



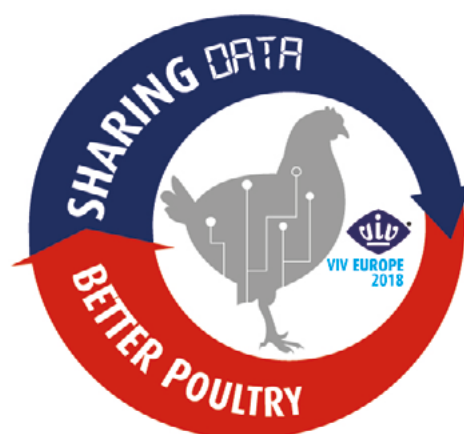
VIV Europe 2018

20 - 22 June, 2018

Jaarbeurs, 30 minutes from Amsterdam

Sharing data = better poultry Innovation booklet

A spotlight on top innovations from exhibitors relating to
Big Data applications in the poultry sector.





Kip van Oranje Innovation through co-creation

Kip van Oranje is a new and independent innovation platform for Dutch poultry farming. We encourage and facilitate innovations and chain cooperation, from the poultry farmers' perspective and focusing on consumers. In this way, we aim to respond to demands from a rapidly changing market, while strengthening our international leadership position in the poultry sector, from a single connecting platform.

Whether it's new products like the Egg Burger, translating a chicken meat concept into a tasty food brand, technical innovations to keep bird flu at bay, or translating big data into a new revenue model: Kip van Oranje will address it and expressly opts for a chain approach. The aim is always to strengthen the position of poultry farmers in the chain in a sustainable manner. We plan to achieve this by cooperating with our partners on farm innovations, data gathering, short chain concepts, product development and promotions. Innovation through co-creation, in other words. During VIV Europe, we will bring together plenty of (chain) innovations on the Kip van Oranje square in the welcome hall. We look forward to welcoming you!

Albert Hoekerswever
Kip van Oranje Initiator

VIV Europe features latest developments

The Agri Food industry is full of innovations and the Netherlands has a leading role. As such it is common that VIV Europe always features the latest development concerning the industry. Recent reports also suggest that not only the IT technology affects product development, but also influences the interaction within the supply chain itself. Big Data and IoT provide new insides leading to new ways of working and concepts.

Innovation Gallery | Sharing Data = Better Poultry

At VIV Europe 2018 we want to open a discussion about the benefits achievable by sharing data along the poultry supply chain rather than simply collecting them for only a narrow analysis.

In the Innovation Gallery, at the Centre of the Welcome Hall, 30 companies will have the opportunity to display their products and solutions that will drive the industry into the future.

It is with great pleasure that we present you this special innovation booklet, which hopefully will inspire and help you make your company future proof.

Welcome to VIV Europe 2018!

Renate Wiendels
Event Manager VIV



SHARING DATA = BETTER POULTRY

Exploring new horizons for connecting data in the poultry chain

Smart food production in the context of a modern poultry chain from feeds and breeding to production, processing and consumption will be on show at VIV Europe 2018 in The Netherlands. VIV Europe 2018 takes place 20th-22nd June at the Jaarbeurs-Utrecht exhibitions complex, only about 30 minutes by direct train or road from Amsterdam and its international airport.

Sharing data = better poultry

A central theme has been arranged for this feed-to-food World Expo of animal protein businesses, under the label of 'Sharing Data = Better Poultry'. "We want to open a discussion about the benefits achievable by sharing data along the poultry supply chain rather than simply collecting them for a more narrow analysis," explains VIV worldwide marketing manager Elena Geremia. "The special section will put the spotlight on innovations from about 40 exhibitors relating to Big Data poultry applications. "Next to those exhibits will be a display of one of the first Dutch examples of putting the idea into practice by the successful use of data-sharing in a poultry chain."

Kip van Oranje

This example refers to Kip van Oranje, which could be translated as Orange Chicken. The Netherlands-based organisation behind it connects innovative poultry producers with new supply-chain strategies based upon a sense of collective responsibility concerning food- production-related challenges including animal health and welfare, trade, and environmental and consumer affairs. Its display at VIV Europe 2018 will give visitors the chance to meet Kip van Oranje farmers, their suppliers and data-sharing partners as well as seeing some of their "Oranje" poultry innovations.

