

Press release

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Kick-off for IFFA 2025 Rethinking Meat and Proteins

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Under the motto "Rethinking Meat and Proteins", IFFA 2025 will be launched with many innovations and an optimised exhibition concept. For the first time, there will be a dedicated "New Proteins" product area. Exhibitors can now register to take part in the leading industry event for the meat and protein sector.

The international meat and protein industry will once again meet at IFFA – Technology for Meat and Alternative Proteins – from 3 to 8 May 2025 in Frankfurt am Main. The starting signal for the leading international trade fair has now been given, as exhibitors can register with immediate effect. Companies that declare their participation by 17 April 2024 will benefit from a reduced early bird rate.

The IFFA concept has been overhauled and refined to be fit for the future. Johannes Schmid-Wiedersheim, Director of IFFA, explains: "Over the past few months, we have developed many new ideas together with our industry partners. The most important key points relate to an adapted exhibition concept and a separate exhibition area for the topic of New Proteins. The motto of IFFA 2025 is "Rethinking Meat and Proteins" and that is exactly the vision – to work together to make food production smarter and more sustainable."

Update on the hall layout.

With a new hall layout, IFFA is expanding its product range and linking the processing stages even more closely together. The halls will be divided into five main areas:

- Processing
- Packaging
- Selling and craftsmanship
- Ingredients
- Alternative proteins from plants or cell cultures

The heart of IFFA, the production and processing product areas, can still be found in Halls 8, 9 and 12.0. Exhibitors from the packaging, robotics and automation sectors will be centralised for the first time in Hall 12.1. A new area, New Proteins, is being set up in Hall 11.0. In addition to suppliers of the respective ingredients, machines and systems for protein extraction, texturisation and fermentation as well as for the production of cultivated meat can be seen here. The exhibition programme will be complemented by relevant institutions from the world of research, start-ups, associations and experts who will provide an insight into the status

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quo on the topic of new proteins. One hall level above, in Hall 11.1, suppliers of ingredients, spices, additives and casings will present their innovations.



The new key visual for IFFA shows the entire spectrum of proteins / Source: Messe Frankfurt Exhibition

The world of proteins is developing rapidly and new products are emerging alongside the classic meat. Messe Frankfurt wants to express this diversity with the new key visual for IFFA 2025. The motif revolves around the topics of meat indulgence, alternative proteins, innovative ingredients, research and science.

As the leading international trade fair, IFFA brings the global meat and protein industry together in Frankfurt am Main every three years and offers decision-makers from the industry, trade and craft sectors a unique platform. The focus is on the trending topics of automation and digitalisation as well as solutions for increasing energy efficiency and resource-saving production. In the butchery trade, the focus is on quality, local produce, sustainability and animal welfare. New customer groups are to be attracted with innovative concepts at the point of sale.

Be part of it

All information about participating in IFFA 2025 can be found here:

[Become an exhibitor \(messefrankfurt.com\)](https://www.messefrankfurt.com)

Early bird prices until 17 April 2024.

Messe Frankfurt is supporting the dynamic growth of the food industry with four trade fairs on four continents. The industry meets at the events in Argentina, Thailand, the USA and Germany. The international trade fairs showcase trends and innovations and bring together experts from all over the world.

Find out more at: www.food-technologies.messefrankfurt.com

IFFA
Technology for Meat and Alternative Proteins
Frankfurt am Main
3 – 8 May 2025
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Press information and photographic material:

<http://iffa.messefrankfurt.com/press>

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www.messefrankfurt.com/background-information

Sustainability at Messe Frankfurt

www.messefrankfurt.com/sustainability-information

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Technology for Meat and Alternative
Proteins
Frankfurt am Main, 3 – 8 May 2025