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Innovation meets inspiration: the future of the meat and protein industry at IFFA 2025

Frankfurt am Main, 15 January 2025. IFFA is set to focus on issues crucial to the future of the meat and protein industry when it opens from 3 to 8 May 2025. Under the motto 'Rethinking Meat and Proteins', this leading international trade fair will present a comprehensive overview of the value chain – from processing and packaging to innovative ingredients and the latest point-of-sale trends. The exhibition halls are already well booked and the market leaders have confirmed their participation. The key issues for 2025 are maximum performance, value creation through data, sustainability in practice and new product worlds.

As the industry's most important showcase, IFFA – Technology for Meat and Alternative Proteins – will bring together market participants from all over the world and cover the entire production process from 3 to 8 May 2025. Messe Frankfurt expects around 1,000 exhibitors to showcase their latest technologies, machinery and solutions on 116,000 square metres of exhibition space (gross) in Halls 8, 9, 11 and 12. The exhibitors include market leaders, as well as small, specialist companies and start-ups, from around 50 different countries. In addition to numerous companies from all over Europe, there will also be large contingents from, for example, the USA, Brazil and China.

A new hall layout will not only showcase the multitude of different technologies but also strengthen the links between the individual stages of the production process. Completely new is IFFA Worlds. These thematically structured segments bring together the numerous product groups and provide orientation within the overall trade-fair spectrum. They are:

- **World of Processing:** Solutions for the safe and efficient processing of meat and proteins.
- **World of Packaging:** Innovative concepts to protect, preserve and display food products.
- **World of Ingredients:** The essential elements for flavour, structure and quality.
- **World of New Proteins:** Technology, ingredients and research for all types of meat substitutes.
- **World of Skills and Sales:** Knowledge and skills for first-class craftsmanship and delighted customers.

IFFA is the leading trade fair for its sector and is distinguished by an extraordinarily high degree of internationality. 71 percent of participants come from outside Germany, from around 150 countries. The top visitor nations include the Netherlands, Italy, Spain,

Poland, the USA, Brazil, Austria, the UK and Switzerland. Trade visitors come from the protein processing industry, the butchers' trade, the food sector, catering and a variety of supplier industries.

Wolfgang Marzin, President and Chief Executive Officer (CEO) of Messe Frankfurt: "Trade fairs bring industries together and IFFA 2025 is sure to provide convincing evidence of this. The response from exhibitors has been impressive and we are looking forward to seeing numerous innovations for the meat and protein industry. Thus, companies will be showing solutions for farms of every size, all sources of protein and every region of the world. Moreover, IFFA is a great opportunity for face-to-face discussions, networking and acquiring new knowledge. In a nutshell, it is the industry event of the year."



Maximum performance in the meat and protein processing industry is a key subject at IFFA 2025. Source: Messe Frankfurt

The industry meets to shape the future.

Global trade in meat-processing machinery has been growing steadily for years and reached a new record of almost € 2.7 billion in 2023. The VDMA Food Processing and Packaging Machinery Association (NuV) expects global demand for safe and high-performance machines to continue undiminished in 2024 – a promising perspective for a successful IFFA 2025. Nevertheless, the industry is also confronted by numerous challenges, including fluctuations in the global economy, rising costs for energy, wages and raw materials, as well as a shortage of skilled labour, which are putting companies under increasing pressure. Richard Clemens, CEO of VDMA NuV, one of the conceptual sponsors of IFFA, explains: "IFFA is the world's most important trade fair for manufacturers of process and packaging technology for meat and alternative proteins. It is clearly aligned with the demands of an ever-changing and growing market and gives experts from all over the world a chance to see the complete range of innovative technologies for implementing a multitude of product ideas. IFFA offers clear orientation, addresses all industry-specific subjects and thereby shapes the future for businesses."

IFFA is also an important meeting place for the butchers' trade. It offers companies an opportunity to discover the latest developments and make informed investment plans. The shortage of skilled labour is driving many companies to focus more on automated solutions. Herbert Dohrmann, President of the German Butchers' Association,

emphasises: “IFFA is a key event for the butchers' trade. Given the challenges posed by aspects of sustainability, changing eating habits, a shortage of skilled labour and technological developments, it is essential that we invest in our butchers and sales outlets if we are to ensure a positive future. At the world's leading trade fair for the meat industry, we not only find solutions to current challenges but also inspiration for innovative approaches to production and sales. The trade fair is a place for exchanging ideas and information, networking and sharing experiences with colleagues.”

Key issues in 2025

IFFA is where projects are planned, solutions discussed and inspiration generated for the coming years. The focus of the exhibition and the accompanying programme of specialist events is on ‘Maximum performance’, ‘Creating value from data’, ‘Sustainability in practice’ and ‘Boundless product diversity’. This means:

- **Boost efficiency and automate processes:** How can the performance of machines and systems in the meat and protein processing industry be maximised? Innovative technologies such as AI, robots and sensor technology are opening up new opportunities for increasing productivity in the food industry.
- **Data as a factor for success:** A large volume of data is already being collected at all points along the process chain. Optimised use improves the production process and creates transparency through complete documentation and full traceability. Completely new possibilities also arise when consumer and trade data flows directly back into production planning.
- **Achieve greater sustainability:** What specific measures should be taken to achieve greater sustainability in production? Improved energy efficiency, renewable energies and modern propulsion technology can all make an important contribution. In packaging technology, recyclable, plastic-reduced and bio-based concepts represent a sustainable trend.
- **New nutritional trends and greater product variety:** Whether from meat, plants or mushrooms, the variety of protein products is growing, and with it the demands placed on the machinery. Flexible systems are needed to keep ahead of the competition through seasonal or regional specialities. At the same time, researchers and start-ups are constantly working on new ideas to supply the world's growing population with proteins in a sustainable way.

The event programme: discover, discuss, gain inspiration.

Besides the innovations showcased by exhibitors, IFFA also offers a complementary programme of specialist events that illuminates the top subjects from all sides. To this end, Messe Frankfurt is working closely with its partners: the VDMA, the German Butchers' Association and, in the field of new proteins, Balpro, Proveg and the Good Food Institute Europe. At the IFFA Kitchen, visitors can take part in an inspiring discussion programme combined with live demonstrations and show cooking. The IFFA Factory presents exemplary solutions that address the shortage of skilled labour on the production side. Additionally, curated IFFA Discovery Tours will help visitors explore and categorise the numerous innovations that exhibitors are bringing to the trade fair – the individual tours are based on the IFFA Worlds. Other highlights in the programme of events include the quality competitions organised by the German Butchers' Association, which present

traditional craftsmanship at its best, the gala to select the 'Butcher of the Year 2025' and the presentation of the 'New Meat Award' by the Deutscher Fachverlag publishing house.

Messe Frankfurt supports the dynamic growth of the food industry with four trade fairs on three continents. The industry gets together at the events in Argentina, Thailand, the USA and Germany. This is where trends and innovations are showcased and experts from all over the world meet to exchange ideas and make new contacts. Further information at: www.food-technologies.messefrankfurt.com.

Full details about IFFA can be found at: www.iffa.com.

IFFA

Technology for Meat and Alternative Proteins

IFFA takes place from 3 to 8 May 2025

Information and photographs for the press:

<http://iffa.messefrankfurt.com/press>

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