



REVIEW 2026

INTERNATIONAL DLG CROP PRODUCTION CENTER
BERNBURG / GERMANY



MADE BY

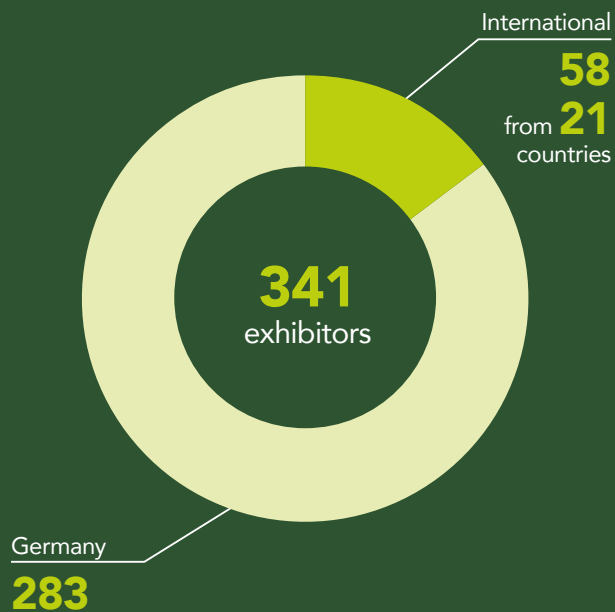


Hands-on crop production on over 45 hectares!



Review 2026 | Exhibitors

3 days of crop production out of the box



Over **122,897 m²**
gross exhibition space

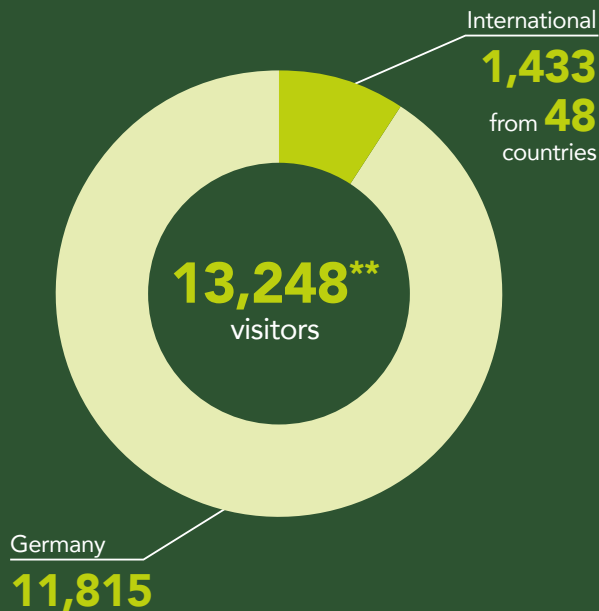
Exhibitors Top 5 countries

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

2026 in Review | Visitors



18,644*
Total participants



Visitors Top 5 countries worldwide

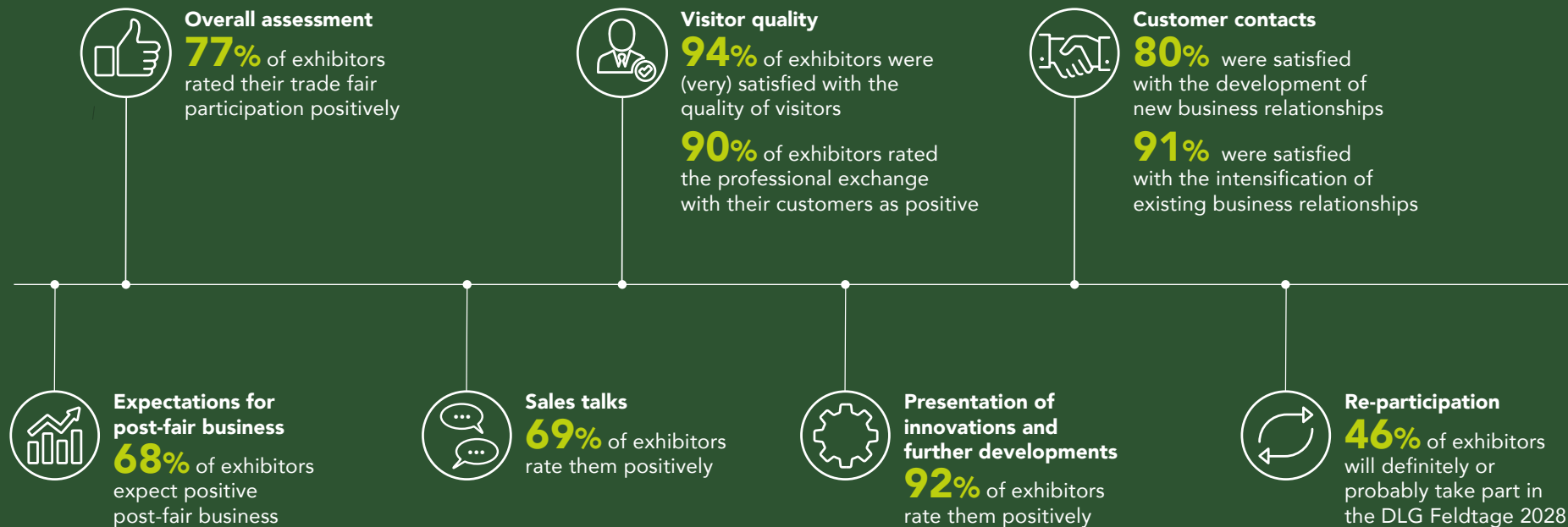
- | | |
|---|----------------|
| 1 | Poland |
| 2 | Latvia |
| 3 | Netherlands |
| 4 | Austria |
| 5 | Czech Republic |



