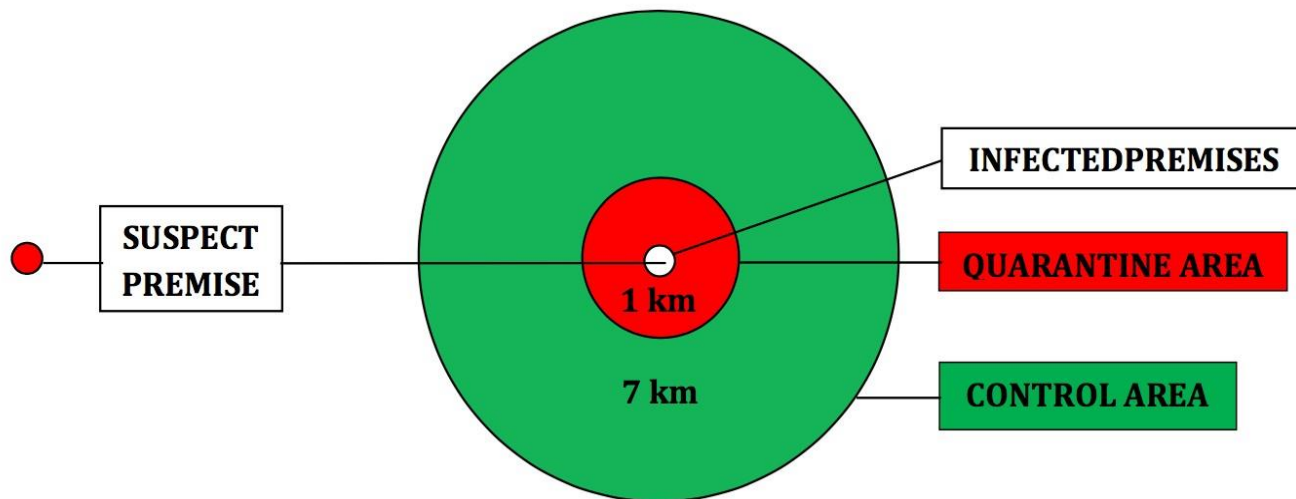
- Ban was implemented from Aug 11-31, 2017
- There were broiler farms, layer farms, duck farms, game fowl and dressing plant present in the area. Due to imposed ban, products were only consumed and market within the control zone.



Map of 7km Control Zone in Pampanga

Existing Disease Control Zones (AIPP Stage 2)

Illustration of Premises and Areas



Bird Population within 7km Control Zone in Pampanga

	Breeders	Broilers	GameFowl	Layers	Mallard	Quail
	25,000	280,000	500	166,500	1,000	1,500
		72,000		30,450	10,000	
		99,000		116,000	113,540	46,400
				112,000	23,200	
			40		15,000	1,500
				590,000		
Total	25,000	451,000	540	1,014,950	162,740	49,400

