



VIV EUROPE 2022

UTRECHT, THE NETHERLANDS

31 MAY-2 JUNE

WWW.VIVEUROPE.NL

First
LIVE event
in Europe
in 2022!

Co-located with **VICTAM**
International

SHOW REVIEW

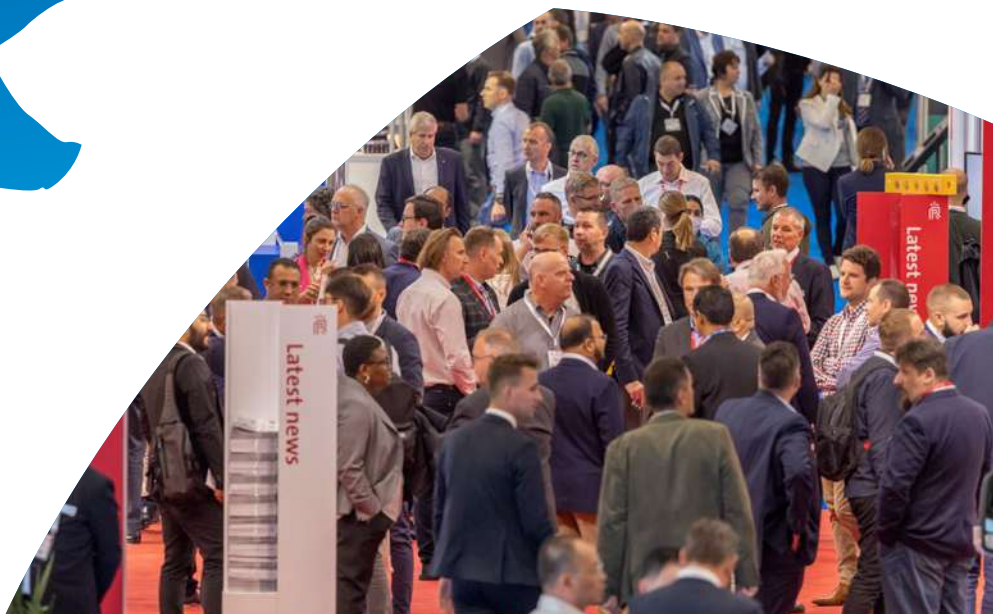
VIV EUROPE BROUGHT THE INDUSTRY BACK TOGETHER

A DEEP DIVE INTO INNOVATIONS AND BUSINESS



Organized by

VNU | EUROPE





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BIOSECURITY SOLUTIONS ARE IN OUR DNA



LANXESS BIOSECURITY SOLUTIONS
Shaping the Future of Biosecurity

In 2021, LANXESS and THESEO (Biolink, Ewabo), two major global forces in the research, development, manufacture and supply of premium livestock, poultry and aquaculture biosecurity products and services, merged to create LANXESS Biosecurity Solutions.

The DNA of LANXESS Biosecurity Solutions is built on a portfolio of scientifically formulated, highly effective and versatile products. Our premium product brands include Virkon® S, TH4+®, TH5®, Biosolve®, Mentofin®, Hepabial®, Aldekol DES®, Aldecoc® CMK, Mefisto® Shock and many more.

With over 70 years combined technical expertise, a comprehensive offering of alternative disinfectant active chemistries and an extensive portfolio of cleaning, disinfection, insecticide and animal welfare products, it's no wonder that LANXESS Biosecurity Solutions is helping to shape the future of biosecurity.

biosecuritysolutions.lanxess.com

LANXESS

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VIV EUROPE BROUGHT THE INDUSTRY BACK TOGETHER AND EXCEEDED EXPECTATIONS

The animal husbandry sector, with a focus on poultry and egg, gathered for a 3 days of international business and a deep dive into innovations. H.E. Mr Henk Staghouwer Minister of Agriculture, Nature and Food Quality of the Kingdom of the Netherlands honored the show with an important visit on the second day.

Strong platform for B2B international business

VIV Europe proved to be the preferred meeting point for global suppliers and buyers with smiling faces walking the floor ground with confidence.