*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)

Exhibitor satisfaction

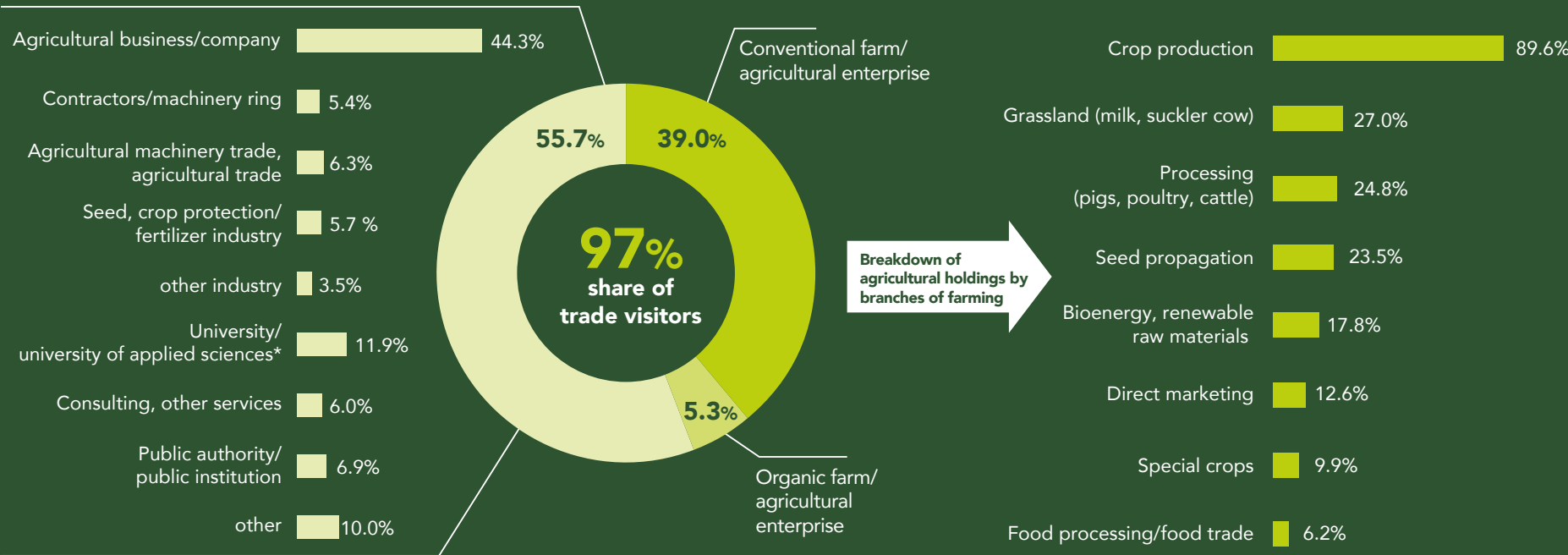


Review 2026 | Visitors

TOP 5 visitor goals



Visitor distribution according to economic sectors and branches of industry



* including school pupils and university students

Multiple answers possible

Review 2026 | Visitors

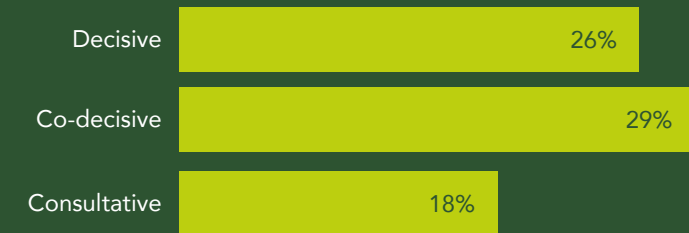
Top topics for visitors



Average farm size (in ha)



Influence on purchasing decisions



The visitors from the agricultural sector represent an agricultural area of

3.98 million hectares.

