



SHOWTIME! VIV EUROPE 2022 AND VICTAM INTERNATIONAL KICKED OFF!

Smiling faces all around, because VIV Europe 2022 is finally back in Utrecht, co-located with VICTAM International. The events were officially opened by tying two ribbons together, representing both shows. In the picture from left to right: Renate Wiendels and Heiko M. Stutzinger (VIV worldwide) Sebas van de Ende and Michelle Jonker (VICTAM Corporation).

Visitors from 127 countries found their way to Utrecht on Tuesday, making VIV Europe a truly international get-together after two years of travel restrictions. The VIV team is looking forward to two more days of meeting old friends, new customers and innovative companies with all exhibitors and visitors.

The first day of VIV Europe 2022 was packed with activities like the Poultry Marketing Round Table, Holland Inspiration seminar, Innovation pitches and tours and many exhibitor sessions. Be sure to check today's schedule with sessions by HubOrange!, Topsector Agri&Food, International Aquafeed, WPSA, Poultry World, Roodbont and VIV worldwide.



ROYAL PAS REFORM LAUNCHES SAFE AND EFFECTIVE IN-OVO VACCINATION AND NUTRITION

Royal Pas Reform announces the next step in early nutrition and animal welfare friendly production. After decades of research into the biological and physiological aspects of embryo development and the successful launch of SmartStart™ post-hatch feeding for hatcheries worldwide, they are now introducing SmartVac™.

Their new, patented technology SmartVac™ delivers safe and effective in-ovo vaccination and nutrition: an absolute revolutionary solution for the poultry production chain. It will enable the poultry industry to apply a wide range of vaccines in-ovo, including Gumboro, Marek, ND and Coccidiosis vaccines. This is optionally performed in combination with nutritional components: for chickens with a healthy gut, favourable microbiota, enhanced immunity, and thus improved field performance. Explore more about SmartVac™ at booth 07.D074-75.

THANKS NIGEL, FOR ALL YOU'VE DONE FOR ALL OF US!

What an amazing contribution by a man devoted so much to our sectors. Unique. Remarkable. Caring. Creative. Courageous. That's Nigel. That's how he has made the difference in many ways.

A vet. A marketer. Always on the lookout for the latest. In Science and marketing. An unrivalled combination seen in our world. Impressive how Nigel played around and inspired us with technical best practices and effective ways of branding products.

He has been an exceptional loyal partner to VIV worldwide. Driven by a committed team. Supported by Sumalee, his dear wife.

Thanks once again Nigel. For being truly you. Annoying at times. Stubborn like anything. Honest always. Never letting anyone down.

We have and will keep on loving you.

Dr. Nigel E. Horrox
1952 - 2022



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LOW VIR-CHECK SCORE = BETTER CHICKEN GROWTH

Controlling, reducing, eradicating and receiving accreditation for specific viruses: the ultimate goal of any farmer who's involved in disease control. Royal GD makes it happen with their disease control program including their latest innovation VIR-check. It's the best test for assessing the effectiveness of broiler house cleaning and disinfection. This test determines the viral pressure in a broiler house. Based on 10 swabs from 6-7 day old chicks, a quantitative multiplex PCR test assesses how many common resistant intestinal viruses the chicks picked up in the first days of life. The VIR-check score is easy to interpret with four colour coded categories (green, yellow, orange and red). This tool shows the result of farm hygiene and disinfection and it also stimulates to continuously improve this process. Research shows that chicks with a lower VIR-check score grow faster. If a farm improves from category red to category green, this will result in more than 100 grams of extra growth per chick in 6 weeks! Find more information about the VIR-check at booth 10.D030.



OFFICIAL LAUNCH OF POULTRY AFRICA 2022

Today, Poultry Africa 2022 has been officially launched during the press conference held at Jaarbeurs, Utrecht amidst the ongoing edition of VIV Europe 2022. The 3rd edition is scheduled on October 5 & 6 in Rwanda, preceded by a Leadership Conference on October 4. Visitor registration is now open. Poultry Africa started in 2017 as a biennial B2B international trade show, and is now in its 3rd edition bringing the Feed to Food concept to the poultry industries in Sub-Saharan Africa. Kigali Convention Centre (KCC), which is one of the largest in the region, will be again the venue for this premium event. Rwanda, Kigali is a popular MICE destination in the East African region as highlighted by the press conference opening video "Meet in Remarkable Rwanda". More information on Poultry Africa can be found at www.poultryafricaevent.com.

PRE-SHOW FEED CONGRESS

On May 30th the event week kicked off with the European Live Feed Congress, organized in collaboration with WATT Global Media. This high level conference explored how the European animal feed industry and its feed additive suppliers strengthen Europe's global competitiveness through high-quality, sustainable animal protein production; how science-based measures and new technologies reduce and improve environmental footprint while delivering value to the consumer. It was a successful conference and a promising start for upcoming days!



RECOVERY AND WHAT COMES NEXT

A full room for the European edition of the Poultry Marketing Round table, that focussed on Crisis Management and the Road to Recovery. It further elaborated how the European Industry can reposition itself and touched upon what's next for business strategies and use of capital to ensure organizations are viable, healthy and growing.



VIV EUROPE CONGRATULATES:

- ☺ Impex with their 50 year anniversary
- ☺ TPI with their 25 year anniversary
- ☺ Petersime with their 100 year anniversary
- ☺ Moba with their 75 year anniversary
- ☺ Salmat with their 60 year anniversary