19,024 visitors from 142 countries marked their presence this year. With this stable amount of visitors, VIV Europe even managed to slightly increase its numbers of the previous edition. Western Europe counted for the 68% of the show audience, followed by Middle East and Africa with 14%, Eastern Europe 10%, Asia 4% and rest of the world with another 4%. Despite the lower attendance from the Asian countries, with travels from China and other Southeast Asian countries still affected by covid quarantine restrictions, the overall international appeal of this World Expo from Feed to Food confirmed its relevance once again.

The Exhibitors who participated at the show were 435 from 44 countries. Five continents presenting the latest in the respective sectors in halls 7-12. Additionally, the co-location with VICTAM International brought around 150 exhibitors in halls 1 and 2. Together, VIV and VICTAM showcased the Feed to Food industry under one roof. The animal protein sector responded to such a powerful platform with a high attendance, despite the current economic situation which is particularly challenging the feed sector in Europe.

Sustainability and circular concepts. Innovations for future-proof animal production

VIV Europe affirmed its renown position as the premium showcase for new technologies and remarkable innovations in the production system with a clear attention to better farming.

For the first time, The Minister of Agriculture, Nature and Food Quality of the Netherlands also honored VIV Europe with an important visit on the second day. H.E. Mr Henk Staghouwer explored with interest the new concepts displayed at the Welcome hall. Inspired by the new ways of production presented by several entrepreneurs, the Minister expressed his enthusiasm and said: "VIV Europe is a showroom for leading technology for the livestock sector. [...] In this Inspiration Hall, HubOrange demonstrates how Dutch businesses are involved in innovation, focused on sustainability, climate and short chains. What appears rather alternative and local today, may well be part of the global mainstream in a few years' time."

Looking back to this show edition, the Senior Project Manager Renate Wiendels comments: "In a world which is vulnerable, the entire Feed to Food Industry has shown resilience by gathering for the first time LIVE in Europe. It is not only a true pleasure to reunite buyers & suppliers again in our home town Utrecht, but is also crucial to have conversations about the many topics that the animal husbandry industry needs to tackle to have a secure future."

The show organizing team, its partners, including around 50 industry media titles and the exhibitors, are grateful to everyone who visited this event in the Netherlands.

SHOW IN NUMBERS



19,024 professional
Visitors from 142 countries
and 5 continents



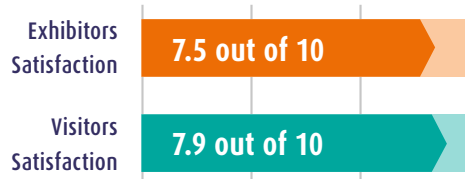
68% visitors from
Western Europe and rest
from MEA, Asia
and Americas



435 exhibitors from
44 countries, plus 150
exhibitors in the VICTAM
co-located halls



20+ innovations
presented in hall 9 and many
more on the floor ground



DELEGATIONS FROM ALL OVER THE GLOBE

Visitors from all over the globe find their way to Utrecht this week. A warm welcome to the delegations that made the travels from Bangladesh, India, Iran, Ukraine and the United States!

And a special thanks to H.E. Mr Henk Staghouwer Minister of Agriculture, Nature and Food Quality of the Kingdom of the Netherlands as well as the ambassadors from Algeria, Bangladesh, Egypt, South Africa and the Royal Thai Embassy who took the time to visit VIV Europe 2022.



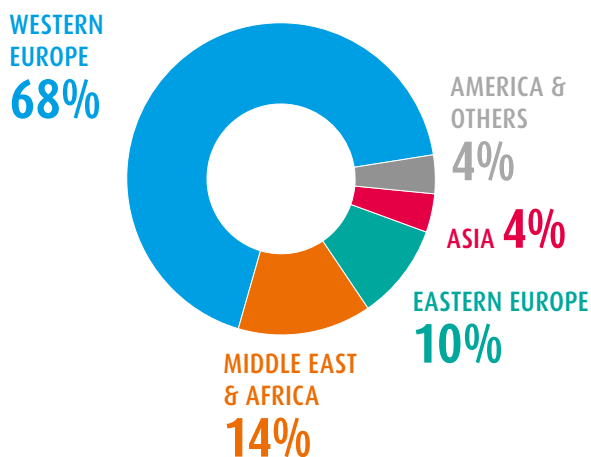
f.l.t.r.: Renate Wiendels, Heiko Stutzinger, Sebas van den Ende, Michelle Jonker