Review 2026 | Media Coverage



1,881,392

(ad) impressions

234,830

website visits

Around **150**
journalists, bloggers
and influencers from
10 countries

Followers



12,203



8,769



1,662

198 presentations,
discussions and
machine demonstrations
in the technical
programme

106,753,048 total reach

Review 2026 | Technical programme Made by DLG



Pop-up Talks

The pop-up talks offered trade visitors brief, concise insights directly in the field. At selected stations, experts explored current and innovative approaches and put them into a practical context. The format facilitated a spontaneous, dialogue-based exchange and provided valuable ideas for everyday business practice.



Meeting points

The meeting points at the DLG Feldtage provided trade visitors with an opportunity to engage in direct dialogue with experts and practitioners. The focus was on the topics of 'oil and protein crops', 'resilient cropping systems' and 'successfully managing weather risks'. Visitors gained practical insights into climate adaptation, cropping strategies, risk management and the latest developments relating to crop varieties, soil, water, biodiversity and digital technology.



DLG Expert Stages

On the two DLG stages, trade visitors were given insights into key future topics in crop production. The DLG-Plaza Stage fostered exchange within the industry through panel discussions, networking events and award ceremonies, whilst the DLG-Expert Stage offered practical specialist presentations on robotics, digitalisation, technology, plant breeding, research and innovative developments in arable farming.

Review 2026 | Technical programme Made by DLG



Machine demonstrations

With 66 combinations, the machinery demonstrations on the DLG trial course and in the Live Arena showcased the latest technology for efficient and soil-conserving cultivation systems. Among other things, the demonstrations featured methods for mechanical weed control, soil tillage, direct and strip-till sowing, as well as innovative solutions for crop protection, mineral fertilisation and the efficient use of tractors.



FarmRobotix

This innovative event showcased the latest developments in robotics, automation, digitalisation and AI for crop production. Live demonstrations, specialist presentations, guided tours and the international Field Robot Event highlighted how autonomous machines, sensor technology and digital systems can make agriculture more efficient and sustainable.



DLG Spotlight: 'The Wheat Value Chain'

The Spotlight section provided a practical insight into the connections between the field and the processing and trading stages. Pop-up talks, expert consultation sessions, interactive formats and guided tours addressed current challenges relating to high-quality wheat, sustainability, climate protection and CO₂ reduction, and encouraged dialogue across the entire value chain.



Review 2026 | Technical programme Made by DLG



DLG CropNight

This fun-filled event brought the crop production community together in a relaxed atmosphere that evening. Professional discussions, networking and a varied programme of activities provided opportunities to make new contacts, engage in conversations and generate shared ideas that extended beyond the exhibition day itself.

Demonstration plots

The demonstration plots at the DLG Plaza allowed visitors to experience crop production challenges and practical solutions first-hand, right there in the field. Discussions with specialist panels, experts and exhibitors focused on alternative crops, biodiversity in arable farming and effective weed control strategies.



Networking

The networking events provided an opportunity for discussion, making new contacts and generating fresh ideas beyond the scope of the specialist programme. At the welcome evening, the Female Futures Tour, the Young Professionals Day and other events, trade visitors, exhibitors, young professionals and start-ups came together in a relaxed atmosphere.

Review 2026 | Exhibitor Feedback



"The DLG Feldtage is a key platform for direct exchange with the agricultural sector, research, partners and policymakers."

*Dr Olaf Günther-Borstel,
Managing Director of
AGRAVIS Ost GmbH*

"We participate in the DLG Feldtage because the event offers a key platform to present new varieties in direct comparison, while also gaining valuable insights from practical farming through dialogue with farmers and advisors."

*Rebecca Reuß, Marketing &
Product Management, HAUPTSAATEN
Seed & Service GmbH*

"Farmers value honest advice in a constructive and open atmosphere. This is why personal exchange remains irreplaceable despite the abundance of media channels."

*Franz Beutl, Managing Director,
I.G. Pflanzenzucht GmbH*

"We value the DLG Feldtage as a platform within the crop production network connecting agriculture, advisory services, trade, research and associations."

*Florian Eißner, Head of Fertiliser Marketing,
SKW Stickstoffwerke Piesteritz GmbH*

"We are taking away many valuable insights from our discussions – notably a clear demand for solutions that increase efficiency and make everyday work easier."

*Elena Glitz, Head of Marketing,
CLAAS Vertriebsgesellschaft mbH*

Review 2026 | Impressions



We would like to thank all exhibitors and visitors and look forward to seeing you again at the **DLG Feldtage 2028**, from 20 to 22 June 2028 at the Domäne Beberbeck near Kassel, Germany.