

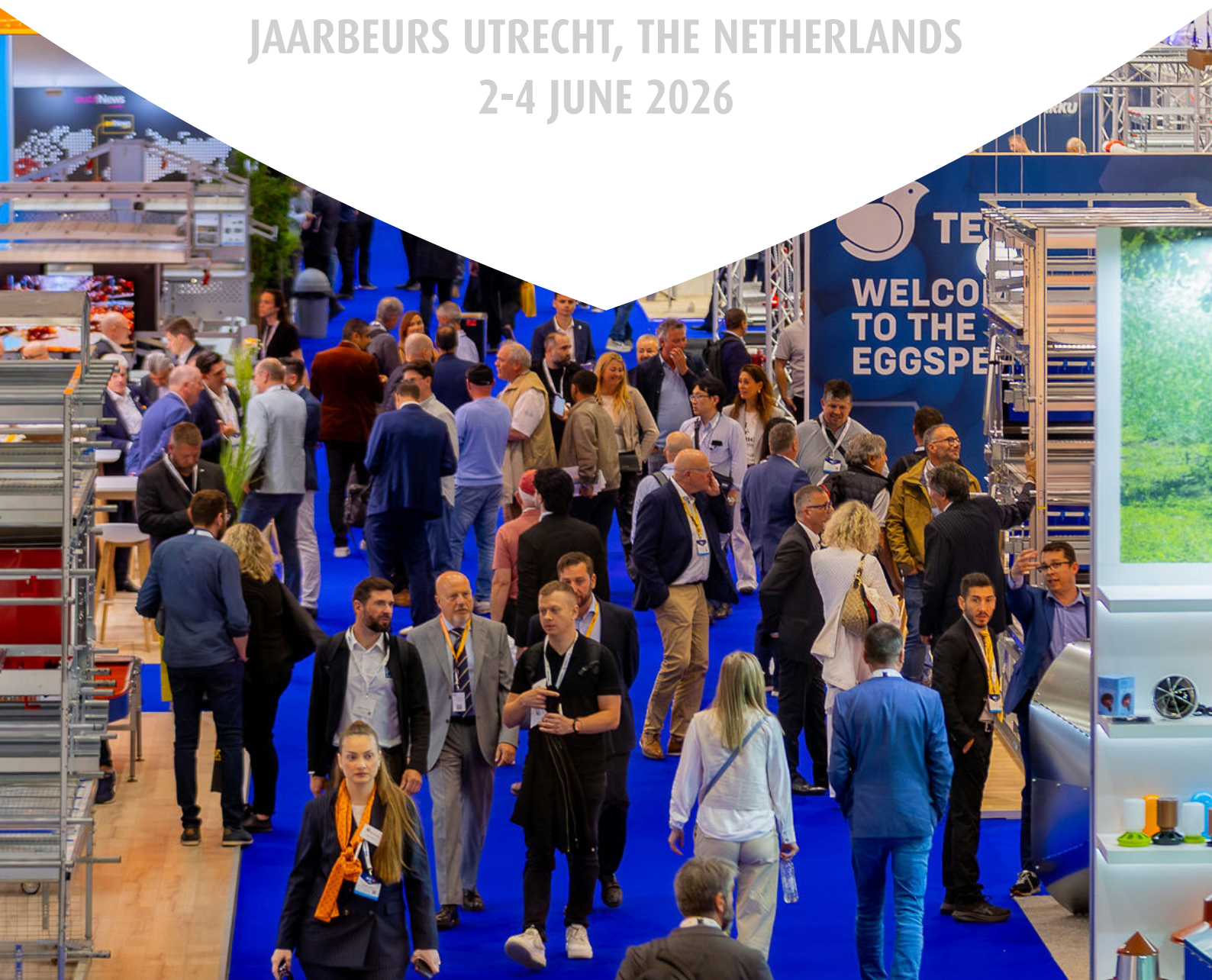


EUROPE

WORLD EXPO FROM FEED TO FOOD SHOW REVIEW 2026

JAARBEURS UTRECHT, THE NETHERLANDS

2-4 JUNE 2026





FROM VISION TO SHOWROOM

VIV EUROPE CLOSES ITS 25TH EDITION AT THE FOREFRONT OF FEED-TO-FOOD INNOVATION

The 25th edition of the world expo from feed to food brought together the full breadth of the global animal protein industry at Jaarbeurs Utrecht and now marks the opening of a new biannual chapter

VIV Europe 2026 has officially closed its doors on a milestone 25th edition — one that fully lived up to its theme, 'Showroom of the World.' Held from 2-4 June 2026 at Jaarbeurs Utrecht, the show welcomed 14,691 professional visitors from 135 countries, including 200 industry leaders, alongside 479 exhibitors active across the full animal protein value chain.

