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DLG Agri Influencer Award 2026: Winners Announced

Social media award recognizes outstanding agricultural communication on channels including Instagram, Facebook, TikTok and YouTube – Winners announced at EuroTier 2026 during the Young Farmers Party on 12 November – Awards honoring first, second and third place in both the International and German-language categories – Next award ceremony to take place at Agritechnica 2027 – www.eurotier.com

The DLG (German Agricultural Society) has announced the winners of the DLG Agri Influencer Award 2026. The award honors social media profiles that present agriculture in an authentic, professional and relatable way while making a significant contribution to the sector's public outreach efforts. Through their content, the winners strengthen dialogue between agriculture and society at large.

The awards were presented yesterday evening during the Young Farmers Party held at EuroTier 2026. Freya von Czettritz, CEO of DLG Holding GmbH, presented the awards in the categories "German language" and "International", recognizing first, second and third place in each category. The event was hosted by Heike Zeller, Managing Director of aHEU and Chair of the Agri Influencer Award Jury.

" Trust isn't built on glossy images, but on openness, even when the questions are uncomfortable. That's exactly why we are honouring the people who achieve this. They bring agriculture to where it needs to be seen: right into everyday life, onto people's screens," says Freya von Czettritz, CEO of DLG Holding GmbH.

DLG Best Agri Influencer Award 2026 Winners
DLG Best Agri Influencer International

1st Place: Sophie Bell (@sophie_bell__)

Sophie Bell comes from Virginia in Ireland and, under @sophie_bell__, currently has a combined 172,000 followers on Instagram and Facebook.

Sophie Bell runs a family dairy farm near Dublin. On Instagram, she presents the variety of her everyday life, from changing tractor tyres and milking to attending events and sharing thoughts on living and working in agriculture as a young, publicly active woman from a small farm. She uses her platform to advocate for farming, including on a political level, and takes her followers along with her in everything she does, with honesty and humour. She speaks not only to fellow farmers but, through her easy-to-understand posts, also gives non-farmers insight into her farm.

Sophie says:
" I want to help other people in the industry, especially young people and women to show what's possible and create better opportunities for them. I suffered with confidence in the industry and my farm was going to be sold when I was in school. I really want to demonstrate what's possible if you are passionate."

2nd Place: Barış Aldemir (@barisaldemir_)
Barış Aldemir comes from Denizli, Turkey and, under @barisaldemir_, currently has a combined 100,278 followers on Instagram, YouTube and Facebook.

Barış Aldemir is a young farmer from Turkey who runs the family farm in the third generation, keeping dairy cattle and beef cattle. Across his channels, he shows his work with calves, cows and robots in the barn, as well as feed production and agricultural machinery. He often films his daily tasks with a GoPro, so his followers see his perspective and are right there with him, for example when ear tagging, hitching up implements, during a calving, or when inspecting animals from the feeding trough. He cares about two things: passing on knowledge to other farmers and consumers, and person-to-person exchange.

Barış says:
"My goal is to offer transparent, educational and reliable content that shows the reality of food production. I want to build trust between farmers and consumers, raise awareness of the importance of agriculture for a sustainable future, and inspire younger generations to get involved in farming."

3rd Place: Thierry Bailliet (@AgriculteurdAujourdhui)
Thierry Bailliet comes from Loos-en-Gohelle, France and, under @AgriculteurdAujourdhui, currently has a combined 172,904 followers on YouTube, Instagram and TikTok.

Thierry Bailliet and his sons run a farm growing specialty crops, doing arable farming, producing energy, partly farming organically, and offering agritourism. The ups and downs of the farm are addressed openly, along with real figures and technical details. On his social media channels, Thierry has developed various formats, for example following his products from the field to the plate, or crowning the most beautiful farm in France. He also offers an app for agricultural experiences and an account on agricultural machinery, through which he addresses his two main target groups: farmers and consumers.

Thierry says:
"I film successes and failures with the same camera, and the rule is simple: the farm is not a backdrop, it is my business. First and foremost I am a farmer, and only second a creator. Even after more than ten years, my rule still applies: what I wouldn't say at my kitchen table, I don't say in front of the camera."

DLG Best Agri Influencer in German
1st Place: Katharina Schmitt (@katharinastt)
Katharina Schmitt comes from Groß Sankt Florian in Austria and, under @katharinastt, currently has 40,800 followers.