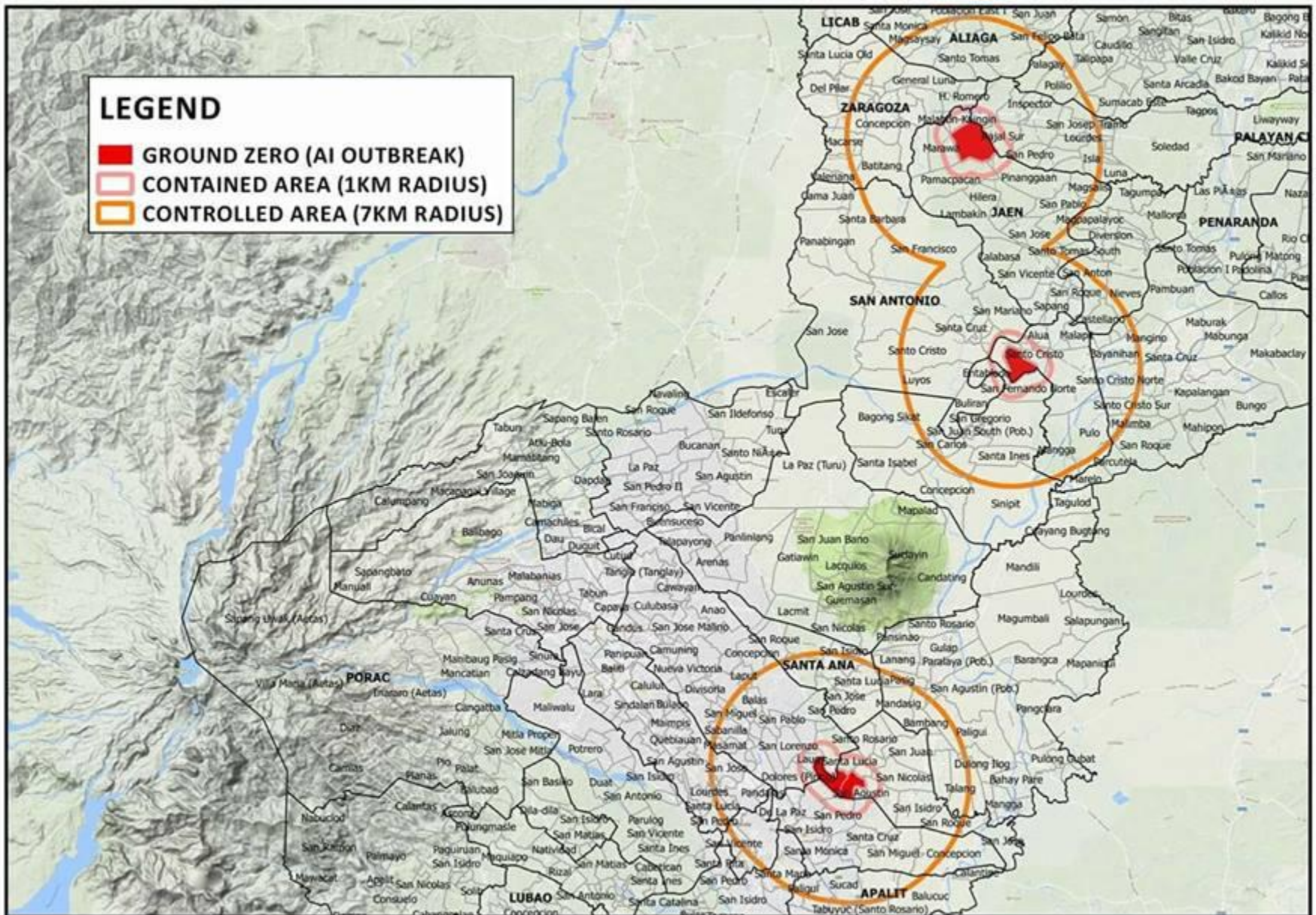
Effect of Ban Implementation to the Market

2.

From Pampanga to other Parts of Luzon

- From August 11-14, Provincial gov't bans the entry of poultry and poultry products coming from Pampanga.
- Data from PSA shows that Pampanga shared 26% to the total broiler inventory and 56% to the total layer inventory of Central Luzon

Province	Broiler	Layer	Ducks	Native Chicken
Aurora	11,095	6,168	28,103	101,185
Bataan	1,758,161	113,330	304,953	484,658
Bulacan	1,604,000	2,281,693	1,242,207	959,045
Nueva Ecija	3,805,125	401,894	502,305	1,507,510
Pampanga	4,534,288	4,227,648	897,955	1,024,926
Tarlac	3,387,313	567,312	415,947	1,417,849
Zambales	2,074,599	8,590	61,357	908,878
TOTAL	17,204,581	7,606,635	3,452,527	6,404,051



Computer-generated map prepared by John Pagduan

09/08/2017

Slide Dr. EM Cabana

Effect of Ban Implementation to the Market

3.

Luzon to Other parts of the Country

- According to PSA, Calabarzon and Central Luzon shared 44.93% to the country's total broiler inventory and 60.14% in total layer inventory
- Billion peso industries went down since supplies from Central Luzon and Calabarzon did not reach regular market
- Candaba, Pampanga produces 1.7M eggs that are supplied outside Luzon, due to imposed ban the growers had been experiencing P8-10M losses daily.