Although the arrival of Big Data and Precision Farming concepts in agriculture is most often described in terms of crop production, VIV Europe will demonstrate that the underlying principles apply equally in the poultry chain. It will explore potential gains from pooling the data collected in the various parts of the chain, rather than having individual segments simply analysing their own measurements according to their own benchmarks.

Smarter operation

The Big Data idea is that a more managed flow of results in both directions can create much larger datasets for analysis with real advantages for the operators, both by providing immediate and complete information and by giving a better way for data to be benchmarked according to their value along the whole supply chain.

Integrated operations have already shown how a full-chain analysis can prioritise measurement points more effectively from the viewpoint of final product economics. For independent enterprises acting together to form a chain from feed to food, the evidence is growing that a closer co-operation on data sharing may not only assist them in optimising production, but might also lead to a co-creation of production processes and product types with distinct consumer appeal for their specific values and sustainability.

Sustainable production

Ultimately, any version of smart food production should be able to contribute greatly to the conservation of the finite resources of water, energy and land while taking full account of animal welfare, health and the human environment. The smart approach to sharing data for better poultry therefore has vitally important industry-wide implications as well as its potential benefits to the individual production chain, whether that involves meat or eggs.

How to make it happen in practice is the question that the special Sharing Data = Better Poultry section of VIV Europe 2018 proposes to address. It offers a fantastic opportunity for the interface suppliers of data handling systems and software, as well as companies supplying farm or factory equipment and services, to present their own vision of where their creativity can fit into the Big Data future of the poultry business worldwide.

Big Dutchman

Stand 12.C060, 12.D060, 12.B070

www.farmbookpro.com

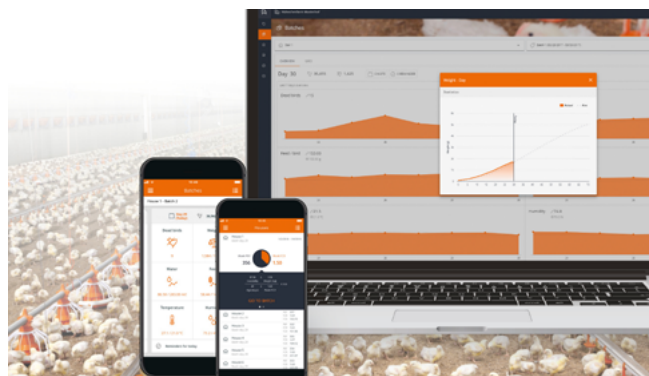


Big Dutchman®

Farmbookpro: The first app for every broiler farmer

FarmBookpro turns your smartphone into a digital notebook for your farm. Say goodbye to paper chaos! FarmBookpro is available any time and easy to set up. Concentrate on what is most important: your birds.

Download FarmBookpro from the app store, create your farm, houses and silos and get started immediately.



Record the daily production data of your batch, for example temperature, humidity, losses and feed and water consumption, with just a few clicks. The only thing you need: your smartphone! Based on the data you and your staff record, FarmBookpro automatically creates batch reports and generates a PDF overview you can print out or email.

CID LINES

Stand 10.B062

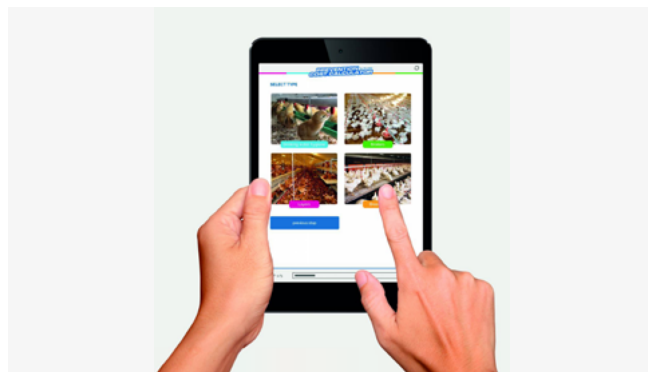
www.cidlines.com

CID LINES®

Believe in hygiene!

Prevention Cost Calculator app

CID LINES's new tablet and smartphone app Prevention Cost Calculator has been developed to assist poultry producers in how to make the right management decisions for their sanitation protocols. Above all, the app serves as a calculation tool. On the basis of farm data it will give a perfect insight into the volume of detergent and disinfectant needed for a personalized hygiene protocol. The advice will be based



on parameters linked to the size of the pen as well as management data like downtime and stocking density. The calculation method is based on scientific studies as well as field experience of CID LINES technical specialists. Apart from a calculation tool, the app also serves as a budgeting tool.

