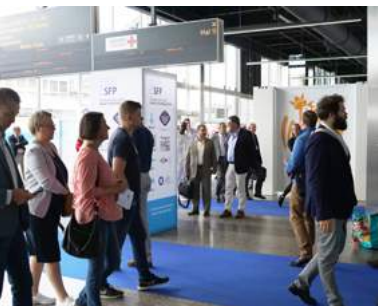
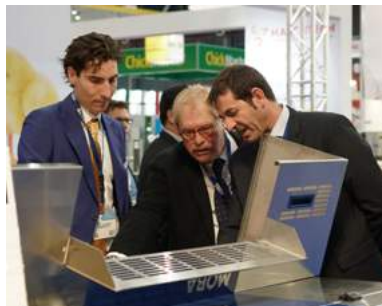
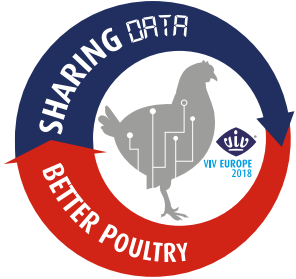




VIV EUROPE 2018

20-22 JUNE 2018

SHOW REVIEW



WWW.VIV.NET



SFP
INTERNATIONAL WEEK
SMART FOOD PRODUCTION

ORGANISER
vnu exhibitions
europe

591
EXHIBITORS
FROM 47
COUNTRIES

18.363
PROFESSIONAL
VISITS
FROM 144
COUNTRIES

7.6/10 EXHIBITOR
SATISFACTION

7.9/10 VISITOR
SATISFACTION

100+ SEMINARS
& CONFERENCES

40 YEARS SINCE
VIV BRAND
LAUNCH



VIV EUROPE 2018 PROVES ITS WORLD-CLASS CREDENTIALS

- Anniversary edition in 2018 welcomes thousands of executives in animal protein businesses from around the world
- Visitors come from 144 countries to meet exhibitors from 47 countries
- Show presents the world of poultry production and processing and gains plaudits as the global launch platform for new ideas in feed to food
- High satisfaction scores given by both visitors and exhibitors in show-time surveys
- Welcome Hall provided a warm business atmosphere truly appreciated by attendees
- Universal praise for the poultry focus on smart-food data applications
- Industry leaders congregate at Invest In Africa seminars

VIV Europe in its latest edition at the Jaarbeurs Utrecht showground in The Netherlands has justified being described as the World Expo from feed to food, says Event Manager Renate Wiendels of VNU Exhibitions Europe. Professionals from 144 countries in six continents have visited the three-day event, joining exhibitors from 47 countries in Europe, Asia-Pacific, the Middle East, Africa and the Americas at a global gathering that was world-class especially about the poultry business.

VIV Europe 2018 marked the anniversary of 40 years since the VIV brand was introduced in the market. Even more than at any previous edition, this VIV Europe has demonstrated the event's appeal to the executives of the worldwide poultry sector and other animal protein businesses. That has been seen in the high quality of the visitors as shown by their registration details, Renate notes. It resulted in a number of important show-time business deals, including several valuable contracts that were signed during the show.

HIGHLY RATED

"The ratings given by our attendees when interviewed over the three days are consistent and express the added value of VIV Europe 2018. Exhibitors on average have rated it at a strong 7.6, on a scale where 10 indicates the highest satisfaction. Visitors valued the show even higher, at 7.9." Renate Wiendels continues.

"We want to thank all members of the VIV Europe team and also our exhibitors, who have worked hand in hand to extend a warm welcome to a number of 18,363 visits. Although the final total was not the rise in attendance that we had estimated according to the increase in pre-registrations, truly positive was the improved quality of visitors with investment interest and buying power."

ENTHUSIASTIC EXHIBITORS

There was world class with 591 exhibiting companies included top names in the supply chain of equipment and other requisites to producers and processors of meat, eggs and milk. Among exhibitors giving VIV Europe 2018 a high score was Giordano Poultry Plast of Italy, with CEO Oscar Giordano saying: "My compliments on a fantastic show, my personal mark for it is 10! We have presented our new company named Gi-Ovo (the previous Twinpack b.v.), some new products and also new export manager Veronica Desenzani --- and all was great!"

Torsten Giese, marketing manager at Ishida Europe, commented: "This was only our second direct participation at VIV Europe and the 2018 show was simply fantastic for us. We met the right people with serious investment plans and introduced them to our unique solutions for marinating and packaging poultry products."



Aviagen's European marketing manager Sara Collins called the 2018 show a big success. "It was the perfect platform to meet with our customers and industry colleagues from Europe, the Middle East, Africa and beyond."

WARM WORDS FROM VISITORS

Remarks received from visitors were equally encouraging. One person who had travelled from Australia told the organizers that, having never previously attended a VIV exhibition, he was not sure what to expect. "But everything went way beyond what I might have thought. Amazing."

As a sample of other comments written on survey questionnaires by people visiting the show, one gave VIV Europe 2018 a very good mark because of the high standard of its organization and location – not least, the proximity to the train station for those coming to the showground by rail. Another remarked kindly: "It is indicative that real people manage the VIV and all exhibitors do their best to show the VIV in excellent condition".

WELCOME HALL WINS FRIENDS

A popular part of the 2018 show was the new layout of the Welcome Hall at the main entrance. Here, everyone was greeted on their arrival by smiling hosts and directed into an area which one exhibitor described as having a botanical image because of the plants placed around the seating in its open-plan zone that also featured big screens where football fans could watch matches from the FIFA World Cup. This zone additionally contained a new initiative in the form of the VIV Innovation Gallery. Display boards gave images and information about new products from 33 exhibitors to the poultry sector, related to the show's central theme of Sharing Data = Better Poultry that proved to be a big hit with everyone. Non-commercial stands around the perimeter added to the theme by featuring novel poultry production and direct-marketing concepts from The Netherlands, led by the Kip van Oranje co-operation between Dutch chicken producers.

WIDE SPECTRUM OF PRODUCTS AND IDEAS

Starting from the Welcome Hall, the show presented a very warm but professional atmosphere for relaxed business talks which visitors appreciated. As they moved into the exhibition they entered a net display area of 24,580 square metres divided into segments providing inspiration for all parts of animal protein production and processing, with a particular emphasis on poultry.

The organizers' analysis suggests that 37% of exhibitors were marketing supplies for farm production and 20% for processing and handling. Proportions for animal health and for breeding/hatching were 18% and 6%, while feed composition and feed manufacturing were covered by 23% and 10% of exhibitors.

Innovations and future technologies could be found throughout the show, making this event a leading platform for the industry's development. Its vision of future production practices and market opportunities was greatly enhanced by a supporting programme of conferences assembled with the help of industry partners.

OPENING CONFERENCE HAS DATA DRIVEN FOOD-RETAIL FOCUS

Each day of VIV Europe 2018 was allocated its own theme. Day One was dedicated to primary production, Day Two highlighted food and retail while Day Three celebrated young talent entering animal protein industries globally.

Talking points around data driven food and retail strategies were delivered by invited speakers at the Grand Opening Conference, with the retailer's view being given by John Kirkpatrick who is Agricultural Manager for poultry, eggs and feed sustainability/security at Tesco in the UK and examples of coming production technologies & methods being presented by Alltech Vice President Aidan Connolly and Stefan Frehse from the Baader-Group.

Many other sessions related to poultry, but there was also a chance for VIV Europe visitors to participate in the annual European congress of the organisation Global Dairy Farmers being held at the same venue. From Lely International CEO Alexander van der Lely, this congress heard how robotic dairy farming is progressing and its integration with other new-age systems being developed for the milk production site.



AFRICAN INVESTMENT SERIES IS A HIGHLIGHT

VIV Europe 2018 displayed the continuing commitment of the organisers to animal protein businesses also across Africa, by offering exceptional 'Invest In Africa' seminars on individual African countries --- and by announcing officially that boutique event Poultry Africa will return to Kigali (Rwanda) on 2nd-3rd October 2019.

Among the Africa-oriented presentations was one on poultry production in Senegal, designated Country of Honour at VIV Europe 2018. The programme also looked generally at Africa's agri-food outlook before discussing poultry meat and egg sectors in Nigeria, Ethiopia and Ghana, Rwanda, Burkina Faso, Mali and Niger.

Attended by leaders of the poultry meat and egg sectors in these countries, the seminars were arranged jointly by VIV worldwide and the Netherlands-African Business Council, Rabobank, Dutch Poultry Centre and the Ethiopia-Netherlands Trade Group for Agricultural Growth (ENTAG).

DELEGATIONS COME TO THE SHOW

Ten organised delegations from Asian, African and European nations added to visitors at VIV Europe 2018. For example, the show had the pleasure of welcoming the 23 members of a Sri Lankan poultry trade mission whose ranks included leading producers and veterinarians.

Numerically, China sent the most delegations with three pre-registered groups comprising a total of 39 Chinese industry leaders. The Middle East/Africa area was strongly represented by groups such as from Mali, Burkina Faso and Niger as well as from Ghana, Nigeria, Senegal and Morocco. There were other delegations from Pakistan, Russia, Ukraine --- and Mexico.

VIV Europe is held every four years. Planning has started already for the next edition in the spring of 2022.

