



EuroTier: Call for start-ups developing innovative turkey welfare solutions

“Tradition Meets Start-up” – Call for autonomous solutions and robotics in turkey production – Prize money: 9,000 euros – Presentation of concepts at EuroTier – 10–13 November 2026 in Hanover, Germany – More than 2,100 exhibitors from over 50 countries expected – Guiding theme: “Intelligence in animal farming” – eurotier.com

How can the welfare of turkeys be improved? Autonomous and digital solutions that address turkeys' natural movement and exploratory behaviour are still largely lacking.

The DLG (German Agricultural Society) is seeking start-ups that wish to further develop and test their innovations on a commercial farm and bring them into practical application through the DLG network. The most promising concepts will be presented at the EuroTier 2026 trade fair, which DLG organizes. The most impactful concept will gain access to a partner farm that will financially support further development. EuroTier, the world's leading trade fair for professional animal farming and livestock management will take place from 10 to 13 November in Hanover.

Under the slogan “Tradition Meets Start-up”, DLG connects agricultural businesses with innovative start-ups. The aim is to leverage the DLG's network of some 30,000 members to bring innovations for improved animal welfare into practice while providing start-ups with valuable real-world feedback. The focus is on systems capable of operating autonomously in turkey housing, encouraging animal activity and detecting behavioural abnormalities at an early stage.

Application open until 15 June

The application process consists of four phases. Following submission, an independent jury of experts will conduct a pre-selection. In the third phase, shortlisted start-ups will present their concepts to the jury and selected farmers at EuroTier 2026.

In the final phase, the most convincing concept will be further developed in close cooperation with a turkey farm and communicated via DLG media channels. The winners will receive prize money of 9,000 euros.

Start-ups can submit their applications until 15 June via the following link:

<https://www.dlg-markets.com/services/dlg-agrifood-innovation-hub/innovative-loesungen-fuer-tierwohl-in-der-putenmast>

Latest information on EuroTier 2026

www.eurotier.com

www.facebook.com/eurotier

www.instagram.com/eurotier_tradefair

<https://www.linkedin.com/showcase/dlg-eurotier/>

www.linkedin.com/groups/2414416

www.youtube.com/eurotier

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About DLG

With more than 31,000 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