



for more than
20 years!

Advanced Poultry Farming: The Dutch Poultry Centre Story

Marcel Wijnen





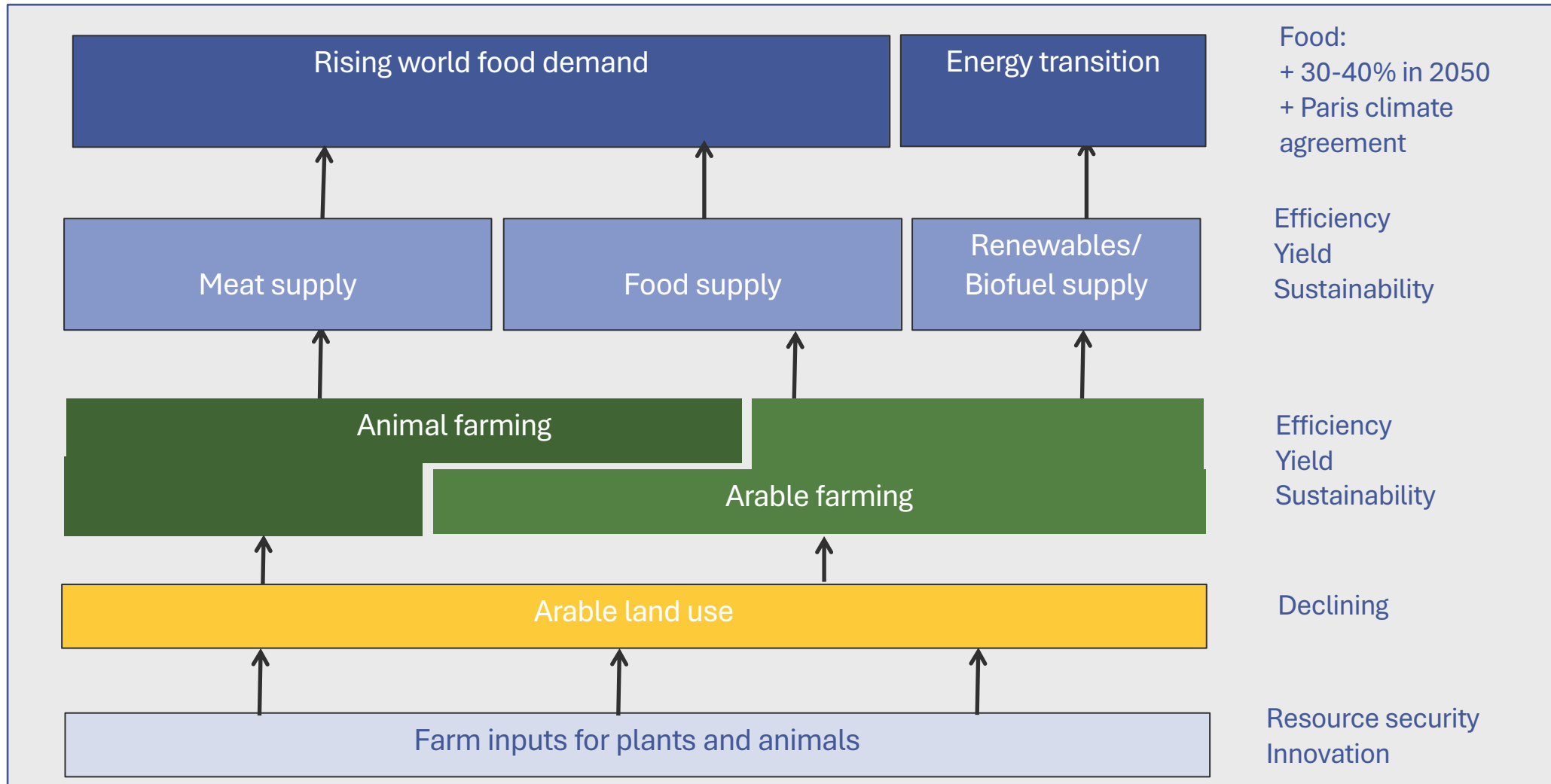
for more than
20 years!