03	VIV Europe 2018 proves its world-class credentials	15	<ul style="list-style-type: none"> » Next steps in robotic dairy farming » Sharing data = better pig production 	25	<ul style="list-style-type: none"> » An era of change for broilers and layers » Poultry tags win international sales
06	Facts & Figures	16	40 years VIV: anniversary edition	26	<ul style="list-style-type: none"> » Key development in poultry product retailing » New layer computer and range of large fans » Feed silos for african poultry sites » Improve animal welfare with the right lighting
09	VIV Europe 2018 Aftermovie	17	<ul style="list-style-type: none"> » Learning centre offers interactive experiences » Global compound feed volume reach 910 million tons 	27	<ul style="list-style-type: none"> » Data dashboards to help the pig farmer » Feed pan designed for feeding male birds » Specialized export of feed raw materials
10	Opening ceremony has data driven food-retail theme	19	African countries describe their potential	28	<ul style="list-style-type: none"> » Adding by-products as an extra revenue stream » Poultry ventilation changes in Europe » Making sense of potential data points
11	Blockchains in pet food production	20	<ul style="list-style-type: none"> » Sri Lankans come to the show » SmartStart combines precision feeding and intelligent lighting 	29	<ul style="list-style-type: none"> » Follow flocks through to the delivery of a crop » Great event for hatchtech » Feeder aimed aimed at improving the bottom line » Collecting, comparing & sharing data
12	Kip van Oranje: innovation by co-creation	21	<ul style="list-style-type: none"> » Conclusions from Sonac seminar "world of benefits live" » Cloud storage big data platform 	30	<ul style="list-style-type: none"> » Feed and water additives » Plasson Livestock
13	<ul style="list-style-type: none"> » Smart Farming to maximize efficiency » Collecting and sharing production data » Red mite monitoring 	22	New: VIV online 24/7	31	What visitors say about VIV Europe 2018
14	<ul style="list-style-type: none"> » Plug-and-play layer and feed products » Efficient batch-mixing » Dutch poultry sector's early years 	23	Missed a VIV europe 2018 seminar? Get a second chance at VIV online!	32	What exhibitors say about VIV Europe 2018
		24	<ul style="list-style-type: none"> » Twinpack special products becomes GI-OVO » Vet-service and hatchery vaccination 		

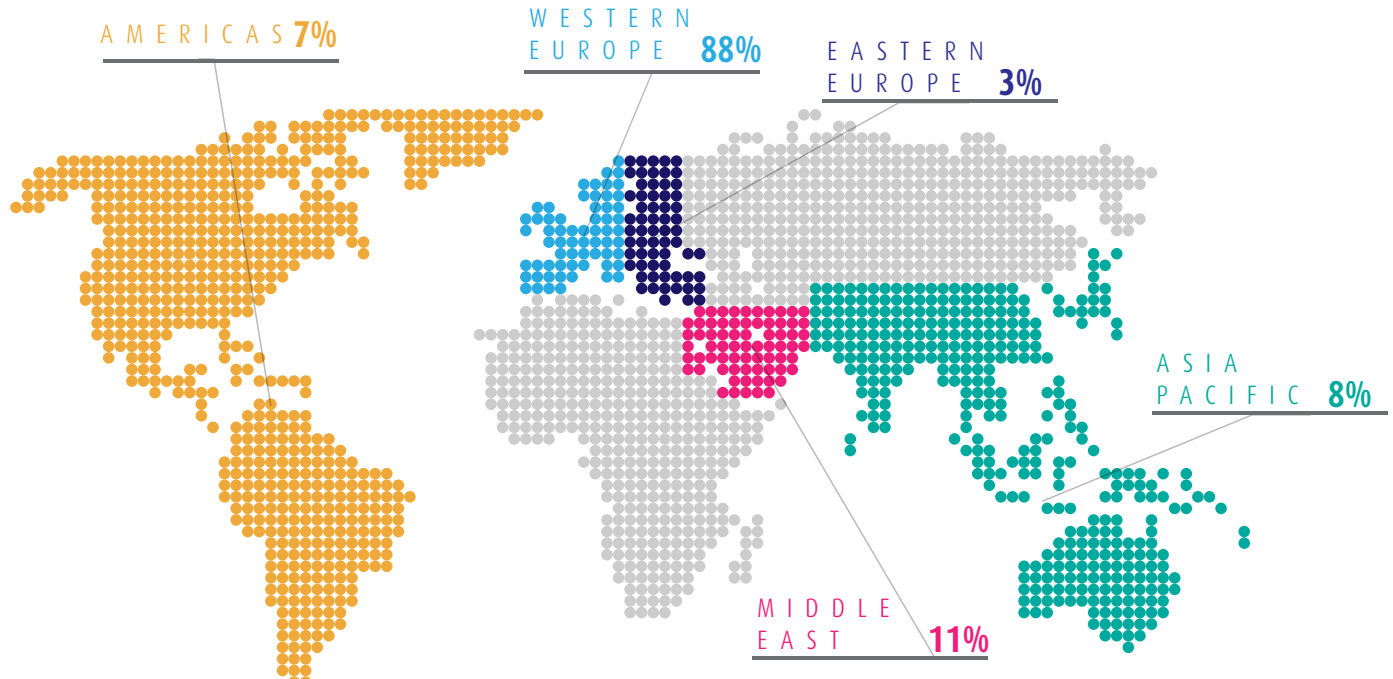
This show review was issued on 24 July 2018



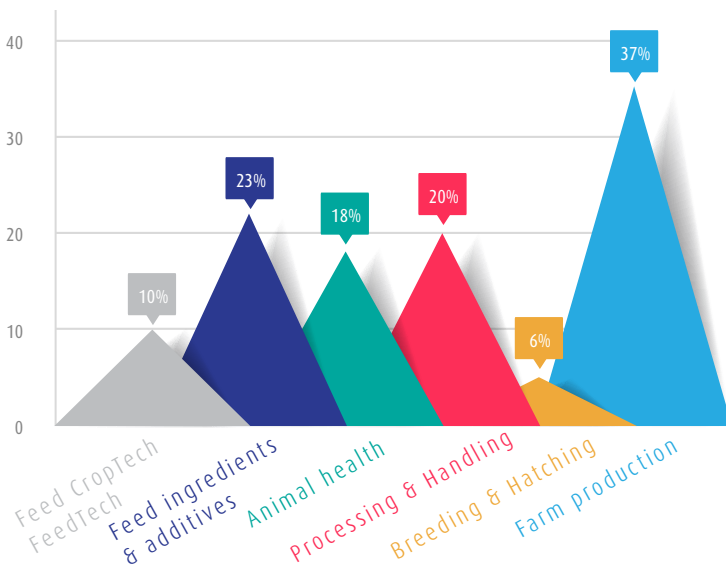
ABOUT THE EXHIBITORS

Total exhibiting companies **591**

EXHIBITORS - COUNTRY OF ORIGIN



EXHIBITORS - BY SECTOR



EXHIBITOR SATISFACTION

74% of the exhibitors stated that the sectors they were interested in were sufficiently represented.

74% of the exhibitors stated that the functions they were interested in meeting were sufficiently represented.

Overall, exhibitors on average rated this show with a 7.6 out of 10

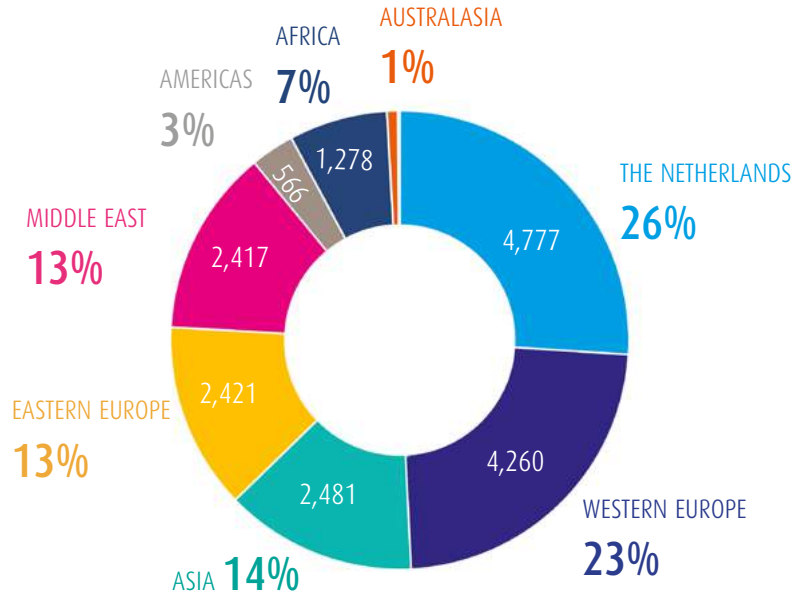
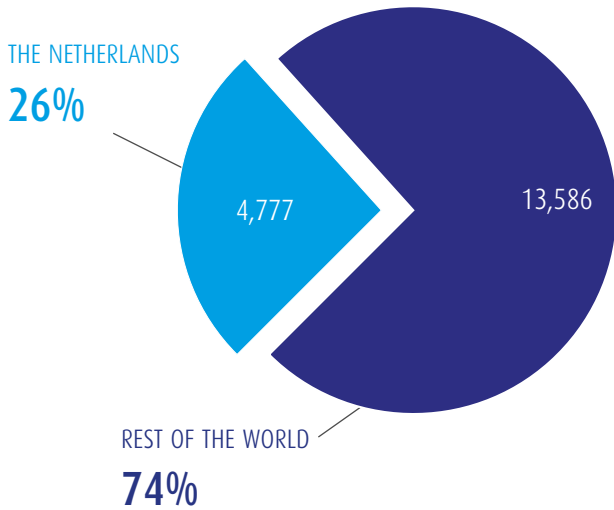