Katharina Schmitt is a student of agriculture, who works on two family farms in Styria with arable farming, specialty crops and direct marketing. She informs her followers about the challenges she faces, and she makes both farming as a profession and the women and girls in it visible. She reports directly from everyday farm life and quickly picks up social media trends, translating them into agraric, which allows her to reach people outside the green sector. She has a skilful visual style and knows how to convey a lot of knowledge in a way that is understandable, approachable and enthusiastic.

Katharina says: "I grew up being judged by people who know nothing about farming. I speak for young people in agriculture, show what our everyday life really looks like, and use my reach for something good! I also want to create a community for people from agriculture, where they can exchange ideas and benefit from one another."

2nd Place: Stephan Kutscheid (@stephan.landwirtschaft)
Stephan Kutscheid comes from Dornburg-Frickhofen in Hesse and, under @stephan.landwirtschaft, currently has a combined 220,400 followers on Instagram, TikTok and YouTube.

Stephan Kutscheid and his family live in Central Hesse and run arable farming, grassland farming and cattle rearing. On Instagram, TikTok and YouTube, he shares his passion for farming with his followers. He has been active on social media for years and has developed a voice of his own over time. He says what some fellow farmers only think. For example, he has recently been engaging more with videos by non-agricultural creators about farming, responding to them with his own view of things.

Stephan says:
"With my social media posts, I want to reach the consumer who uses our agricultural products every day. However, I also want to make other colleagues aware that they should do the same."

3rd Place: Simon Donhauser (@papi.donhauser)
Simon Donhauser comes from Kümmersbruck in Bavaria and, under @papi.donhauser, currently has a combined 34,400 followers on Instagram, Facebook and YouTube.
Profiles of the winners and further information about the award are available at:

Simon Donhauser lives and works on his farm, where he runs a sow herd, piglet rearing and pig fattening. In his videos he covers technical topics such as feeding, animal health and barn technology, but also investment, bureaucracy and social expectations. He wants to reach people with no direct connection to farming as well as fellow farmers, explaining current issues to them and encouraging them to become visible online themselves. In recent months, he has deliberately positioned himself critically and in a niche, and has clearly addressed the issues that are a thorn in the side of pig farmers.

Simon says:
"Animal husbandry in particular must not be explained in public only by organisations, campaigns or people who do not run a barn of their own. If we want to create a realistic picture of our work, we have to become visible ourselves and at least open our doors digitally."

Photo caption: Back row, from left: host Heike Zeller (aHEU); jury chair Freya von Czettritz, CEO of DLG Holding GmbH; Simon Donhauser; Thierry Bailliet.; Front row, from left: Stephan Kutscheid; Katharina Schmitt; Sophie Bell; Barış Aldemir

Profiles of the winners and the jury's assessment can be found here:
https://www.dlg.org/landwirtschaft/awards/dlg-agri-influencer-award

About the DLG Agri Influencer Award

Every day, agri-influencers take their followers along – virtually – into the field, the barn or the tractor cab, and are on hand to answer questions from the press and other interested parties. Among other things, the DLG Agri Influencer Award aims to raise their profile with the general public and give their communication work lasting support. DLG has presented the award internationally every year since 2022.

Next year, the international competition will be held as part of Agritechnica 2027, the world's leading trade fair for agricultural machinery, which takes place at the Hanover exhibition grounds from 14 to 20 November 2027.

Photo caption:

Sponsors of this year's Agri Influencer Award are Josera GmbH and Schippers GmbH.

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DLG. Progress and sustainability in the agriculture and food industry

The DLG (German Agricultural Society), founded in 1885 by Max Eyth, stands for productivity and sustainability in innovation-driven improvements in agriculture and the food chain. The aim of the DLG is to promote progress through the transfer of knowledge - especially with regard to technology and quality control. Non-profit, politically independent and with an international network, the DLG has more than 30,000 members worldwide.

As one of the leading organizations in its sector, the DLG not only organizes trade fairs and events in the fields of agriculture and food technology but also tests food, agricultural technology and equipment. With its competence centers for agriculture and food, its demonstration farm where practical trials take place along with its numerous publications, the DLG continually promotes independent knowledge transfer. In addition, the DLG works on numerous national and international committees of experts to develop solutions for the challenges facing agriculture and the food industry.
www.dlg.org