

IFFA 2022

Co-ordination of the IFFA 2022 Innovation tour

Project Code
2022-1186

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Project Description

IFFA is the three yearly international show in Frankfurt and the largest of its kind where the latest technological advancements for meat industry use is presented by almost all providers of equipment and services. Additionally, many of the world recognised companies and development organisations present their innovations at the venue.

BMC was tasked in April 2022 to assist AMPC with the co-ordination of Member Participation at IFFA as well as arrange a technical tour of plants and technology companies in Europe to follow the attendance at IFFA. The task involved:

- Plan the timing for the Post IFFA Tour and agree visit with hosts.
- Cost the full participation including travel and attendance over the period of the tour 13-25 May 2022,
- Manage and provide the mechanism for all financial transactions respect of tour expenses as eligible and approved by AMPC
- Execute the tour plan as finalised to locations including: Germany, Ireland, Denmark and Norway.
- Report on the activity post completion of the tour.

The tour has fully arranged and successfully executed, despite challenges that were imposed by Covid restrictions impacting specific participants and journeys.

The feedback from participants scores places the overall outcome of the tour above 80% both in respect of the full tour and also specifically for the technical visits.

Project Outcome

The project has meet with all its goals.

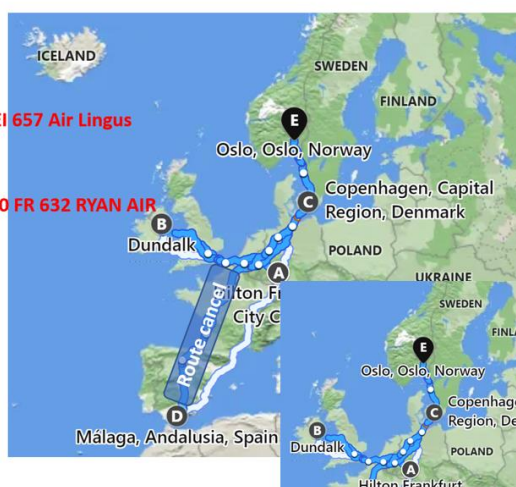
The journeys that were fully executed are presented in Figure 1.

Project No. 2022-1186 AMPC IFFA Fair Innovation Tour



13th – 25th May 2022 Overview:

- 13th May **Germany** – AMPC Tour starts
 - ATTEND IFFA and AMPC Innovation session
 - Flight 17th May 2040 Frankfurt to Dublin landing 2145 EI 657 Air Lingus
- 17th May **Ireland**
 - Foyle Food (Beef) and GM Steel
 - Flight 19th May 11:25 Dublin to Copenhagen landing 1430 FR 632 RYAN AIR
- 19th May **Denmark**
 - Marel Progress Point
- 22nd May Train travel to Oslo
- 22nd May **Norway**
 - NMBU RoboButcher
 - Nortura (HedOpp)
- 25th May **Tour ends**



**IFFA Fair
Innovation
Tour 2022**



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Figure 1: Final Route post IFFA Tour and main locations visited

The feedback on the technical visits for all participants is summarised below:

Assessment of feedback - based on scores received	AVERAGE
FEEDBACK - AMPC 2022 IFFA Tour: (1=Low or 10=high)	SCORES
Scores returned form all participants excluding AMPC and MLA	Out of 10
Visit to Foyle	8.93
Visit to GM Steel	8.43
Visit to Progress Point	8.15
NMBU and Animalia	6.44
Nortura visit	9.00
<u>Overall 22nd - 24th May 2022</u>	8.00
OVERALL Organisation and Coordination	8.56
Average of scores: out of 10 for all participants	8.22
Overall %	82%

Figure 1: Feedback on technical visits.

Benefit for Industry

The participants score summary demonstrates the extent of satisfaction and represents the learnings provided by the opportunity to take part on the tour.

The arrangements and the execution of the IFFA tour have been in accordance to plan and special thanks are due to all who made it happen.

- AMPC
- Foyle Food Group, Ireland
- GM Steel, Ireland
- Marel (and the full team at Progress Point Copenhagen)
- CSB (and the team at IFFA)
- FACCSA Spain (even though the tour was diverted and the visit could not take place because of COVID travel restrictions)
- NMBU and Animalia, Norway
- Nortura, Norway (especially the team at HedOpp).

Especial thanks to James Khodabandehloo for all the support and assistance with the tour, especially at the demanding times when specific assistance was needed by participants.

The main recommendation is that the planning and engagement of and by the participants begins at least 16 months before IFFA, which runs every 3 years in Frankfurt in the month of May. The next even is in 2025.