Covering sectors such as feed and grain technology, feed ingredients and additives, animal health, breeding and hatching, farm production, processing and packaging, cold chain logistics, laboratory services, and IT and automation, the exhibition presented a comprehensive view of modern animal protein production. Participation spanned 20,500 sqm of net exhibition floor across six halls, with exhibiting companies hailing from 37 countries. All of which reflects the global reach of the event and its standing as the industry's foremost international meeting point. The show was covered by 30 members of the international press.

This edition also marks the beginning of a new structural chapter for VIV Europe. From 2026 forward, the show moves to a biannual cycle — a step that reflects its established global standing and provides the industry with a regular, dedicated moment to convene, share knowledge, and look ahead.

IDEAS TRANSFORMING PROTEIN PRODUCTION

Across the three days, the conference program featured 76 conference sessions and 107 speakers that brought together scientists, senior executives, policymakers, and specialists in substantive dialogue on the questions shaping animal protein and sustainable food production through the remainder of the decade. Sessions addressed the practical application of AI and digital tools in farm and feed management, the commercial and regulatory path toward reduced antimicrobial use, the geopolitical forces bearing on global protein and feed trade, and the structural adjustments required for more resilient, lower-impact supply chains.

Contributing institutions included Wageningen University & Research, Rabobank, the World's Poultry Science Association, the Netherlands African Business Council, the Dutch Poultry Centre, World Veterinary Education in Production Animal Health, Global Dairy Farmers, and Common Source alongside a wide range of international research bodies and sector organisations. The AgriBITs seminar explored AI, precision nutrition, and smart feed processing; the Build My Feedmill seminar went deep on feed technology; and the Dairy 2030 track addressed data-led farm management. Meanwhile, Cities Leading Food Production convened city governments and researchers to examine the role urban food systems can play in wider supply chain resilience.



"What started as a vision nearly five decades ago came to life once again in Utrecht — bigger, bolder, and more connected than ever. Under the theme 'Showroom of the World,' VIV Europe 2026 was exactly that: the place where the animal protein and agri-food industry came to see what's next. New technologies were unveiled, new solutions were shared, and new connections were made that will continue to transform the industry for years to come. The energy and ambition on show proved that this industry has never been more inspired. It was more than a trade show, our 25th edition was a milestone moment, and we thank you for being part of it."

Natalie Taylor • Project Manager of VIV Europe, VNU Europe

THREE DAYS, EVERY LINK IN THE CHAIN

The opening ceremony was addressed by HRH Prince Carlos of Bourbon de Parme, whose remarks underlined the strategic importance of sustainable food production to Europe and its global trading relationships, setting a fitting tone for an edition defined by both ambition and responsibility.

From there, the exhibition floor unfolded as a live map of where the industry stands and where it is heading. New product launches, technology demonstrations, and solution showcases ran continuously across all three days, with buyers and procurement teams from major integrators, cooperatives, and national producers moving purposefully between stands. The innovation on display from precision feeding systems to next-generation biosecurity protocols and AI-driven farm management platforms illustrated an industry actively advancing its capabilities and defining what comes next.

VIV EUROPE IS BACK IN 2028

With its 25th edition complete, VIV Europe turns its attention to 2028. The period between editions gives organisers, exhibitors, and the wider industry community the time needed to deepen partnerships, expand the hosted buyer and delegation programs, and develop new knowledge strands. It also ensures that when the doors open again in Utrecht, the show arrives with something genuinely new to offer.

VIV Europe 2028 will take place from 13–15 June 2028 at Jaarbeurs Utrecht, the Netherlands. For more information, visit europe.viv.net.

“We remain steadfast with one consistent purpose: to bring the entire animal protein chain together, under one roof, so that progress can happen faster than it would anywhere else. VIV Europe was built on the principle that the door should be open to everyone with something real to offer. VIV Europe is the Showroom of the World. It earns that name today. Not only through what we build, but more so, through what you bring.”

