

Plant FWD™ 2027

Accelerating the Protein Shift

Turning protein ambition
into action



6 - 7 April
2027



Midden Nederland Hallen,
Barneveld
(60km from Amsterdam)



5th
Edition

Plant FWD™



About Plant FWD

Plant FWD brings together start-ups, brands, retailers, foodservice professionals, farmers, policy makers, investors and other change-makers from across Europe's protein ecosystem.

Together, we are accelerating the shift toward a more balanced, resilient and sustainable food system, one where plant-based, organic, novel and circular solutions all have a place at the table.

A truly European event

PlantFWD is European in scope – and uniquely valuable for international companies seeking access to the Dutch market, one of Europe's most active hubs for protein innovation.



New in 2027

A broader perspective on the protein transition. More themes. More markets. More opportunities to connect.

Become a partner!



Date
6 - 7 April, 2027



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**Plant
FWD™**

Five content pavilions

Two full days of connection

Plant FWD 2027 brings the protein transition to life through five content pavilions and a rich two-day programme of keynotes, cases, breakouts and market floor experiences.



Five content pavilions



Plant

Plant-based alternatives to meat and dairy



Balanced

Hybrid / combi products, the 60/40 approach "less but better" animal protein



Organic

The organic value chain



Novel Foods

Fermentation, cultivated meat, precision fermentation, insect protein



Circular & Regenerative

Side streams, soil health & biodiversity, circular inputs



Programme Highlights



Keynotes & Talks

Opening keynotes, The Protein Transition in Numbers, Dreamer keynote and forward-looking talks on the future of food.



Breakout Sessions

Breakout sessions across all five content pavilions: Plant, Balanced, Organic, Novel Foods, and Circular & Regenerative.



Cases & Insights

Retail and health care cases that translate trends and innovation into practical business opportunities.



Culinary Experiences

Chef-led lunch, Taste Lab tastings, Sunset Tasting and the Closing Street Food Festival.



Networking & Matchmaking

Welcoming drinks, pre-scheduled 1:1 matchmaking and valuable networking opportunities throughout the event.



Experiences & Side Events

Round tables, guided tours, the European Delegation Lounge and the exclusive Plant FWD VIP Diner.

The Visitor Experience



Market Floor

Exhibition stands across all five pavilions.



Taste Lab

Live show-cooking and new-product tastings.



Matchmaking

Pre-scheduled 1:1 meetings via the event app.



European Delegation Lounge

Meet trade representatives and get market insights.



Guided Tours

Explore the market floor and pavilions with experts.

Plant FWD™

Why attend Plant FWD?

Two days that move your business forward.

Plant FWD gives your team in two days what would otherwise take months of separate trips, calls and desk research: structured, high-density access to the people, cases and opportunities shaping Europe's protein transition.



Benchmark the market

The Netherlands is a recognised frontrunner in the protein transition. Meet Dutch and European counterparts and benchmark your market against developments further ahead.



Turn connections into business

Pre-scheduled 1:1 matchmaking, the Market Floor and five content pavilions bring potential partners, suppliers and customers together in one place, connections that would normally take months.



Bring insights back to your business

Retail and health-care cases, analytics sessions and keynotes give you market intelligence you can take straight back into strategy and budget discussions.



Coming from abroad?

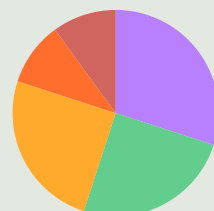
Benchmark your market against one of Europe's frontrunners.

The Netherlands is a recognised frontrunner in the protein transition. Plant FWD gives international teams the opportunity to see where the market is heading and meet Dutch, German, French and Spanish counterparts side by side — connections that would otherwise require several separate trips.

A dedicated European Delegation Lounge, simultaneous interpretation and translated market briefings help your team access the full programme in its own language. And with Wageningen Campus and the surrounding food-tech ecosystem nearby, a tailored site visit can easily be added before or after the event.

Expected visitors of 2027

- 30% Business & Industry
- 25% Innovation & Investment
- 25% Government & Policy
- 10% Health, Science & Education
- 10% Community & Influence



Plant FWD 2026 in numbers

803 **345** **7.8/10**

Total
visitors

International
visitors

Visitor
rating



Visitors from:

United States • Canada • Australia • Spain • Italy • Germany
• Denmark • United Kingdom • France • Eastern Europe



Bring your team. Invite your network.