VIV EUROPE 2018 FACTS & FIGURES

ABOUT THE VISITORS

Total number of visits **18,363**

VISITS BY REGION

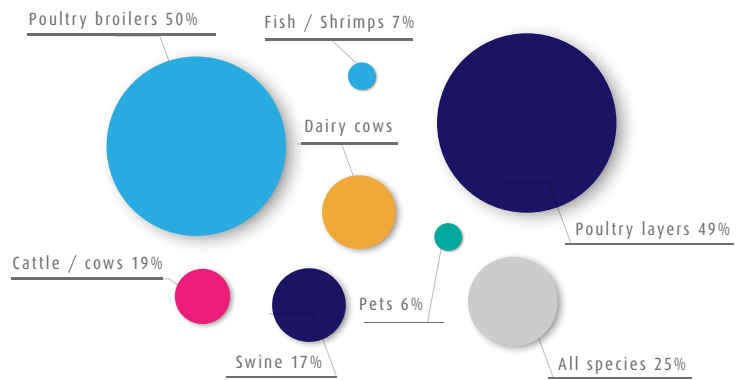


TOP 10 VISITING COUNTRIES

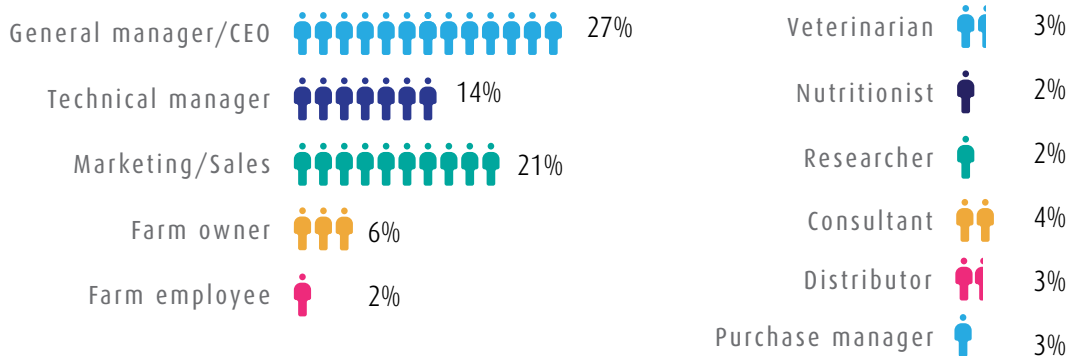
OUTSIDE OF THE NETHERLANDS

1. Germany
2. United Kingdom
3. Iran
4. Belgium
5. China
6. Russia
7. Italy
8. Spain
9. France
10. Poland

VISITORS - BY SPECIES



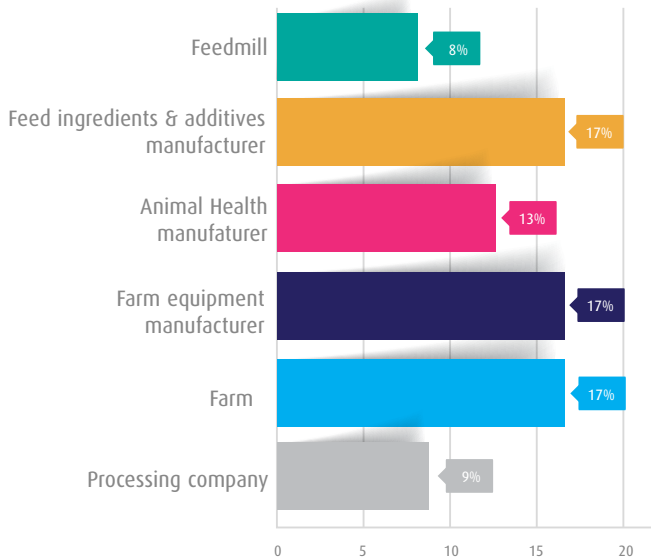
VISITORS - JOB TITLES





VIV EUROPE 2018 FACTS & FIGURES

VISITORS - BY SECTOR



TOP 10 REASONS TO ATTEND VIV EUROPE

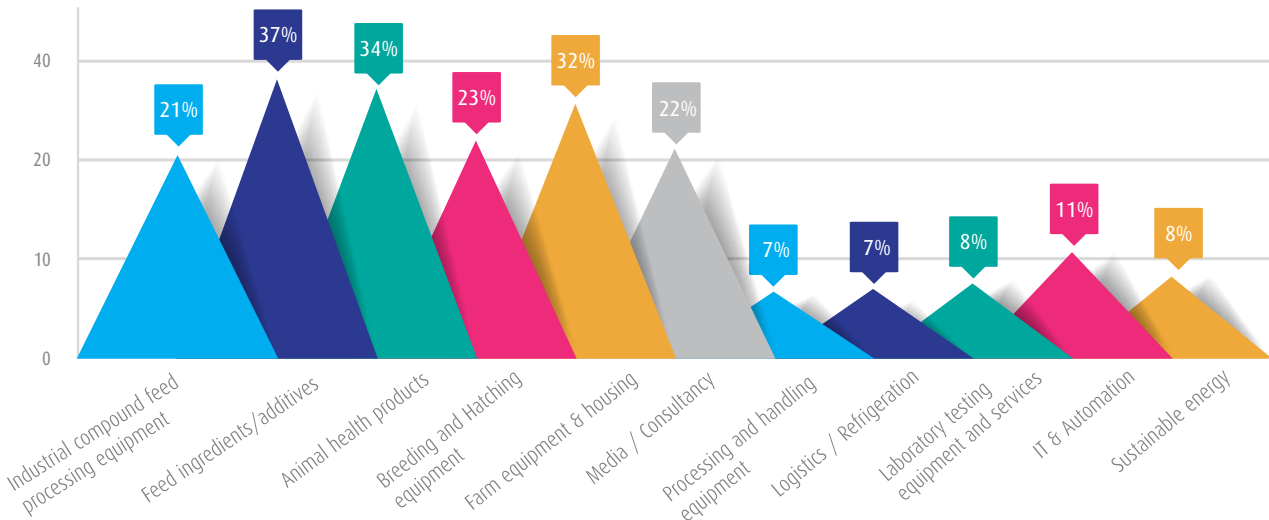
1. See new products / innovations
2. Network amongst the industry
3. Meet with a current supplier(s)
4. Keep up to date with market trends
5. Source new suppliers
6. Seek potential business partners
7. Identify new opportunities / markets
8. Promote the company
9. Keep an eye on the competition
10. Source a specific product / service

VISITOR SATISFACTION

The visitors' attendance expectations were fulfilled at 83%, and partly fulfilled at 15%.

Overall, visitors on average rated this show with a 7.9 out of 10

VISITOR INTERESTS



SHOW PROMOTION THROUGH MEDIA PARTNERS

VIV Europe partnered with 119 Media Publications & websites:

- 110+ Printed and online Advertisements
- 100+ Articles, editorials, e-blasts contents

SOCIAL MEDIA

Social Media followers	47,000+
Social Media impressions	300,000+
Website users	55,000+
Website impressions	611,000+



VIV EUROPE 2018 FACTS & FIGURES

VIV INDUSTRY LEADERS PROGRAM

A total of **391** Industry leaders took part in the VIV hosting and welcoming program dedicated to top level profiles. Among the Industry leaders, the following delegations groups were organized:



- Burkina Faso
- Cameroon
- China Animal Welfare
- China CAAA
- China Egg association
- Ethiopia
- Ghana
- Mali
- Mexico
- Morocco
- Niger
- Nigeria
- Pakistan
- Russia
- Senegal
- Sri Lanka
- Thailand
- Uganda
- Ukraine

VIV EUROPE 2018 AFTERMOVIE: RELIVE THE SHOW



A SPECIAL THANK YOU FROM





Stores replaced with virtual online shopping?

Opening ceremony has data driven food-retail theme

Each day of VIV Europe 2018 was allocated its own theme. Day One’s was primary production, Day Two highlighted food and retail while Day Three celebrated young talent entering animal protein industries globally.

MAJOR RETAILER BUILDS POULTRY SUPPLIER PARTNERSHIPS

The grand opening ceremony on Day Two included remarks by John Kirkpatrick, who is Agricultural Manager for poultry, eggs and feed sustainability/security at Tesco --- the UK’s biggest food retailer. He explained that his responsibilities currently cover a global supply chain in Europe, Asia and South America, across chicken, turkey, duck and goose segments as well as eggs.

“Our priority is to deliver to customers the quality and consistency they expect,” John declared. “Effective partnerships with our suppliers are the key to achieving that.

“In fact, while all food retailers depend on being trusted by their customers, we have also worked hard to win and retain the trust of our farming supply base. Working together in an effective partnership needs mutual trust as well as respect and understanding.

“The amount we have achieved in this direction over the past three years has changed the conversation completely to a position of strategic partnerships, not least with regard to maintaining high standards of animal welfare throughout the production base. Our view is that we need to ensure we maintain standards, to challenge those that do not and to engage in the discussion. But also, we should take pride in what we do as an industry --- we are the envy of many!”

Additionally, Mr. Kirkpatrick observed, the consumer’s continuing search for affordability, quality and health in food choices is driving further initiatives. Part of the response at Tesco has been to create sustainable farming groups across its supply bases for 10 product categories including poultry meat and eggs. These groups facilitate productivity improvements and investment in technologies to improve efficiency and reduce costs to the individual businesses.

The retailer also agrees price risk management strategies with its suppliers, enabling them to focus on efficiency and quality rather than on cost. Specifically, John Kirkpatrick added, Tesco is removing commodity risk for its suppliers and producers by developing open book models that link the price it pays for poultry products to the cost of feed.



TECHNOLOGICAL CHOICES FOR MORE EFFICIENT FEED USE

Important changes in the one billion tons per year global feed landscape and their consequences for the adoption of new technology by poultry and livestock sectors were described to the grand opening conference by Aidan Connolly, chief innovation officer and vice-president at feed products company Alltech.

Based on surveying prices around the world, he reported, the feed industry today is worth about 430 billion US dollars annually. But its landscape is changing significantly as the pressures of safety and transparency and sustainability and government regulation are joined by the emergence of the so-called prosumer. This is the name given to consumers who are increasingly making decisions based on their understanding of where food comes from along with their own preferences and ethics.

They are highly influential by communicating what they think of their food through social media channels. But they still want the food to be affordably priced. In response, producers need to look at new technologies to improve feed efficiencies, Mr. Connolly declared. He indicated that it is likely to require collaborative or collective projects and not just action at an individual farm level. ►

► “Several novel technologies may be involved, from the greater use of sensors to monitor flocks to the introduction of augmented reality systems that are useful for jobs such as grading eggs at the packing station or for health control in slaughter plants, because these systems can see what the human eye cannot.

“But the real game changer, for me, will be Artificial Intelligence. It has the potential to completely transform the way that agricultural works today, through its automated analysis and reaction to inputs such as digital imagery from cameras and other sources. To mention other possibilities, virtual reality applications will come to stores to show customers the farm of origin of foods, while the adoption of blockchains is forecast to transform the way we trade by tracking the journey of a food through the supply chain.”

Producers of meat, milk and eggs could face some tough decisions over which of the technologies to embrace in their own business, Mr. Connolly warned. Not all apparent technological breakthroughs will stand the test of time and in some other instances the true cost of an innovation may outweigh its actual benefits to the enterprise. The identity of the prospective innovators is another consideration. They are as likely to be small-scale technology developers as big ones and they will not necessarily bring with them an inbuilt understanding of farming practices.

BLOCKCHAINS IN PET FOOD PRODUCTION

In addition to its main focus on using the latest data technology in animal protein industries, the programme for VIV Europe 2018 included a satellite conference on Pet Health and Nutrition which was arranged by VIV worldwide and supported by Dutch learning centres Wageningen University & Research (WUR) and Utrecht.

Here too the data science connection emerged, with a presentation by Angelique Slach on how blockchain technology could transform the pet food business. Ms. Slach is a former chief innovation officer for Rabobank who now advises company boards of directors on the application of blockchains in their enterprise.

As the internet story has moved from simply sharing of information to programmable parts, she said, it has brought the potential to identify materials digitally for origin and ownership and to track their commercialisation through to the pet food manufacturing plant along with the associated trading contracts and payments. The digital ledger so created is of a chain split into a series of transactions or blocks, giving the name blockchain to the overall process.

Although it exists in many forms, blockchain technology is already being applied in practice in over 50 instances in a wide spectrum of industries worldwide and over 80,000 more such initiatives are reported to be on their way. The whole concept is developing very quickly, according to Ms. Slach. Something that in 2017 seemed a niche surrounded by marketing hype is now confidently expected to be in everyday use for trading by 2025-2030.

Participants in each transaction by that time will view details on their smartphone screen in the knowledge that the underlying technology is safe and not open to manipulation by an outsider. Processes will also be fast, with transactions completed in just a few seconds because the blocks link up and embedded business logic systems provide the framework such as for a contract.

Blockchain is a development from the world of finance that will apply also to the pet food manufacturing universe, Ms. Slach continued. The whole marketing of pet foods will change with the implementation



of this technology. For example, it meets the demand for trust and traceability as well as fitting to regulatory requirements.

Plus, where ingredient flows are concerned, the aspect called humanisation is evident already in pet foods in that pet owners want their animals to have the same foods as they themselves eat. Even if the software available is not yet fully mature, she declared, manufacturers of pet foods can be sure that they are entering a new economy involving greater security in the sourcing of ingredients.