Republic of the Philippines
Department of Agriculture
BUREAU OF ANIMAL INDUSTRY
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14 August 2017

MEMORANDUM CIRCULAR

No. 19
Series of 2017

TO : ALL CONCERNED

FROM : CHIEF VETERINARY OFFICER
ASSISTANT SECRETARY FOR LIVESTOCK
OFFICER-IN-CHARGE, DIRECTOR

SUBJECT : AMENDMENT TO MC B (S) 2017 ON TEMPORARY BAN ON THE MOVEMENT OF LIVE DOMESTIC AND WILD BIRDS AND THEIR PRODUCTS INCLUDING POULTRY MEAT, DAY OLD CHICKS, EGGS, SEMEN, MANURE FROM LUZON TO VISAYAS AND MINDANAO

In view of the Avian Influenza outbreak in the province of Pampanga and to prevent further spread of the disease in other parts of Luzon and to Visayas and Mindanao, there is a need to ban the movement of LIVE domestic and wild birds including poultry meat, day old chicks, eggs, semen and manure from Luzon (mainland Luzon and island provinces of Luzon) to Visayas and Mindanao.

No movement of LIVE domestic and wild birds including poultry meat, day old chicks, eggs, semen, manure and other products shall be allowed from Luzon (mainland Luzon and island provinces of Luzon) to Visayas and Mindanao.

Since Visayas and Mindanao remain free from Avian Influenza, the movement of live poultry, poultry meat, day old chicks, eggs, semen and other products from Visayas and Mindanao to Luzon will be allowed.

Luzon to Luzon (mainland Luzon and island provinces of Luzon) movement of live birds including poultry meat, day old chicks, eggs, semen, manure and other products **maybe allowed** provided this is **outside of the 7 km radius control area of Pampanga** and subject to the following conditions:

- For live domestic and wild birds, including but not limited to chickens, ducks, geese, qualls, doves, pigeons:
shall be accompanied by a **Shipping Permit** and a **Veterinary Health Certificate** issued by a government sector veterinarian certifying that these products were sourced from farms with no incidence of Avian Influenza for the past 21 days prior to shipment.
- For poultry meat, including but not limited to fresh, frozen meat; uncooked poultry products:
shall be accompanied by a **Shipping Permit** and a **Meat Inspection Certificate**

This temporary ban will be lifted when there are no new cases reported 90 days after the stamping out activity including disinfection of all affected areas and surveillance.

This Circular shall take effect immediately.

