

# Dealing with the Unbalance in Supply and Demand

Barneveld, The Netherlands — April, 2025

**Welcome to the Moba News Special! This is our quarterly update to keep you informed about our financial progress, initiatives, and achievements. This quarter, we take a closer look at the developments in the Asian egg market. Also, we invite you to join us at the China Animal Husbandry Expo CAHE 2025 in Qingdao, where we look forward to connecting with you and sharing the Moba experience.**

## *Investing in Relevant Innovations*

We are living in extraordinary times with tremendous momentum throughout the egg industry. High egg prices provide financial leeway for others to invest, and we benefit from that. The favorable investment climate and our reputation as an innovative and high-quality partner have led to continued record sales and workloads. Fortunately, we are still able to absorb the growing demand within acceptable timelines. By persistently investing in new and relevant innovations for the future and ensuring continuity, we reinforce our position as an industry leader and guarantee lasting relationships for years to come.



Selasih Aman visiting Moba HQ. In April, a new Omnia FT500 grader with Vision Crack detector is installed at Selasih Aman in Malaysia. It is the first Vision Shell Inspector in Malaysia and the second in Asia. A revolution for the Malaysian egg market.

## *Continued Growth and Development in Asia*

The Asian egg industry is undergoing significant transformation, with notable differences across regions. In countries like Australia and Singapore, automation in egg grading and processing is on par with Europe, reflecting high levels of technological advancement. Conversely, in India and Bangladesh, the industry is still in its early stages, with less than 1% of eggs graded in India, highlighting substantial growth potential. The COVID-19 pandemic posed challenges, but the industry is now recovering strongly. Moba's innovations and high-quality

service match this recovery, with a growing demand for solutions to solve complex production challenges. The diverse markets, ranging from small-scale operations to advanced detection and packing for premium brands, require flexible strategies to navigate varying regulations and customer needs. The future looks promising, with major growth expected in India, Indonesia, Vietnam and Cambodia, driven by increasing prosperity and the rise of supermarkets selling branded products. The Asian egg sector is set for continued growth and development.

## The Chinese Egg Business: A Market on the Rise

China, as the world's largest layer farming and egg producing country, has a layer inventory of about 1.2 billion. Despite the vast industry volume, many eggs are currently sold directly through large-scale channels or farm packaging machines without grading. As China's economy develops and residents' consumption levels improve, the demand for egg grading and egg processing machines is growing significantly.

Moba sales of grading machines in China increased steadily, and the processing business broke through historical records, offering sustainable benefits. As global egg demand increases, Moba continues to innovate by applying advanced technologies such as IoT, big data and AI to their systems. The future looks promising for the Chinese egg industry.



QL in Vietnam invested in a new liquid egg processing plant, consisting of a breaker Simplex with cup separation, 2 tonnes pasteuriser, and the first Ohmic heating system in Asia.

*The new Vision Shell Inspector immediately reduced false rejects significantly on day one. More importantly, we are now able to take out thin shells and pinholes that the previous acoustics Crack Detector sometimes could not pick out. Together with our new Egg Inspector 40, we are now confident that Moba automatic detection meets the demanding needs of our consumers in an unwashed brown market.*

Mr. Koh Yeow Koon, Seng Choon Farm Pte Ltd, Singapore



## Moba Parts: Ensuring Food & System Safety

To ensure that Moba systems run smoothly and safely, it is imperative to use genuine Moba machine parts. We've come across unsafe situations where non-Moba parts have been used in our systems, endangering food safety and resulting in damage and voided warranties. For guidance, contact the regional Moba office. Always use genuine Moba parts for reliability and support.

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KEY FIGURES  
OVERVIEW



### Foundation

Founded in 1947 by Job Mosterd in Barneveld (MoBa), The Netherlands.



### Employees

900 worldwide, with 675 in Barneveld (NL).



### Sales & Service Offices

13 globally.



### Technical Training Centers

In Barneveld (NL) and Wixom (USA).



### R&D

125 dedicated R&D employees.



### Service & Spare Parts

200 professionals offering 24/7 support.



### Patents

315 current patents protecting our innovations.



### Customers

7,000 in 111 countries.



### Sales

€240 million yearly revenue.



### Production Facilities

5 across Barneveld (NL), Zaandam (NL), Brugherio (IT), and Wixom (USA).

Join us next quarter as we continue to highlight our progress and innovations. To stay informed, please subscribe to Moba News on our website [www.moba.net](http://www.moba.net). See you at CAHE 2025 in Qingdao!

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