As a first step they could give some of their millennial-generation talent the freedom to dive into the concept with the direct support of the CEO. Vitally, in their development of software they will need the guidance of someone in the company who understands its business and can steer them on identifying the most useful sets of data.



KIP VAN ORANJE: INNOVATION BY CO-CREATION

The Dutch poultry sector occupies a leading place internationally. Production and processing businesses in The Netherlands have been able to maintain their strong position in eggs and poultry meat through entrepreneurship, advanced production systems, high-quality products and excellent logistics for fresh foods.

Despite having fewer than 2000 farms in a country of just 41,426 square kilometres (16,485 square miles), The Netherlands is the world's largest exporter of eggs for consumption and egg products, and the third-largest exporter of chicken meat.

Kip van Oranje (Poultry Innovation Platform) stimulates and facilitates farm-based innovations in the production of quality poultry products and connects them 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. Meeting these challenges requires not only new

products and production systems, but also a new approach to effective collaboration along the chain from farm to consumer.

Together, we contribute to viable and sustainable poultry production by connecting innovative poultry people, companies and brands within one platform.

The Welcome Hall display centered around the tents with practical examples of innovative Dutch chicken network Kip van Oranje, highlighting the farm systems of member producers and how they are helped to develop by connecting people throughout the chain --- sharing knowledge and data while also spreading ideas and innovations.

KIP VAN ORANJE TAKES RESPONSIBILITY FOR HEALTHCARE

Albert Hoekerswever started Kip van Oranje in 2012 as an independent platform for the primary poultry sector. The goal: bring innovators together to create solutions for occurring themes in society. Ultimately this will lead to better results within the whole supply chain, as well as a better reputation of our sector.

Ability to innovate

"A lot of poultry farmers have fantastic ideas which can contribute to solution of societal importance", explains Hoekerswever about the initiative. The value of innovation has a prominent position within the platform. " One of these innovations is ATLAS (Advanced Technology Live bird Arrival System) of Marel Poultry, a truly revolutionary system. It is an assembly line for chicks which takes animal welfare, efficiency and hygiene to a higher level.

Connecting people

Hoekerswever's ambition is to evolve from innovation to co-creation. The focus has to be on profitability for business, a good environment for the industry and societal importance. "By sharing data we can monitor and manage more efficiently", experiences Hoekerswever. Connecting people, finding solutions for differences and sharing knowledge and data are a few of the missions of Kip van Oranje.

"Poultry farmers still do not have a lot of direction concerning the marketing of their products. Which is a pity because they really have a lot of ideas on this. Kip van Oranje will help them.

Innovation square

Hoekerswever had high expectations of VIV Europe 2018. On the international trade show his platform had a great stage to present their philosophy with the Kip van Oranje innovation gallery. This square presented a selection of innovations from several companies. "There are a lot of great intentions to work together within the whole supply chain", ensures Hoekerswever. The innovation square inspires with concepts and visitors of the trade show would attend the seminars 'Sharing data = better poultry' and 'Healthy Farming' for even more knowledge and ideas.

SMART FARMING TO MAXIMIZE EFFICIENCY

The Dutch publishing house Proagrica organised a number of conferences on Smart Farming. Each of them was dedicated to another agricultural sector: arable, dairy, pigs and poultry farming.

The focus was on data collection and precision farming to maximize efficiency and meeting market demands. During the well attended sessions various ideas about housing and management systems of the future were shared and offered opportunities for discussions. Here again the message was clear, if you are taking the advantages of new technologies, other will and will benefit from it. Lenny van Erp, HAS Den Bosch speaking at the Poultry seminar was clear in her message: "Collecting data can improve performance and offers opportunities. Big Data will change the industry and improve efficiency".



THE IMPORTANCE, ADVANTAGES AND LIMITATIONS OF COLLECTING AND SHARING PRODUCTION DATA

Biostatistics and Big Data were the subjects at the Porphyrio conference during VIV Europe 2018. Speakers from the Netherlands, UK and Belgium explained the importance and the advantages and the limitations of collecting and sharing production data of different levels in the poultry sector.

David Speller managing director Applied Poultry Group & Optifarm in the UK told that the industry has to be prepared to make big changes. If you don't embrace the potential of this others will and take the advantages. Dr. Johan van Eerum, managing director of the Poulvet Group in Belgium and Joost Sparla, Marketing & Technical Director of For Farmers in the Netherlands illustrated what collecting data can do for them and their clients. They underlined the importance of data to improve bird performance and the efficiency of the whole operation. This is especially the case when data are real time available because it allow immediate

action and making production predictions. Porphyrio Managing Director Kristof Mertens concluded the conference by showing some results obtained from their database. He made clear that fine tuning data collection will help you realize that final results might be different from what you concluded from seeing just a few standard data. Porphyrio offers modular systems, working in the Cloud, for different bird species no matter the enterprise is an individual farm or a total vertically integrated egg or poultry meat company. The dashboard is completely customizable, giving a safe insight in and control of the business.



OBSERVING NUMBER OF RED MITES IN FLOCK

Red mites are a pest for most layer farmers. They are irritating and may even cause anaemia in hens. With the introduction of a Red Mite Monitoring System we help farmers to observe the number of mites present, says Hotraco Agri director Erik Helmink. The plastic perch with a sensitive sensor has been developed in close collaboration with Wageningen University and is linked to an intelligent data management system. It does not kill the mites but helps to decide when to take action and to check the effect of the treatment.

At the show various options to kill red mites were presented of which the Q-perch of Vencomatic was a real novelty. It stops and kills mites on their way to the hen without using pesticides.

PLUG-AND-PLAY LAYER AND FEED PRODUCTS GREET VIV VISITORS

Two big names in feed-to-food equipment parked a pair of ready-to-use product ideas next to the front walkway into VIV Europe 2018 at Jaarbeurs Utrecht. Big Dutchman brought a mobile house on wheels designed for laying hens, while nearby was a display from Ottevanger Milling Engineers of a feed mill in a container.

The Natura Caravan introduced by Big Dutchman is aimed at free-range and organic egg production on sites that market their eggs directly. It is equipped with automatic feeding, egg collection, climate control and manure removal for 800-1,000 layers. The company added that the mobile house can be registered for use on public roads and is easy and safe to move, even in operating mode. It has also launched a Natura Camp II mobile poultry house that comes ready to be connected for organic (with 1,000 layers) or free range (1,200 layers) egg production.



Minimal installation time is a major benefit for containerising the feed plant, said Ottevanger when introducing its C20 containerised feed mill comprising all necessary equipment with electrics and process control for a grind-and-mix feed

manufacturing operation. The example displayed was of a C20 specially constructed for Samarkand-based poultry producer Afrosiyob Parranda and due for delivery to Uzbekistan immediately after VIV Europe.

Ottevanger offers two versions of its C3 small containerised feed mill series, starting at production rates of up to 3 tons per hour in 500-kilogram batches, but extendable to produce 2 tons pellets and 1 ton meal (mash) hourly. Both are modular, built into a container frame that additionally serves as a support structure which is installed easily even in areas with limited space.

EFFICIENT BATCH-MIXING IN THE INDUSTRIAL FEED MILL

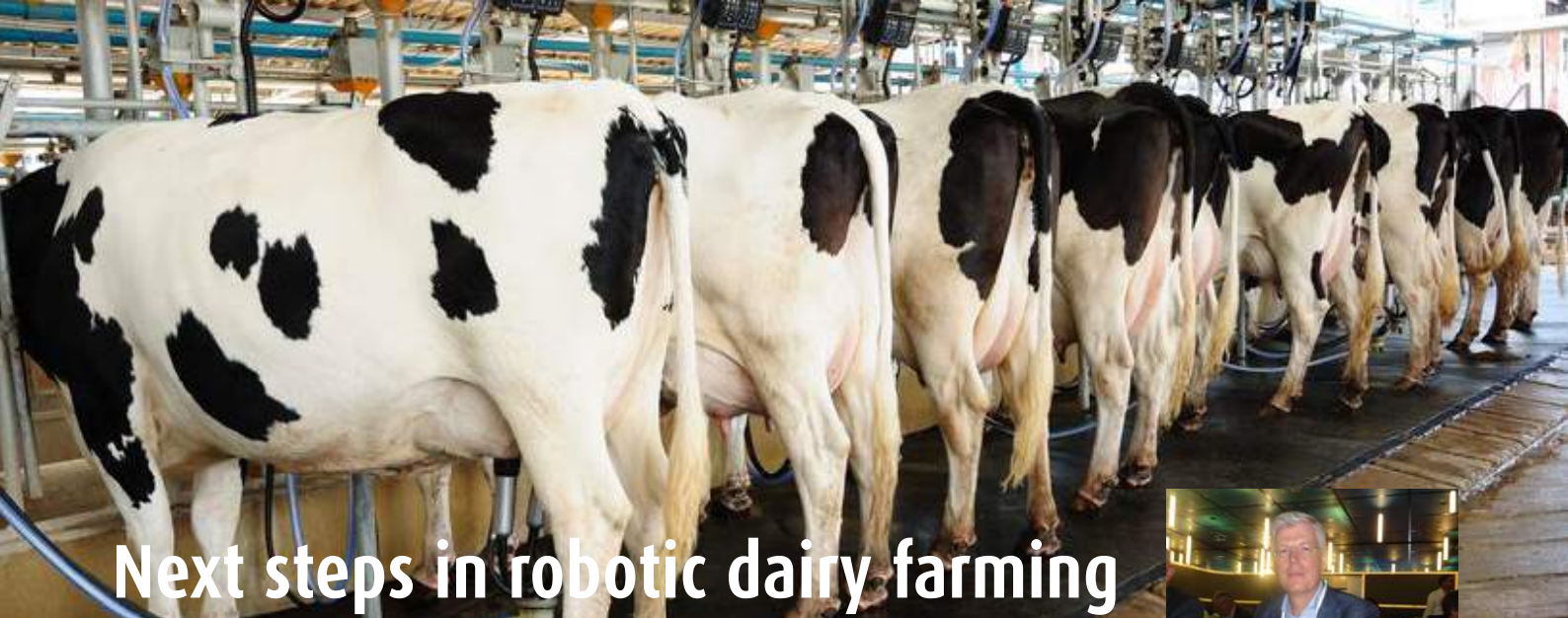


Efficient batch-mixing in the industrial feed mill was showcased by Andritz Feed & Biofuel, with European sales manager Thomas Ellegaard Mohr on hand to present the company's new OptiMix --- which is now the sole mixer in its product line after replacing the previous HPP model. Described as optimised for efficiency in mixing of regular farm-animal feeds and aquafeeds and of meals for extrusion, sizes start at 2,000 litres for one-ton batches. Up to 38 batches per hour can be mixed. More than 50 of these mixers have already been sold in Asia alone, Thomas Ellegaard revealed. Fast mixing and hygienic design are two features, with the additional option of a stainless steel version where required.