SERVING The Poultry Planet



The Global Food Issue 2050

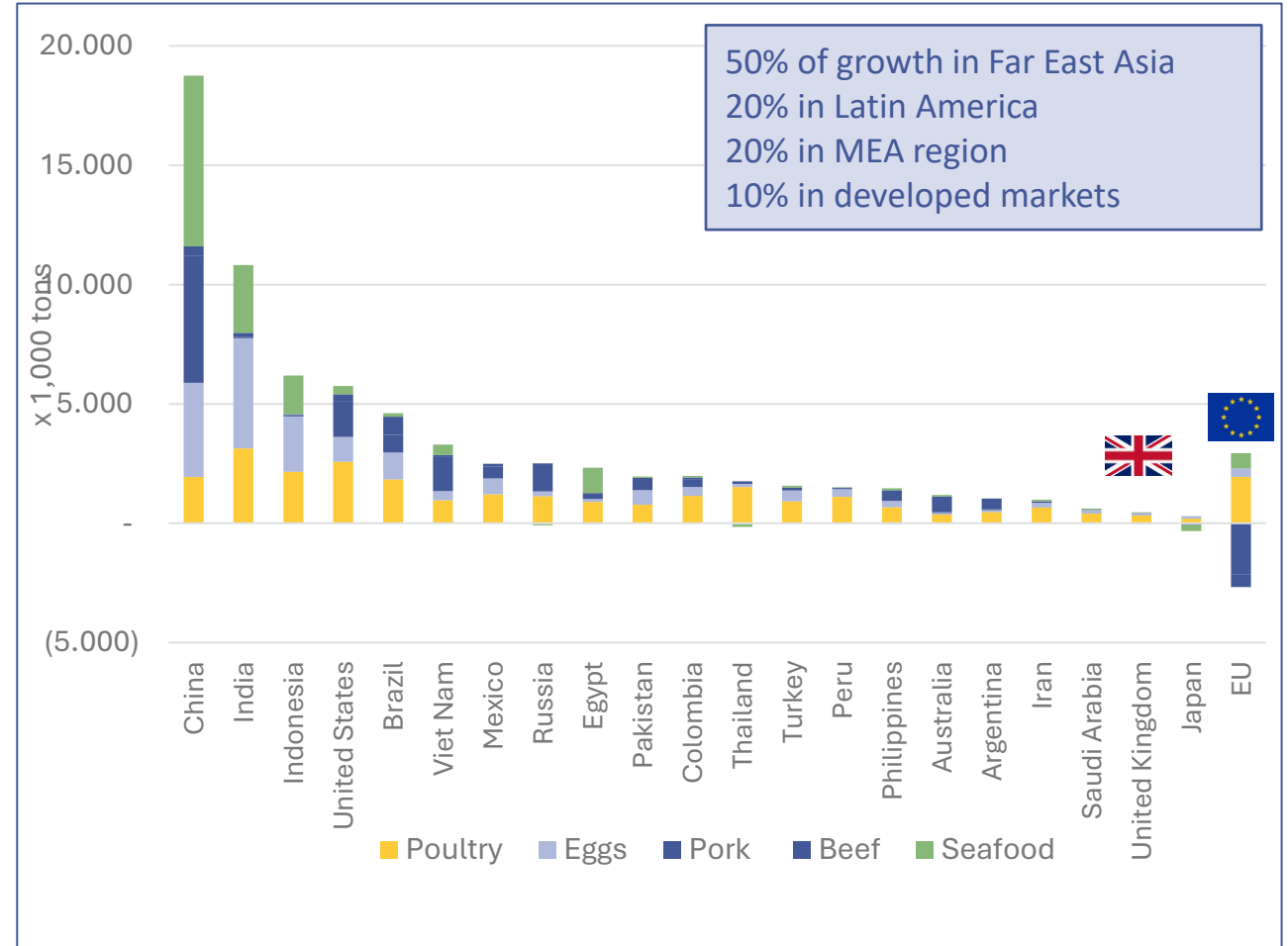
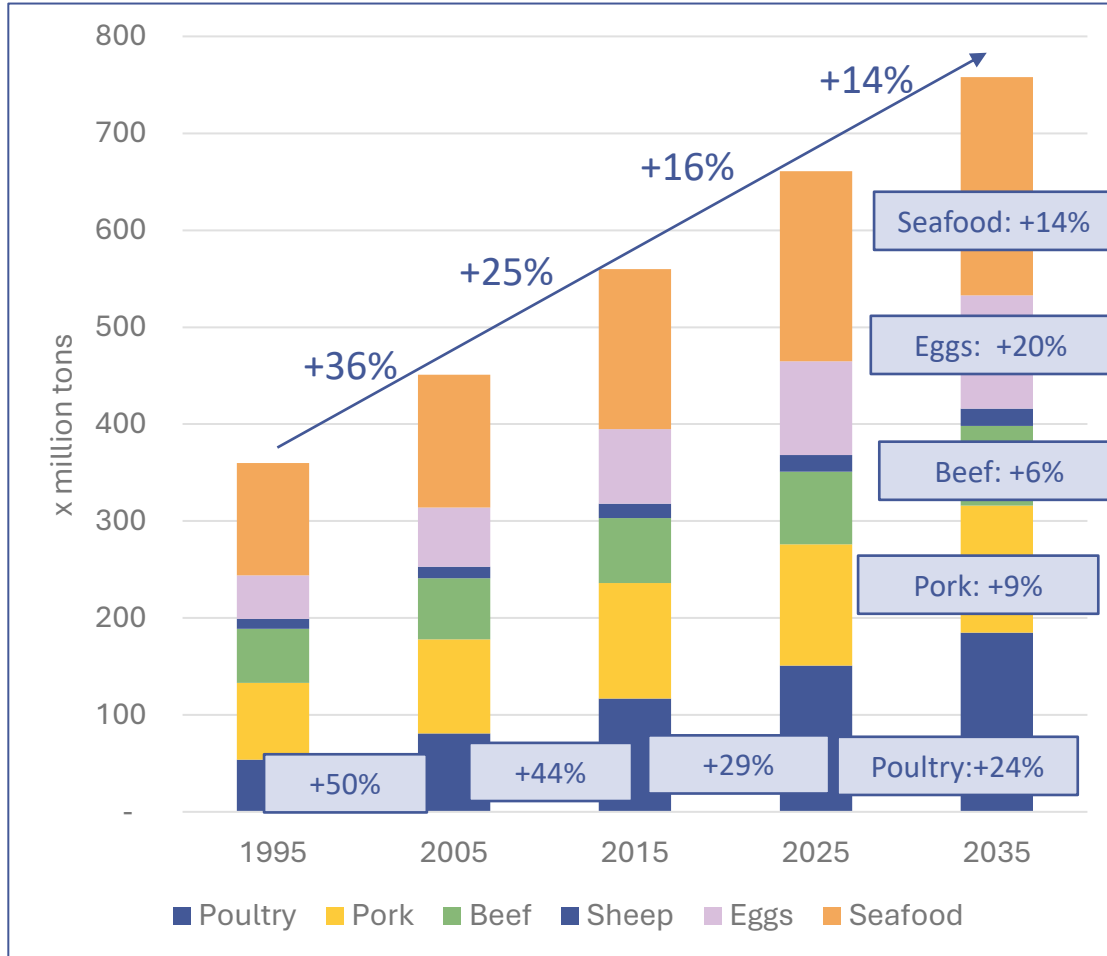
Food production increase of 30%-40 in context of limited resources