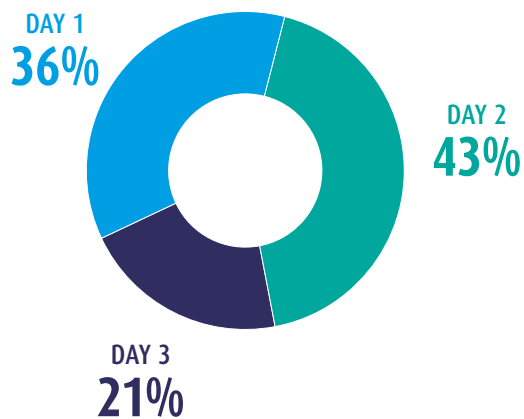
VISITOR QUANTITY & QUALITY EXCEEDED EXPECTATIONS

VIV Europe 2022 confirmed its international appeal and worldwide relevance.

VISITORS BY REGION



VISITORS BY DAY



TOP VISITING COUNTRIES

- | | |
|--------------------|-------------|
| 1. The Netherlands | 7. Italy |
| 2. Germany | 8. Israel |
| 3. Belgium | 9. Spain |
| 4. France | 10. Iran |
| 5. United Kingdom | 11. Denmark |
| 6. Poland | 12. Turkey |

Total number of visiting countries: 142!



DECISION MAKERS AT VIV EUROPE 2022!

Quality visitors have attended this leading show in Europe.

HIGH PERCENTAGE OF DECISION MAKERS AT THE SHOW

Final decision makers	30%
Co-decision makers	36%
Influencers	17%
No decision makers	17%
Total	100%

VISITING COMPANIES Y-O-Y TURNOVER

USD \$ 0 – 100000	5%
USD \$ 100000 – 500000	6%
USD \$ 500000 – 1 million	6%
USD \$ 1 million – 10 million	18%
USD \$ 10 million – 50 million	13%
USD \$ 50 million – 100 million	6%
USD \$ 100 million – 500 million	7%
More than USD \$ 500 million	7%
Not specified	32%
Total	100%

VISITORS JOB FUNCTION

General manager/CEO/Director	28%
Technical manager/engineer/technician	16%
Marketing/sales manager/representative	13%
Farm owner	3%
Farm employee	1%
Veterinarian	2%
Nutritionist	2%
Researcher	1%
Buyer/purchase/procurement manager	4,5%
Consultant	5%
Producer/processor	2%
Distributor/dealer/retailer	3%
Product/project manager	5%
Government representative	0,5%
Press	0,5%
Academic/professor	1%
Regulatory manager	0,5%
Other	12%

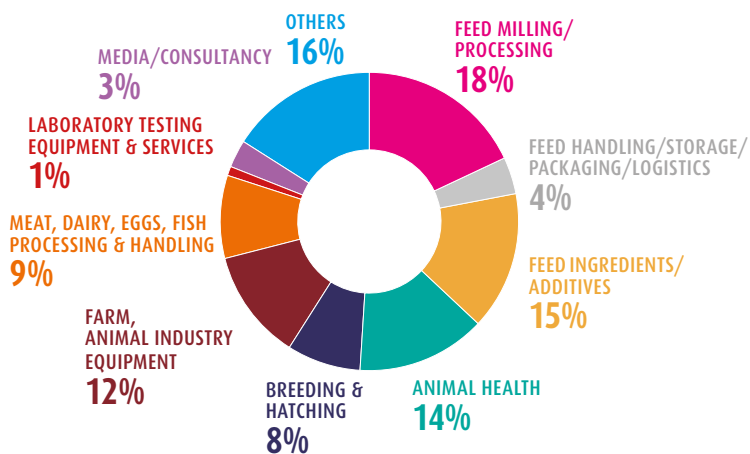




A SUCCESSFUL REUNION OF THE INDUSTRY

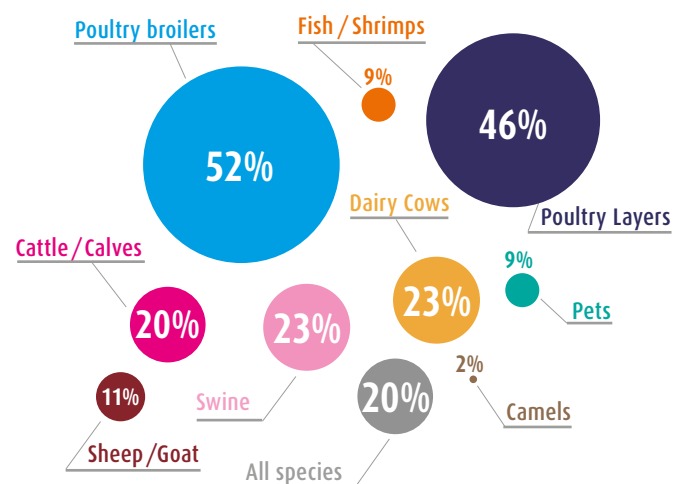
VISITORS BY SECTOR

Which sector do you belong to?