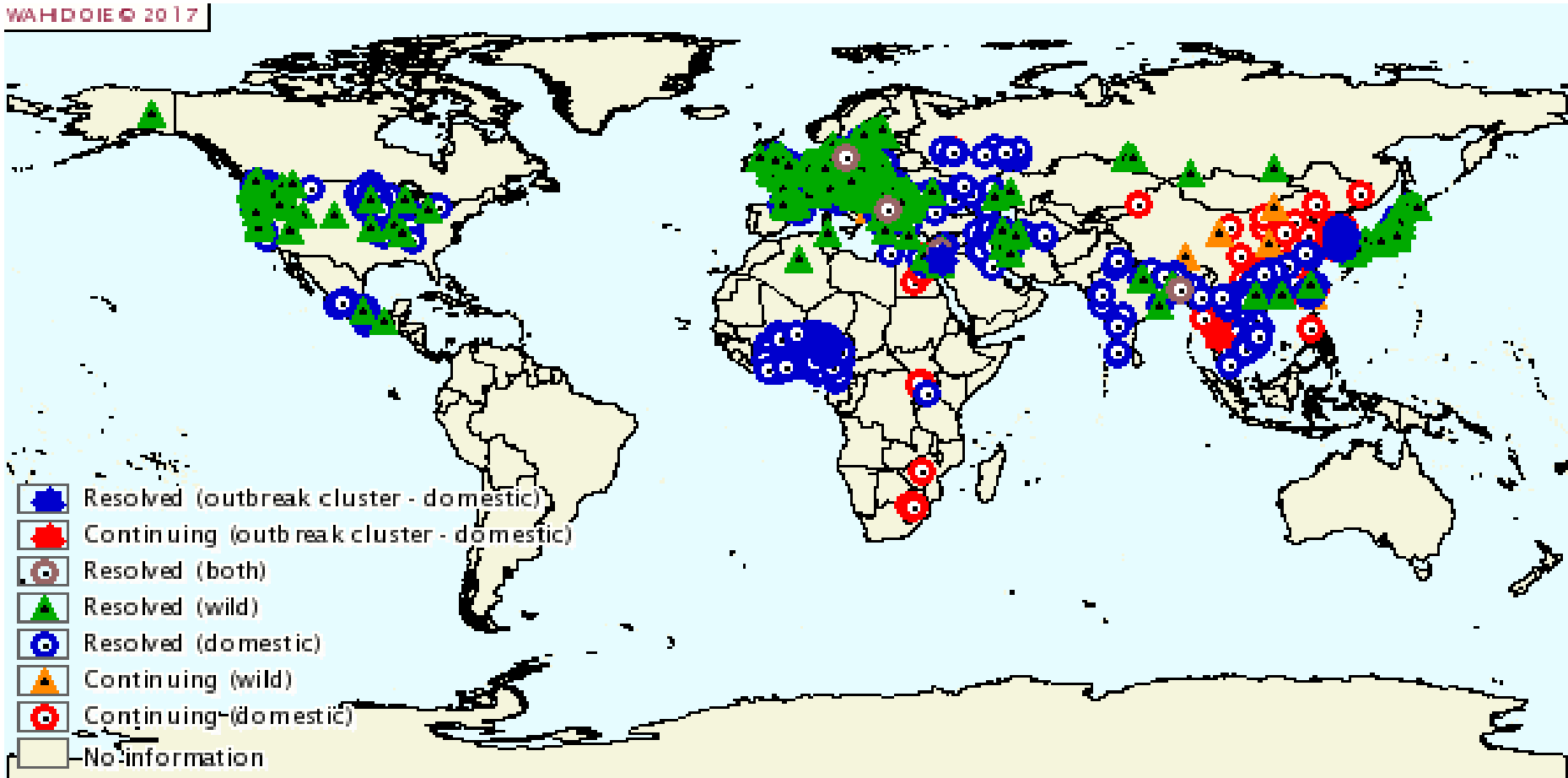
ENRICO P. GARZON, JR., DVM

Ban from Luzon to
Vis-Min

Effect of Birdflu Outbreak to International Trade

- Japan and South Korea imposed a total ban of poultry and poultry products from the Philippines effective Aug 12.
- Japan is the Philippines's biggest market for chicken products, particularly Yakitori chicken.

WHD01E © 2017



Birdflu Impact in Asia & Other Countries

Impact of HPAI on GDP of Asia

- ❖ Over 140 million poultry were destroyed as the result of the 2003 and 2004 HPAI outbreaks in Asia.
- ❖ In 2005 the total losses in GDP accruing from the damaged poultry sector in Asia amounted to \$10 billion.
- ❖ Preliminary estimates in 2004 of impacts in South East Asian Economies suggested that a single outbreak could result in a reduction of up to 1.5% GDP growth
- ❖ Of the worst infected countries, only China and Thailand are notable poultry meat exporters. As a result of HPAI, Thailand lost its position as the world's 5th largest exporter of poultry meat



Impact of HPAI on price and volume of broilers/poultry meat sold in major markets of affected countries 2004-2006

Country, beginning of market shock	Price effect	Volume effect	Duration	Source
Cambodia, Jan 2004	75% drop	80-90% drop	By March 2004 prices back to pre-outbreak levels	VSF (24)
Indonesia, Jan 2004	50-85% drop	33% drop	By May 2004 prices back to pre-outbreak levels	Dolberg et al.(44), Rushton et al.(51)
Vietnam, Oct 2005	50-60% drop	50% drop	In Dec 2005 prices were still below pre HPAI level	ACI(48)
Turkey, Oct 2005	50% drop	50% drop	Prices took about 6 mos to recover	Yalcin(46)
Egypt, Nov. 2005	30% drop	n.a.	Prices took about 6 mos to recover	Alberchtsen et al.(62)
Nigeria, Feb 2006	n.a.	80% drop	Four mos later, still 50% lower than pre-outbreak	Anon (50)
Bangladesh, Feb 2007	8-13% drop	n.a	Prices were back to pre-outbreak level in July 2007	Alam et al. (26)

