



EuroTier 2024 guiding theme “We innovate animal farming”

12-15 November 2024 in Hanover, Germany - Worlds leading trade fair for professional animal husbandry and livestock management - Guiding theme "We innovate animal farming" focuses on current challenges in livestock production - International poultry industry meets up at the World Poultry Show – EnergyDecentral trade fair and new Inhouse Farming event held in parallel – New: systems and components area for suppliers - www.eurotier.com

(DLG). "We innovate animal farming" is the guiding theme of this year’s EuroTier, the worlds leading trade fair for professional animal husbandry and livestock management, 12-15 November, 2024, held in Hanover, Germany. Organized by the DLG (German Agricultural Society), EuroTier will once again be the central venue for international farmers, contractors, distributors and other experts from science and practice. Key focus areas include animal welfare, animal health, sustainability, emission reduction, breeding, livestock management, feeding, digitalization, farm management, processing and marketing. Exhibiting companies will present a comprehensive overview of innovations, solutions and established standards for cattle, pig and poultry farming.

Information on sheep and goats, boarding horses, aquaculture, alternative proteins and direct farm sales round off the exhibition and technical program. The international poultry industry will be joining the World Poultry Show, once again held at EuroTier. EnergyDecentral, the international trade fair for decentralized power generation and agricultural energy, and the Inhouse Farming Feed & Food Show, DLGs new platform for self-contained agricultural and food systems of the future, will be held parallel to the worlds leading trade fair

Current social and political demands, greater concern both for the environment and for the welfare of animals pose challenges for the future of livestock farming throughout the world. EuroTier will show that these challenges can best be met by the livestock industry which

provides new technological solutions and modern equipment designed to further the sustainable development of this high-growth sector of the economy.

"Under the guiding theme We innovate animal farming, exhibitors at EuroTier 2024 will present a variety of ways in which new and innovative approaches and strategies can be used to improve the efficiency, sustainability and ethical standards of animal husbandry," says Ines Rathke, Project Manager of EuroTier, describing the central importance of EuroTier for international livestock farming.

Innovation platform for the global livestock industry

As the innovation platform for the global livestock sector, the EuroTier trade fair offers a complete overview of innovations and established standards, including technical solutions for cattle, pig and poultry farming. The EuroTier trade fair portfolio covers products and services for the entire value chain for the production of animal-based foodstuffs, including complete husbandry systems, genetics, feed, climate and environmental technology, milking and cooling technology, manure removal, transportation, operating resources, accessories, processing, distribution and marketing for agricultural production.

International technical program addresses topics of the industry

Under the guiding theme "We innovate animal farming", the DLG, together with international partners, will present a high-quality technical program with several hundred events, including conferences, on the current focus topics of the livestock sector:

- EuroTier events like the "TopTierTreff" (English: "Top animal venue") where international dairy and beef breeding organisations present live animals,
- Autonomous and automatic systems play an increasing role in the sector. The "Barn-Robot Event" presenting feed pusher robots for cattle housing
- Interactive events will take place on the dedicated "Expert Stages" featuring talks on topics and strategies across poultry, cattle, pig, horse, decentral energy as well as agriculture and food systems.
- In the new "AI in the poultry house spotlight", exhibitors will present innovative solutions for improving animal welfare, animal health, performance and energy efficiency in poultry production.
- A new spotlight in the pig sector focuses on the "curly tail" and presents industry solutions as well as best practice examples from a range of countries.
- The cross-species spotlight "On-farm slaughter" presents novel mobile slaughter units that enable slaughter to take place on the farm.
- The conference program, the International Cattle & Pig Event, the International Poultry Conference, the associated Poultry Event and the Animal Health Event offer a mix of

international keynote speeches, round tables, award ceremonies and subsequent get-togethers.

- The "agrifood start-ups" area presents innovative industry solutions from startup companies and is also networking area attracting investors.
- In the DLG.Prototype.Club, teams of software engineers solve technical challenges set by exhibitors and present their prototypes.

World Poultry Show returns to EuroTier 2024

Conferences and events within the World Poultry Show offer international poultry professionals a wide range of opportunities for networking and professional exchange and information.

The main topics will be animal welfare and the CO2 footprint in poultry. The theme spotlight Artificial Intelligence "AI in the poultry house" will present solutions for poultry housing. The Expert Stage "Poultry" will provide information on current developments and innovations in the areas of poultry farming, animal health, feeding, management and marketing. The International Poultry Conference and the International Poultry Event round off the information and networking program.

Expanded exhibition offering for systems and components

For the first time at EuroTier, suppliers of livestock equipment will benefit from a dedicated exhibition area at EuroTier and will present their products to manufacturers of animal husbandry machinery. Named "Supplier Industry - powered by Systems & Components", the area is aimed at engineers, buyers and system integration specialists offering feeding technology, milking systems, transport wagons, presses and mixing and dosing systems. EuroTier exhibitors can find suitable development partners in this new area. The area is a central venue for innovative solutions in the production of animal husbandry technology and is a further building block at the trade fair to represent the entire value chain in the animal husbandry industry.

Optimal complement: EnergyDecentral and Inhouse Farming

The EnergyDecentral trade fair and Inhouse Farming - Feed & Food Show, a premiere, takes place in Hanover in parallel to EuroTier. Already recognized as the leading platform for decentralized energy supply, EnergyDecentral covers the entire value chain of sustainable energy production: Resources, energy generation and smart energy. The Inhouse Farming - Feed & Food Show will be the global B2B venue for self-contained agricultural and food systems of the future. Closely networked with agricultural practice, Inhouse Farming offers practical solutions, specialist information, perspectives, innovations and business - from feed to food.

Booking a stand

Companies planning a stand should visit www.eurotier.com. Personal contact with the DLG, the organizer, is also possible: Tel +49(0)69/ 24 788-433. Email: eurotier@dlg.org.

Press contacts:

Malene Conlong
International Communications
+49-(0)69-24788-237
m.conlong@dlg.org

Guido Oppenhäuser
Head of Communication and Marketing
+49-(0)69-24788-213
g.oppenhaeuser@dlg.org

About DLG

With over 30,000 members, DLG (German Agricultural Society) is a politically independent and non-profit society. Drawing on an international network of experts in food and agriculture as well as subsidiary companies in nine countries, the DLG organizes over 30 regional arable and livestock exhibitions worldwide, in addition to its leading international trade fairs, EuroTier for livestock equipment, and Agritechnica for agricultural crop machinery, each taking place biennially in Hanover, Germany. Headquartered in Frankfurt, Germany, DLG inform its members of the latest advancements in practical agriculture. DLG's International Crop Production Center, a 600-hectare site located in Bernburg-Strenzfeld, Germany, conducts plot trials on crop rotations, cultivation and irrigation and practical machinery tests. DLG houses Europe's largest test center for agricultural machinery "DLG Test Center for Technology and Farm Inputs", which is located at Gross-Umstadt, Germany. DLG bridges the gap between theory and practice, as evidenced by more than 40 working groups consisting of farmers, academics, farm equipment companies and organizations continually comparing advancement in knowledge in specific areas such as irrigation and precision farming.