



Frankfurt am Main, Germany

16 October 2025

„EuroTier Milky Way” to premiere at EuroTier 2026

10–13 November 2026 in Hanover, Germany – Key theme: “Intelligence in animal farming” – EuroTier Milky Way: Innovations from pasture to glass – Broad exhibitor participation possible – eurotier.com

With „EuroTier Milky Way“, the DLG (German Agricultural Society) will, for the first time, include the entire value chain of milk production as part of the EuroTier trade fair, 10–13 November, 2026, in Hanover, Germany. Distributed across three halls within the trade fair, the most impactful stages of production for successful dairy farming will be highlighted through spotlights and discussed in expert lectures, moderated talks, and panels. EuroTier 2026, the leading trade fair for livestock production technologies, will be held under the guiding theme “Intelligence in animal farming.” The focus is on smart technologies for efficient, sustainable, and animal-friendly livestock farming. Also returning next year are the partner trade fairs EnergyDecentral, the international exhibition for innovative energy supply and the Inhouse Farming – Feed & Food Show.

At the new EuroTier Milky Way feature, beef and dairy farmers will find everything they need for successful farm management—from genetics to processing and marketing of their products. Across entire three halls among some 13 halls, professional visitors will discover the TopTierTreff, the Barn Robot Event, and spotlights on forage production and milking technology.

Further highlights include advancements in breeding and genetics, animal husbandry, feed production, milking, and direct farm sales. Practical solutions for current industry challenges will also be presented. Spotlights, lectures, expert talks, and guided tours round off the program.

The EuroTier Milky Way offering is tailored to dairy and beef cattle farmers, the dairy processing industry, contractors, consulting firms, veterinarians, trainees and students, as well as farmers with sheep, goat, or horse operations.

EuroTier exhibitors can already now register to present their solutions and concepts for dairy and beef production and participate in EuroTier Milky Way, which offer an array of possibilities, from product display at the stands, contributions to the expert program, or presentations within the DLG Spotlights.

More information:

https://www.eurotier.com/fileadmin/redaktion/download/2026/Aussteller/ET26_FS_MilkyWay_EN_web.pdf

World's leading trade fair with guiding theme "Intelligence in animal farming"

EuroTier 2026, taking place from 10–13 November at the exhibition grounds in Hanover, Germany, will be held under the guiding theme "Intelligence in animal farming." The focus will be on smart technologies for efficient, sustainable, and animal-friendly livestock management.

As the world's leading trade fair for professional animal husbandry and livestock management, EuroTier covers all agriculturally relevant livestock species—cattle, pigs, poultry, sheep, goats, and horses.

Also returning next year are the partner trade fair EnergyDecentral, the international exhibition for innovative energy supply, and the Inhouse Farming – Feed & Food Show.

Exhibitor registrations have been since July via the portal:

<https://portaleurotier.dlg.org/vrExhibitor>

EuroTier is organized by the DLG (German Agricultural Society).

Current information on EuroTier 2026:

www.eurotier.com

www.facebook.com/eurotier

www.instagram.com/eurotier_tradefair

<https://www.linkedin.com/showcase/dlg-eurotier/>

www.linkedin.com/groups/2414416

www.youtube.com/eurotier

Media contact

Malene Conlong

+49 69 24788-213

m.conlong@dlg.org

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