Challenges to HPAI Control

1. Inadequate Veterinary Service
2. Implementation of Biosecurity measures
3. Inadequate disease information system
4. Zoning regulations for poultry farms
5. Support of local and provincial government to National Guidelines

Recommended Measures

Disease Control Zone

Implemented			
		Bird Population	Remarks
Index Farm	Stamping out	34,000	Done
1km radius Control Zone	Stamping out	280,736	Done
7km radius	Surveillance, Controlled movement	1,703,630	Done from Aug. 11-30, 2017

New Guideline			
		Bird Population	Remarks
Index Farm	Stamping out	34,000	Done
1km radius Control Zone	Stamping out	280,736	Done
7km Surveillance zone	Intensified surveillance, Test & Slaughter, Free Movement	1,703,630	Ban lifted starting Aug. 31, 2017



Republic of the Philippines
Department of Agriculture
OFFICE OF THE SECRETARY
Elliptical Road, Diliman
Quezon City 1100, Philippines

August 31, 2017

DA MEMORANDUM CIRCULAR NO. ___
Series of 2017

TO : ALL CONCERNED PARTIES

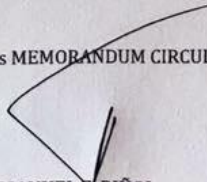
FROM : THE SECRETARY

SUBJECT : LIFTING THE BAN ON THE MOVEMENT OF POULTRY AND POULTRY PRODUCTS IN THE 7-KM AVIAN INFLUENZA CONTROL ZONE

After the conduct of a risk assessment on the 7-km Avian Influenza Control Zone and the recommendation of the Avian Influenza Technical Working Group, movement of broilers and hatching eggs from the 7-km radius Avian Influenza Control Zone to other parts of the country is hereby lifted subject to the following conditions:

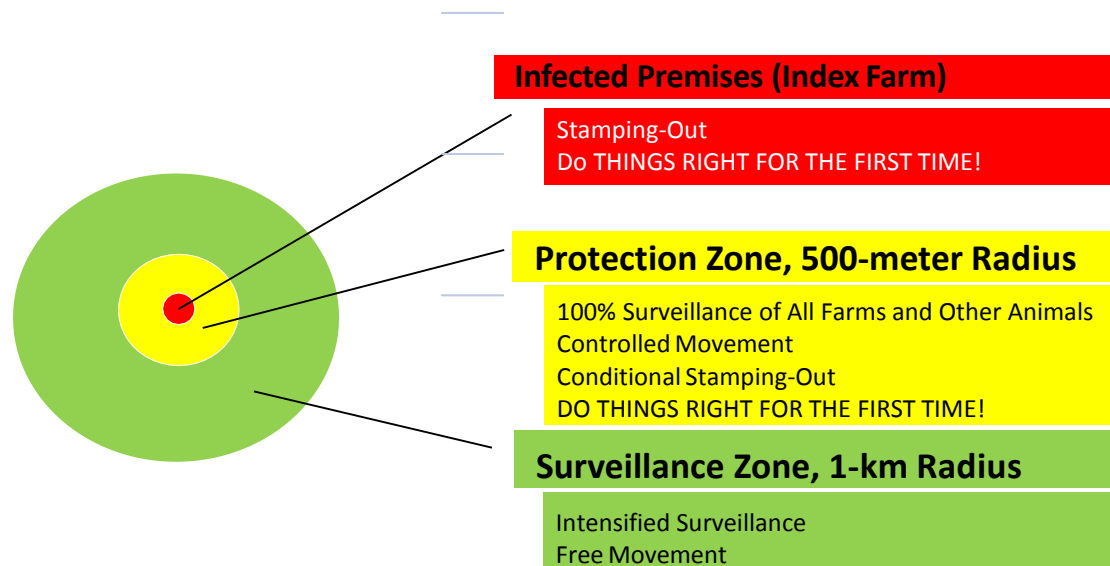
1. Implement an interim rule of "Test and Slaughter" for Broilers. Farms that are due for harvest shall be inspected by the Provincial Veterinary Office (PVO) for biosecurity and flock health assessment. The qualifying criteria on unexplained mortality that doubles in three (3) successive days as HPAI suspect farm shall be ruled out. Laboratory tests shall be done to screen the birds against the HPAI.
2. Broilers that meet the abovementioned conditions shall be slaughtered only in NMIS-accredited Dressing Plants.
3. Hatching eggs from breeder farms must be:
 - a. Sourced from farms without unusual mortalities;
 - b. Transported in a disinfected and sealed chick van before leaving the controlled area;
 - c. Fumigated at the source and upon arrival at the hatchery.
4. Embryonated eggs (halut) should come from duck farms tested negative for AI.

