



Frankfurt, Germany
3 June, 2026

EuroTier opens applications for the EuroTier Innovation Award 2026

EuroTier 2026, November 10–13, 2026 in Germany – “Innovation Award EuroTier” and “Animal Welfare Award” – awards honor innovations for livestock farming – gold and silver medals awarded by an independent international expert panel – application deadline: July 31, 2026 –www.eurotier.com/en/awards/innovation-award

As the world’s leading trade fair for livestock professionals, EuroTier is the international platform for forward-looking innovations. The DLG (German Agricultural Society), as organizer, presents the “Innovation Award EuroTier” for pioneering technologies and practical solutions ready for use in modern livestock farming. In addition, the “Animal Welfare Award” recognizes products that set new benchmarks in animal welfare.

Exhibitors can now apply.

Under this year’s guiding theme, “Intelligence in animal farming,” EuroTier 2026—taking place from November 10 to 13 in Hanover, Germany—will once again present awards to companies showcasing innovative, market-ready solutions for modern livestock farming. The focus is on technologies that improve efficiency, animal welfare, and farm management, while also delivering benefits in terms of environmental and energy performance.

Innovation Award EuroTier

The DLG’s Innovation Award EuroTier is one of the leading distinctions in the international agricultural livestock sector. The awards recognize innovations designed for practical application and underscore the importance of modern livestock farming within agriculture. All companies exhibiting at EuroTier are eligible to enter innovations that qualify as world premieres at EuroTier. Following an in-depth technical evaluation, an independent panel of international experts appointed by the DLG decides which innovations will receive the Innovation Award EuroTier in gold or silver.

Gold medal evaluation criteria:

A gold medal is awarded to a product representing a fundamentally new concept, in which the function has been significantly transformed, enabling a new process or delivering a substantial improvement to an existing one. Key evaluation criteria include practical relevance, animal welfare impact, and effects on farm and labor management, as well as environmental and energy performance. In addition, improvements in working conditions and occupational safety are taken into account.

Silver medal evaluation criteria:

A silver medal is awarded to a product that represents a significant advancement of an existing solution, resulting in a noticeable improvement in function or process. However, it does not fully meet the criteria for a gold medal. Key evaluation factors include its economic relevance in practical use, work performance and quality, and operational reliability. Positive impacts on animal welfare, as well as environmental and energy performance, are also taken into account.

Animal Welfare Award

The Animal Welfare Award has been presented by the DLG in cooperation with the **bpt (German Veterinary Practitioners Association)** since 2018. A prerequisite is that the product has already received a gold or silver medal in the EuroTier Innovation Award. While animal welfare is only one of several criteria for the Innovation Award, the Animal Welfare Award specifically recognizes a product that meets the requirements for a higher animal welfare standard to an exceptional degree.

Decisive factors include innovations in animal welfare and animal health. Products that promote species-appropriate behavior and actively support animal health are particularly highlighted. Registration for the EuroTier Innovation Awards 2026 automatically includes entry for the Animal Welfare Award 2026.

Award-winning products must be fully functional at the time of the exhibition and must be available on the market by EuroTier 2028 at the latest. The last edition of EuroTier included more than 210 world premieres entered into the innovation award scheme.

The application deadline for the EuroTier 2026 awards is July 31, 2026.

Further information on the DLG EuroTier awards can be found at:

www.eurotier.com/en/awards/innovation-award

Media contact:

Malene Conlong

Tel: +49 6924788237

Email: M.conlong@dlg.org

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