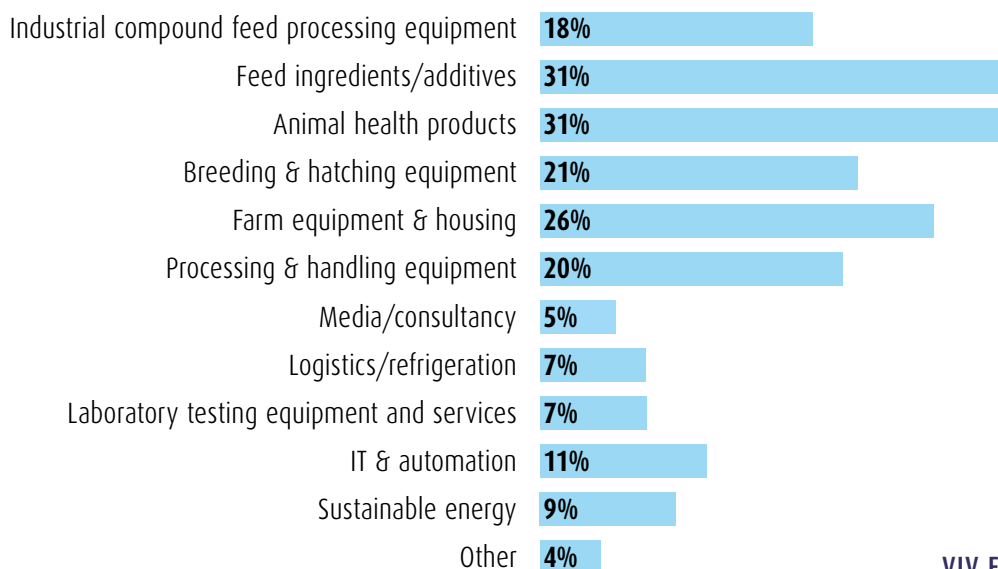
VISITORS BY SPECIES

To which species is your company mainly related?



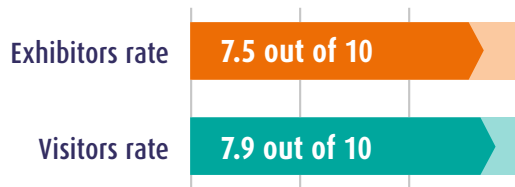
VISITORS MAIN INTERESTS

In which range of products are you interested?



ATTENDEES SATISFACTION. POST-SHOW SURVEY

SHOW APPRECIATION MARK



ABOUT DISRUPTIVE ELEMENTS IN 2022

Is any of the following matters currently of influence on your business?

Visitors responses:

Covid-19	28%
Russia/Ukraine matter	57%
Avian Influenza	28%
None	33%

MORE ON EXHIBITOR SATISFACTION

- **89%** intend to exhibit again at the next edition
- **74%** of the exhibitors found the quality of visitor "good" to "excellent"
- **75%** is likely to recommend VIV Europe to a friend or colleague in the industry
- **71%** regards VIV Europe as "fairly" to "very important" show for their business and **25%** "somewhat important"

MORE ON VISITOR SATISFACTION

- **43%** of the visitors spent between 5 and 8 hours at the show and **45%** spent more than 1 day onsite
- **82%** of the visitors found the content sessions "good" to "very good"
- **86%** intend to visit again the next edition
- **84%** is likely to recommend VIV Europe to a friend or colleague in the industry
- **75%** regards VIV Europe as "fairly" to "very important" show for their business and **20%** "somewhat important"

VISITOR QUOTES FROM SURVEY

"So much information and like-minded people together, everyone in the field should experience this."

"VIV plays a very important role to promote sustainability in farming business."

