



DLG Establishes Regional Expert Committee North America

Transatlantic expert dialogue for innovation, resilience and progress in agriculture and agribusiness – Regional Expert Committee North America strengthens DLG Markets' activities in Canada, the United States and Mexico – Expertise and networking hub for industry events and sector dialogue.

The German Agricultural Society (DLG) continues to expand its international network of experts with the new DLG Regional Expert Committee North America. The DLG Management Board has formally approved the establishment of the network for professional exchange among stakeholders from both sides of the Atlantic. North America is regarded by the DLG as a strategically important market. The establishment of the committee follows the acquisition of the exhibition “Canadian Dairy XPO (CDX)”, the creation of DLG Markets North America as a subsidiary of DLG Markets GmbH, and the expansion of dairy industry events in Canada, the United States and Mexico. The DLG Regional Expert Committee aims to strengthen the exchange of knowledge and experience between North America and Europe, identify agricultural developments on both sides of the Atlantic early on and jointly develop practical ideas and impulses for productive and sustainable agriculture.

With effect from 31 August 2026, the DLG Management Board has officially established the DLG's Regional Expert Committee North America. The voluntary committee brings together farmers, representatives of agribusiness as well as market and digitalization experts from Germany, the United States and Canada.

The new committee is chaired by Konrad Harbort, advisor for farm digitalization. On behalf of DLG, the DLG Regional Expert Committee is supported by Erik Guttulsröd, Head of Farm Management at the DLG Competence Center Agriculture and Food, and Ulrike Schmidt-Machinek, Managing Director of DLG Markets North America.

Strategic Expansion of DLG Activities in North America

The establishment of the DLG Regional Expert Committee North America marks a further step in the expansion of DLG's activities on the North American continent. For more than two years, DLG Markets North America has served as a hub for networking and knowledge exchange, bringing together agricultural practice, agribusiness, innovation and expertise from North America and Europe. DLG Markets North America is a wholly owned subsidiary of DLG Markets GmbH, the DLG Group company responsible for international trade fairs, industry events and cooperation projects.

"With the new Regional Expert Committee North America, DLG is creating a permanent platform for transatlantic expert dialogue. The establishment of the committee builds on our commitment through DLG Markets North America and our North American trade fairs and expands these activities through continuous professional cooperation. This enables us to identify developments early on and bring together international perspectives and also jointly advance solutions for productive and resource-efficient agriculture," says Jens Kremer, Managing Director of DLG Markets GmbH.

"North America and Europe differ in terms of market structures, farm sizes and regulatory frameworks. At the same time, farmers and agribusinesses face many similar challenges. The DLG Regional Expert Committee North America brings these perspectives together and creates a space to evaluate whether proven approaches can be transferred between regions. It also enables trends in crop and livestock production on both continents to be captured as they emerge and incorporated into DLG event formats and publications," adds Ulrike Schmidt-Machinek, Managing Director of DLG Markets North America.

Constituent Meeting Held in Chicago in May

Prior to its formal establishment by the DLG Management Board, the DLG Regional Expert Committee North America convened in Chicago, Illinois, at the end of May 2026 as part of its third meeting. The hybrid meeting focused on the topic: "Farm Management in Times of Geopolitical Crisis and Uncertainty"

The discussions centered on the impact of geopolitical uncertainty on farms and agribusinesses, as well as effective strategies for dealing with rising input costs, energy prices, agricultural machinery prices, supply chain disruptions and changing market conditions.

The program included a study tour. Participants visited John Deere's Urban Headquarters in Chicago, where future developments in the digitalization of agricultural machinery were

explored. The program also featured visits to the Chicago Board of Trade and the University of Illinois Urbana-Champaign, home to the Center for Digital Agriculture.

The discussions demonstrated that farmers and agribusinesses in Germany, Europe and North America face similar challenges despite differing market conditions and regulatory environments. On both sides of the Atlantic, strengthening resilience in the face of market volatility, geopolitical tensions and climate change remains a central priority for agriculture and agribusiness.

As future-oriented responses to these challenges, members of the DLG Regional Expert Committee identified more efficient use of inputs such as fertilizers and crop protection products, as well as improved farm management through digital technologies, artificial intelligence and precision agriculture applications.

The next meeting of the Regional Expert Committee North America is scheduled to take place during EuroTier 2026 under the guiding theme: "Intelligence in Animal Farming – How AI Is Transforming Livestock Production in North America and Europe"

EuroTier, the world's leading trade fair for professional livestock farming will take place from 10 to 13 November 2026 at the Hanover Exhibition Grounds under the guiding theme "Intelligence in Animal Farming."

About DLG Markets North America

DLG established its subsidiary DLG Markets North America, headquartered in Elora, Ontario, Canada, in July 2024.

In June 2024, DLG acquired the Canadian dairy trade fair Canadian Dairy XPO from North American exhibition organizer Underhill Enterprise Inc. The first edition of CDX under the management of DLG Markets North America took place in April 2025. Since then, the company has continually expanded its activities in North America, including the dairy industry conference Canadian Dairy Business Summit and the dairy trade fair American Dairy XPO in the United States.

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Photo 1: Members of the DLG Regional Expert Committee during the multi-day meeting (from left to right): Ben Riensche (farmer, Iowa, USA), Erik Guttulröd (Head of Farm Management

and Sustainability, DLG), Ulrike Schmidt-Machinek (Managing Director, DLG Markets North America, Canada), Wilfried Aulbur (Advisor, Senior Partner Roland Berger, USA), Konrad Harbort (Advisor, Corvus Consulting, Germany), Thomas Gäbert (farmer, Germany), and Alois Kerckhof (farmer, Canada).

Photo 2 Members of the DLG Regional Expert Committee during a visit to Henkel Farms in West Brooklyn, Illinois.

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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 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.

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