MUSEUM DEDICATED TO DUTCH POULTRY SECTOR'S EARLY YEARS



VIV Europe visitors found many visions of the future at the show, but also a reminder of the past on a stand in the Welcome Hall presented by the Dutch Poultry Museum (Nederlands Pluimveemuseum). Located on a former farm in the town of Barneveld, which is itself closely associated with the origins of today's Dutch poultry sector, the museum foundation started in 1988 and opened to visitors three years later. Its barns hold examples of 23 heritage chicken breeds besides production equipment dating back almost 100 years and part of an early feed mill.



Next steps in robotic dairy farming



One of the next steps in robotic dairy farm operation will be the 3D printing of machine parts on the farm, predicted Alexander van der Lely, CEO of Lely International, at the Global Dairy Farmers Congress held on the first day of VIV Europe 2018.

For Global Dairy Farmers, the congress formed part of a five-day itinerary that also visited farms in Germany and Italy. Within its overall title of 'From high tech and smart farming to short chains and added value', Mr. van der Lely chose for his own presentation to speak about bright farming in a milk production context.

Robotic farming requires systems and machines to operate without fail for 24 hours daily so that the farmer can concentrate all of his time on management matters, he told the congress. Having spare parts farm-printed as required will be just one part of the approach aimed at eliminating downtime periods.

On the occasion of its 70th anniversary, Lely International in April 2018 presented a vision of the future for dairy farming --- which it saw as an integrated solution centred on farms where all repetitive tasks were automated. Data streams from the automation would allow management by exception, in the sense of pinpointing departures from normal levels of productivity so that the farm's operator was alerted to take corrective action.

Lely had introduced its next milking robot, the Astronaut A5, with improved features for ease of use and cow comfort. Reduced energy usage and a lower water consumption have been among advantages shown by pre-launch trials. The next part of the complete dairy farming system is close to introduction, Mr. van der Lely revealed. It offers a customization helping farmers to take decisions according to their preferred depth of information and taking account of factors such as the profitability of the farm.

Other developments he reported as being in the pipeline or near market included a method of recycling manure, to reduce the carbon footprint of the milking herd, and a processing unit suitable for farm installation to provide specialized high-value milk products such as for the elderly, for sportspeople or for medical conditions, all from milk traced to the local cow that produced it.



SHARING DATA = BETTER PIG PRODUCTION

Data stream developments in the poultry chain are being adapted to also apply to pig production, Netherlands livestock health solutions supplier GD Animal Health told visitors to VIV Europe 2018.

Dr. Manon Houben, chief veterinarian in the company's pig health department, reported that the first trials of a pig version of its Plexus health-monitoring software are planned to start in 2019. Plexus for poultry was launched in 2017, allowing larger integrations and chains to register a wide variety of health-related data in one place for analysis and to provide insights. Such data could help to answer, for example, questions on vaccination strategy or the benchmarking of different sites for their use of antibiotics.

The version being designed for pigs will analyse batches and pig flows according to clinical signs, with its data-gathering set to include the observations and treatments recorded by farm stock attendants using their cellular mobile phones. Again, one intended output is the monitoring of antibiotic use.



40 years VIV: anniversary edition

VIV celebrates its 40th anniversary in 2018. Over four decades it has established itself as the premium business-to-business platform for the global animal husbandry sector, in an ideal location and with the added benefit of having a highly professional organisation behind it. For the VIV Europe edition this year we created a focus on poultry to present the most informative and illuminating ever seen at a VIV event.

Celebrations at VIV Europe 2018 included a cycle tour in which several exhibitors & organisers participated, and the VIV 40 years Cocktail party, attended by poultry sector professionals with a long VIV history.



LEARNING CENTRE OFFERS INTERACTIVE EXPERIENCES

The two days 21st-22nd June brought the inaugural VIV Europe Dairy Learning Centre to the show's Welcome Hall. This built on an initiative started in the United States by the University of Wisconsin-River Falls, which shared its expertise at VIV Europe by moderating a two-day programme of short, practical and interactive sessions for compact groups of visitors on a free-to-attend basis.

Supported by industry partners including NEDAP Livestock Management, GD Animal Health and VES Environmental Solutions, the Dairy Learning Centre gave access to experts from knowledge institutions such as AERES University of applied sciences, Utrecht University and Wageningen University. Additionally it offered 'Ask a Vet' sessions at which American veterinary advisers were available to answer specific questions on dairy healthcare.

At one such session the advisers were Dr. Larry Baumann, Professor and Extension Veterinarian at the University of Wisconsin-River Falls, and Dr. Mike Wolf of VES Environmental Solutions. Among particular topics raised by members of the audience were foot problems of dairy cows and also the perennial battle against mastitis. For both issues the advice included a check on bedding quality, especially the use of ventilation to keep the litter dry.



Prof. Larry Baumann (l) & Dr. Mike Wolf (r)

GLOBAL COMPOUND FEED VOLUMES REACH 910 MILLION TONS

World compound feed production grew significantly in 2017, reported Feed Strategy magazine editor Jackie Roembke at a conference arranged by Watt Global Media that offered an assessment of the global feed industry's size today and tomorrow.

"Our data suggest that 2017 global compound animal and aquaculture feed volumes hit 910 million metric tons — a 2 percent increase over 2016," Ms. Roembke said, presenting results from the company's latest annual World Feed Panorama report ahead of their publication in the June 2018 issue of her magazine.

Outlining the trends impacting compound feed volumes across countries and species, she noted that global production had increased by more than 50 percent since 2000, driven by an increased demand for animal protein and the efficiencies of vertical integration.

"We predict this trend will continue into the future as feed production becomes industrialized in emerging markets," she added. In 2017, 34% of compound production occurred in the Asia-Pacific region; 21% in Europe & Russia; 22% in North America; 16% in Latin America; and 7% in the Middle East/Africa.

Compound feed production for dairy was up 1% from 2016 volumes; poultry was down 1% due to several disease outbreaks; pork grappled with African Swine Fever, dropping 0.5%; and aquafeed production grew by 0.5%.



Her prediction for 2018 --- that the total compound feed volume produced globally this year looks likely to grow again, by between 1.5 and 2.0 percent.

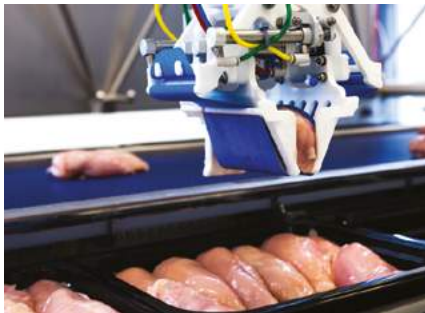
MAREL POULTRY'S INNOVATIVE SOLUTIONS AT VIV EUROPE

At VIV Europe 2018, Marel Poultry launched many innovations which will set new benchmarks for the poultry processing industry. A brief review of the highlights of the show.



KEEP CONTROL AND THINK FAST

Poultry processors are constantly looking for ways of staying cost efficient without compromise animal welfare or product quality. Our proven new benchmark for the industry, the 15,000 bph process, has not just been developed for the sake of speed alone. It is mainly meant to keep control of uncompromised processing efficiency and the highest quality standards. From live bird handling via evisceration and chilling, up to the distribution line, every process step solidly handles this all-time high speed, supported by ATC track control and LineLink transfer units.



ROBOT WITH A KNIFE GETS A FIRM GRIP ON STYLING

Do you need tray styling with utmost intelligence, volume and care? Marel Poultry's RoboBatcher features new dedicated gripper designs for high-speed batching of fillets, drumsticks or legs. Now, the "Robot with a Knife" is even smarter to compose fillet trays according to the desired styling.



QUALITY TOTAL LEG DEBONING WITH INLINE EFFICIENCY

Automated leg deboning operations align with the "Carcass Balance" trend (use all the parts of the chicken, not just the breast fillet) and at the same time add value to leg products. Marel Poultry's automated total leg deboning operates fully inline while achieving the highest yield. Next to the Thigh Fillet System, the Drumstick Deboning System is operational in the ACM-NT cut-up line to perform selective inline drumstick deboning with no manual labor required.

HIGH VOLUME CONSISTENT COATING

Automated leg deboning operations align with the "Carcass Balance" trend (use all the parts of the chicken, not just the breast fillet) and at the same time add value to leg products. Marel Poultry's automated total leg deboning operates fully inline while

achieving the highest yield. Next to the Thigh Fillet System, the Drumstick Deboning System is operational in the ACM-NT cut-up line to perform selective inline drumstick deboning with no manual labor required.



FOOD SAFETY

Food safety is high on the agenda of food producers and consumers around the world. Marel's SensorX sets the standard in detection of small bone remnants as well as metal, stone and glass particles in

deboned poultry meat, thereby minimizing the risk of customer claims. The latest SensorX software reduces the false positive rate to an absolute industry minimum.

AFRICAN COUNTRIES DESCRIBE THEIR POULTRY POTENTIAL

'Invest In Africa' proclaimed the title of a series of seminars about the poultry business in several African countries, arranged jointly by VIV worldwide and the Netherlands-African Business Council, Rabobank, Dutch Poultry Centre and the Ethiopia-Netherlands Trade Group for Agricultural Growth (ENTAG), with moderation by African Farming/Alain Charles Publishing.

Centre stage in one seminar was Senegal, the Country of Honour at VIV Europe 2018. The situation and prospects in its poultry sector were outlined by Dr. Makhtar Diouf, director of the country's Cimel national centre for breeding improvement, before a presentation by the chairman of Senegalese poultry association Ipas, M. Gora Faye. Their remarks sketched an industrial sector producing chicks, poultry meat and eggs worth almost €230 million per year. It is situated mainly in cooler zones along the coast, they explained, and many of its farms contain fewer than 1,000 birds, although the size range overall is from 300 to 100,000 birds.

A variable production rhythm sees seasonal peaks in April and September while lows occur typically in May and November. But the available statistics do point to a sector in growth, setting new records recently for DOC placings and for layer numbers. The estimated production of 40.85 million broilers in 2016 represented an annual increase of nearly 17%. Ipas figures suggest a hatchery capacity for 100 million chicks. A 2025 horizon is foreseen where the average consumption of chicken will have grown from 5 kg to 8 kg per person/year while the annual uptake of table eggs has increased from 40 to 52 eggs per inhabitant.

From remarks about Nigeria's egg market by Idowu Asenuga, owner of company Agri Supplies and representing the Poultry Association of Nigeria, currently the Nigerian landscape for eggs has around 400 million commercial layers and a per-capita consumption put at around 50 eggs/year. A national production of about 10 billion eggs annually amounting to 650,000 metric tons makes Nigeria the largest producer in Africa.