"We made great contacts and learned a lot."

"Personal contact with people from science and the industry is valuable for exchanging ideas and support new developments."

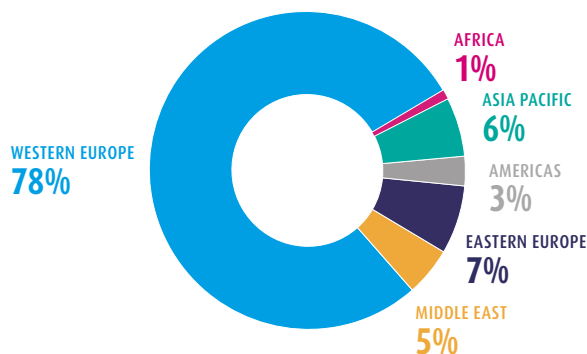
"For a couple of days you can be exposed to innovation and a wide group of suppliers, and technical people."

"Especially after 3 years, important to see people in person."

"For the right target group it is an excellent trade fair."

THE FIRST LIVE FEED TO FOOD EVENT IN 2022

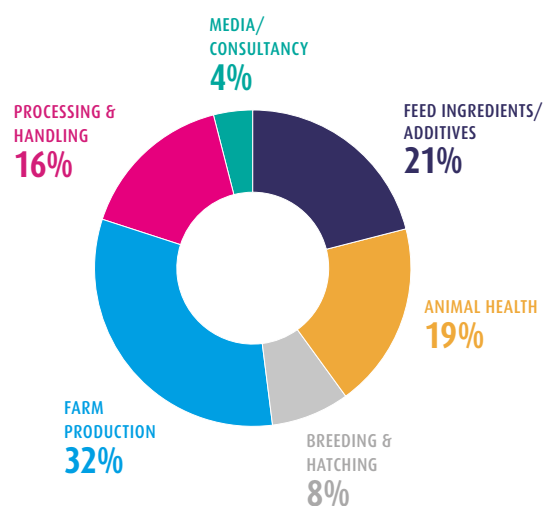
EXHIBITORS BY REGION



TOP EXHIBITING COUNTRIES

1. The Netherlands
2. Italy
3. France
4. Germany
5. Belgium
6. Spain
7. United Kingdom
8. Turkey
9. USA
10. Denmark
11. Poland
12. India

EXHIBITORS BY SECTOR



EXHIBITOR ONSITE QUOTES

"This is the most important exhibition in all Europe for us."

Francois van der Ree,
Managing Director at Foodmate

"VIV Europe is a must attend show for whoever is involved in the poultry industry."

Exhibitor survey

"Good booth traffic and quality of leads."

Exhibitor survey

"You have to be in an international exhibition like VIV to meet your customers, but also to welcome potential customers from new countries."

Leendert van den Broek,
General Manager of Schils

Note: At this edition of VIV EUROPE 2022, the Feed CropTech-FeedTech sector was displayed at the co-located VICTAM International halls.

GLOBAL EXPERTISE | LOCAL PRACTICE

VIV Europe 2022 was all about Global Inspiration | Local Practice and especially the show welcome hall, field of inspiration, where all individual elements were brought together as one innovative Agri-Food story. The initiator of this inspiring setting was VIV motivating partner HubOrange!

HubOrange! – a co-creation network, facilitating sustainable and circular farm-based concepts and brands in Agri-food business – brought onsite at VIV Europe around 30 inspiring companies, solutions and concepts, meeting future demands today. The interest on these innovative concepts was so high, that not only the showcasing area, but also the dedicated Seminars held at the show Arena were very well attended. H.E. Mr Henk Staghouwer Minister of Agriculture, Nature and Food Quality of the Kingdom of the Netherlands himself spent about an hour meeting and talking with most of the companies presented by HubOrange! He was nicely impressed and commented “What appears rather alternative and local today, may well be part of the global mainstream in a few years’ time.”



IMPRESSIONS FROM H.E. MR HENK STAGHOUWER MINISTRY VISIT





VIV Europe is by definition the place where sector leaders launch their latest developments. Some of the innovations presented covered safe and effective in-ovo vaccination and nutrition, disease control programs and effective broilers house cleaning and disinfection, circular chain concept making egg production a co-creation project that brings sustainability to the tables, climate control systems for all weather conditions with minimal energy use and superior air quality, new farming approaches to drastically reduce the need for antibiotics while increasing animal health and sustainability.

