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## **Milky Way premieres at EuroTier 2026: Innovations from pasture to dairy product**

**10 to 13 November 2026 in Hanover, Germany – Guiding theme "Intelligence in animal farming" – New at EuroTier 2026: EuroTier Milky Way in Halls 11, 12 and 13 – Innovations and solutions across entire dairy value chain – [www.eurotier.com](http://www.eurotier.com)**

In line with this year's guiding theme, "Intelligence in Animal Farming", the EuroTier 2026 four-day trade fair will introduce the EuroTier Milky Way, a new dairy exhibition area showcasing innovations and solutions along the entire dairy value chain. Taking place at the world's leading trade fair for professional livestock farming and livestock management from 10 to 13 November in Hanover, Germany, the new feature will bring together technologies, products and expertise spanning every stage of milk production, from breeding and feeding through to milk processing and marketing. Across Halls 11, 12 and 13, visitors can access a wide range of formats, including specialist presentations, moderated expert discussions and live demonstrations designed to highlight the latest advances in efficiency and sustainability in dairy production. Organized by the DLG (German Agricultural Society), EuroTier 2026 is expected to attract around 2,100 exhibitors from 55 countries.

"Intelligent technologies are transforming dairy production at an unprecedented pace. With the new EuroTier Milky Way, we are creating a platform that showcases these developments across the entire dairy value chain for the first time. The new feature demonstrates how innovations in breeding, feeding, animal husbandry, milking technology and marketing can contribute to animal-friendly, economically viable and sustainable dairy production. At the same time, the EuroTier Milky Way provides an important forum for knowledge transfer and professional dialogue, bringing together the industry's most important future-oriented topics," says Ines Rathke, Show Director of EuroTier.

Spanning Halls 11, 12 and 13, the EuroTier Milky Way offers valuable insights and networking opportunities for dairy farmers, dairy processors, contractors and service providers, consultants,

veterinarians, researchers, educators, students, trainees and representatives of the wider food industry.

### **Halls dedicated to the dairy value chain**

Hall 11 focuses on breeding and genetics, animal identification and hoof care. The **TopTierTreff** ("Top Cattle Genetics") area will not only present live breeding animals but also provide information on current breeding strategies presented by leading national and international breeding companies and organizations.

Hall 12 highlights technologies for pasture-based systems, animal housing construction, feeding systems, climate control, forage production and storage, as well as feed processing. A key attraction will be the Spotlight Forage Production area featuring the DLG Expert Stage Cattle, which will also host the DLG Forage Days on 12 and 13 November.

The final stage of the EuroTier Milky Way can be found in Hall 13 with the DLG Spotlight "Barn Robot Event". Leading manufacturers will present the latest robotic solutions for automated milking systems. Moderated live demonstrations will provide practical insights into how digital technologies can simplify work processes, enhance animal welfare and improve efficiency in both barn management and milking operations. Additional focus areas in Hall 13 include milking and milk cooling technologies, dairy processing and pasteurisation, direct farm sales, youngstock rearing and calf management.

Beyond the EuroTier Milky Way, cattle farmers will find further specialist exhibits throughout the exhibition grounds. Hall 15 will feature barn and livestock building construction as well as related equipment, while Hall 27 will showcase farm and loading equipment, feed mixer wagons, transport solutions and slurry application technology.

Photo: DLG

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About DLG

With more than 30,000 members, DLG is a politically independent and non-profit organisation. DLG draws on an international network of some 3,000 food and agricultural experts. DLG operates with subsidiaries in 10 countries and also organizes over 30 regional agricultural and livestock exhibitions worldwide. DLG's leading international exhibitions, EuroTier for livestock farming and Agritechnica for agricultural machinery, which are held every two years in Hanover, Germany, provide international impetus for the local trade fairs.

Headquartered in Frankfurt, Germany, DLG conducts practical trials and tests to keep its members informed of the latest developments. DLG's sites include DLG's International Crop Production Centre, a 600-hectare test site in Bernburg-Strenzfeld, Germany, and the DLG Test Centre, Europe's largest agricultural machinery test centre for Technology and Farm Inputs, located in Gross-Umstadt, Germany.

DLG bridges the gap between theory and practice, as evidenced by more than 40 working groups of farmers, academics, agricultural equipment companies and organisations that continually compare advances in knowledge in specific areas such as irrigation and precision farming.

[www.dlg.org](http://www.dlg.org)