A recent rapid spread of international supermarket retail chains in Nigeria has helped to create a more organized market for eggs, said Mr. Asenuga, along with steadier prices. What is more, population growth projections suggest that Nigeria will gain 100 million new egg consumers by 2050!

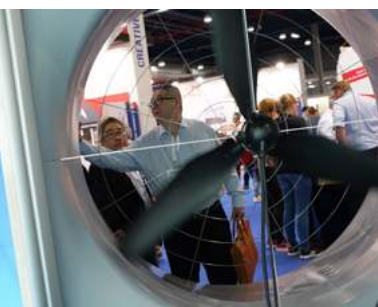


Victor Oppong Adjei is CEO of Voa-Lys Farms in Ghana as well as being chairman of the Ghana National Association of Poultry Farmers. Ghana is West Africa's second-largest economy, he reminded an Africa-focus seminar, and is a gateway to over 360 million people in the Economic Community of West African States.

Within Ghana, local production initiatives aim to counteract imports of chicken which are currently valued at about \$360 million per year. Over 300,000 metric tons of broiler meat was imported into the country in 2017. At present it seems that local producers account for only 5 percent of total poultry supplies. Investment opportunities include at hatchery level, he added. The existing hatchery capacity produces about 25 million day-old chicks per annum, equivalent to no more than 10% of the volume of frozen chicken that Ghana has been importing each year.



Ms. Anneke van Rooijen, Relations Manager Industry Leaders & Delegations, was in charge of all delegation matters.



SRI LANKANS COME TO THE SHOW

Among delegations of visitors to VIV Europe 2018 we had the pleasure of speaking to members of a poultry trade mission from Sri Lanka, led by Dr. Prabath Samarathunga who is president of the Sri Lankan branch of the World's Poultry Science Association (WPSA). The total of 23 delegates was comprised half of producers and half of veterinarians --- a format calculated to maximise the sharing of know-how locally on their return home.

This knowledge transfer aspect was further enhanced by the fact that the largest Sri Lankan poultry and feed groups were represented in the trade mission, said Dr. Prabath. With major integrators such as Nelna Farm and Ceylon Grain Elevators (CGE) on the list, there was a ready-made structure to pass along insights from the trip to colleagues in the same group and provide farmer training. WPSA Sri Lanka branch additionally will include a report at its next meeting.

Among delegates, CGE senior sales manager Dr. C.P. Ihalagedara and Dushanta Namal Amunugama of the National Livestock Development Board pointed to Sri Lanka's self-sufficiency in poultry products and described its ambition to develop as an exporter. The industry's recent history of growth is illustrated by a rise in the poultry population from 14.01 million birds in 2010 to 28.7 million in 2017. Final production totals for 2017 were 196,000 tons of chicken and 2.742 billion table eggs, satisfying a demand within the country averaging 9.1 kg of chicken and 128 eggs per person and leaving a small amount extra for exporting to the Middle East. More output and increased exports are a definite prospect, trade mission members insisted, the exporting opportunities being helped enormously by Sri Lanka's internationally recognised status as being free from highly pathogenic avian influenza.



SMARTSTART COMBINES PRECISION FEEDING AND INTELLIGENT LIGHTING

Pas Reform introduced SmartStart at VIV Europe. It is a fresh approach to post-hatch feeding and combines two key elements: precision feeding and intelligent lighting. Newborn chicks receive a soft crumble feed with high water content in a newly designed hatcher basket. These hatcher baskets have feeding balconies at each side which can be in-line filled with the unique starter feed. Incorporated in the SmartStart is LED lighting with primary and secondary optics, to direct the light to where it is needed. The chosen light spectrum proves to be the most appropriate for newly hatched chicks. It gives the feed a colour that attracts chicks and contributes to a natural stress-free environment.



CONCLUSIONS FROM SONAC SEMINAR “WORLD OF BENEFITS LIVE”

On June 20, Sonac - a Darling Ingredients brand - hosted a seminar during VIV to explain how feed Ingredients of animal origin contribute to a circular economy. A series of renowned speakers elucidated on this concept from their individual expertise and perspective, leading to interesting conclusions:

Hans Blonk, (Director Blonk Consultants) explained how to deal with the global climate challenge for food and what can be done to improve the Carbon footprint of Feed production. This led to the proposition that animal meals and fats are ‘climate friendly’ feed materials, based on their favorable carbon foot print.

Dick Hordijk, (CEO Royal Agrifirm Group) highlighted the pros and cons of using local resources in a circular economy. With the premise that raw materials are best produced where this can be done most efficiently from a geological and climatological point of view, local resources are not always the ultimate solution.

Marinus van Krimpen (Wageningen Livestock Research), shared his insight that feeding values must be reevaluated nutritionally due to genetically derived changes in industrial broilers and layers. He concluded that processed animal proteins are high quality proteins, able to replace soybean meal and contribute to an improved feed efficiency. Research done with bone derived phosphorus sources (Delfos and Calfos) showed a high availability of the P compared, meaning these products can easily replace the inorganic phosphorus sourced from the rocks. Conclusion: Delfos and Calfos are sustainable and improves feed efficiency.

Walter van Hofstraeten (Schothorst Feed Research) contemplated about how to formulate piglet feeds to improve (gut) health and reduce the use of antibiotics. His recommendation: “use highly digestible protein and fat sources, take care that there are no undesired substances that decrease feed intake (GSL, DON) and use feedstuffs that improve feed intake (fish meal, plasma protein, sugars).”

Carine van Vuure, (Darling Ingredients) closed off by concluding that ‘Brussels’ is using a stepwise approach aiming to come with a proposal to use porcine PAP’s and insect proteins in poultry diets possibly in the first half of 2019.



To download the speaker notes go to: www.sonac.biz/viveurope2018



CLOUD STORAGE BIG DATA PLATFORM

Moba took the opportunity to introduce a new stand design concept at VIV Europe 2018, putting information and innovation at the forefront of the display before visitors reached examples of machines in a centre area. Discussing the new iMoba cloud-storage big data platform developed by Moba for owners of its egg grading and packing equipment, customer care manager Marcel Maijer used a location map of the first 100 machine owners already connected to the service within its first year. Thousands more are waiting to connect, he added, recognizing the benefits of putting their grader data on their own private cloud and being able to see results analysed graphically through a smartphone, computer or tablet. A benchmarking module has now been added, allowing the owners to compare real-time information on their production runs against best-practice standards.



NEW: VIV ONLINE 24/7

YOUR STARTING POINT FOR KNOWLEDGE & NETWORKING IN THE ANIMAL PROTEIN COMMUNITY IS HERE. THE WORLD OF VIV EVENTS BROUGHT ONLINE

VIV online, a new initiative from VIV worldwide, was officially launched at VIV Europe 2018. VIV Online 24/7 serves as an added dimension to the trade events. At VIV online, the sector comes together and the latest insights & innovations for the feed to food supply chain are shared.

On VIV online, users can create their personal and company profiles, share their insights and start discussions on sector specific topics.

Suppliers and institutes can build their own company profile and share the latest research, innovation or case studies across the chain.

Professionals who want to keep on track with the sector from feed to food, and network with suppliers and knowledge partners between VIV shows, can join VIV online now via www.viv.net. Joining VIV online is free of charge, so create your profile now and stay up to date.

VIV ONLINE IS NOW OPEN FOR ALL EXHIBITORS, VISITORS & OTHER FEED TO FOOD PROFESSIONALS. JOIN NOW: IT'S FREE!

GET CONTENT THAT'S RELEVANT FOR YOU

Create a profile in just a few minutes, add your fields of interest and read the articles about species and topics that are relevant for you.

SHARE YOUR EXPERTISE

Are you an expert on a certain topic, want to share insights, case studies or any other relevant content with the VIV online community? Posting articles online was never this easy, and it's available to all members.

WHAT TO EXPECT

- » Create a personal profile
- » Read & write articles
- » Connect with companies, suppliers, associations & peers
- » Show your company's expertise by creating a company profile
- » Ask the community questions by creating a poll
- » Share your insights and opinions through comments & questions
- » Read up on VIV events
- » Prepare your VIV event through VIV online 24/7

MISSED A VIV EUROPE 2018 SEMINAR? GET A SECOND CHANCE AT VIV ONLINE!

During VIV Europe 2018, you might have just been in a good conversation at the time you wanted to visit a presentation or seminar. Several companies and speakers have made their presentations available on VIV online, which gives you the opportunity to catch up with knowledge you missed out on.

KIP VAN ORANJE

Pommeron, an exhibitor within the Innovation Gallery at VIV Europe 2018, introduced (in Dutch) the Kip van Oranje (Orange Chicken) networking concept as one which is suitable for every strategy. [» view presentation](#)

EBIT+, an exhibitor within the Innovation Gallery at VIV Europe 2018 introduced their cloud based mobile application that helps improve control and profitability for producers. [» view presentation](#)

FarmResult, an exhibitor within the Innovation Gallery at VIV Europe 2018, presented their software which provides online management of livestock farming, maximises the use of automated data transfer from multiple computers and integrates the value chain data. [» view presentation](#)

Poultry Plan, an exhibitor within the Innovation Gallery at VIV Europe 2018 introduced their software which supports producers through the system's benchmarking, early warning and smart trend analysis functions. [» view presentation](#)



INVEST IN AFRICA & INDIA

Senegal

The Interprofession Avicole du Senegal (IPAS) committee presented (in French): Situation and prospect of the poultry industry in Senegal. [» view presentation](#)

Ghana

Victor Oppong Adjei from the Ghana National Association of Poultry Farmers proposed Ghana as a strategic location for investors with its positive investment climate and expanded value chain prospects. [» view presentation](#)

Sri Lanka

Dr. Kaundika Wanigasundara of World Poultry Science Association (Sri Lanka) described Sri Lanka as "Pearl of the Indian Ocean". With Egg and Chicken being the most readily available protein, what is the potential for investments within the broiler and layer sectors? [» view presentation](#)

Rwanda

Jean Baptiste Musabyimana from Abusol Ltd revealed the corporate income tax benefits and capital repatriation policies, combined with the country's young and fast growing population as perfect opportunities for investing in Rwanda. [» view presentation](#)

Mali

Binta Diakite from the Investment Promotion Agency of Mali (API-Mali) cited how Mali attracts investments for the agricultural sector through its non-discriminatory and 100% foreign capital ownership policies. [» view presentation](#)

Nigeria

Idowu Asenuga of Agri Supplies introduced Nigeria as the largest African economy, with agriculture contributing 21.6% of its GDP. With market potential largely untapped, the egg market presents huge opportunities for investment. [» view presentation](#)