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

Royal Pas Reform announced 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.

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!

Please find all innovation descriptions on www.viveurope.nl/visit/innovations

Company name	Innovation presented at VIV Europe 2022	
GD Animal Health	VIR-check	
Ziggity Systems	Big Z Drinkers	
Once	Nature Dynamics	
GI-Ovo	EggsCargo System® XL	
Royal Pas Reform	SmartSense™	
Royal Pas Reform	SmartVac™	
Sonac	CollaPhos	
Hotraco Agri	iHotraco Farm Data	
Dietaxion	PIDOLin PCa® BUTYLin 54®	
Fancom	Fantura tunnel inlet	
Fortrol	NEW Fortrol®	
MS Gold	MS Avicleaner	
Tulderhof	Superior pop-hole door	
Plasson	Plasson Auto Flushing	
Vencomatic	Meggsius Connect	
Salmet	Salprogress+	
SELEGGT	SELEGGT Circuit	
HatchTech	HatchCare	



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.

**Feed
Congress**



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.

IMPROVING WELFARE & NUTRITION WITH INSECTS FOR FEED

The full conference room gave a good indication that lots of attendees wanted to learn more about the opportunities of using insects for feed at VIV Europe. During two hours, a selection of entrepreneurs, knowledge Institutes and the European Insect Association, provided insights into the insect protein sector and the ongoing trends in Europe.

Eltjo Betlehem from HIK (HuB for Insects Knowledge) moderated the conference organized by VIV worldwide and International Platform for Insects for Food and Feed. He kicked off by stating that the first results of using insects as a source of proteins in addition to other proteins are very promising, although there is still enough to do to assure effective and affordable insect breeding, and get the knowledge about insects for feed out there.

Laura Star, Professor Sustainable poultry farming in a circular business at Aeres University of Applied Sciences, shared some of those promising results from research they did together with Protix. She elaborated that feeding insects to poultry adds value in both welfare and nutritional aspects. Adding both fresh and processed larvae to feed stimulates natural behaviour, making the birds more active. It also reduces feather pecking. Because larvae are high in fat and protein levels, they are so nutritious to the flock that birds adapt their feed intake, which then reduces.

LETS WORK TOGETHER TO MAKE LIVESTOCK FEED MORE SUSTAINABLE

Sometimes, the answer to the biggest questions lies within the smallest things. That's what PROTIX tells us according to their insect-based nutrition. After continuously looking for better solutions on both product and production technology, they have gained a market leadership position by using the ingredient of the future: insects. The black soldier fly (*hermetia illucens*) is a key player in bringing their vision to life: their larvae provide us with a unique source of protein for food and feed! With high-tech solutions, artificial intelligence, genetic improvement programs and robotics, Protix brings the food system back in balance with nature.



VDL AGROTECH: LAUNCHING THE INSECT FEEDING MACHINE!

Due to the pandemic and the uncertainty whether visitors would find their way to the show, VDL Groep started their participation at VIV Europe without expectations. With the launch of their feeding machines for insects in 2020 they have something to show for in this newly growing insect market. And they did so successfully, with two busy first days hosting a good mix of existing clients and farmers and new types of clients. Generating a lot of interest in the insect feeding machine.

As far as innovations go, they feel that most innovations can be found in the further development of existing products and systems. At VDL Agrotech the other new developments focus on the increased convenience for the farmer on a day to day basis and at the same time increasing animal welfare.

With Jansen Poultry Equipment being added to the VDL Agrotech family since January this year, VDL Jansen premieres at VIV Europe. With this strategic move, a great step is made onto a certain and confident future strengthening the position in the agricultural sector.

KUTLUSAN: EXPANDING TO EUROPE

After having exhibited at VIV Asia and VIV MEA Kutlusan re-acquainted themselves with the European market at VIV Europe. And it was good! They were expecting to meet new customers and also grabbed the opportunity to renew live contacts with existing clients.