CYNOMYS

Stand

www.cynomys.it



Tool to improve animal welfare

Cynomys introduces Plinio: a tool to improve animal welfare, limit the environmental impact and increase the productivity of any livestock farm.

Plinio uses IoT and AI technology to monitor and analyse all environmental variables in the stable (e.g. NH₃, CO₂, H₂S, CH₄, temperature, humidity, noise, light), with one device.



Flexible and completely designed around the customer's needs, Plinio sends the recorded data to a cloud platform, from which one can control any number of stables.

It interfaces with pre-existing equipment to ensure a seamless management of the farm.

With Plinio your stable is always just one click away

Dr. Ferm

Stand 9.T07B
www.drferm.com



Innovative fermentation for healthy efficiency

"Innovative fermentation for healthy efficiency".... That's what Dr.FERM stands for. Yoghurt for Poultry: controlled fermentation as natural method to improve health and efficiency of your animals. Daily intake of positive bacteria, starting as soon as possible after birth, is a strategy to significantly reduce use of antibiotics. In addition performance of the animals is more efficient with lower

mineral outputs and lower production costs. Dr.FERM is an innovative and professional know-how source for: R&D projects, lab trials, farm tests, and international consultancy. Dr.FERM developed fermentation applications (i.e. starter cultures, enzymes, fermented raw materials, pick-stones) for international markets.

Fancom

Stand 12.A060
www.fancom.com



Sustainability dashboard

Fancoms sustainability dashboard gathers data from stall computers to score a set of measures that provide evidence on sustainability. This information can be used, to improve the processes for good production, in food labelling, or as 'a license to produce'. The fact Information is created by machines means the system provides an inbuilt efficiency and frequency that cannot be equaled by humans.

Current assessment by inspectors takes us so far, but to achieve sensible dialogue from 'farmer to consumer' it will require a rethink. This is where technology will play a significant role.

FarmCloud

Stand 12.C135
www.farmcloud.io



Gain insight on your farms to better poultry!

FarmCloud innovative solution works by combining Field Devices data collecting and equalization (Farm Level), IoT data broker manager for communication from Field to Cloud, Cloud Platform for full data and operations management and a Rest API to share data with third-party enterprises.

At the Farm Level, we can get data directly from Manufacturers Controllers, or by using our own Field Sensors. Poor internet availability is not a problem for FarmCloud since it needs very low bandwidth to operate.

FarmCloud is the ultimate solution for IoT and Big Data in Livestock Production.

FarmResult

Stand 9.T001

www.farmresult.com

FarmResult®
managementsystems



Poultry result

Introduce PoultryResult on your broiler farms and increase control over your entire business.

React to situations straight-away with FarmResult's on-line management system. PoultryResult is connected to leading process equipment suppliers for climate, feed, water weighing and biometric sensors. Why? So that you can monitor and control all your locations

 **PoultryResult®**

and houses easier based on real-time data from a flexible location at any time. Combined with the automated importing of feed- and slaughter info we deliver a 360° technical and financial overview based on personalised KPI's!

Drive your data with automated fact-based farming to optimise productivity, food safety and animal welfare.

GD Animal Health

Stand 10.B009

www.gdanimalhealth.com



PLEXUS - Profit from healthy livestock

The worldwide growing demand for safe and affordable food is an enormous challenge. Customers not only demand high quality meat; they want a transparent production process and pay a better price for antibiotic free meat. With healthy livestock you can turn this opportunity into more profit. Monitoring by field experts and routine sampling are essential steps towards better animal health.



Plexus makes this possible. Plexus is a software tool to administer all your data in one place. Plexus provides insights in production processes and in the animal health situation. Plexus is designed by GD Animal Health, the animal health monitoring experts from the Netherlands.

GrowGrain

Stand 9.T07B

www.growgrain.nl

StableGreen

In 2016 we started the company GrowGrain. GrowGrain develops nature-oriented products to promote the welfare of each animal. Recently we developed StableGreen, a product made from specially selected grains which we allow to germinate without a culture medium resulting in a green mat.