Jeroen van Hooff • President & CEO, Royal Dutch Jaarbeurs & VNU Group



SHOW ORGANIZER

VIV Europe is organized by VNU Exhibitions Europe, a daughter company of the Royal Dutch Jaarbeurs.

VNU Exhibitions is the organizer of all the VIV worldwide initiatives and is active globally, collaborating with a number of prominent exhibition centers to provide the VIV network with highly professional platforms.



VNU | EUROPE

JAARBEURS

VIV EUROPE IN NUMBERS

VISITORS

14,691

Professional Visitors

200

Industry Leaders

135

Countries

EXHIBITORS

479

Exhibitors

37

Exhibiting Countries

SESSIONS

76

Conference sessions

107

Speakers

VISITOR SATISFACTION

7.7/10



EXHIBITOR SATISFACTION

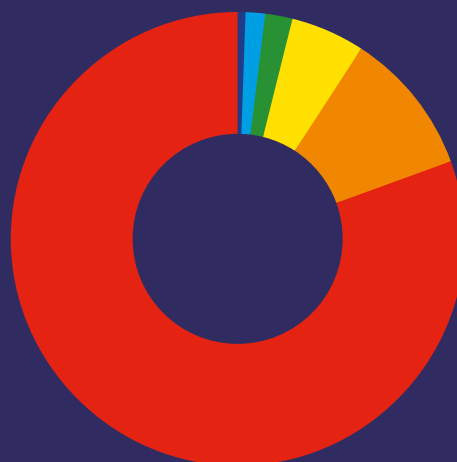
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VISITORS AT VIV EUROPE 2026

VISITORS PER REGION

Europe	80.6%
Asia	10.2%
Africa	5.3%
North America	1.8%
South America	1.5%
Oceania	0.5%
Total number of visitors	14,691



TOP VISITING COUNTRIES

	Netherlands	43.9%
	Germany	5.7%
	Belgium	4.2%
	Poland	2.8%
	Italy	2.6%
	United Kingdom	2.3%
	Spain	2.2%
	France	2.1%
	Türkiye	1.5%
	Egypt	1.4%
	Japan	1.3%
	Israel	1.3%

VISITOR JOB FUNCTION

Executive Leadership / Owner	23.7%
Marketing / Sales Manager / Representative	17.7%
Technical Manager / Engineer	9.5%
Farm Manager / Operations	5.5%
Purchasing / Procurement / Finance	4.1%
Research & Development	3.9%
Veterinarian	3.1%
Investor / Consultant	3.1%
Product Developer	2.4%
Breeding / Hatching Manager	1.9%
Feed Miller	1.5%
Nutritionist / Formulator	1.3%
Other	17%



“VIV Europe always has been a great show for serious buyers and industry leaders. You get to meet the senior management, sit across the table and make quick decisions.”

- Quote extracted from the post-show visitor survey

POSITION IN THE COMPANY

Head of Department / Senior Manager	36%
Employee / Staff Member	26.7%
C-suite	19.3%
Team Leader / Supervisor	15.3%
Trainee / Intern	2.7%

FINAL DECISION MAKERS

Final Decision Makers	32.9%
Co-decision Makers	30.9%
Advisor	19.1%
Not Involved	17.1%

VISITOR TYPE OF BUSINESS

Animal Health	26.5%
Feed Ingredients & Additives	25.8%
Food Processing	21.1%
Animal Farm	21.1%
Breeding / Hatching	17.8%
Distributor / Wholesaler / Trader	14.2%
Feed & Grain Technology	14.1%
Poultry Layers	14%
Poultry Broilers	12.1%
Slaughtering / Processing / Rendering	11.1%
Packaging / Labelling	7.6%
Quality Control / Hygiene	6.8%
Waste / Water / Energy	6%
Filling, Sealing and Packaging Machines	5.8%
Logistics / Cold Chain	5.4%
IT / Software	4.8%
Printing and Labelling Machines	4%
Software & Data Analytics	3.9%
IoT & Automation	3.6%
Materials and Other Accessories	3.6%
Swine	2.6%
Foodservice / Retailer	2.5%
Dairy Cattle	2.5%
Beef Cattle	2.4%
Aquaculture Farm	1.9%
External Knowledge	1.7%
Fish	1.6%
Sheep / Goat	1.6%
Other Farm	1.4%
Financial Institute / Consultancy	0.9%