Global animal protein: Poultry the winning protein

90% of growth to be in emerging markets, poultry keeps growing in Europe

Global animal protein market outlook



Source: Food and Agriculture Organization of the United Nations, USDA, OECD, local statistics, RaboResearch 2025

The world market perspective for animal protein is changing

Changing requirements: market demand, regions, sustainability, geopolitics and innovation

A changing sector perspective

Global food demand 2050

- +30% more food
- +40% more animal protein

Shifting markets

- 90% of growth in Asian and South American countries
- Limited growth in west, more value and social driven

Increasing focus on sustainability

- Renewable energy x 3 in 2050
- UN sustainability goals
- Regional/national/company requirements and regulations

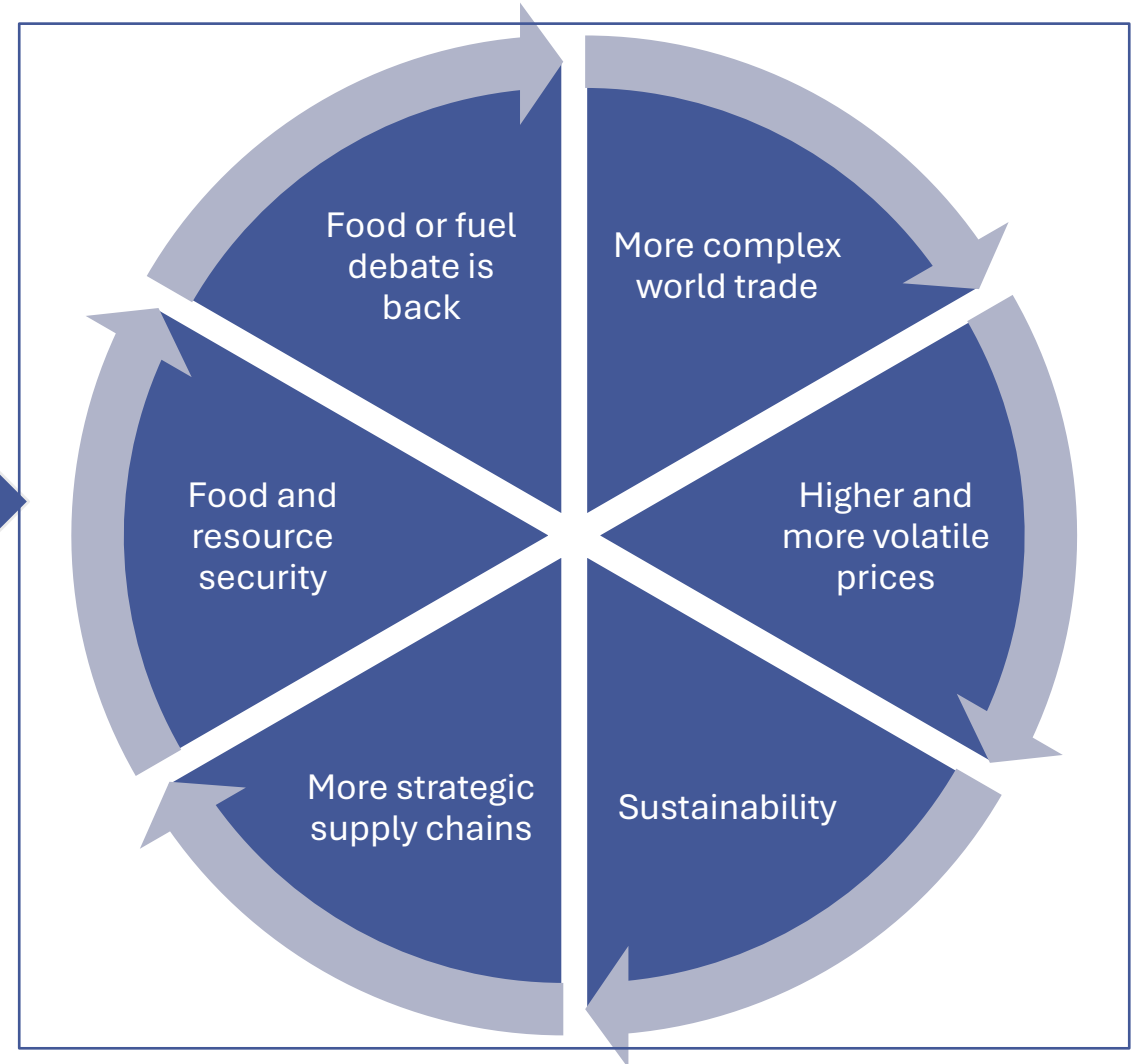
Impact of geopolitics

- Polarization
- Food & Agri becoming part of geopolitics

Technological innovation

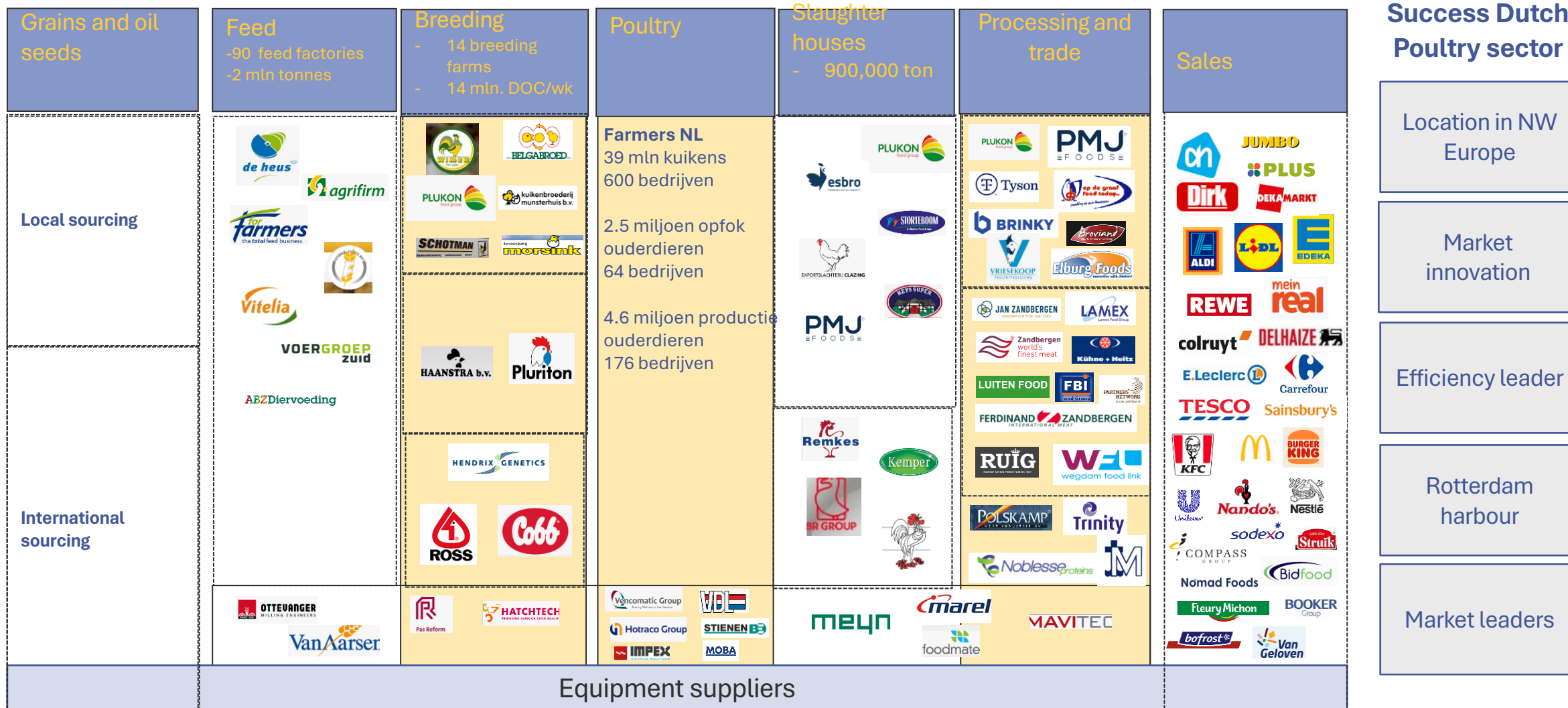
- Smart farming/big data
- Artificial intelligence/robotics
- Breeding: genomics/gene typing/biotechnology