The mat is designed so that the poultry can peck the fresh germinated grains from the mat as a natural deviation for feather pecking which could enhance the natural free range behaviour. StableGreen is a good addition to a healthy poultry and cattle life. For more information: www.growgrain.nl



Hazenberg

Stand 9.T07A

Windbreak mesh against avian influenza

After his farm was affected by avian influenza, Hans Hazenberg developed his own system using windbreak mesh in front of the air inlets to exclude the virus from his poultry houses. This invention won him the Agricultural Innovator 2017 award. His system consists of a double layer curtain of woven synthetic material. Sandwiched between the material, a layer of still air forms. In damp, misty weather water condenses on the exterior of the curtain. The dust and dirt trapped here can be easily rinsed off with a jet of warm water. The next step is performing scientific research to determine the extent to which this system can protect against avian influenza: measurement is knowledge.



Heering

Stand 7.D095
www.heeringholland.com

Heering Link

Heering Link is a telematic system that enables online performance monitoring worldwide. In addition to monitoring temperature, relative humidity and CO₂, Heering Link also provides insight into geographic and technical parameters. Our customers can leverage this data to optimise transport of day-old chicks and further improve their supply chain.

Realtime technical analyses of the vehicle are also possible. Heering has specialised in the development of innovative and sustainable transport solutions for day-old chicks. The next step is data exchange in the chain, so that hatcheries, transporters and poultry producers can join forces to improve their performance.



HSW ECO-MATIC® & V-ETIC

V-ETIC is connecting the poultry, swine, dairy and beef industries by providing electronic traceability and compliance to meet the growing need to manage, track, trace, report and analyze. This new and innovative solution provides automatic recognition of animal treatments in real time during the treatment process. By using RFID technology it also allows traceability of animals or barns on an

Henke Sass, Wolf GmbH

Stand 10.C013
www.henkesasswolf.de

individual level and makes Big Data available effortlessly.

Our vision:

As one of the leading players in high quality livestock injectors and applicators, Henke-Sass, Wolf's vision is to digitalize each of our Veterinary products to make our contribution to the internet of things in livestock industry – all with one goal in mind: sharing data with all relevant stakeholders.

Hotraco Agri

Stand 12. C100
www.hotraco.com



Automatic red mite counter gives perfect insight into population size.

Red mites are a major threat to poultry in Europe. Rapid treatment is vital for a blood flare infestation. Hotraco Agri has developed an automatic red mite counter which consists of a plastic perch with advanced electronics, linked to an intelligent data aggregation and

analysis system. A poultry farmer can get and keep track of the size and development of a red mite population in a barn. And determine a treatment moment on that basis. Hotraco Agri presents this innovation at VIV Europe as an important component within Integrated Pest Management.

Huvepharma

Stand 10.C044
www.huvepharma.com



Aviapp® is a new global platform for companies to structurally improve the health status, welfare and performance of broilers. 47 international referenced health and performance parameters can be entered and instantly transformed into useful information and is shared with all of your staff and partners, internally or externally via the secure access.



Aviapp® allows users to compare health and performance data with each other allowing structured monitoring of your animals health, welfare and performance over time.

Aviapp® gives the possibility to compare data (health/performance) with other users on the Platform in a specific region, country or at a global level.

Impex Barneveld

Stand 11.B060
www.impex.nl



I-Flush; Total hygiene solution

Optimal hygiene is important in the poultry house and drinking water is herewith an important key. The I-Flush total hygiene solution consists of the I-Control flush computer, I-Flow pressure regulator, Temperature sensor and Biofilm sensor. The Temperature sensor and Biofilm sensor measure the data of the temperature and biofilm up-built within the drinking lines and send this information to the I-Control flush computer.



When the sensors measure abnormalities or when the regular flushing time has arrived, the flush computer sends a signal to the I-Flow pressure regulator to start flushing. This system is unique because of the possibility to automatically flush on deviations in the pre-set temperature and the amount of dirt in the drinking system. The data retrieved from the drinking lines help in providing fresh and clean drinking water for the poultry leading to better poultry.



People, animals and environment in perfect harmony

Kuijpers Kip and Kokreateur are working on the launch of De Kloeke Kip: delicious chicken produced in a healthy, short chain that is kind to animals and the environment.

The eggs produced by our own mother birds hatch in the house so chicks have immediate access to feed and water. The heat needed to create a pleasant environment in the poultry house is recycled from

the air scrubber, so no fossil fuel is required. This produces vital chicks that utilise valuable resources efficiently, thereby minimising land use and the CO2 footprint. The chicks are 100% traceable, as transporting the birds is unnecessary. Kokreateur develops tasty chicken products that our customers can enjoy without any worries!

