

Press Release

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BAADER at IPPE 2026: Value Every Gram – Powered by AI and Digital Intelligence | Booth C31159 | Atlanta, USA | January 27–29, 2026

- **Strong IPPE 2026 presence:** BAADER puts poultry processing innovation front and center, complemented by AI-driven digital solutions to create measurable customer value.
- **Integrated, data-enabled poultry processing:** End-to-end solutions (cut-up, deboning, grading, batching) designed to minimize giveaway, reduce waste, and maximize yield.
- **ClassifEYE vision + AI:** Camera-based inspection and AI analytics enable fast, consistent, data-driven quality decisions, early deviation detection, and continuous process optimization.
- **Value every byte:** Emydex presents its MES and digital intelligence platform: a unified data environment with real-time dashboards, predictive maintenance, and performance optimization.
- **Customer dialogue + leadership highlight:** Hands-on demos at Booth C31159 - AI-powered vision monitoring, precision deboning, advanced grading.
- **Opportunity to meet Nicolas Groth,** new CEO of BAADER's Poultry Division, who will further strengthen our customer-first mindset and global customer proximity.

BAADER starts 2026 with a strong presence at the International Production & Processing Expo (IPPE) in Atlanta, taking place from January 27 to 29. At this global industry platform, BAADER puts poultry processing at the center of its innovation agenda – complemented by AI-driven digital solutions that help processors unlock measurable value in an increasingly competitive market.

“At IPPE 2026, BAADER reinforces its commitment to the poultry industry: delivering integrated, data-enabled solutions and machines that transform precision into profitability and digital intelligence into a lasting competitive advantage for our customers,” says **Petra Baader, CEO of the BAADER Group**.

Poultry processing: Precision that pays off

In modern poultry plants, profitability is measured in grams. BAADER's integrated poultry solutions cover key processing steps – from cut-up and deboning to grading and batching – with one clear objective: minimize giveaway, reduce waste and maximize usable product. To achieve this, BAADER combines high-precision machine technology with advanced automation and AI-supported applications that analyze process data in real time, detect deviations early and support continuous optimization.

“For poultry processors in the U.S., Canada and beyond, yield accuracy and digital transparency are becoming decisive competitive factors,” says **Oliver Hahn, CEO BAADER Poultry USA/Canada**. “Our integrated approach – combining poultry processing, refiners and digital intelligence – helps customers translate operational precision directly into profitability.”

Fast and accurate decision-making: ClassifEYE vision technology

At IPPE, BAADER highlights its ClassifEYE vision solutions, demonstrating how camera-based inspection combined with Artificial Intelligence can support fast, consistent and data-driven decisions in the poultry process. Vision technology enables automated detection of deviations and quality issues and creates a reliable basis for process optimization and yield improvement.

“Our BAADER solutions are driven by strong collaboration between machine precision, high-class automation and continuous AI-based analytics to maximize efficiency and output,” says **Matthias Hoffmann, Group CTO of BAADER and Head of the Digitalization Division**.

Emydex as digital backbone – also present at IPPE

A central pillar of BAADER’s digital strategy is Emydex, a Manufacturing Execution System (MES) and digital intelligence platform. Emydex connects equipment, lines and processes into a unified data environment and provides, among others: live dashboards and reporting, transparency across production steps, predictive maintenance and performance optimization.

This end-to-end visibility supports poultry processors in managing complexity, improving decision-making and systematically “valuing every gram” – and every byte of data.

Spotlight at IPPE 2026: Demonstrations and customer dialogue

Visitors at IPPE 2026 can expect hands-on demonstrations of BAADER’s systems, including AI-powered monitoring tools, precision deboning solutions and advanced grading technologies designed to optimize quality and yield. BAADER experts will be available for in-depth discussions on how integrated processing and digital intelligence can deliver measurable results in daily operations.

New chapter at BAADER Poultry: Meet CEO Nicolas Groth

IPPE 2026 will also be an opportunity to meet Nicolas Groth, the new CEO of BAADER Poultry Division. Nicolas brings more than two decades of international leadership experience across Sales & Service and country organizations, with extensive hands-on years in Europe and Asia.

"With Nicolas Groth, we gain a CEO who truly lives customer orientation. Together, we will move even closer to our customers worldwide – listening carefully, understanding needs, and translating them into reliable solutions with measurable value," says Group CEO **Petra Baader**.

Visit BAADER at IPPE 2026

Join us at **Booth C31159** to explore BAADER's groundbreaking technologies and be part of a transformative journey redefining the food processing industry – and to discuss how integrated innovation can help shape the future of food processing.

For more information, please contact

Harald Ehren
Global Head of Corporate Communications
Mobile: +49-174 694 2500
Email: press@baader.com

About BAADER

With over 100 years of innovation, BAADER is a global leader in food processing solutions. Beyond fish and poultry, we revolutionize the industry through digitalization and data analytics. Operating in over 100 countries with a dedicated workforce of 1,600 professionals, we are committed to providing solutions that prioritize quality, efficiency, traceability, profitability, and sustainability. We value the animal as a resource. Driving innovations for a century, committed for a lifetime – BAADER.

More details on BAADER can be found at www.baader.com.