A changing investor perspective



Dutch poultry chain: horizontal en vertical excellence

Optimal combination of leadership, efficiency, commercial spirit and innovation



Source: Rabobank analysis, 2022



for more than
20 years!

DUTCH POULTRY CENTRE 'The Dutch Approach'





'DUTCH APPROACH'

Modern poultry production & processing

- The poultry sector in Netherlands is globally recognized for its combination of innovation, efficiency, and high quality production standards.
"Built on decades of agricultural expertise, the Dutch poultry chain is a leading example of modern, sustainable animal protein production. From hatcheries and feed producers to poultry farmers, processors, and exporters, the sector operates as a closely connected ecosystem. Advanced automation, data-driven management, and strict biosecurity measures ensure consistent quality, optimal animal health, and high food safety standards."
- The "Dutch approach" in poultry farming reflects the strength of the agricultural ecosystem in Netherlands, where science- and data-based efficiency, sustainability, and innovations are combined to create a future-proof food production system.

DUTCH POULTRY CENTRE

Your Gateway to Dutch Poultry Expertise



- Dutch Poultry Centre (DPC) is a leading network organization representing the Dutch poultry sector both nationally and internationally. Founded in 2003, DPC brings together companies, knowledge institutions, and organizations from across the entire poultry value chain — from breeding and hatcheries to feed, housing systems, animal health, processing, logistics, and related services.
- With more than 90 affiliated Dutch companies and institutes, DPC forms a powerful platform for collaboration, knowledge exchange, and international positioning of the Dutch poultry industry.

DUTCH POULTRY CENTRE

Members

DPC leden





for more than
20 years!

DUTCH POULTRY CENTRE

Your access to Dutch
Knowledge, Technology
& Global Partnership





What can Dutch Poultry Centre do for foreign partners?

- **Partner Matchmaking** - Connecting international clients with leading Dutch poultry technology companies and experts.
- **Network Access** – Opening doors to the broader Dutch poultry ecosystem, including research institutes and industry leaders.
- **Project Development Support** – Assistance in setting up poultry production, processing facilities, and technology implementation projects.
- **Technical Consultancy Access** – Linking partners to Dutch specialists in breeding, farm management, biosecurity, and processing systems.
- **Training & Knowledge Transfer** – Organizing study tours, seminars, and capacity-building programs.
- **Sustainability & Innovation Solutions** – Supporting the adoption of energy-efficient, animal welfare-friendly, and circular production methods.
- **Trade & Market Information**



for more than
20 years!

DUTCH POULTRY CENTRE Let's cooperate!

www.dutchpoultrycentre.nl
info@poultrycentre.nl





for more than
20 years!

Thank you!

Please visit Dutch Poultry Centre
booth 10.004

(and our great poultry companies from
The Netherlands)

at VIV Europe!

Marcel Wijnen