This MEMORANDUM CIRCULAR shall take effect immediately.


EMMANUEL N. PIÑOL

Lifting of ban

Proposed Adjustment: Reduced Area of Disease Control Zones



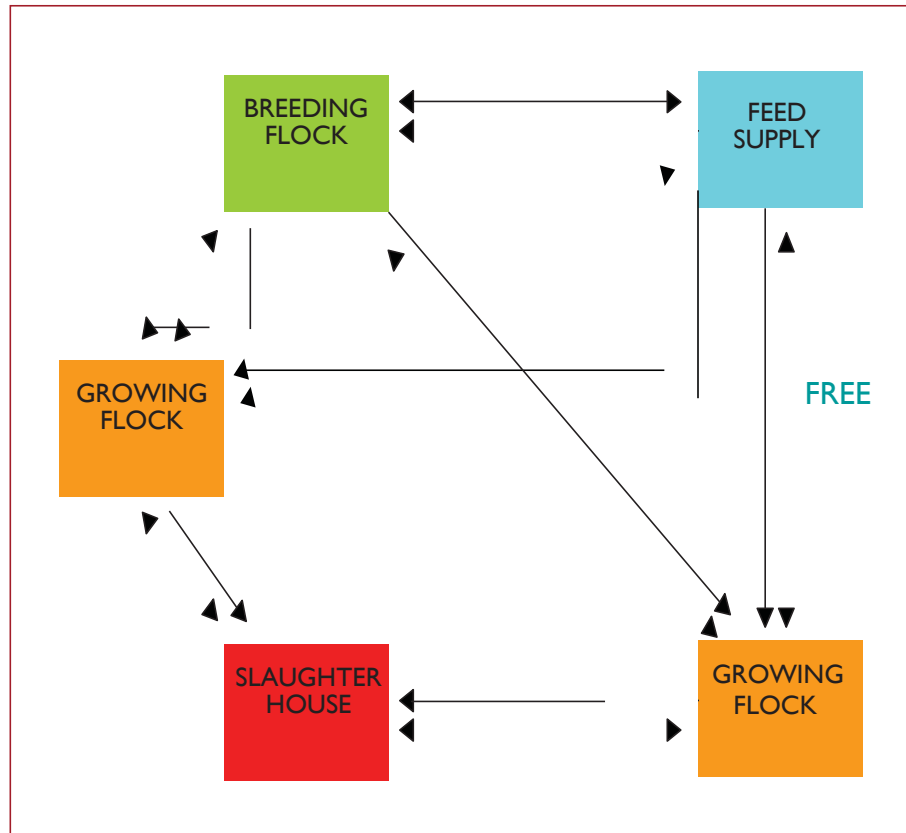
Compartmentalization and Zoning

As described in the OIE guidelines, it will be an important tool in assisting the recovery of marketing opportunities for many affected countries.



The Concept of Compartmentalization

INFECTED



INFECTED

Compartmentalization and Zoning

- The World Organization for Animal Health (OIE) has introduced the concepts of zoning and compartmentalization for purposes of disease control and international trade
- Relevant animal subpopulations should be clearly defined, recognizable and traceable, and should be epidemiologically separated from other subpopulations. Veterinary authorities as well as the private sector have important responsibilities in the establishment and maintenance of compartments.

Compartmentalization and Zoning

- The effective implementation of the concepts will be influenced by several technical issues, such as the epidemiology of the disease(s) in question, the structure and distribution of the animal population, country and infrastructure factors, the biosecurity measures which may be applicable, the health status of animals in adjacent areas, and the necessary surveillance inside and outside the compartments or zones, which is linked to the efficiency of the veterinary services.

Principles in Defining a Zone or Compartment

- The first basic principle in defining a zone or compartment is clear definition of the animal subpopulation belonging to the zone or compartment.