Kloeke Kip

Stand 9.T02B
www.dekloেকেkip.nl



futurelab@BAADER

is a fantastic addition to BAADER's portfolio, presenting new products and processing lines virtually in an early stage allowing you to step directly into our processing lines to see how the product is processed. At the BAADER Future Lab we show functioning prototypes to give a hand to our specialists and give them the advantage of an early 'test drive'. In parallel we engage with our customers in dialogue and

LINCO Food Systems A/S

Stand 7.A074
www.lincofood.com



discuss with them how we think about the future in the production and refinement of the poultry processing value chain. Through our Future Lab we are able to connect machines around the world to collect data to realize new digital solutions for our customers to grow with BAADER.



Controlled on-farm hatching

NestBorn® is a revolutionary on-farm hatching concept with focus on broiler welfare and sustainability. Without need for specific installations or investments in the broiler house, pre-hatched eggs are gently placed in a natural litter bed. A unique "real-time" monitoring platform of the egg shell temperature in the broiler house allows that

NestBorn

Stand 11.A059
www.nestborn.eu



farmer and hatchery can team up in order to create optimal broiler house conditions and optimal performance of the hatching process. The result are robust chicks which hatched from the eggs in natural & stress-free conditions and which have direct access to feed and water.

Oma's Kip

Stand 9.T02A
www.omas-kip.nl



Good old tasty free-range meat

This is what Oma's Kip is all about. A genuine family-run farm, with a passion for chickens. For more than 50 years, the van Bommel family has reared chickens. It all started with grandfather Piet. The farm was passed to father Gerard and now to his son Christian. We are located in Castenray, Limburg.

We started Oma's Kip to inform consumers just how much positive progress is being made in our sector. If you have a good story you must spread the word yourself. Selling the meat at our farm shop is a great way to get the message across. And regain the confidence of consumers in a delicious piece of meat! We are proud to be part of the Kip van Oranje innovation platform!

Pas Reform

Stand 7.D074, 7.D075
www.pasreform.com



Pas Reform Hatchery Technologies

SmartControl™ - Sensor technology for reliable logging and control of air temperature, pressure, CO2 and humidity in any hatchery room

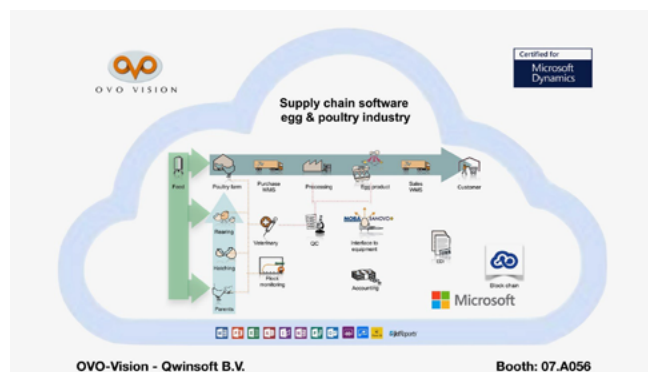
Pas Reform's new SmartControl™ sensor technology provides the perfect hatchery climate control solution. Designed to ensure the reliable, central monitoring and automatic control of air temperature, air pressure, CO2 and humidity in any hatchery room, the SmartControl™ module makes climate information accessible from a single platform.



By processing the inputs from multiple SmartControl™ sensors, SmartCenterPro™ responds instantly to create and maintain the exact climate needs of any hatchery room. The automated system perfectly aligns room conditions to the pre-set values, quickly achieving the desired air quality using as little energy as possible. Storage of all values ensures full climate history information throughout the process. This allows hatchery climate control in the most efficient way, for the highest number of best quality chicks.

Qwinsoft

Stand 7-A056
www.ovo-vision.com



Taking data to the next level

Optimization through integration

The constant growing amount of data and ongoing demand for information has brought OVO-Vision to the point it currently is. A comprehensive and integrated set of management tools like feed and flock, order to cash, production, QC and warehouse, even accounting

is available on premises or in a private cloud. Interfaces to graders are available and will be enriched with powerful BI reports and smart dashboards. All will be accessible through cell phone, tablets and personal computers.

Poultry Plan

Stand 9.T10B
www.poultryplan.com



Poultry Plan turns data into growth

Poultry Plan is a cloud based ERP system -developed for and by poultry experts- active in the layer and broiler industry. The system will help (semi)integrations utilise data more effectively. It presents all data in a single overview! Poultry Plan records all technical data, compares results and analyses performance. Its early warning system detects problems at an early stage.

