

IFFA 2022

Co-ordination of the IFFA 2022 Innovation tour

Project Code
2022-1186

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1.0 Executive Summary

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 No. 2022-1186 AMPC IFFA Fair Innovation Tour

Greg Williams – AMPC Senior Manager - On Plant Innovation
 Stuart Shaw – AMPC Program Manager (Advanced Manufacturing)
 Koorosh Khodabandehloo – BMC: Tour Coordinator
 James Khodabandehloo – CT&C: Coordination support

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
 - Flight 21st May 13:35 Copenhagen to Malaga landing 1715 D8 6372 Norwegian
- 21st May **Spain**
 - FACCSA pork plant
 - Flight 22nd May 1245 Malaga to Oslo landing 16:55 - FS 1203 Flyr Air
- 22nd May **Norway**
 - NMBU RoboButcher
 - Nortura (HedOpp)
- 25th May **Tour ends**

Participants continuing on Part B are requested to kindly meet at the Hilton Frankfurt City (lobby) on 17th May 2022 for a coach departure to the Airport please. Coach departs at 16:30. Hilton late check out time arranged is 16:00.

Tour itinerary may require necessary change, which will be communicated at the earliest possibility.

TAP ON YELLOW BOXES TO GO TO WEBSITE

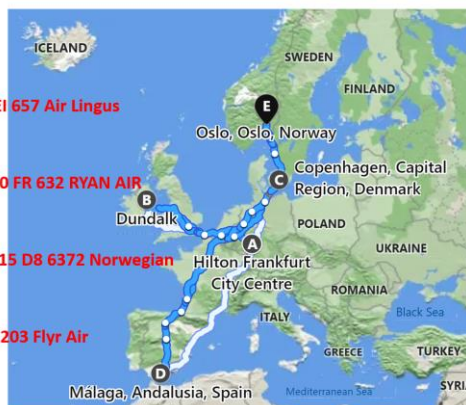


Australian Meat Processor Corporation - Supporting the red meat processing industry throughout Australia (amas.com.au)

IFFA Fair Innovation Tour 2022



IFFA - The World's Leading Trade Fair – Technology for Meat and Alternative Proteins (messefrankfurt.com)



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2.0 Introduction

BMC has been tasked to co-ordinate and support the participation of AMPC and its members at the IFFA 2022 event in Frankfurt and also to arrange technical visits to plants and locations of technical interest to the red meat sector in Australia.

The undertaking has been completed and reported including the quantified assessment based on participants feedback as received after the tour.

The IFFA tour and post IFFA visits tasks as under taken by BMC were to include:

- Arrange post IFFA tour (4-5 visits)
- Meat operations either in Spain, Norway and Ireland,
- Technology and R&D organisations in Norway, Denmark and Ireland.
- Liasson with hosts.
- Travel for participants including arrangements for air travel and hotels as well as transfers.
- Costing of the tour, submitting a detailed tour plan that as agreed with each host fully engaged.
- Financial management of the tour to ensure spending consideration and approval by AMPC.
- Communication with participants as relevant.

The tasks were executed and reported at specific milestones as required by AMPC. This report concludes the execution of the project by BMC.

3.0 Project Objectives

- Plan the timing for the Post IFFA Tour (PIT) and agree visit with hosts.
- Cost the full participants travel and attendance over the period of the tour, including Hotels and meals as may be required during the period 13-25 May 2022.
- Chanel all financial transactions as agreed and received from AMPC in respect of tour expenses, including all eligible and approved cost.
- Validated costs and tour plan to be delivered for a final commitment by all involved before 6th May 2022.
- Submit detailed travel plan for the tour taking into consideration participants travel plan,
- Execute the tour and report on participants attendance at IFFA and Post IFFA Tour.

4.0 Project Outcomes

The project has meet with all its goals.

There were disruptions caused by Covid cases, which impacted the number of participants that could travel and the travel to Spain was cancelled.

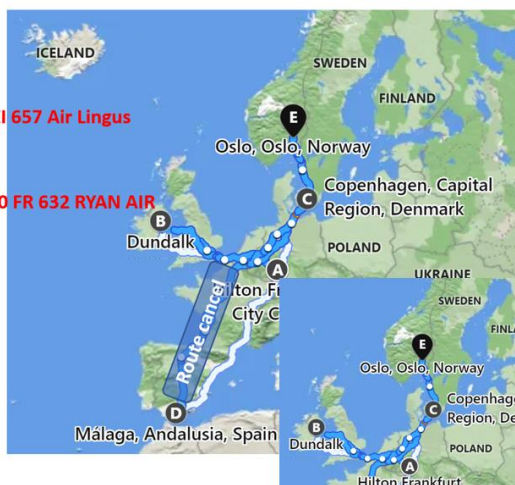
The journeys that were fully executed are presented in Figure 1.

Project No. 2022-1186 AMPC IFFA Fair Innovation Tour



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- 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

5.0 Discussion

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
Overall 22nd - 24th May 2022	8.00
OVERALL Organisation and Coordination	8.56
Average of scores: out of 10 for all participants	8.22
Overall %	82%

Figure 1: Feedback om technical visits.

The overall feedback on all aspects of the tour is presented in Figure 2.

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
Likelihood of participating in a similar future AMPC tour	8.75
Process to apply to be on the tour if applicable	8.77
Hilton Hotel Frankfurt overall	8.75
Overall arrangements for the whole tour	8.43
Extent to which IFFA met with your expectations	7.93
<i>General arrangements: exhibition information, tickets, etc</i>	8.79
<i>Welcome Dinners 14th May 2022</i>	7.79
<i>CSB Dinners 15th May 2022</i>	8.00
<u>Overall 16th May AMPC Innovation session</u>	7.54
<i>Facilities and beverages at Hilton</i>	8.29
<i>Overall content and discussions</i>	7.57
<i>Multivac Dinner</i>	7.38
<u>Air Lingus Flight</u>	7.08
Bus transfer to Crowne Plaza	7.00
<u>Crowne Plaza</u>	8.29
<u>Overall 13-17 May 2022</u>	7.90
Visit to Foyle	8.93
Visit to GM Steel	8.43
<i>Dinner in Dublin at the Store House</i>	8.91
<u>Trip to Copenhagen - Ryan Air Flight</u>	6.17
Bus transfer to Airport	8.21
<u>Radisson Hotel</u>	8.60
Visit to Progress Point	8.15
<i>Dinner at Radisson</i>	8.67
<u>Overall 18th-21 May 2022</u>	7.86
<u>22nd May 2022</u>	8.50
<i>Train to Oslo</i>	7.11
<u>The Hub - Oslo</u>	8.38
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	8.07
Overall %	81%

Figure 2: Overall participants' feedback based on replies received post IFFA Tour.

The project spending has been in according to plan and BMC, the Participants as well as AMPC are grateful for the support of Multivac, Marel and CSB. See Appendix 2.

The feedback score of above 80% in respect of project outcome speaks for itself. The project finances were within the allocated budgets per participant.

6.0 Conclusions / Recommendations

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).

Especially 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.