Principles in Defining a Zone or Compartment

- The second important principle is to ensure the epidemiological separation of the sub- population in the zone or compartment from other populations and potential sources of infection. Physical and spatial factors, such as the location of the nearest flocks outside the zone or compartment, the structure of those populations and their health status, and the presence of wild-bird populations, may affect the status of the zone or compartment. Environmental factors, such as existence of nearby wetlands, or seasonal factors may also be important for epidemiological separation. A good biosecurity plan should always be provided for a zone or compartment.



UNANG BALITA MGA RESIDENTE, NAG-BOODLE FIGHT PARA IPAKITANG LIGTAS PA RING KUMAIN NG MANOK AT ITLOG





OFFICIAL STATEMENT ON BIRD FLU OUTBREAK

We are assuring the public that all our poultry farms across the country are free from Bird Flu as we implement the strictest biosecurity measures in adherence to International standards in all our facilities all the time.

The public is assured to continue to enjoy the highest quality Bounty Fresh chicken and roasted chicken products in our retail stores Checks-to-Go, Uling Roasters and Royal.

Moreover, the National Meat Inspection Service personnel under the Department of Agriculture are stationed in all our processing facilities as additional safeguard to the public that all products that come out of our facilities are safe and of the highest quality.

Thank you for your trust and continued patronage.


Dr. Erasmus J. Padones
Senior Vice President
Animal Health and Preventing


Ronald B. Moscatillo
President



OFFICIAL STATEMENT

In the light of the recently reported outbreak of avian flu in San Luis, Pampanga, we would like to assure all consumers of Magnolia Chicken that the poultry farms of San Miguel Foods, Inc. remain free of avian flu.

San Miguel foods, Inc. (SMFI) is working closely with the Bureau of Animal Industry and other relevant government agencies to prevent the spread of avian influenza and to control the outbreak.

Upon immediate testing, our farms and our entire broiler flocks yielded negative results for avian influenza. There are also no manifestations of any symptoms of the disease or any abnormal increase in mortality that are being observed.

We have implemented rigorous biosecurity measures in all SMFI controlled farms to avoid contamination from avian influenza. We continue to adhere to international food safety and health standards.

The public is assured that all SMFI poultry farms remain Avian influenza-FREE, and our consumers will continue to receive the quality products that San Miguel Pure Foods promise to deliver.

Thank you.



SAFE KUMAIN NG MANOK!

To our customers and the public

We would like to inform you that **ALL** broiler farms of RDF Feed, Livestock and Foods, Inc., which owns and operates Fresh Options Meatshop, are **NOT** affected by the bird flu outbreak in San Luis, Pampanga. All of our farms are located **OUTSIDE** of the one kilometer quarantine zone.

To ensure the health of our chicken, we have a team of veterinarians and technical experts who make sure that proper nutrition and medication are given to them. Our fresh meats and other meat products are inspected and certified by the National Meat Inspection Services; which guarantees that all our meats are **DISEASE-FREE** and **SAFE TO EAT**.

We support the efforts of the Department of Agriculture, the Bureau of Animal Industry and the Provincial Government of Pampanga in implementing biosecurity measures to help stop the spread of the virus.