VISITOR PURPOSE

Networking	63%
Meet current suppliers / exhibitors	51%
Stay informed about trends & innovation	43%
Discover new suppliers / exhibitors	43%
Get inspired	34%
Find offers / deals	22%
Buy products / services	18%
Explore a purchase / investment	14%
Attend conferences / seminars	11%





SPECIES-PROTEIN INTEREST

67%

POULTRY
BROILERS

61%

POULTRY
LAYERS

25%

DAIRY
CATTLE

23%

BEEF
CATTLE

22%

SWINE

16%

FISH

14%

SHEEP
& GOAT

10%

ALTERNATIVE
PROTEIN

8%

SHRIMP

7%

INSECTS

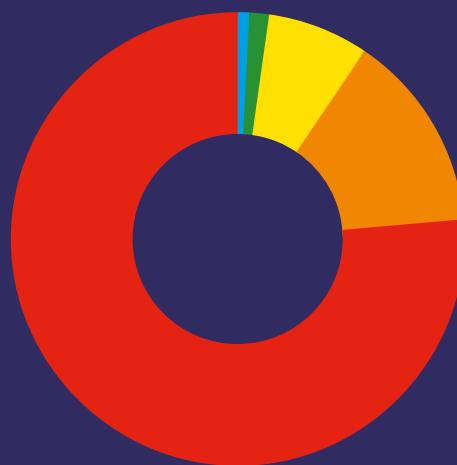
SHOWROOM OF THE WORLD



EXHIBITORS AT VIV EUROPE 2026

EXHIBITORS PER REGION

 Europe	350	73%
 Asia	59	12.3%
 The Americas	51	10.7%
 Middle East & Africa	12	2.5%
 India	7	1.5%
Total number of Exhibitors	479	



EXHIBITORS PROFILE

Poultry Broilers	68%
Poultry Layers	65%
Swine	30%
Dairy Cattle	29%
Other	25%
Beef Cattle	24%
Fish	21%
Shrimp	14%
Insects	1%
Alternative Protein	1%
Buffalo Milk	<1%
Buffalo Meat	<1%

EXHIBITOR PRODUCT GROUPS

Farm Production Equipment	27%
Animal Health	24%
Feed Ingredients & Additives	23%
Breeding / Hatching	15%
Processing / Packaging	15%
Food Production	14%
Other	14%
IT Solutions	7%
Feed Milling	4%
Cold Chain / Logistics	4%
University / Research	3%
Government / Association	3%
Media / Press	3%

EXHIBITOR QUOTES



"VIV Europe is a very important place for Moba to be. We've been participating for many years. It's an excellent place to meet our customers. It's really where the whole world of poultry and egg production comes together. It's a great place to showcase our innovations to our customers."

Else Meijer • Head of Marketing, Moba

"We see VIV Europe as a leading exhibition for the poultry industry. As a leading company in poultry processing equipment, it's very important for us to be here and showcase who we are."

Joost Vliegen • President, Foodmate



"I've been working in the industry for 35 years as a mechanical engineer. Can you imagine: we've gone from a machine industry to AI and robotics. It's wonderful that the new generation has the opportunity to do something different from what we did. Moving from mechanical engineering to robotics and AI is a major step forward for our industry."

Hans Gelens • Global Executive Process Manager, Baader

EXHIBITOR QUOTES



"We've been exhibiting at VIV Europe for many years. For us, it's always been a great show to connect with our customers and dealers. It's a platform where we can meet them all in one place. This exhibition is important not only for Dutch farmers and dealers, but also for visitors from the US, Asia, Africa and the Middle East."

Sunny Sidhu • Sales Manager, VDL Agrotech

"Kutlusan has participated in almost every VIV exhibition worldwide. This is one of the key shows where we connect with our partners, customers and suppliers across Europe. It's a very important exhibition for us, and we're happy to be here."

Mansur Durutürk • Sales & Marketing Executive, Kutlusan





CONFERENCES

VIV Europe once again delivered a comprehensive conference program, bringing together industry experts, researchers and business leaders to explore the latest developments across the feed to food supply chain. Over three days, attendees gained practical insights into innovation, sustainability, animal health, nutrition, technology and the future of livestock production.

OPENING SESSION

The Opening Session featured keynote addresses by His Royal Highness Prince Carlos de Bourbon de Parme and Ton Otten, setting the tone for three days of innovation, collaboration and knowledge exchange. Prince Carlos shared his perspective on the future of agrifood, highlighting the opportunities and challenges presented by emerging technologies and artificial intelligence.

