



REVIEW 2024

GUT BROCKHOF
ERWITTE / LIPPSTADT (GERMANY)

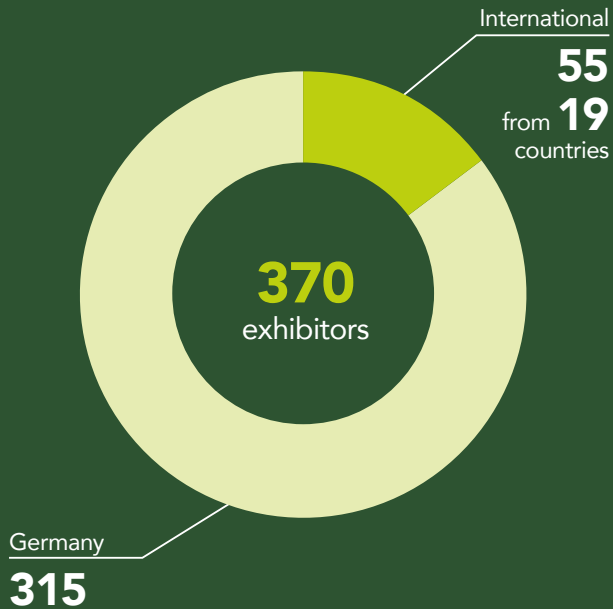


Hands-on crop production on over 45 hectares!



Review 2024 | Exhibitors

3 days of crop production out of the box



Over **144,000 m²**
gross exhibition space

Exhibitors Top 5 countries

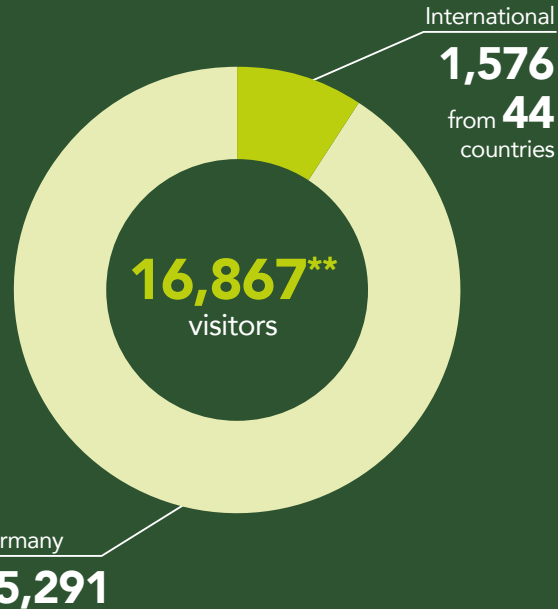
- 1 Germany
- 2 Netherlands
- 3 Austria
- 4 Denmark
- 5 Czech Republic

“To us, the DLG-Feldtage are the leading international trade fair for crop production topics.” (Tillmann Puls, Bayer CropScience)

Review 2024 | Visitors



19,181*
Total participants



Visitors

Top 5 countries internationally

- 1 Netherlands
- 2 Poland
- 3 Austria
- 4 Luxembourg
- 5 Switzerland



*Attendees according to the new FKM concept. The total number of participants results from the number of attendees. It includes visitors, exhibitor personnel and media representatives as well as speakers, if they are present at the trade fair. The total number of attendees is not calculated on the basis of daily admissions, however, but on the basis of admissions to the trade fair.

**Visitor admissions excluding stand and service personnel and media representatives (incl. influencers)

“We are very satisfied with the number of visitors.” (Sebastian Eichinger, Claas)

Exhibitor satisfaction



Representative exhibitor and visitor survey by Wissler & Partner

“The trade fair is fundamentally important for us.” (Marina Steingraber, IG Pflanzenzucht)