India

Dr. Mahesh from the Central Poultry Development Organisation and Training Institute (Government of India) gave an overview of the prospects and opportunities for the Indian poultry sector, and how the government's policies will drive the poultry market forward. [» view presentation](#)

CONFERENCES

Driving Improved Performance

John Krikpatrick of TESCO PLC presented the TESCO Welfare Outcome Measures and how they drive improved performance in a competitive retail environment. [» view presentation](#)

PROHEALTH presents sustainable solutions for broiler health

Smart ideas for sustainable poultry disease management were the focus of a special PROHEALTH workshop during VIV Europe [» view presentation](#)

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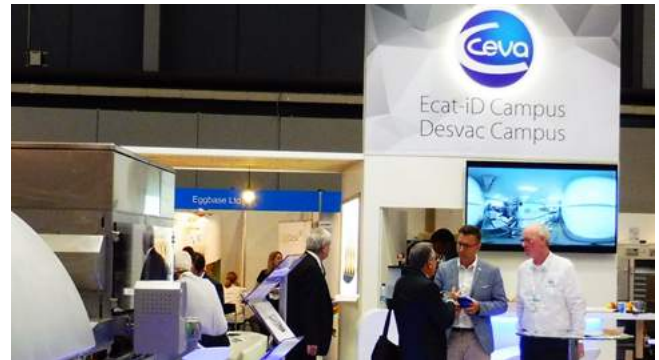
For more information or assistance, visit: virkon.com

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TWINPACK SPECIAL PRODUCTS BECOMES GI-OVO

Besides presenting their different business activities (feeders, drinkers, crates, syringes, egg trays and packaging) at different stands Giordano announced the takeover of a majority stake in Twinpack Special Products in The Netherlands. After almost twenty years of commercial cooperation, it was time to increase the strategic and operational focus on the logistic systems for eggs, said Giordano's CEO Oscar Giordano. The objective of this acquisition is to expand and strengthen their global market position through a unique and coordinated management, which can now be developed more effectively in all area of the world. The Twinpack Special Products office and staff, headed by Jacco Wagelaar, will remain focussing on marketing and sales, but for corporate identity reasons the company name will be changed to GI-OVO.



VET-SERVICE AND HATCHERY VACCINATION

CEVA was very pleased to be present at the VIV. It even had two stands in two different halls. Marketing manager Fusun Gungor smiled when she explained that the company is growing fast (double digits). It does so because it is focussing on innovations and offering solution packs to the industry. Their vet-service and hatchery vaccination programs are key and strongly displayed at the show. The vet-service is based on data management, including feedback, product effectiveness, efficiency and return on investment. The solution packs are focussing mainly on vaccination strategies in the hatchery. It is CEVA's strong believe that in-ovo vaccination combined with spray vaccination is safer and more efficient than field vaccination programs. This is their message and it was well received by the many visitors at both their stands.

AN ERA OF CHANGE FOR BROILERS AND LAYERS

Important changes affecting the modern broiler and the evolution of the European egg market were discussed at a Watt Global Poultry Trends seminar held on the opening day of VIV Europe 2018.

Aviagen general manager Magnus Swalander, who is also the genetics company's R&D director, drew attention to the increasingly diverse marketplace for chicken that is appearing around the world. From a primary breeder's perspective, he remarked, it brings a requirement to maintain enough pure lines for a flexible array of final product types.

Selection goals have broadened when compared with those of only a few decades ago. More and more, these are focused on sustainability, health and welfare. All of which means that the ongoing investment made by the primary breeding companies in the development of technology to target new and increasingly complex traits has become crucial.

Erik Helmink, director of Hotraco-Agri, told the meeting that the layer industry in Europe is similarly having to respond to consumer demands on welfare issues.

Today within the European Union, a little over 50 percent of laying hens are housed in enriched cages. However, this percentage is forecast to fall, as producers respond to ever-rising welfare pressures.

A problem has emerged, in that the variety of production system responses seen at present has joined other factors in causing a degree of confusion at consumer level. It is something that the industry will need to address, Mr. Helmink noted.



Erik Helmink (l) and Magnus Swalander (r)

At farm level the practical challenges faced by Europe's egg producers in 2018 include red mite infestations, he added. There are about 309 million laying hens in Europe and 83 percent of flocks are infested with red mites.

Poultry health costs in the EU due to red mite infestation are thought to have doubled over the last decade, said Mr. Helmink. Direct treatment is costly, but the additional costs are higher still. In total across the European Union, the annual cost attributable to red mite infection is estimated at about €130 million (US\$151 million).



Giovanna Martinelli (l)

POULTRY TAGS WIN INTERNATIONAL SALES

Giovanna Martinelli, managing director of Itasystem of Italy, reported at VIV Europe that the ever increasing demands for traceability of poultry products had brought the company growing international sales on several continents. She described the delivery of customized identification products to poultry-sector customers including major groups in Bolivia and Greece. The company has been a regular exhibitor at VIV Europe since 2000. Featured on its 2018 show display were certified plastic arrow tags to identify fresh chicken that is sold without packaging. The tags can be printed on both sides with graphics and words according to the customer's specification. They will not break while being removed from the meat.



KEY DEVELOPMENT IN POULTRY PRODUCT RETAILING

Rob Bonsma (Ishida) presents new retail packaging for a chicken portion

On the stand of food packaging machines company Ishida Europe, protein account manager Rob Bonsma reminded us that a key development in poultry product retailing over recent years has been the expansion in the variety of chicken products offered in major food stores. He calculated that the amount of shelf space occupied by these products now is often five times greater than found only a few years ago. Close wrapping of product within the tray (as the example shown by Rob in the photo, of chicken breast with lime and chili) is an answer to the consumer's dislike of seeing leakage of fluid from the meat. To answer the diverse demand, Ishida presented versatile systems based on multi-head weighers working with compact packing/batching tables and linked to check-weighing in intelligent controls.



NEW LAYER COMPUTER AND RANGE OF LARGE FANS

Henny de Haas, regional export manager in Western Europe for Skov of Denmark, announced at VIV Europe the completion of a five-year company project to develop a dedicated control computer for each sector --- by adding layer-farm software to the range on offer through universal hardware. The DOL-539 layer computer covers, for example, ventilation, feed delivery and monitoring, egg production and water consumption, also manure drying where applicable. It takes specific account of the new equal-pressure ventilation systems that have become popular on European free-range or semi-open egg production sites. Shown alongside the computer was a Blue Fan ventilator, described as one of the biggest fans on the market at present and specially applicable in places where energy cost is a primary consideration.



FEED SILOS FOR AFRICAN POULTRY SITES

Symaga Group's livestock products division, now known as Growket, has been building sales in Africa for its on-farm poultry feed storage bins (silos), reported Africa-area sales manager Pedro Fernández at the show. One recent Growket project involving both feed silos and feeding transport systems has been at a chicken enterprise in Burkina Faso. "Our reliable silos range in capacity up from 4.7 cubic metres," said Pedro, "with diameters from 1.8 metres to 3.8 metres. We also have a growing line of accessories and options. The products are made of corrugated steel with Z600 galvanization to ensure greater protection from corrosion."



IMPROVE ANIMAL WELFARE WITH THE RIGHT LIGHTING

Every day begins with a sunrise and ends with a sunset, says Ron Demshar, director agricultural sales of Once. This USA based light specialist explained how you can improve animal welfare and experience optimal results by providing them with this natural part of life. Thanks to their strong relationship with several universities and research centres Once is able to provide hand on led light solutions for different kind of birds. The visitor's interest for this subject at the show was good, according to Ron, and that tells that light is becoming an important aspect of flock management.

DATA DASHBOARDS TO HELP THE PIG FARMER

What do you want on your dashboard of data? There are many possibilities also on pig farms, according to speakers at a Smart Farming in Pigs seminar hosted by Proagrica publication Pig Progress.

As an example, Angela van der Sanden of Netherland-based supply chain consultancy Connecting Agri and Food listed some of the smart-stable options becoming available from the emergence of the latest sensor technology that is not only smaller, faster and cheaper than in the past, but also more accurate. These allow continuous readings of climate data inside and outside the house, uploaded to an off-site centre from where dashboards of results are provided graphically to the farmer. They can be accompanied by text-message alerts where required.

The dashboard here could be of temperature, humidity and carbon dioxide readings, but Ms. van der Sanden also described another instance from monitoring water consumption per animal per day. Or, how about a dashboard of injection data on the farm? Such treatments can now be registered digitally with the aid of an auto-recording attachment on the syringe, attendees heard from Jonas Riess, Veterinary Products Manager at Henke-Sass Wolf in Germany.



The attachment in its newly developed V-Etic system registers each injection in real time on a mobile phone app using Bluetooth technology. For individual data there is the further option of identifying each animal by an RFID tag and adding this automatically to the treatment record. The farmer and his veterinary adviser can use the read-outs to see if the stock of medicines needs to be replenished, as well as checking on medicine usage and treatment histories.

FEED PAN DESIGNED FOR FEEDING MALE BIRDS



Pride of place on the Aza International exhibit went to its fully automatic Self-Dosy feed pan, designed specifically for feeding male birds (cockerels or roosters). No separate weighing scale is required for dosing the feed into a row of pans, said export manager Paolo Pandolfi. With a height of 7.5cm, each pan can cater for 10-14 birds eating up to 165 grams of feed individually per day until their removal at around 4.5 kilograms.

SPECIALIZED EXPORT OF FEED RAW MATERIALS



Beyron from China exhibited at VIV Europe to underline its service as a specialized exporter of feed raw materials such as vitamins, amino acids and additives, commented export sales manager Linda Yang. It already exports quantities of calcium pantothenate, nicotinamide, biotin and vitamin B12 as well as betaine and folic acid, to feed manufacturers in many countries. All products are backed by quality certification.



ADDING BY-PRODUCTS AS AN EXTRA REVENUE STREAM

Looking internationally, said Michael Groen, marketing director of Haarslev Processing Technology, poultry processors recognise that the larger capacity of their plants today makes a strong case for adding by-products as an extra revenue stream. Entry level for this would be a batch system, while a bigger flow of raw material would justify investing in continuous operation. The processed quality of the final product for different markets influences its selling price, processing cost and likely return on investment. Haarslev's interactive display went through the equipment options, centred on the company's Disc Dryer, with samples of by-products including feather meal shown nearby in tubes on the stand.



POULTRY VENTILATION CHANGES IN EUROPE

For years, poultry housing in Western Europe has used negative pressure ventilation in closed buildings, commented Jan Verschueren of TPI at VIV Europe 2018. But a rapid change is taking place, towards free-range systems where the house provided for the birds has openings so it is not completely closed. The latest layer accommodation tends to allow the birds some outside access each day and therefore the ventilation system needs to be appropriate for that. It requires an investment not only in fan hardware, but also in the programming of climate control computers. There are many variables to manage in such an installation and it should be the equipment that does the work, under the supervision of the production manager. The current situation of changeover has brought a reminder that ventilation is one of the key drivers of business success in poultry production. Managing your climate control correctly has the potential to save you money such as through lower energy use while also improving performance.



