



Frankfurt, Germany
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EuroTier 2026 Launches Charity Auction for Good Causes

10 to 13 November 2026 in Hanover, Germany – Guiding theme: “Intelligence in Animal Farming” – New: Charity Auction – Beneficiaries: German Children’s Fund and WeReforest – www.eurotier.com Friday, 13 November 2026, at 1:00 p.m. in Hall 21.

<https://www.eurotier.com/en/programme/charity-auction>

The EuroTier Charity Auction, a new charity format for the agricultural community, will be launched at EuroTier, the world's leading trade fair for livestock farming and livestock management, taking place from 10 to 13 November 2026 in Hanover, Germany. Held as a hybrid auction on Friday, 13 November at 1:00 p.m, the new event combines the live on-site presentation and auctioning of selected products, animals and services with optional online participation. All auction lots will be featured in an online catalogue before the exhibition opens. EuroTier and the new auction is organized by the DLG (German Agricultural Society).

Hybrid Auction Featuring Agricultural Products, Animals and Services

The EuroTier Charity Auction is a new event format aimed at farming professionals, industry representatives and the media. With the slogan, “Bid for a Good Cause,” the event held in Hall 21 captures the spirit of the initiative: discover unique offers, place bids and support worthwhile projects all at the same time.

The new EuroTier Charity Auction adds a distinctive element to the EuroTier program by combining professional exchange, networking and social commitment. Only outstanding products, animals and services with relevance to agriculture and the professional EuroTier audience are eligible for inclusion in the auction. Held as a hybrid format, participation will be possible both on-site and online. Selected auction lots will be presented live on stage before the live audience at EuroTier consisting of farming professionals industry representatives and members of the media.

Online participation will also be available. Detailed information on the bidding will be published together with the auction catalogue on 5 October 2026.

All auction lots will be presented online ahead of the exhibition. The digital catalogue will provide an overview of the products, animals and services available, allowing interested participants to review the offers in advance and plan their visit around the auction program. The auction will take place on Friday, 13 November 2026, at 1:00 p.m. in Hall 21.

Supporting Good Causes Together

Through the Charity Auction, EuroTier will support selected non-profit organizations.

Beneficiaries include:

German Children's Fund (Deutsches Kinderhilfswerk), which advocates for children's rights and opportunities in Germany.

WeReforest, which is committed to reforestation projects in German forests.

The auction will be conducted by **Nici Nosbisch Auctioneering**.

Further information on the EuroTier Charity Auction, the online catalogue and the auction process is available at:

www.eurotier.com/programme/charity-auction

Under the guiding theme "Intelligence in Animal Farming", EuroTier brings together visitors from agriculture, science and industry. The exhibition, covering technologies for cattle, pig and poultry farming, features more than 2,100 exhibitors across 13 halls, showcasing solutions for the livestock sector.

Photo: DLG

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About 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