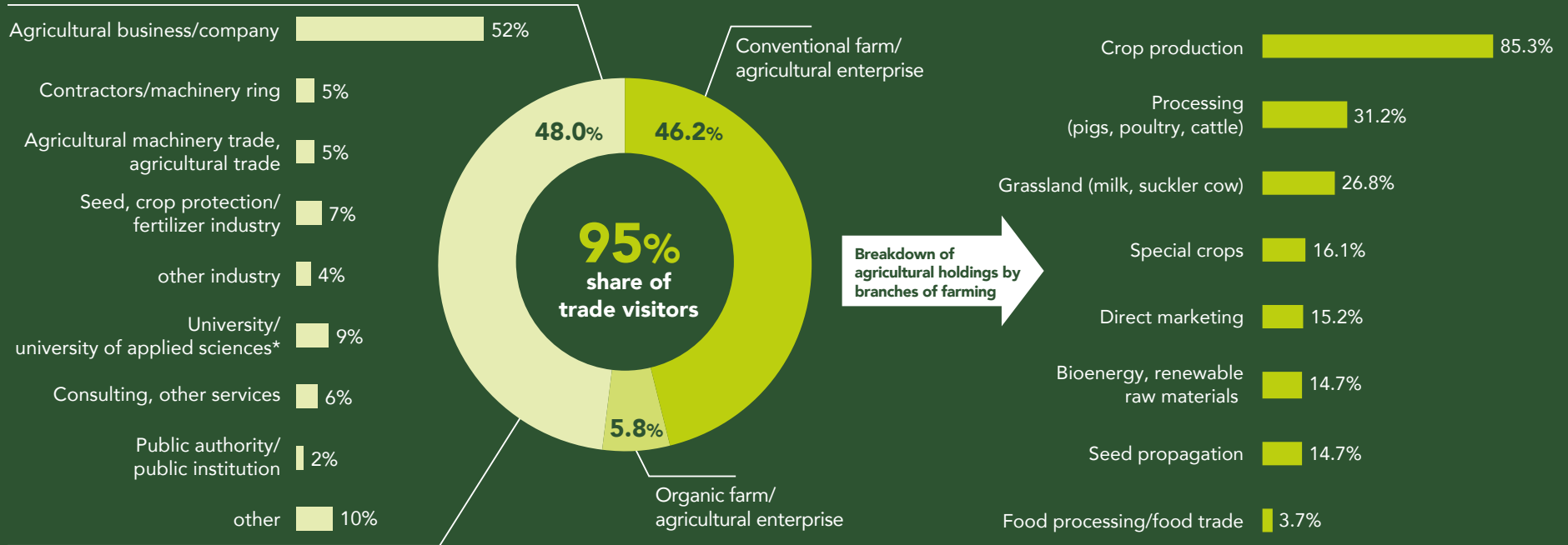
TOP 5 visitor goals



Representative exhibitor and visitor survey by Wissler & Partner

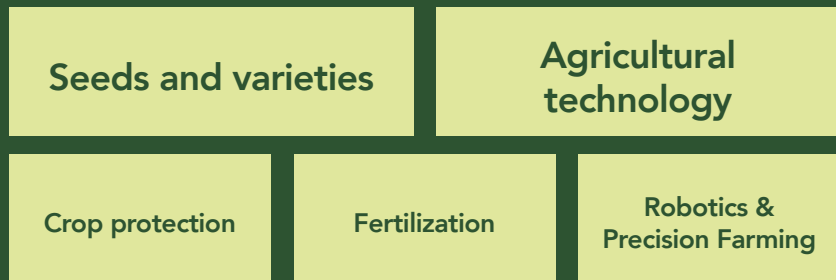
"It never hurts to think outside the box. Super!" (Visitor)

Visitor distribution according to economic sectors and branches of industry

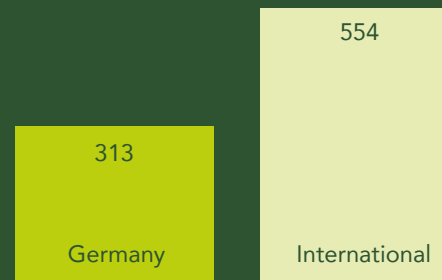


Review 2024 | Visitors

Top themes of the visitors

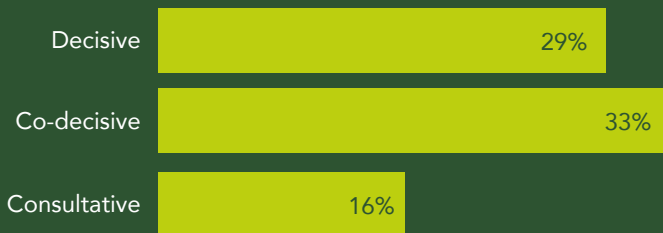


Average farm size (in ha)



2024
(North-Rhine Westphalia)

Influence on the purchasing decision



The visitors from the agricultural sector represent an agricultural area of

2.59 million hectares.

Review 2024 | Media Coverage



863.217

(ad) impressions

260.780

Website views

Around **300**
journalists, bloggers
and influencers from
16 countries

Followers



12,359



7,151



1,785

Over **160**
pop-up talks, lectures,
discussions and machine
demonstrations

9,722,549 Total reach

“DLG-Feldtage 2024: Lighthouse for innovative crop production.” (agrarzeitung)



Pop-up Talks

Pop-up talks took place every hour on the hour. These short, practice-oriented talks on specialist topics were presented directly at the exhibitors' stands in the trial field or at the DLG meeting points.



Meeting points

Visitors were given the opportunity to attend technical presentations and exchange ideas with experts. The meeting points covered the topics "Organic Farming", "Oil and protein crops", "Successful management of weather risks", "Resilient agricultural systems", "PV on the field" and "Traction and soil protection".



Stages

Visitors were able to gather information and actively participate in discussions on three stages. The program comprised 75 events and offered exciting insights in a variety of ways. On the DLG Expert Stage there were talks, lectures and expert interviews, while the Feldtage Stage presented topics from co-organizers, specialist partners and exhibitors. Panel discussions took place on the Plaza Stage. There was something interesting for everyone.

Review 2024 | Technical program Made by DLG



Machine demonstrations

77 combinations on six highly topical themes were in action in the live arena and on the DLG-Parcours. In addition, there were numerous company-specific demonstrations on the demo blocks.



Value Chain Day

The first Value Chain Day brings together all stages of processing in a way that is accessible to the public. Discussions on topic-related issues were just as much a focus as the cross-industry bilateral exchange at the subsequent get-together.



FarmRobotix

Premiere for the international platform FarmRobotix. Visitors had the opportunity to exchange knowledge, learn about innovative technologies and network in an emerging industry that has the potential to change the future of agricultural practice.





Crop production out of the box themed route

What does "crop production out of the box" actually mean for our exhibitors? We asked them about their "out of the box" solutions. Visitors were able to take a close look at 47 labeled "Out of the Box" innovations from the 43 participating companies throughout the trade fair. The topics ranged from machines and seeds to new strategies.



Crop Night

Celebrate crop production and network with delicious food, cool drinks and relaxed music. This is exactly what the around 2,000 visitors did at the sold-out CropNight on Wednesday evening at the DLG-Plaza.



Female Agri Fellows Meeting

The new DLG network met for the first time for a sundowner at the DLG-Feldtage. The Female Agri Fellows Meeting focused on inspiring encounters. Numerous committed women from the agricultural sector took the opportunity to network and share their experiences and visions.

Review 2024 | Impressions



We would like to thank all exhibitors and visitors
and look forward to seeing you again at the **DLG-Feldtage 2026**.