



## Nominations for DLG Agri Influencer Award 2024 now open

**Award for excellent public relations work on social media platforms: Instagram, Facebook and TikTok - Award ceremony at EuroTier 2024 - Application deadline 1 September 2024**

The DLG (German Agricultural Society) is inviting farmers active on social media to apply for the 'DLG Agri Influencer Award 2024'. The award recognizes informative agricultural channels and profiles on social media that deliver high-quality content and reach a wider audience. Presented annually since 2022, the DLG's social media award serves to highlight remarkable agricultural influencers to the general public.

The DLG Agri Influencer Award encompasses six categories, three for German language and three for international channels:

### 1. DLG Best Agri YouTuber International

Open to farmers and farms active in agriculture and running a YouTube channel with agricultural and agricultural technology content in any non-German language. At least 1,000 followers are required.

### 2. DLG Best Agri YouTuber in German

Farmers or farms who work in agriculture and operate a YouTube channel with German-language agricultural content and at least 1,000 followers.

### 3. DLG Best Agri Instagrammer/Facebooker International

Open to farmers and farms active in agriculture and running an Instagram or Facebook channel with agricultural and agricultural technology content in any non-German language. At least 1,000 followers are required.

#### **4. DLG Best Agri Instagrammer/Facebooker in German**

Open to farmers and farms active in agriculture and running an Instagram or Facebook channel in the German language, delivering agricultural and agricultural technology content. At least 1,000 followers are required.

#### **5. DLG Best Agri TikToker International**

Open to farmers and farms active in agriculture and running a TikTok channel with agricultural and agricultural technology content in any non-German language. At least 1,000 followers are required.

#### **6. DLG Best Agri TikToker in German**

All channels that are farmers or farms, that work actively in agriculture while running a TikTok channel in the German language, delivering agricultural and agricultural technology content. At least 1,000 followers are required.

The awards in each of the three categories – YouTube, Instagram/Facebook, TikTok - are conferred on a social media profile or channel that is especially committed to public relations work in agriculture. In exceptional cases, the jury may also honour social media profiles which, though not farmers, publish agricultural or agriculture-related content.

#### **From topic selection and creativity to and interaction with the community**

The criteria include:

- Reach
- Quality of content
- Creativity of appearance
- Topic selection
- Implementation of the topics in words and pictures
- Highlighting the multifaceted nature of agriculture
- Balance of content
- Interaction with the community

Further information about the DLG Agri Influencer Award 2024 and the online application can be found at <https://www.dlg.org/en/aia>

The DLG has appointed an independent, international jury consisting of recognised media and communication experts. The submission deadline is September 1, 2024. The award ceremony will take place on November 14, 2024 at the Young Farmers Party at EuroTier in Hanover, Germany.

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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 31,000 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](http://www.dlg.org)**