



## **SugarBeet Expo 2026: New platform for sugar beet professionals unveils technical program**

**New industry platform for professional sugar beet cultivation – synergies with PotatoEurope – soil health, robotics, technology trends and research – live machinery demonstrations – 9–10 September 2026 – Rittergut Gestorf 1 in Springe near Hanover – [potatoeurope.de](http://potatoeurope.de)**

On 9 and 10 September 2026, SugarBeet Expo will celebrate its premiere as an international open-air exhibition dedicated exclusively to professional sugar beet production. With a clear focus on practical relevance, technology, digitalization and sustainability, the new field exhibition – held in parallel with the established specialist trade fair PotatoEurope – provides an innovative platform and stage for companies presenting solutions for modern sugar beet cultivation. Partners of SugarBeet Expo include the Economic Association of the Sugar Industry (WVZ), Nordzucker AG and the State of Lower Saxony. Case IH is the technology partner. Through direct exchange with professional growers, contractors, research institutions and industry partners, an innovative sector network is created that is live, targeted and future-oriented. At SugarBeet Expo, leading companies will showcase their innovations. The exhibition serves as a forum for future-oriented questions in sugar beet production and as a meeting place for decision-makers. Industry professionals will have the opportunity to establish new contacts, exchange ideas with peers and actively help shape the future of sugar beet cultivation.

### **Technical programme – Make your business grow**

From soil health to robotics, the SugarBeet Expo technical program offers a wide range of specialist forums, expert talks and practice-oriented discussion formats. The focus is on key challenges and solutions for modern sugar beet farming.

### **Live machinery demonstrations**

Live machinery demonstrations in the sugar beet sector provide direct insight into practical work with modern beet technology. Machines will be shown in operation under real conditions,

reflecting everyday farming practice. The demonstrations create an authentic impression of how innovative technologies are used in sowing, harvesting and logistics, and how they support workflows in sugar beet cultivation. The demonstrations clearly illustrate technical developments promoting efficiency, precision and sustainability. Topics include planting, harvesting, loading and innovative crop-protection technologies for row crops. **Case IH** is the technology partner.

### **DLG Spotlight: Agricultural logistics**

Transport by truck plays a key role in potato and sugar beet production, making logistics an essential topic. The DLG Spotlight “Agricultural Logistics” provides a platform for tractors and specialised trailers – including scraper-floor systems, conveyor belts and beet boxes – as well as cover systems and logistics software. The spotlight is complemented by in-depth information on legal and economic aspects. Martin Vaupel of the Chamber of Agriculture Lower Saxony will be available to answer visitors’ questions.

### **DLG Spotlight: FarmRobotix**

This year, DKE-Data and DLG will jointly present the FarmRobotix feature, showcasing the latest developments in robotics, automation and artificial intelligence for crop production. Live demonstrations, practical tips and expert discussions will illustrate how autonomous machines and digital systems can make agriculture more efficient and sustainable. With FarmRobotix, DLG brings together farmers, manufacturers, research institutions and investors, demonstrating how forward-looking technology is shaping the future of agriculture.

### **DLG Expert Stage (trial field, stand VG15)**

This year, the DLG Expert Stage will once again feature a diverse technical program. Industry professionals can look forward to presentations and discussions on current topics in sugar beet and potato production. Both crop-specific and cross-crop perspectives will be addressed. From 10:30 a.m. to 4:30 p.m., renowned experts will provide forward-looking insights and impulses.

The partner of SugarBeet Expo is the Economic Association of the Sugar Industry (WVZ). The regional partner is Nordzucker AG, the exclusive partner is the State of Lower Saxony, and the technology partner is Case IH.

Further information is available at [www.potatoeurope.de](http://www.potatoeurope.de) and [www.sugarbeet-expo.de](http://www.sugarbeet-expo.de).

The initiator of PotatoEurope 2026 is the Union of the German Potato Industry (UNIKA). The regional partner is Golden Geest-Kartoffeln Erzeugergesellschaft mbH, together with the State of Lower Saxony.

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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)