MAKING SENSE OF POTENTIAL DATA POINTS

The chicken integrator typically has thousands of potential data points, how can it make sense of them in a practical way? Farm to fork analytics specialist MTech-Systems with parent company Munters was at the show to promote the variety of outputs available from its poultry management and intelligence software based on the principles of monitor, analyse, predict and optimise. MTech has a Protein package for integrated enterprises and one called Amino to suit farmers and co-operatives. People in an integration seek different answers according their position on the management pyramid, said global sales and marketing director Chris Bosfeld, so outputs need to be arranged accordingly. More and more too, there is a need to know both the flock in total and the variations between individual birds within its population. Prediction is an important part of every output, allowing the manager to see for example the likely consequences of a current event affecting the production flow so that delivery schedules can be adjusted.



FOLLOWS FLOCKS THROUGH TO THE DELIVERY OF A CROP

Focused exclusively on food processing, until now CSB-System has supplied enterprise resource planning (ERP) business management software predominantly to the processor for the capture of information from dedicated machines within the factory. But at VIV Europe 2018 the company revealed a move upstream to the poultry farm. It has a prototype ready to test, said Markus Schweins (sales manager for Northern Europe and the Baltic countries) which follows flocks through to the delivery of a crop. This meets the increasing demand for details about what happens on the farm, he commented. Processors want to know how flocks are developing, exactly as production managers need to be informed such as on the use of housing space or variations in temperature. The problem can be to co-ordinate diverse systems that have their own focus and protocols; the ideal is an integrated information flow along the supply chain.



FEEDER AIMED AT IMPROVING THE BOTTOM LINE

In the poultry sector the name Ziggity is immediately linked with watering systems. Robert Hostetler, son of Ziggity founder Eldon Hostetler, is proud to be present again at VIV Europe, which he considers one of the best shows in the industry. For him it was the place to introduce a new product: the Butterfly feeder. This feeder has been created by the French poultry producer Philippe Plouzen and provides numerous benefits aimed at improving the bottom line of poultry growers. Ziggity redesigned the original feeder to make it durable and trouble free. The Butterfly trays simultaneously adjust as birds grow and open up for cleaning, dramatically reducing management time and labour costs.



GREAT EVENT FOR HATCHTECH

VIV Europe was a great event for Hatchtech. Besides seeing its founder Tjitze Meeter being decorated with the VIV Europe Breeder Personality award, also SELEGGT GmbH, a joint venture of the German REWE Group (Supermarkets) and HatchTech B.V, was granted with the "Best Innovation Award" by Compassion in World Farming at a gala ceremony in Paris. SELEGGT developed in cooperation with the University of Leipzig a practice-ready process of gender identification in the hatching egg at an early stage of incubation. The determination accuracy of the SELEGGT process lies in the 98 percentiles. The male hatching eggs are sorted out and processed into valuable feed, only female chicks are hatched. It will, according to SELEGGT manager Martijn Haarman, put an end to the culling of billions of day-old male chicks.



COLLECTING, COMPARING & SHARING DATA

It looks like a simple box but Plinio measures the environmental conditions in livestock buildings, says Enrico Carta of Cynomys. Initially he thought he was exhibiting at the wrong fair, but during the show he discovered that being present at VIV Europe was not that bad at all. His message about measuring and managing ammonia, methane, temperature, humidity, water intake, feed consumption and much more was well accepted by many interested visitors. Plinio collects data, compares it and shares the results. In case something goes wrong or is not in line with the preconfigured settings a personalised alarm signal will be given and received wherever you might be. All data is saved in dedicated web area which you can consult anytime.



FEED AND WATER ADDITIVES

Farmavet is a global feed and water additives specialist since 1983. Foreign trade coordinator Deniz Petekkaya is proud of what his father established in those 35 years. He designed natural additives even before the ban on antibiotics. The most successful product, Farmagulator, has proven its value, works well in the gut and binds heavy metals before they may cause damage. Its selective mode of action protects the inner lining of the gut and prevents intestinal diseases. VIV Europe allowed Deniz to meet many existing clients as well as welcoming new ones.

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ADVERTORIAL

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High Hope Int'l Group Jiangsu Medicines and Health Products Imp & Exp Corp. Ltd.

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MEHECO JIANGSU

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High Hope Int'l Group Jiangsu Medicines and Health Products Imp & Exp Corp. Ltd. is a state owned enterprise, founded in 1984, hold ISO9001, EU-CE, GSP certificate, our turnover in 2017 is 0.2 billion US Dollars

Main Products:

Veterinary API
Premix, Amino Acids, Feed additives, Enzyme
Veterianry Finished Products
Veterinary Instrument

6-Methyluracil
Doxycycline Hyclate
Amoxycylline Trihydrate
Clavulanate Potassium 4:1
Ceftiofur Sodium/HCl
Florefenicol
Ivermectin
Sulfadimidine Sodium
Sulfadiazine Sodium
Tiamulin Hydrogen Fumarate
Tylosin Tartrate
Timicosin Phosphate
Tetramisole HCl
PVP K15/ K17/ K30
Enrofloxacin

Chlotetracycline
Colistin Sulfate
Enromycin
Flavomycin
Maduramicin Ammonium Monesin
Salinomycin 12%
Tiamulin Hydrogen Furmarate 10%
Toltrazuril
L/DL Aspartic Acid K./Mg
Compound Enzyme
Choline Chloride
Calcium/Potassium Orotate
Orotatic Acid
Dextrose Monohydrate
Glycine
L-Lysine HCl
Threonine



WHAT VISITORS SAY ABOUT VIV EUROPE 2018

“

I came from Australia and have never attended a VIV exhibition. I wasn't sure what to expect but everything went way beyond what I might have thought. Amazing.

”



“

I give the exhibition a very good mark, because of a very good organisation, good information points, brochures and closeness to the train station.

”

“

It is indicative that real people manage the VIV and all exhibitors do their best to show the VIV in excellent condition.

”



“

Interesting seminars & conferences; lots to learn from.

It was an all round event, all my expectations were met.

”



VIV Europe is a very important show in the Aviagen event calendar and the 2018 show proved to be a big success. As an integral part of the poultry sector, it was the perfect platform to meet with our customers and industry colleagues from Europe, the Middle East, Africa and beyond.

Aviagen - Sara Collins European Marketing Manager

Marel Poultry - Arie Tulp Sales & Marketing director

VIV Europe offered us an excellent platform to present our latest developments and innovations to our customers. To us, it was an outstanding opportunity to communicate our "Think Fast, Keep Control" message when launching our 15,000 bph processing solutions. Customers and prospects came to Utrecht in great numbers, even from distant countries such as Argentina, Singapore, and Australia. We succeeded in enhancing our partnerships in a stimulating environment.

VIV 2018 was a milestone for Hotraco Agri. We showed the poultry industry that we have strong usable solutions and think along with our customers and clients to apply this globally. The VIV has made old ties stronger and we have been able to establish a lot of new connections. It gives tremendous energy to meet and speak to people for 3 day long, who all have a passion for poultry :-)

Hotraco Agri- Erik Helmink Director

Giordano Poultly Plast - Oscar Giordano CEO

COMPLIMENTS! The show was fantastic! Many meetings during the show with many customers and dealers. We presented our new Company named GI-OVO (ex Twinpack. bv), some new products and a new Expert Manager named Veronica Desenzani and all was GREAT!
My personal mark is 10!



VIV Europe was an impressive event and has once again proven to be a great marketing tool for Pas Reform. It's the starting place to establish new business contacts, effectively communicate our newest innovations in the field of integrated hatchery solutions and post-hatch feeding, obtain market information, monitor competitive activity and last but not least make an unforgettable impression to our visitors.

Our trademark red booth created a distinctive landmark in the centre of Hall 7, where we welcomed an impressive number of international visitors from across Australia, Bangladesh, Belgium, Brazil, Bulgaria, Canada, China, Egypt, Denmark, Ethiopia, France, Germany, Hungary, Indonesia, Israel, Italy, Japan, Kazakhstan, Kuwait, Malaysia, Netherlands, New Zealand, North Korea, Norway, Philippines, Poland, Romania, Russia, Saudi Arabia, Senegal, South Africa, Slovakia, South Korea, Spain, Sri Lanka, Sudan, Thailand, Tunisia, Turkey, Uganda, Ukraine, United Arab Emirates, United Kingdom, USA and Uzbekistan.

VIV Europe's central theme for its 2018 show was 'Sharing Data' and there could not have been a better opportunity to showcase Pas Reform's capabilities as the world's only genuinely single-source supplier of fully integrated hatchery solutions. A large Pas Reform team was on hand to guide visitors through our latest hatchery innovations, including SmartControl™ and SmartTrack™. These products were also exhibited in VIV Europe's innovation gallery in Hall 9, to open discussions about the benefits achievable by sharing data along the poultry chain.

Needless to say that most of the attention went to SmartStart™, our new, flexible post-hatch feeding solution. VIV Europe was the perfect environment for the launch of this innovation. The presentation was very well received, prompting many interesting questions regarding the adoption of the system – and how SmartStart™'s features compare with those of other early feeding solutions.

Pas Reform - Henry Arts Marketing Director



Ishida Europe Ltd.- Torsten Giese Marketing Manager

This was only our 2nd direct participation at VIV Europe and the 2018 show was simply fantastic for us: We met the right people with serious investment plans and introduced them to our unique poultry solutions.

Our cool cell (demonstrating a new way of marinating chicken pieces) proved to be a showstopper and opened up doors to introduce Ishida's wall-to-wall solutions to poultry companies, not just across Europe but globally.

VIV Europe is simply a must-be-there-event for the poultry industry.

VIV China 2018



Nanjing, China, September 17-19, 2018



Registration
is available on
www.vivchina.nl

International trade show from Feed to Food for China

WWW.VIV.NET



 **vnu** exhibitions
europe



WORLDWIDE CALENDAR 2018 - 2022

THE BUSINESS NETWORK LINKING PRODUCERS FROM FEED TO FOOD

VIV ASIA 2019

MARCH 13-15, BANGKOK, THAILAND

VIV MEA 2020

MARCH 9-11, ABU DHABI, U. A. E.

VIV EUROPE 2022

VIV Online 24/7

24/7 KNOWLEDGE NETWORKING FROM
FEED TO FOOD AT WWW.VIV.NET

VIV China 2018
SEPTEMBER 17-19, NANJING, CHINA

VIV Russia 2019
MAY 28-30, MOSCOW, RUSSIA

VIV Turkey 2019
JUNE 13-15, ISTANBUL, TURKEY