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| IFFA 2025: a driving force for the future  |

**At IFFA, the global meat and protein industry will come together in Frankfurt am Main from 3 to 8 May 2025. The leading international trade fair – Technology for Meat and Alternative Proteins – will cover the entire production process. The key topics are** ‘**Reaching next level performance**’**,** ‘**Creating value from data**’**,** ‘**Putting sustainability into action**’ **and** ‘**Creating product variety**’**.**

### From the production, processing and packaging of meat and alternative proteins to innovative ingredients and product trends at the point of sale – at IFFA, innovations from the entire production process will be presented under the motto ‘Rethinking Meat and Proteins’. Many new developments are in store for exhibitors and visitors and the innovations, the event programme and the main topics will all relate to them. Market leaders have already registered and Messe Frankfurt expects almost 1,000 exhibitors from 50 countries. With a new hall layout and an expansion of the product areas, the exhibiting companies will be presenting themselves in four halls (8, 9, 11 and 12) on a gross exhibition space of around 116,000 square metres.

### The top themes

The focus of IFFA, and in particular of the event programme, will revolve around the four top themes ‘Reaching next level performance’, ‘Creating values from data’, ‘Putting Sustainability into Action’ and ‘Creating product variety’.

* Reaching next level performance: How can machines and systems in the meat and protein processing industry **achieve next level performance**? Solutions for increasing efficiency and automating processes will be presented, along with innovative technologies such as AI, robotics and sensor technology, which open up new possibilities and promise productivity gains for the food industry.
* Creating value from data: How can **data be used** to optimise processes and production planning? The aim is to use the large amount of data collected to optimally coordinate the machines in the production process. In addition, optimised use of data offers greater transparency and safety through seamless documentation and complete traceability of the process chain.
* Putting sustainability into action: How can **sustainability be put into action**and what specific solutions can be used to achieve greater sustainability in production? Increased energy efficiency, the switch to renewable energies and modern drive technology all contribute to greater sustainability. In packaging technology, plastic-reduced concepts are a long-term trend.
* Variety without limits: New nutritional trends and a constantly **growing product variety** are enriching our diet. Standard recipes are being revised and new product varieties are constantly emerging. The mechanical engineering industry provides the right equipment to manufacture this product variety. Modern machines are crucial for manufacturers to remain successful in this dynamic environment. In addition, researchers and start-ups around the world are working on innovative ideas to sustainably supply the growing world population with proteins.

### The Worlds – product groups of IFFA

The new ‘IFFA Worlds’ combine the offers of the individual product groups and link the processing stages even more closely. For the first time, there will be a separate ‘New Proteins’ product group. The ‘Worlds’ are:

* **World of Processing**: Solutions for safe and efficient processing of meat and proteins.
* **World of Packaging**: Innovative concepts for protecting, preserving and presenting food.
* **World of Ingredients**: Essential components for flavour, structure and quality.
* **World of New Proteins**: Technology, ingredients and research for all types of meat alternatives.
* **World of Skills and Sales**: Knowledge and skills for first-class craftsmanship and enthusiastic customers.

### The events at a glance

In addition to the industry innovations, there will be a high-grade programme of talks. Participants can attend expert lectures on innovations in technology, product development and food trends. On top of this, the programme will include the following events:

* **IFFA Kitchen** will present innovative products and ingredients in panel discussions and live cooking events.
* **IFFA Factory** addresses the challenges of unskilled labour in the production process and presents solutions and best-practice examples.
* **IFFA Discovery Tours** are expert-curated tours of the innovations in each theme world.
* The German Butchers' Association will be presenting traditional craftsmanship at its best at the **IFFA Quality Competition** and honouring the best in the industry.

IFFA – Technology for Meat and Alternative Proteins, will take place in Frankfurt am Main from 3 to 8 May 2025.

All information about IFFA: [www.iffa.com](http://www.iffa.com/en)

Follow IFFA on social media and use the official hashtag **#IFFA2025**[http://www.iffa.com/follow-iffa](https://iffa.messefrankfurt.com/frankfurt/en.html#follow-iffa)