



EuroTier^{DLG}

First in animal farming.

THE WORLD'S LEADING TRADE FAIR
FOR ANIMAL PRODUCTION

2022 | 15-18 NOVEMBER | HANOVER, GERMANY



www.eurotier.com

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BUYING DIRECTLY FROM FARMERS IS FULLY IN LINE WITH THE CURRENT TREND

For many people, being able to buy products from their own region with a traceable origin and freshness are important reasons for buying “directly from the farmer”. According to current surveys by DLG (the German Agricultural Society), on-farm processing and direct sales are therefore becoming increasingly attractive for ever more farms. In Germany alone, currently around 30,000 farmers are practicing direct marketing at different levels of intensity and professionalism – extending right through to the perfectly organised on-farm shop, with a continuing upward trend.

In its “Direct Marketing” Special at EuroTier 2021, the world’s leading trade fair for animal production professionals, DLG will be providing information about technical solutions, products and services, as well as current marketing strategies.

EuroTier – First in animal farming

- Meeting place for professionals working in the fields of production and processing of meat, milk and eggs.
- Around 160,000 visitors from Germany and other countries regularly gather information about current production and marketing strategies.
- Around 2,600 exhibitors from around 60 countries present their innovations.

Convincing customer potential

- 40 % of the visitors from farms (approx. 35,000 visitors) are interested in the topic of direct marketing.
- More and more farmers are planning concrete investments in production and packaging machinery as well as in vending machines.

“At EuroTier, in addition to gathering a lot of information I manage to acquire a comprehensive overview about direct marketing from exhibitors and the Technical Programme. All this at a single venue – that saves time ...!”

Claudia Müller, Farmer and direct marketer, Wächtersbach / Germany



Optimal networking and sector know-how

- As organiser of EuroTier, the DLG possesses a comprehensive network of experts and partners from the field of Direct Marketing.

Attractive communication mix

- As an exhibitor you can profit from DLG’s extensive media network and that of its partners. These include the trade journals DLG-Lebensmittel, BioTOPP and various Newsletters and Social Media Channels.

FOCUS ON “DIRECT MARKETING”: MEETING POINT FOR YOUR CUSTOMERS

Exhibition programme:

- Processing and packaging of foods produced from cattle, pigs, poultry, sheep, goats, game and fish
- Storage and logistics, refrigeration
- Shop fittings, vending machines and sales vehicles
- Farm inputs and technological aids
- Consultancy and services/organisations as well as publishers

Technical programme:

- Several lectures given every day on challenges and trends in direct marketing
- Many examples of best practices
- Recommendations for action
- Exhibitors have the opportunity to participate in the technical programme. (price on demand)

Attractive Supporting/Fringe Programme for Visitors

- Attractive Supporting/Fringe Programme for Visitors
- Technical presentations on opportunities, trends and challenges of direct marketing
- Best practice examples and success stories
- Interaction and networking
- Online and On-site

Register now!





Open network and professional voice

As the organiser of EuroTier, DLG fosters progress in the global agricultural, agribusiness and food industries with knowledge, quality and technology transfer. As an open, international network, DLG works together with experts around the world to develop future-proof solutions for the challenges facing the industry.

Our offer:

Space-only rental or alternatively a full service.

Stand construction: Plan your individual participation through the exhibitor service portal at the world's leading trade fair for animal husbandry professionals.

portaleurotier.dlg.org



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Find out more and register now!

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