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VIV Europe 2018: Sharing Data = Better Poultry Press release

## 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.

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