**FOR IMMEDIATE RELEASE**

**'DLG-Agrifuture Insights 2024': professional livestock farmers focus on digitalisation, animal welfare and climate technology**

**International farmer survey 'DLG-Agrifuture Insights 2024' of livestock farmers – Digitalisation and automation are progressing apace – Climate change – High willingness to invest amongst dairy farms**

**BURLINGTON, Vermont, November 7, 2024 –** DLG (German Agricultural Society) has announced the results of its opinion survey "DLG-Agrifuture Insights Winter 2023/2024" conducted among 3,000 livestock professionals across the world. Though the operating environment remain challenging, farmers show willingness to invest in their farm.

As part of its non-profit objective to promote knowledge among farmers, the DLG regularly conducts surveys “DLG Agrifuture Insights” that collect international farmers’ opinions and willingness to invest.

Key findings of the current survey are that bluetongue disease, African swine fever and avian influenza remain a concern while climate change affect the supply and cost of animal feed: prices and availability are becoming increasingly volatile due to weather conditions. DLG (German Agricultural Society) concludes that against the challenging environment, it is important for farmers and companies to actively shape the future.

This is where EuroTier – the world's leading trade fair for animal farming and livestock management – comes into play, offering innovations and potential solutions for adapting to changed framework conditions as an international platform. EuroTier will be presenting innovations and trends for farming at the trade fair grounds in Hanover Germany, 12-15 November 2024. Across 13 halls, more than 2,2200 exhibitors from 52 countries will be presenting a complete range of products for modern animal farming and solutions for meeting the challenges of the future.

**Turbulent times in the industry**

The economic framework conditions for the agricultural sector remain turbulent. Besides the ongoing war in Ukraine, bluetongue disease, African swine fever (ASF) and avian influenza are posing major challenges for livestock farmers. Continuing extreme weather events are additionally leading to severe fluctuations in the availability and cost of animal feed.

Meanwhile, the prices of grain and oilseeds have fluctuated significantly around the globe in recent years due to geopolitical crises and climate change.

Worldwide demand for meat is increasing along with growing prosperity. Poultry remains the most in-demand meat product. Accordingly, poultry meat production has increased by more than 30 percent worldwide over the past 20 years.

**Survey: farmers' willingness to invest**

DLG surveyed more than 3,300 farmers from across the globe for the 'DLG-Agrifuture Insights Winter 2023/2024' survey. Willingness to invest, increasing digitalisation of farms in response to climate change.

The general trend among all livestock farmers surveyed is to improve and stabilise the financial situation of farms in the long term, costs need to be reduced through an improved feed conversion rate as well as the digitalisation and automation of farms, amongst other aspects.

Milk-producing farms demonstrate a high willingness to invest in the future, closely followed by poultry farms and pig farmers. The good prices achieved over the past year, mainly in Europe, are providing dairy farmers, in particular, with a financial basis for investments. Conversely, arable farms are more reluctant to invest. Farmers are primarily planning to invest in three areas of livestock farming: animal welfare, reduction of heat stress, and buildings and digitalisation. Innovative and improved barn concepts can benefit animal welfare and animal health. Increasing automation of farms can also prove helpful in this regard. Automation is also gaining in importance due to the lack of skilled workers in Europe.

**Digitalisation and automation in agriculture**

According to the DLG-Agrifuture Insights Winter 2023/2024 survey, dairy farmers are hoping to see new innovations in labour organisation in the future, enabling them to increase their work efficiency. Improvements in herd management and monitoring systems as well as digital innovations for reducing the use of antibiotics are similarly important to milk producers. For instance, sensor systems can be used to recognise problems in good time, and anti-inflammatory drugs can be administered so that the use of antibiotics is not necessary. This not only enables losses to be reduced but also prevents resistances from developing in humans and animals.

**Focus on needs-based feeding**

With regard to the use of energy-efficient measures to protect the climate and the environment, around 50 percent of the dairy surveyed are planning to implement corresponding measures on their farms. Measures for increasing energy efficiency result in a reduction in costs and increase the sustainability of the farm. Investments in PV systems on farms are also on the rise. An increasing number of farms are producing their own electricity, which is why technical solutions are being sought to be able to use as much of this self-produced electricity as possible. Intelligent technologies for storing electricity are also required to achieve this. For solutions, farmers increasingly use EnergyDecentral, the trade fair presenting farm-related renewable energy solutions, taking place in parallel with EuroTier.

**Summary**

Progressing climate change necessitates the integration of energy-efficient technologies for avoiding heat stress and optimising animal health into barn concepts. Needs-based feeding is also increasingly gaining in importance. This can help to reduce greenhouse gas and nutrient emissions, promote animal health and reduce costs. Digital tools have already become firmly established on farms. They improve the efficiency of farm processes and help to alleviate the lack of skilled workers. They also help to improve working conditions and increase animal health and animal welfare. Further innovations will be required in the future.

**Media contacts**

DLG North America

Kate Mehlenbacher  
[kate@dairyxpo.ca](mailto:kate@dairyxpo.ca)

DLG (Germany)

Malene Conlong  
[M.conlong@dlg.org](mailto:M.conlong@dlg.org)

**DLG. Progress and sustainability in the agricultural sector and the food industry**

Founded in 1885 by the German engineer Max Eyth, DLG (Deutsche Landwirtschafts-Gesellschaft – German Agricultural Society) stands for productivity and resource protection in a sustainable and innovative agricultural and food value chain. DLG's mission is to promote progress through the transfer of knowledge, quality standards and technology. DLG has over 31,000 members, and is non-profit, politically independent and internationally networked.

As one of the leading organisations in its sector, DLG organises trade fairs and events in the fields of agriculture and food technology and tests food, agricultural machinery and farm inputs. With its Competence Centers for Agriculture and Food and the DLG-Verlag's media, DLG stands for the independent transfer of know-how. DLG additionally develops solutions to the challenges of the agricultural, agribusiness and food sectors in numerous national and international expert committees. **www.dlg.org**