



VIV EUROPE 2022
UTRECHT, THE NETHERLANDS
MAY 31 – 2 JUNE

Co-located with **VICTAM**
International

Press Release – VIV Europe Preview

[Utrecht – the Netherlands, May 9th]

INNOVATIVE & SUSTAINABLE SUPPLY CHAINS AT VIV EUROPE

3 weeks to the leading Feed to Food event in 2022, May 31–June 2. Prepare for your visit!

Inspiration for future-proof business

The role of local food production is essential next to the global supply chains. [Global Inspiration | Local Practice](#) is the leitmotif of this edition of VIV Europe, which is the global exhibition & conference program of the animal protein sector for the production & processing of poultry meat, eggs, red meat, fish and dairy.

“A truly inspirational area located at the show entrance will welcome you onsite with 35+ innovative agri-food concepts waiting to be discovered and replicated in the world,” announces Renate Wiendels, Senior Project Manager of VNU Europe, the organizer of VIV Europe. The show serves as the optimal platform for global supply chains, while promoting the importance of bringing back **farmers to a more central role**. The [HubOrange! Inspiration Square](#) provides practical answers to the increasing consumer demand for sustainable food production. “The Round Egg” circular concept and the “World Food Center” are examples of innovations that make food supply chains shorter, future-proof and transparent for all stakeholders involved. We need Global Farming to secure fresh food locally.

Innovative services & technologies leading farmers into the future

VIV Europe is by definition the preferred show for the sector innovators to launch their new solutions. 20 Innovations will be highlighted for you in hall 9, whilst many other exhibitors will be disclosing numerous cutting-edge products and services at their booths all around the showground.

This edition presents innovative services and technologies specifically enabling farmers and breeders to improve production, with a focus on the poultry and egg sector. From gender-specific broiler breeder watering systems to automatic farm data collection and precision poultry farming, new pathogen control feed materials, effective lighting recipes systems, and the latest feed ingredients to optimize feed digestibility – these and many more newly released products can ease your struggles with day-to-day operational challenges.

A visit to VIV Europe is a must to learn what the world top suppliers have in store for you and help you stay ahead of competition. It takes a short trip to the beautiful Netherlands to make your business grow.

Six halls packed with solutions for your animal production

The VIV Europe exhibitors, from 50+ countries, are ready to showcase 52,000 square meters space packed with solutions for animal husbandry in halls 7 to 12 at the Jaarbeurs, Utrecht, the venue of the show in the Netherlands. The chance to meet suppliers and reconnect with business partners face to face is finally coming

for all industry players. As always, the show covers the complete Feed to Food supply chain, including: feed ingredients & additives; animal health and pharmaceuticals; breeding & hatching; farm production; slaughtering & processing for meat, eggs, dairy and fish. Your ticket for VIV Europe will also give you free access to the co-located VICTAM International show, presented in halls 1 and 2, right across the aisle, and dedicated to feed technology and feed production.

Feed strategies, sustainable animal production, trends and inspiring food concepts

Next to the exhibition booths, the VIV Europe conference & seminar program along with its top-notch line-up of speakers, provides an unparalleled source of professional knowledge as well as a great networking opportunity for all visitors joining onsite. All Conferences & Seminars are held either at the modern rooms at the first floor of Jaarbeurs venue, right above the expo halls, or at the cozy Arena by the show entrance.

The 2022 European Feed Congress – Strategies for future-proof food production – explores how the European animal feed industry and its feed additive suppliers strengthen Europe’s global competitiveness.

The Poultry Marketing Round Table (PMRT) – Europe Edition – speakers, among whom, John Kirkpatrick from Tesco, Nan-Dirk Mulder from Rabobank, and Vincent Guyonnet will discuss how the European industry can reposition itself during crisis.

Other sessions provide content on all sorts of topics, such as: insects as feed, dairy farming, food waste management, contamination prevention in feed supply, automation for fresh poultry packaging, feed extrusion technology for aquaculture, in-ovo sexing, pig gut health, poultry health and nutrition, feed efficiency, and much more. To book your seats, simply register for the show on www.viveurope.nl.

Safety onsite and travel tips

“Jaarbeurs organizes trade shows, conventions and other events in accordance with the strictest possible safety standards. We are ready to welcome once again the world to the Netherlands for this exciting event, the mother-show of all VIV events worldwide,” said Heiko M. Stutzinger, Jaarbeurs COO.

At VIV Europe you will not only find disinfection columns to sanitize your hands but also regular surface cleaning and halls ventilation is guaranteed onsite.

When planning your travel, please note that both Utrecht and Amsterdam are good options for your stay: check both cities to find the accommodation price range of your preference. Daily transportation is very convenient by train from Amsterdam to Utrecht Central station, which is only 2 minutes walk from the venue. While a two-day visit is highly suggested given the rich exhibition program, a one-day trip can also be arranged from most European cities thanks to the easy connection of the show from Schiphol Airport.

To conclude, here are your four main reasons to visit:

- VIV Europe is the first global animal husbandry event held LIVE in Europe in 2022;
- VIV Europe is the world’s number 1 event for the poultry industry;
- VIV Europe is the meeting place for a wide and qualified network developed over 4 decades;
- VIV Europe, in co-location with VICTAM International, is the largest gathering of the Feed industry.

The show organizing team, its partners, and the 600+ exhibitors WELCOME you from May 31 – 2 June in Utrecht, the Netherlands. Check the [official website](#) and book your free ticket via the registration page.

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Notes for the editors

Press contacts

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Media Accreditation

Follow this link to obtain your free PRESS badge for VIV Europe 2022 event

www.viveurope.nl/news-and-press/media-accreditation

Media Gallery

For VIV Europe 2022 show logos and visuals, please access the [Media Gallery](#).

Download here the show [FULL ADVERTISEMENT PAGE](#) for print.

Did you miss the previous VIV Europe Press releases?

[PRESS RELEASE FEBRUARY 2022](#). VIV Europe is coming back full-power

[PRESS RELEASE JANUARY 2022](#). European LIVE Feed Congress to debut at VIV Europe 2022

[PRESS RELEASE NOVEMBER 2021](#). VIV Europe is back in May 2022 for a big industry reunion.

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/events.

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