



## **Innovation Meets Practice at PotatoEurope 2026**

### **PotatoEurope 2026 returns to Germany – 9–10 September 2026 – Rittergut Gestorf, Springe near Hanover – technical programme featuring trial fields, DLG Spotlights, live machinery demonstrations and expert presentations**

On 9 and 10 September 2026, PotatoEurope will showcase the latest technology and innovations in potato cultivation at Rittergut Gestorf 1 estate near Hanover, Germany. Professional growers will be able to experience advanced developments in future-oriented arable and crop production, as well as machinery in live field operation. DLG Spotlights and the DLG Expert Stage will offer opportunities for direct exchange with experts. The open-air exhibition will focus on the entire value chain, from breeding through to processing. Running in parallel is the SugarBeet Expo, the specialist trade fair for innovative field technology and current trends in sugar beet cultivation.

At this international meeting place for potato growers, processors and marketers from Germany and abroad, visitors can learn about current research and technology trends, experience best practices from agricultural operations and engage in discussion with experts and pioneers. Internationally leading companies from breeding, crop protection, digitalization, agricultural machinery and processing will present the latest developments and future-oriented solutions. New varieties as well as the effects of crop-protection products and fertilisers will be showcased in dedicated demonstration plots.

#### **Technical programme with live machinery demonstrations and DLG Spotlights**

From soil health to robotics, PotatoEurope's technical programme offers a broad range of specialist forums, expert talks and practice-oriented discussion formats. The focus will be on key challenges and solutions for modern potato production.

#### **Live machinery demonstrations**

Modern agricultural machinery will be demonstrated under real operating conditions, working live in the field. Visitors will see how current technologies support workflows in potato

production. Topics include planting, harvesting, loading and innovative crop-protection technologies. Case IH is the technology partner.

### **DLG Spotlight: Agricultural Logistics**

Transport by truck plays a crucial role in potato and sugar beet production, making logistics a key topic. The DLG Spotlight “Agricultural Logistics” provides a platform for tractors and specialized trailers – including scraper-floor systems, conveyor belts and potato boxes – as well as cover systems and logistics software. The spotlight is complemented by in-depth information on legal and economic aspects. Martin Vaupel, Chamber of Agriculture Lower Saxony, will be available to answer visitors’ questions.

### **DLG Spotlight: FarmRobotix**

This year, DKE-Data and DLG will present the latest technologies in robotics, automation and artificial intelligence for crop production as part of the FarmRobotix feature. Visitors can expect live demonstrations, practical tips and expert discussions showing how autonomous machinery and digital systems are making agriculture more efficient and sustainable. With the FarmRobotix platform, DLG brings together farmers, manufacturers, researchers and investors to demonstrate how future-oriented technologies are transforming agriculture.

### **DLG Expert Stage (trial field, stand VG15)**

This year’s DLG Expert Stage will feature a varied technical programme. Visitors can look forward to presentations and discussions on current topics relating to potatoes and sugar beets. Both crop-specific and cross-crop perspectives will be addressed. From 10:30 a.m. to 4:30 p.m., renowned experts will provide forward-looking insights and impulses.

### **Exhibitor registration still open**

Interested companies still have a wide range of opportunities to participate in PotatoEurope and the SugarBeet Expo. Exhibitors can present their products and solutions in the trial fields, during machinery demonstrations, in the open-air exhibition area and in the exhibition tents.

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Further information is available at [www.potatoeurope.de](http://www.potatoeurope.de) and [www.sugarbeet-expo.de](http://www.sugarbeet-expo.de).

The initiator of PotatoEurope 2026 is the Union of the German Potato Industry (UNIKA). The regional partner is Golden Geest-Kartoffeln Erzeugergesellschaft mbH, together with the State of Lower Saxony.

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### **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](http://www.dlg.org)