



NEWS RELEASE

Contact:

Lynzee Branstetter, Forum Marketing Coordinator
401 East State Street, 3rd floor
Rockford, Illinois 61104 USA
o. +1.815.966.5521 | events@wattglobal.com

FOR IMMEDIATE RELEASE

European LIVE Feed Congress to debut at VIV Europe 2022

New conference reveals strategies to future-proof food production

Utrecht, the Netherlands — 20 January 2022 — Feed Strategy magazine has announced the launch of the 2022 European LIVE Feed Congress, co-located at [VIV Europe](#) on 30 May 2022. VIV Europe is scheduled for 31 May-2 June at Jaarbeurs Exhibition Centre in Utrecht, the Netherlands.

“The 2022 European LIVE Feed Congress will provide feed industry stakeholders the opportunity to glean leading-edge insights, best practices and proven solutions that address critical sustainability issues while maintaining productivity and profitability,” said Jackie Roembke, editor-in-chief of WATT Feed Brands and Feed Strategy magazine.

The 2022 European LIVE Feed Congress will examine how science-based measures and new technologies used throughout the feed supply chain reduce and improve animal agriculture’s environmental footprint while delivering value to the consumer. Conference speakers will discuss future-proofing food production, how feed ingredient analysis supports a more sustainable value chain, feed’s role in achieving net zero, sustainability through feed formulation strategies, how insects in animal and human diets will shape the protein landscape, and feeding strategies for emission reductions.

Additionally, the conference will provide an opportunity for feed industry professionals from around the world to network, exchange ideas and conduct business with the animal health and nutrition supply chain.



VIV Europe is organized every four years with approximately 600 exhibiting companies and 25,000 expected visitors covering all species from poultry meat and eggs to pig meat, fish and dairy. VIV Europe is recognized as the top platform for the poultry industry and as an international B2B event for all professionals in the animal protein production industry.

Registration will open in February 2022 with full program details released in March 2022. For more information visit, www.viveurope.nl

You can already notify the organizers about your interest in participating to The 2022 European Live Feed Congress. To do so, [please fill out this short form](#).



About Feed Strategy

Feed Strategy is the animal feed processing industry's global resource for navigating today's consumer-driven protein production by exploring feed's impact on the farm-to-feed-to-fork supply chain.

About WATT Global Media

WATT Global Media has grown agrifood and pet food businesses with proven results for over 100 years. WATT's brands and product portfolio provide access to market expertise, engaged audiences and targeted solutions that lead to successful connections in the poultry, feed and pet food markets. With WATT Global Media, gain a global advantage in implementing dynamic marketing solutions through innovative technology and delivery channels. www.WATTGlobalMedia.com

About VIV worldwide

VIV worldwide is the business network linking professionals from Feed to Food, offering boundless opportunities to the animal protein supply chain players. VIV worldwide developed with dedication a network through 40 years of experience and interactions with the industry, making it the leading platform for some of the most promising markets of the world. Visit www.viv.net.

About VNU Europe

VNU Europe is a subsidiary company of Royal Dutch Jaarbeurs with its base in Utrecht, at the heart of the Netherlands and only 30 minutes from Amsterdam. The VNU Europe office is located within the extensive Jaarbeurs complex. The international team of VNU Europe is wholly focused on the livestock and Feed to Food sector and specialized in the VIV worldwide portfolio. For more information, visit www.vnueurope.com

Press contact:

Ms. Elena Geremia, Senior Marcom Manager at VIV worldwide, elena@vnueurope.com