Poultry Plan makes processes more efficient, which leads to considerable cost savings. Utilising data in this software suite is essential in order to professionalise the poultry industry to feed the global population which, according to UN prognosis, will reach 9 billion people by 2050.



Rondeel

Stand 9.T009
www.rondeeleieren.nl

Rondeel® realizing sustainable balance

Rondeel is an integral sustainable chain concept; this unique housing system is designed from the natural needs of the chicken. This is where high level animal welfare and low impact on environment meet for the first time successfully. Key elements of the Rondeel are the realization of a sustainable balance between ethical, ecological and economic aspects in which scientific substantiation is an

important element. Collaboration in short supply chains, openness and transparency is self-evident for Rondeel. Each Rondeel can therefore be visited by the public to take a look between the chickens and behind the scenes of the poultry farm.

Episcope

Episcope

SKOV A/S, a world-leading supplier of climate and farm management solutions, introduces Episcope; a digital service that will provide valuable insights for pig and poultry farmers to optimize production and save costs.

The first version of Episcope will include a free poultry benchmarking module where the farmer can rank his farm anonymously amongst

other European farmers based on climate and production data. The service enables the farmer to follow development and ranking through the last three batches.

Episcope enlightens your production and leads to improved performance. Let's be experts together!



SKOV A/S

Stand 12.A044
www.skov.com

SOMMEN

Stand 9.T003
www.sommen.nl



Real-time data management

SOMMEN, inventor of the smartest operating systems with real-time data management for modern agricultural companies.

We develop data-driven systems based on your input and work together with renowned universities and strategic partners, both on a national and international level. That is how we create added value together.



Our approach is 'clear and simple'. Systems operate on the basis of data that is available via the SOMMEN platform, enabling data-sharing. Operating systems are web-based, allowing easy access and full control via smart phone or tablet, wherever you are!

SOMMEN systems are used worldwide for climate control, feed dosage, management and data-sharing.

Food Insights

Stand 7.A056
www.foodinsights.nl



blockchain for eggs, poultry and pork

Food Insights uses blockchain technology to connect the links in the supply chains for eggs, poultry and pork. This results in a smart visible supply chain platform connecting distribution, packing, processing, husbandry, feed, genetics and pharma. For producers selling to retail and food service THE tool for visible fresh supply chains for:

1. Improving sales by
 - a. presenting clients smart insights of your supply chain with a QR-code and
 - b. tracking & tracing;
2. controlling the costs of the supply chain with smart planning, including production projections;
3. continuity by smart finance.

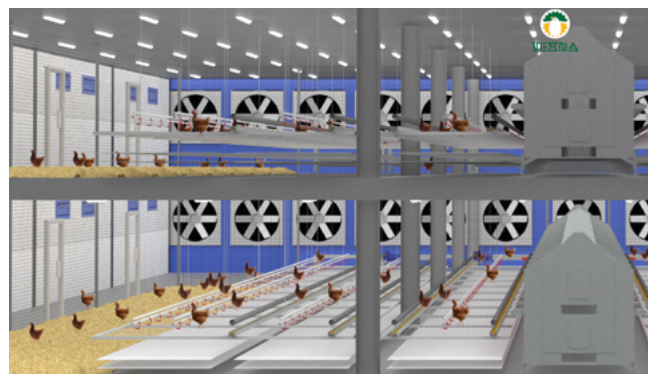
TEXHA

Stand 12.D010
www.texha.com



THE REAL TRUE CAGE-FREE SOLUTION WITH ECONOMY OF SCALE

New cage-free layer system in multiple level housing is offered by TEXHA. 100% cage-free: Automated nest system with chain feeding and nipple drinking lines, Adjustable perches, Litter scratch area, no doors. Low investment: Equipment is integrated in house structure, Pre-fab steel structure for housing, No hard floors except for concrete slab at the 1st level



Easy operation: Operator gets into bird's area only if it's necessary. Slats are dismountable for easy access to manure belts. Feeding, drinking lines and perches are winchable for cleaning and repair. Automated manure removal system

Triott
Stand 8.C058
www.triottgroup.com



TCS: Guaranteed hygienic conditioning

Producing bacteria-free animal feed of guaranteed high quality is becoming an increasingly important issue. In the food chain, companies that produce animal feed are also subjected to increasingly stricter standards aimed at guaranteeing the hygiene and traceability of feed.

