

## TITLE:

# JBT Marel to transform the future of food at IFFA 2025

**May 3- 8, 2025** - Frankfurt, Germany: At IFFA 2025, JBT Marel is excited to welcome meat and protein processors from across the globe. Come and discover advanced equipment, software and service solutions ready to conquer today's industry challenges. With new launches and industry experts on hand processors big and small will uncover the solution to future success.

## JBT Marel: United to transform the future of food

This will be the first attendance at IFFA of [JBT Marel](#). Recently uniting [JBT](#) and [Marel](#)—two food industry leaders with complementary strengths, ready to transform the future of food. Combined, JBT Marel offers a comprehensive portfolio of solutions and expertise to help businesses stay ahead in an evolving market. Visit JBT Marel at Stand D51, Hall 12.0 & Stand H44, Hall 8.0 to discover how groundbreaking technologies will empower meat and protein processing towards sustainable growth.

## Transforming industry challenges into opportunities

In a landscape of margin pressures, labor shortages, and rapidly evolving consumer preferences, JBT Marel offers innovations to transform all levels of processing operations. With a focus on automation, data-driven insights and scalable solutions, processors are invited to envision a future where your business thrives.

Across two stands visitors can explore six specialized zones, each addressing critical aspects of meat and protein processing where JBT Marel poses question, "Are you ready to elevate your performance, create more value, and drive sustainable growth?"

### Highlights of Hall 12.0, Stand D51

**Zone 1 - Primary and Secondary processing:** Featuring cutting-edge automation for carcass splitting, cutting, deboning, trim handling and inspection, designed to boost productivity and improve decision-making with connected solutions

**Zone 2 - Burger and sausage production:** Discover technology to extract more value, reduce costs and improve production efficiency while meeting demand

**Zone 3 - Fresh processing:** Solutions to level up efficiency. Combat labor shortages and enhance operational flexibility with automation built for flexibility and scalability

**Zone 4 - Butcher shop:** Expand your product range and grow your business with multipurpose, compact and cost-effective solutions

**Zone 5 - Convenience processing:** Ensuring product quality and operational consistency with intelligent automation and data-driven insights

**Zone 6 - Hospitality zone:** Meet with experts and take the next steps towards optimizing processing operations with a personalized consultation

**Visit Hall 8.0, Stand H44** for more solutions ready to help processors tackle the challenges of today and set you up for future success. Join us here to explore innovative, safe and efficient solutions for food preparation, portion slicing, flattening, portioning, injection & marination, forming, coating, frying, cooking, freezing, tray sealing, material handling and clipping & packaging. Whether you need stand-alone food processing equipment or integrated in-line systems, at Stand H44 in Hall 8.0 you'll find customized solutions to empower your business.

JBT Marel extends a warm invitation to meat and protein processing professionals to join them in transforming the future of food with innovative solutions that boost operations and drive sustainable growth.

**Event details:**

**Location:** Frankfurt, Germany

**Stands:** D51, Hall 12.0 & H44, Hall 8.0

**Date:** 3 – 5 May 2025

**About JBT Marel**

JBT Marel is a leading global provider of integrated technology, equipment, software, and services for the food and beverage industry. The company unites JBT and Marel, two industry pioneers driven by a shared purpose—to transform the future of food.

JBT Marel offers a comprehensive portfolio of solutions for processing animal protein, plant-based products, fresh produce, ready meals, beverages, and more. With skilled professionals operating in more than 30 countries, the company offers a world of expertise to help customers thrive in a rapidly evolving market.

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