



EUROPE

25<sup>th</sup>  
EDITION

PRESS RELEASE

**FOR IMMEDIATE RELEASE**

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## **From Feedmill to Food System: VIV Europe 2026 Addresses the Industry's Most Critical Challenges**

*Over 70 sessions across three days address the industry's most pressing challenges — from artificial intelligence and sustainability to food security and global market resilience*

VIV Europe 2026, the world expo from feed to food for the animal protein chain, today announced its full conference program for this year's edition, taking place 2–4 June 2026 at Jaarbeurs Utrecht, The Netherlands. Spanning over 70 confirmed sessions, the program brings together leading scientists, entrepreneurs, and industry innovators to tackle the defining challenges facing the global food and protein sectors, from regenerative agriculture and antimicrobial resistance to AI-driven farm management and international trade.

The depth of this year's conference program reflects the central role VIV Europe plays in the global agrifood calendar. The event has served as the essential meeting point where science, business, and policy converge, bringing together professionals from all over the world to exchange knowledge, forge partnerships, and drive the industry forward. In a sector facing simultaneous pressure from climate change, food security demands, regulatory shifts, and rapid technological change, the quality of dialogue that VIV Europe enables has never been more consequential.

### **A Program Built Around What Matters Most**

Innovation and technology run as a defining thread throughout the agenda. Sessions such as the *AgriBITs Seminar* and Wageningen University & Research's *Future Poultry Farming: From Science To Practical Solutions* series explore how AI, digital twinning, smart feedmill automation, and precision nutrition are moving from concept to competitive advantage on farms worldwide.

Sustainability is addressed with equal depth and ambition. *Sustainability & Profit: Can You Have Both?* by Misset and *From Footprint To Foodprint* jointly Hosted By World's Poultry Science Association (WPSA), World Veterinary Poultry Association (WVPA), and Agrivaknet make the business case for greener production, while Friends of the Ecosystem Restoration Communities



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brings a global perspective on restoring soils, water cycles, and ecosystems through farming practice.

Animal health and welfare form another critical pillar. *Many Ways To Reduce The Need For Antimicrobials* by World Veterinary Education In Production Animal Health (WVEPAH) brings together veterinarians and researchers from the Food and Agriculture Organization of the United Nations (FAO), Utrecht University, and industry to address antimicrobial resistance, biosecurity, and disease prevention, among the most urgent challenges livestock producers are facing today.

On global markets and trade, sessions including *Hungry For What's Next? The Future Of Poultry & Eggs In A Changing World* by Rabobank and *Bridging Continents: Partnerships For Sustainable Poultry Value Chains In Africa*, by Netherlands African Business Council (NABC) equip decision-makers to navigate geopolitical risk and seize emerging opportunities. The event will also host the official launch of *Developments In The Poultry Market In Kazakhstan & Launch Of The Partners International Business (PIB) Programme: 'Poultry Forward Kazakhstan'*, hosted By Dutch Poultry Centre (DPC), marking a significant new Dutch-Kazakh industry collaboration.

A dedicated multi-day strand, *Cities Leading Food Production*, positions urban communities as active drivers of food system change. Through workshops, roundtables, and matchmaking sessions, participants explore short supply chains, circular food models, agroforestry, and community resilience across the full breadth of the protein value chain.

### **Sectors and Knowledge Partners**

The program spans poultry and eggs, dairy, feed production, and urban food systems. *Dairy 2030: Smarter Farming In A Changing World*, by Global Dairy Farmers (GDF) brings international farm-level perspectives on data-driven decision-making, while the *Build My Feedmill Seminar* covers the full spectrum of feed processing technology from grinding and pelleting to automation and control systems.

Knowledge leadership comes from world-class institutions including Wageningen University & Research, Rabobank, DPC, WPSA, WVPA, WVEPAH, and the NABC, with additional contributions from The Weather Makers, the Bionutrient Institute, and the BSV Association on ecosystem restoration, nutrient density, and supply chain transparency.



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### **Investing in the Next Generation: The VIV Passport Program**

Alongside its conference program, VIV Europe 2026 is also launching the VIV Passport, a structured student engagement initiative designed to connect the next generation of talent with the international agrifood industry. Participating students get to attend selected keynote sessions and industry talks during the first two days of the exhibition, engaging directly with professionals and companies across the full animal protein supply chain. Each student receives a branded Student Kit and a Show Passport to guide their experience onsite, collecting stamps by attending at least three key sessions. Upon completion, participants earn a digital certificate of participation that can be added to their LinkedIn profile or CV as a career-relevant credential. The program offers students meaningful industry exposure while providing a tangible outcome in support of their professional development.

### **Registration remains open**

VIV Europe 2026 takes place 2–4 June 2026 at Jaarbeurs Utrecht, The Netherlands. Attendees gain direct access to cutting-edge research, global market intelligence, and a network of buyers, suppliers, and investors from all over the world. Skip the long queues onsite and secure your place today at [europe.viv.net](http://europe.viv.net).

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### **For media inquiries and further information, please contact:**

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**About VIV Worldwide** | VIV worldwide is the business network linking professionals from Feed to Food, offering boundless opportunities to the animal protein supply chain players. VIV worldwide developed with dedication a network through 50 years of experience and interactions with the industry, becoming today the leading platform in and for some of the most promising markets of the world. Visit [www.viv.net](http://www.viv.net).

**About VNU Europe** | VNU Europe is a subsidiary company of Royal Dutch Jaarbeurs with its base in Utrecht, at the heart of the Netherlands and only 30 minutes from Amsterdam. The VNU Europe office is located within the extensive Jaarbeurs complex. The international team of VNU Europe is wholly involved in the agrifood sector, focusing on the organization of worldwide industry events such as VIV and Horti Agri Next. For more information, visit [www.vnueurope.com](http://www.vnueurope.com)