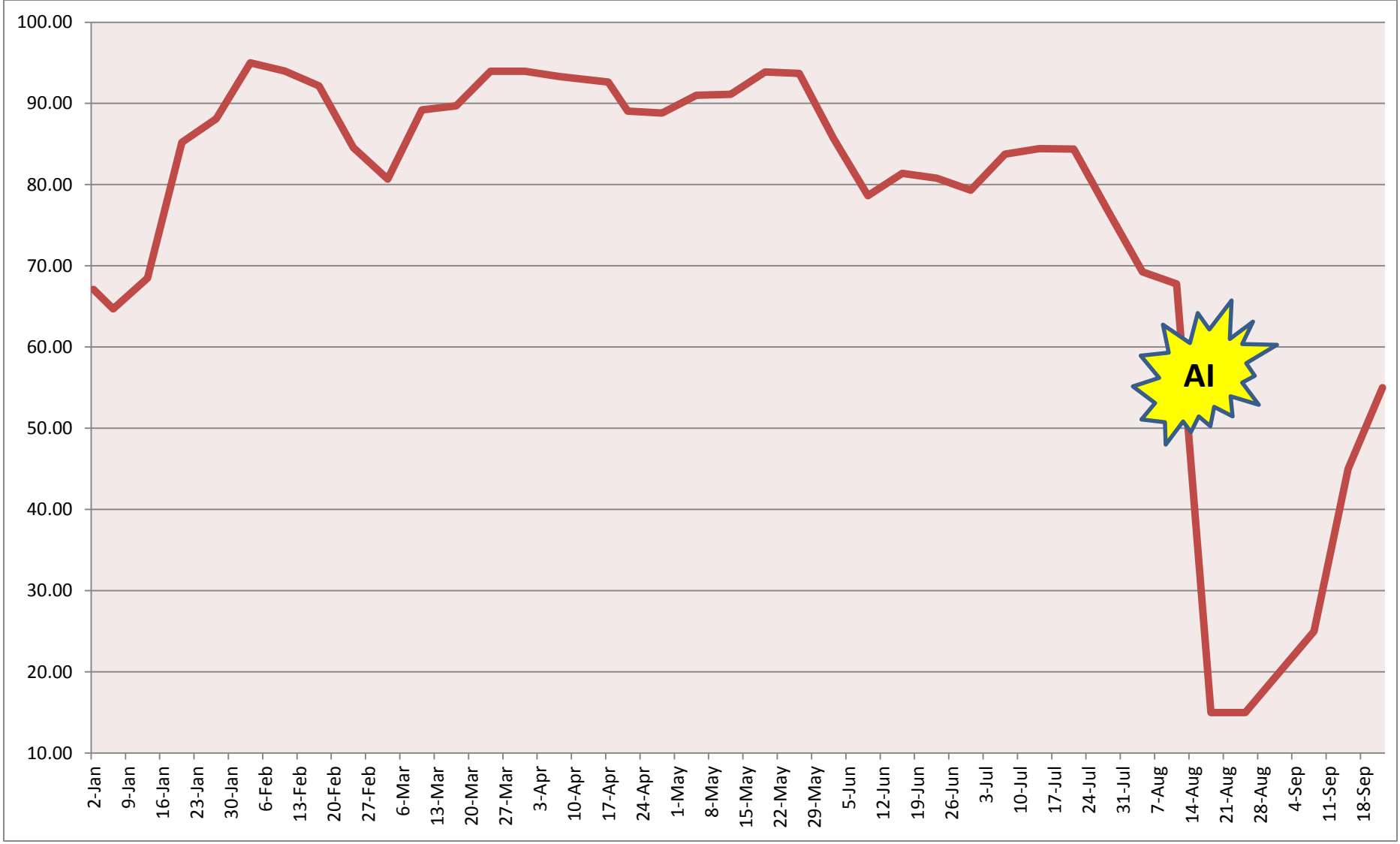
So, there is really **NOTHING** to worry about. It is safe to eat chicken.

For inquiries and concerns, you may contact us at:
Freshoptionsmeatshop.com@gmail.com
www.facebook.com/FreshOptions/


Anthony Lozano
Sales & Marketing Manager


Robert H. Lo DVM,ME,FPCPP
CEO

2017 Weekly Farm Gate Price of Broiler



Source UBRA

Thank you
for your
attention

Safe Kumain ng Mañok

- 1 Hindi apektado ng bird flu outbreak ang aming mga manukan.
- 2 Pinangangalagaan ng aming mga beterinaryo at eksperto ang kalusugan ng aming mga manok.
- 3 Pinakamahalaga sa amin ang inyong kaligtasan. Patuloy kaming magbibigay ng mataas na kalidad na produkto na **SIGURADONG** sariwa, malinis, masustansya at ligtas.
- 4 Sinusuportahan namin ang mga adhikain ng DA at BAI upang mapigilan at maiwasan ang pagkalat ng bird flu.

Marami pong salamat sa patuloy na pagtangkilik sa Fresh Options Meatshop.

Siguradong **Fresh**, Siguradong **Special!**

For Inquiries:

freshoptionsmeatshop.com@gmail.com

www.facebook.com/FreshOptions/



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