The goal to expand business to Western Europe and the USA has been given a good start, with the improved version of the FREEDOM Steps to show for. This cage-free aviary system for free

range and organic egg production ensures practical handling for the farmers along the complete line of the system and improved welfare for the laying hens. So, what's next? Expand business and relations to the USA and Europe, assuring a firm base of cooperation with farmers with regards and respect to their different cultural backgrounds and customs. 'Middle East Asia obviously shows most similarities on the market side of our Turkey based company. After the pandemic we are ready and excited to meet clients again, pick up on personal relations and conquer the rest of the world. Also we took in lots of inspiration for new developments by walking around at the trade show and listening to our visitor's needs.' Surely a promise to make good on their goals.



MEYN ANSWERS TO YOUR POULTRY PROCESSING CHALLENGES ON VIV EUROPE 2022

At Meyn's booth you could explore an atmospheric terrace represented by Meyn. A true specialist that has been fully dedicated to poultry processing for many years now. They provide knowledge, equipment, systems and services that are available all over the world. For this reason Meyn is perfectly in order on VIV Europe 2022 to show their strategies, meet potentials but first of all reunite with familiar faces. Sales Director Robbert Birkhoff: "It feels good to see our international colleagues again; meeting face-to-face is so much more satisfying for our business than all the Zoom meetings from last years." The access to the launch of our in-line dark meat deboning technology was by invitation for industry-specific relationships. It was a pleasure to present our innovation and receive positive responses from our valued customers."

VIV EUROPE UNDER 30

In an industry with many familiar faces, we would like to set a spotlight on some of the younger faces at the show and ask them about their role and position in the industry.



1) JOHANN MARKUS STEINER, FROM AUSTRIA, 24 YEAR OLD WORKING AT STEINER AUTOMATION

What does your company do and what is your role in the company?

I am the Engineering Manager for Steiner Automation. We design and build mobile barns, offering a mobile alternative to conventional barn construction. We offer 3 construction variants up to 2550 free-range laying hens, with integrated innovative silos and a large set of automation options, included climate control to ensure ideal conditions.

What brought you to the industry and what is appealing for you?

I was leaving in the city and feeling frustrated for not being able to fully enjoy nature. This situation led me to switch my career path and join the company with the goal of developing "in-house" a bigger part of the engineering process.

Do you see any particular challenges in this industry for the upcoming future?

I believe that managing pricing/inflation is a strong challenge, which is already tackled during the building process.

Also, adapting to customer preferences is always a big challenge in our industry. At the end you always want to provide great customizations to make the clients satisfied.



2) ANOUK GERRITSE, FROM HOLLAND, 28 YEARS OLD WORKING AT DUTCHFARM INTERNATIONAL

What is your role in the company?

I am the Logistic and Operation Manager for DutchFarm International. DutchFarm is the brand-name that stands for a wide range of premium quality veterinary pharmaceuticals for the poultry and livestock industry. We own a portfolio of more than 75 products in injectable, oral liquid, oral water-soluble powder or tablet form. At the same time we are always working on the development of next-generation products to meet our costumers' requirements.

What brought you to the industry and what is appealing for you?

I always been interested in animal care. In particular, since I was a young kid, I loved spending time with horses and dealing with large size animals and I ended up fulfilling this passion via dedicated academia courses in Holland. I also had some experience with events and events organization so the combination of these two aspects brought me directly into this world and here today at VIV Europe 2022. of communicating the value of a company. This is my 3th tradeshow I take part, but the first one at international level. I believe it has been one the best and most challenging experiences of my career so far.



3) ILARIA MARZARO FROM ITALY, AGED 26, WORKING AT RIVER SYSTEM

What is your role in the company?

I am a Marketing Officer but I also have a secondary back office role related to monitoring orders, invoicing and more. This hybrid position allows me to have full visibility on the most popular products which I can promote via our social media accounts and other marketing channels.

What is your company industry focus?

River System is a player on the field of animal husbandry, specifically: feed mills, eggs incubator, drinkers, nests, plucking machines, etc. We want to be close to the professional breeders but also to the enthusiasts and hobbyist who approach the poultry and rabbits world for fun. We are a small but fast rising company, with a strong focus on innovation. Our products are entirely made in Italy, we care a lot about quality and how our solutions impact and support animal's health.

What brought you to the industry and what is appealing for you?

I was a fresh graduate and new to the industry but this industry allowed me to combine my marketing knowledge with love and respect for nature and animals.

Would you recommend this industry to the younger generation looking for a career path?

