



**EUROPE**

**25<sup>th</sup>**  
EDITION

**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

*Utrecht, Netherlands | June 4, 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 461 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



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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 World Veterinary Poultry 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.

### **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.

Natalie Taylor, Project Manager of VIV Europe shares, "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



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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.”

### **The Showroom of the World Reopens 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.

“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,” shares Jeroen van Hooff, President & CEO, Royal Dutch Jaarbeurs and VNU Group.

VIV Europe 2028 will take place from 13–15 June 2028 at Jaarbeurs Utrecht, the Netherlands. For more information, visit [europe.viv.net](http://europe.viv.net).

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

Lida Kokkini – Senior Marcom Manager at VIV worldwide, [lida@vnu-europe.com](mailto:lida@vnu-europe.com)

**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.vnu-europe.com](http://www.vnu-europe.com)