Every partnership includes Full Delegate Passes, giving your team complimentary two-day access to Plant FWD. Use them to bring colleagues, invite key relations and make the most of two days of content, networking and business opportunities.

Full two-day ticket value: €795 per delegate.

Explore the partnership opportunities



Tailored experiences

From a dedicated breakfast or lunch session to VIP tours and custom site visits at a company or Wageningen Campus, we can create a programme tailored to your organisation's objectives.



Bringing a larger delegation?

Groups of 10 or more benefit from a group discount on day tickets. We're happy to put together a tailor-made package for your group.

Partner with us

Sponsorship Packages



* In consultation with the Plant FWD program committee.

** Content and timing of sharing in consultation with the Plant FWD marketing team.

Benefit	Seed	Friend	Grower	Supporter	Founder	Main
LEAD GENERATION & NETWORKING						
Full Delegate Passes (excl 2 event staff) (complimentary 2-day ticket, value €795)	1	3	5	10	20	35
Exhibition Booth on The Market	Shared listing	Table + TV	S	M	L	Custom
Discount for your Business Relations	-	-	5%	10%	20%	20%
Pre-event: Priority Access to Delegate List*	-	-	✓	✓	✓	✓
Post-event: Full Delegate List (no contact details)	-	-	-	-	✓	✓
THOUGHT LEADERSHIP						
Podcast / side event during the year*	-	-	-	-	✓	✓
Speaking Opportunity: Speaker / Moderator / Panelist / Judge*	-	-	-	-	✓	✓
Hosting your own Break-out Session*	-	-	✓	✓	✓	✓
Partner & Speaker Dinner (invite only)	-	-	-	-	-	✓
BRANDING						
Company Logo on Event Website & Newsletter	-	Website only	✓	✓	✓	✓
Company Logo on Sponsorwall at Entrance	-	✓	✓	✓	✓	✓
Company Profile (in network application)	✓	✓	✓	✓	✓	✓
Company Logo on Holding Slides	-	-	✓	✓	✓	✓
Media campaign during the year (Social & media partners, 5,000+ LinkedIn)	-	1/8	1/6	1/4	1/2	1/1
LinkedIn Post / Announcement**	-	-	General	General	General	Custom
INVESTMENT						
Investment (excl. VAT)	€1,200	€2,500	€4,500	€7,500	€15,000	€35,000



New: Track Partner Sponsorship

Claim visibility over one full content pavilion, including a stage slot, Market stands in the pavilion's colour and naming rights across the programme.

A focused option for partners with a strong connection to one theme. For example: a bank linked to Circular & Regenerative or a certification body to Organic.
Availability and investment on request.



Get in Touch

Interested in partnering with Plant FWD 2027?
Get in touch to discuss the package that fits your organisation best.

Become a partner! ▶▶

Factsheet

Plant FWD 2026

Why PlantFWD exists: to accelerate the protein transition and healthy nutrition by connecting the entire value chain.



Our mission

Connecting the entire food value chain to accelerate the protein transition and healthier nutrition.



8 - 9 April
2026



Midden Nederland Hallen,
Foodvalley
(60km from Amsterdam)



4th
Edition

Joinlii
Plant FWD™

Plant FWD In numbers



803

Total
visitors



345

International
Visitors



30

Partners



33

Exhibitors



3.8M

Online
Audience

Programme Highlights



keynotes & Talks

40+ speakers about innovation, retail, foodservice, investment, health and the future of food.



Startup Programme

Pitch competitions, matchmaking sessions and innovation showcases.



The Market

Experience the latest products, concepts and solutions through tastings and demonstrations.



Side Events

Campus Tours, Partner Dinner and curated networking experiences.

KNOWLEDGE + TASTE + BUSINESS

The market - Food Experience



Plant-based



Organic



Hybrid



Novel Foods

21

Exhibitors/brands

18

Tastings/demo's

5

Product
Launches



What our partners say



- Great **atmosphere**
- I love the **special vibe** of PlantFWD
- You took PlantFWD out of the green bubble and **brought it to a wider audience**
- We need to **collaborate** to make this protein transition succeed and **during PlantFWD you find all parties to talk to.**
- Hybride foods was a **real blast**



Our audience

Visitor Profile Breakdown

- Retail
- Foodservice
- Manufacturers
- Startups
- Investors
- Policymakers

7.8/10

Visitor rating



345

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Next edition
6 - 7 April, 2027



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