



## Global Food Partners and VIV Qingdao launch a partnership to support China egg industry transition towards cage-free egg production

The multinational consulting firm [Global Food Partners](#) (GFP) and the leading international Feed to Food exhibition [VIV Qingdao](#) announce a partnership to promote and support the Chinese egg industry in its transition to higher welfare, cage-free egg production. The two organizations will combine their knowledge and expertise to build capacity in the egg industry through a series of learning and training activities, such as publications, webinars, seminars and workshops for farmers in China.

“We are happy to partner with VIV Qingdao and leverage our extensive experience to provide egg producers in China with the necessary resources and support to ensure a long-term sustainable transition to cage-free egg production on their farms. The demand for cage-free eggs from consumers and corporate institutions is on the rise in China, and we are looking forward to helping producers in the country embrace this market opportunity and ensure a successful transition process,” said Sabina Garcia, Chief Program Officer of Global Food Partners.

“Celebrating its 20 years of networking and business in China in 2020, and at the same time looking at the future of the industry, VIV takes the opportunity to further strengthen the cooperation with esteemed industry players on key topics. We are excited about this partnership with Global Food Partners and determined to make a contribution to animal welfare and cage-free egg production in China. Via this initiative, VIV Qingdao is also committed to support the successful development of the poultry layer farmers’ business as a crucial link within the production chain”, stated Jeremy Liu, Project Director of VIV Qingdao, taking place in Qingdao on September 17-19, 2020.

The first activity jointly scheduled by GFP and VIV Qingdao is a free webinar on Friday 17<sup>th</sup> July about the “Adoption of best practices in cage-free egg production in China -- The way forward” where the audience will hear from experts of the Global Food Partners, ICCAW, Vencomatic and Orient Agrotech on this topic. To register for the webinar, please follow this link: <http://live.bomeeting.net/splash/1764793>

**For additional information, please contact:**

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**About Global Food Partners:**

Global Food Partners is a Singapore-based multinational consulting firm that works with food businesses to develop, implement and maintain high animal welfare responsible sourcing goals, with a focus on cage-free eggs in Asia, as well as egg producers and suppliers to provide technical expertise and support in the transition to best practice cage-free production. Find more on: [globalfoodpartners.com/](http://globalfoodpartners.com/)

**About VIV Qingdao:**

VIV marks 20 years in China!

VIV Qingdao is the leading international trade show for pig, poultry, dairy & aquaculture industries which focuses on business, innovation, and technology. Ruminant, aquaculture, swine breeding, slaughtering and processing will be the highlights this year. The next edition of VIV in China is opening on 17-19 September, 2020 in Qingdao. Find more on: [www.vivchina.nl](http://www.vivchina.nl)