

# POULTRY WORLD

## Kickoff road to VIV Europe 2022

25-10-2021 | [Home](#) | [News](#)



Farmersnet, developed by broiler farmer Robert Nijkamp, is also present at VIV Europe, showing how farm data sharing can lead to new highs within the entire value chain. Photo: Albert Hoekerswever

**With VIV Europe 2022 preparations in full swing, co-creation network organisation, HubOranje, recently held its kickoff meeting to present its roadmap to the show, which will be hosted in the Dutch city of Utrecht from 31 May to 2 June 2022.**

HubOranje signed up to design the program for the entrance hall of the show, focusing on 'glocal farming'. As global food systems are vulnerable in the time of a worldwide crisis, the role of local food production is essential as an addition to global supply chains.

HubOrange wants to show by example that global and local systems can be brought into a suitable balance so that when one system fails, the other can provide stability.

All activities and conferences feature in entrance hall 9 will focus on this main topic.

HubOranje eyes to find new ways between feed and food and vice versa and will bring forward a number of projects where research, development and promotion of circular concepts has become a reality. One of the flagship projects is the floating farm concept, which will also be highlighted during [VIV MEA](#) in November in Abu Dhabi.



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