Continuing this theme, Ton Otten explored how AI, digitalisation and connected technologies are transforming the global livestock industry. He emphasized that innovation is increasingly driven by software, data and collaboration, reinforcing the importance of events like VIV Europe as platforms for sharing knowledge and shaping the future of the industry.



AGRIBITS

The AgriBITS Seminar explored how digital technologies are reshaping the future of animal production. Bringing together experts from across the industry, the seminar highlighted the growing role of artificial intelligence, data-driven decision making and smart technologies in improving efficiency, sustainability and resilience throughout the feed to food supply chain.

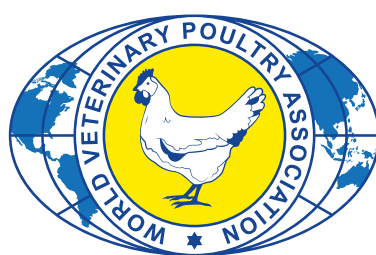
CITIES LEADING FOOD PRODUCTION

Cities Leading Food Production, organized by Common Source and HubOrange!, provided a multidisciplinary platform where agriculture, technology and urban innovation came together. The three-day program featured seminars, interactive workshops, roundtable discussions and matchmaking sessions covering regenerative agriculture, AI, blockchain, resilient food systems and community engagement. With dialogue and collaboration at its core, the program encouraged participants to exchange ideas, share experiences and explore practical solutions across sectors.

KNOWLEDGE ACROSS THE INDUSTRY

In addition to the keynote sessions, VIV Europe hosted a wide range of seminars and technical presentations in partnership with organizations including Wageningen University & Research, Rabobank, WVEPAH, Dutch Poultry Centre, Global Dairy Farmers and the Netherlands African Business Council. Together, these sessions addressed topics such as future poultry farming, sustainability, antimicrobial reduction, food processing, dairy production and international market opportunities, ensuring valuable knowledge for professionals across the industry.

SUPPORTING ASSOCIATIONS



THANK YOU FOR BEING PART OF
OUR JOURNEY IN EUROPE!

MEDIA PARTNERS



IMPRESSIONS



IMPRESSIONS



DAY 1 HIGHLIGHTS



DAY 2 HIGHLIGHTS



AFTERMOVIE

SEE YOU NEXT TIME



EUROPE 2028

**13-15 JUNE 2028 • JAARBEURS UTRECHT,
THE NETHERLANDS**

EUROPE.VIV.NET

VNU AGRIFOOD CALENDAR 2026 AND BEYOND

THE BUSINESS NETWORK LINKING PROFESSIONALS FROM FEED TO FOOD



VIV AFRICA 2026

7-8 OCTOBER 2026 • KIGALI, RWANDA



VIV ASIA 2027

10-12 MARCH 2027 • BANGKOK, THAILAND



FEATURING
AQUATIC

IN CO-LOCATION WITH
meat pro
ASIA



VIV AFRICA 2027

6-7 OCTOBER 2027 • ABIDJAN, CÔTE D'IVOIRE



FEATURING
AQUATIC



VIV MEA 2027

23-25 NOVEMBER 2027 • ABU DHABI, UAE



FEATURING
AQUATIC



VIV HEALTH & NUTRITION ASIA 2028

14-16 MARCH 2028 • BANGKOK, THAILAND



VIV EUROPE 2028

13-15 JUNE 2028 • UTRECHT, THE NETHERLANDS



VIV SELECT CHINA 2026

19-21 AUGUST 2026 • SHANGHAI, CHINA



VIV IDEX PHILIPPINES 2026

26-28 AUGUST 2026 • MANILA, PHILIPPINES



VIV IDEX INDONESIA 2026

16-18 SEPTEMBER 2026 • JAKARTA, INDONESIA



VIV SELECT INDIA 2027

21-23 APRIL 2027 • NEW DELHI, INDIA



VIV SELECT TÜRKIYE 2027

9-11 JUNE 2027 • ISTANBUL, TÜRKIYE



VIV SELECT CHINA 2027

17-19 AUGUST 2027 • SHANGHAI, CHINA



VIV IDEX INDONESIA 2027

15-17 SEPTEMBER 2027 • JAKARTA, INDONESIA



VIV SELECT INDIA 2028

19-21 APRIL 2028 • NEW DELHI, INDIA



VIV IDEX VIETNAM 2028

31 MAY - 2 JUNE 2028 • HO CHI MINH CITY, VIETNAM



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