



PotatoEurope 2026 and SugarBeet Expo: Two trade fairs, one event_

PotatoEurope in 2026 once again in Germany – on 9 and 10 September 2026 – New venue: Rittergut Gestorf in Springe, near Hanover – Partners: UNIKA and Golden Geest – New DLG Open-Air Exhibition: SugarBeet Expo to be held in parallel with Partners: WVZ and Nordzucker AG More Information: www.potatoeurope.de and www.sugarbeet-expo.de

DLG (German Agricultural Society) has started preparations for PotatoEurope 2026 and the launch of SugarBeet Expo. These two trade fairs will take place in parallel on September 9–10, 2026, at the “Rittergut Gestorf 1” estate in Springe near Hanover. Both serve to present the latest innovations in breeding, fertilization, crop protection, agricultural machinery, and processing. PotatoEurope continues to be the international meeting place for potato growers, processors and experts from Germany and abroad, while SugarBeet Expo makes its debut as a dedicated platform for professional sugar beet cultivation. Together, they offer professional farmers an exclusive opportunity for knowledge exchange, networking, and discovering future-oriented solutions. More information on www.potatoeurope.de/en/ and www.sugarbeet-expo.de/en

At PotatoEurope, numerous exhibitors will once again showcase the latest innovations in breeding, fertilization, crop protection, agricultural machinery, and processing. The Union of the German Potato Industry (UNIKA) will continue to participate as the event’s professional partner, while regional partner is Golden Geest-Kartoffeln Erzeugergesellschaft mbH (Golden Geest Potato Producers). In addition, DLG is expanding its offering with sugar beet solutions. Exhibitors can sign up here www.potatoeurope.de/en/ and www.sugarbeet-expo.de/en.

At PotatoEurope 2026 and the SugarBeet Expo, internationally leading companies in breeding, crop protection, digitalization, agricultural machinery, and processing will showcase the latest developments and solutions for the future. New varieties and the effects of crop protection and fertilizers will be demonstrated in trial plots. The newest agricultural machinery will be on display in live field demonstrations. Case IH will serve as technology partner.

The two-day event is accompanied by an extensive technical program covering topics from soil health to robotics, offering a wide range of expert forums, talks, and practical discussion formats. The focus is on key challenges and solutions for modern potato and sugar beet cultivation.

Preparations in the field are already underway. The plots have been prepared for sugar beet sowing and potato planting, and the exhibition grounds, paths, and parking areas are being landscaped.

SugarBeet Expo to debut

In 2026, DLG has expanded its trade fair portfolio with a new specialized exhibition: the SugarBeet Expo, dedicated exclusively to professional sugar beet cultivation. This international industry event for sugar beet professionals will take place alongside the established PotatoEurope trade fair on 9 and 10 September at Rittergut Gestorf 1 in Springe near Hanover, offering a new platform for innovation, technical exchange and investment decisions. Trade visitors will benefit from consolidated information, expanded networking opportunities and a broader exhibition portfolio. The SugarBeet Expo's supporting partner is the German Sugar Industry Association (WVZ), and its regional partner is Nordzucker AG. Exhibitors can register at: www.sugarbeet-expo.de/en/exhibit.

About the Event Site: Rittergut Gestorf 1 Estate

The arable farming venue in the Calenberger Land offers excellent conditions for successful potato and sugar beet production. Rittergut Gestorf 1 is part of the Agrarpartner Limberg KG farming cooperative. In addition to potatoes and sugar beets, the cooperative grows wheat, rapeseed, peas, and corn for the biogas plant. The farm also operates a boarding facility for horses.

Exhibitor registration still open

Companies interested in participating in PotatoEurope and the SugarBeet Expo have a variety of options. Exhibitors can showcase their products and services in the trial fields, during machinery demonstrations, in the outdoor area, and inside exhibition tents.

The PotatoEurope trade fair takes place annually alternating between Belgium, the Netherlands, France and Germany.

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About DLG

With more than 31,000 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