The Temperature Control System (TCS) developed by PTN provides a solution. By combining the conditioner with a TCS and placing this above the pelletiser, guarantees can be given that feed has undergone the desired thermal treatment right from the very first kilo. This eliminates rejected products and ensures a homogenous, hygienic and 100% controllable process. A unique, proven concept.



Transport Systems for Eggs provided with RFID micro-chip

The EggsCargoSystem® invented for transportation of shell eggs as well as the HatchCargoSystem® meant for transport of hatching eggs, both market by Twinpack Special Products B.V. from Barneveld The Netherlands, contain RFID microchips.

Twinpack Special Products

Stand 7.C110
www.twinpacksp.com



Both system contain a specific plastic pallets and (setter)trays. The pallets of both system are provided with RFID microchips. Also, the 150 setter trays of the HatchCargoSystem contain a RFID chip. These RFID microchips have a 1500 figure data capacity. Through existing hardware, the data on the RFID chips can automatically be transferred to egg handling equipment.



Hatchery Intelligence Software

Overall data management and traceability of the production process will play a more important role within the Hatchery. TREGG™ Intelligence Software has been specially designed for greater business intelligence. Automation systems operate day in and day out, and all this information is collected and analyzed. TREGG™ collection & analysis of data provides the hatchery with 4 pillars

of control: flock performance, machine performance, traceability and serviceability. The overall hatchery's performance will be improved and areas of improvement can be much more easily identified and greater awareness is achieved through the advanced capabilities of TREGG™.

Viscon Hatchery Automation

Stand 7.C040
www.visconhatcheryautomation.com



Veldhoeve Kip

Stand 9.T05B

www.veldhoevekip.n

Veldhoeve Kip

We keep our chicken in our own closed circuit. We produce based on the demand for everyone who wants a special, tasty and healthy chicken.



Windstreek

Stand 9.T003

www.windstreek.eu



Project from a broiler point of view

Windstreek is developed as a project from a broiler point of view. This resulted after five years of design and experience in a natural ventilated house with an unique but functional design. Not only the full daylight wall but also the different levels for the birds and climate gradient contributes to animal welfare. The Windstreek also

has a 75% reduction in energy costs and a expected reduction of 60-80% in ammonia, odour and particulate matter. Since 2015, when the Windstreek house was build, it is more and more involved in new developments as data sharing in the meat chain and branding its own meat.

Foodmate

Stand 7.D096

www.foodmate.nl



foodmate

Whole leg deboner

The new ULTIMATE Whole Leg Deboner uses an X-Ray measuring system to precisely measure each individual leg, the X-Ray data is transferred and the machine automatically adjusts for each leg in real time at an unrivaled speed of 6,000 legs per hour.



The machine cuts with surgical precision around the kneecap, leaving the cartilage attached to the bone ensuring high yields and minimal trimming. The ULTIMATE is one of the machines which you can see during our live demonstrations.



VIV EUROPE 2018 - WORLD EXPO FROM FEED TO FOOD

VIV Europe is organized every 4 years, this global Olympics of the animal protein sector, with around 600 exhibiting companies and 25,000 expected visits, covers all species from poultry meat and eggs to pig meat, fish and dairy. In 2018 VIV Europe presents a strong and engaging Central theme: Sharing Data= Better Poultry and is also at the center of a full week of agro-business events promoting smart methods to improve efficiency, quality and sustainability, the International Week of Smart Food Production.

2018 will also be the occasion to celebrate the 40th anniversary of VIV. VIV Europe is worldwide recognized as the top one platform for the poultry industry and a truly international B2B event for all professionals in the animal protein production industry.

International week of Smart food production

VIV Europe 2018 is at the centre of a full week of business events happening at the Jaarbeurs Exhibition Centre. Each event is designed for global agri-food industries producers applying smart methods to improve efficiency, quality and sustainability. Sharing Data= Better Poultry at VIV Europe 2018 is a central feature of this information-packed week.



Location

VIV Europe takes place at Jaarbeurs-Utrecht, the exhibition complex located in the heart of the Netherlands. Traveling from Amsterdam Schiphol Airport or Amsterdam Central Station to Jaarbeurs-Utrecht is only a short journey. VIV Europe is the chance to experience the famous Dutch capital entertainment and to explore the unparalleled vitality of an historical city such as Utrecht.

**MORE INFORMATION & REGISTRATION FOR FREE ENTRANCE
VIA WWW.VIV.NET**