Yes, absolutely. Especially, if like me, you love the challenge of communicating the value of a company. This is my 3th tradeshow I take part, but the first one at international level. I believe it has been one the best and most challenging experiences of my career so far.



4) DENNIS VAN SPREUWEL FROM THE NETHERLANDS, AGED 26, WORKING AT THE SCHIPPERS GROUP.

What is your role in the company?

I work for the sales department; my role is to find distributors in Europe with the final goal of implementing hygiene on farms. This is particularly important for the farm industry, since empowering livestock farmers to optimize farm hygiene can drastically reduce the need for antibiotics while increasing animal health and profitability.

What brought you to the industry and what is appealing for you?

I was not familiar with the industry originally, but I wanted to have an international role and exposure. I value the opportunity to talk with people from different cultures and making a difference for them by promoting our innovation.

Do you see any particular challenges in this industry for the upcoming future?

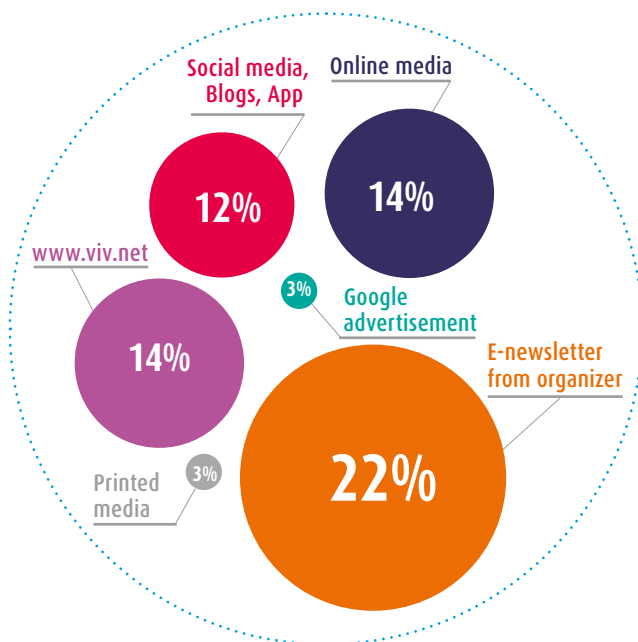
Yes, since we are in the industry to improve hygiene the main challenge is that not everybody is on the same standard/levels. We deal with different kinds of farming approaches and therefore we are often challenged to adjust the mentality of farmers and distributors.

Why visitor should visit your stand?

If you want to know anything about farm hygiene, the importance and the value of it then we are definitely the right partner to meet and chat with.

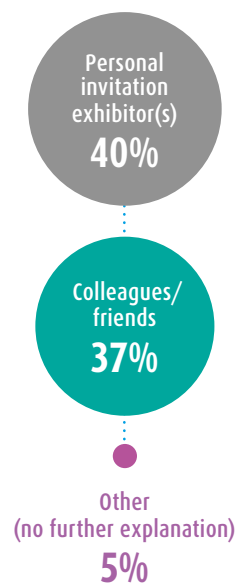


CAMPAIGNS OVERVIEW (from Survey Results)



From organizer campaign >> total: 68%

HOW DID YOU HEAR ABOUT VIV EUROPE 2022? (multiple choice answer)



From exhibitors & others campaign



333.305
WEBSITE TOTAL PAGE VIEWED
on www.viveurope.nl
from Jan 1st to June 6th



46
MEDIA TITLE DIRECT
PARTERSHIPS
in Europe and worldwide
in the last 6 months



270
MEDIA
in press release
distribution list



39
E-NEWSLETTERS SENT
to VIV worldwide total
visitors database and its
segments



4
Press releases
produced pre-show
and 1 after-show



92
Social Media Posts



921.378
impressions,
13.749 clicks,
2.995 reactions
and 40% followers
increase



3.300.000
impressions
780.400 interactions,
and 56.093 clicks



1.738.226
impressions

A BIG THANKS TO OUR PARTNERS



VIV EUROPE 2022

SHOW PARTNERS



Kingdom of the Netherlands



HubOrange!



MEDIA PARTNERS



FLEISCHWIRTSCHAFT



ALL ABOUT FEED

DAIRY GLOBAL

PIG PROGRESS

MEATINGPOINT

POULTRY WORLD



Iran Agri Magazine



Pluimveekrant



SPECIAL THANKS FOR VISITING FROM

