DLG APPROVED - the new seal of approval

Practice-based quality tests
DLG APPROVED is the new full test for agricultural machinery, incorporating the previous DLG SignumTests. The DLG approval therefore continues to be based on the DLG’s full usability test, which is conducted in accordance with independent and approved assessment criteria for agricultural machinery. A machine or system with full DLG approval has had its main features impartially assessed. The test and assessment are performed on test stands and in the field under various operating conditions, as well as in a practical, farm-based trial. The test methods used allow an objective assessment to be made based on reproducible results. The relevant testing conditions and assessment scales are clearly defined by independent testing boards and described in DLG test frameworks. At the same time, the test criteria are revised on an ongoing basis in order to reflect the current generally acknowledged state of the art, scientific findings and agricultural requirements. Every DLG APPROVED seal awarded to agricultural equipment is valid for five years. If at the end of this period the product continues to be manufactured in the existing and unmodified specification, the manufacturer will be entitled to apply for another five-year extension at the end of each validity period. If a product received minor modifications, the DLG may require a supplementary test or re-test before extending the validity period.

DLG APPROVED What the farmers say

Rating
80% of the interviewees state that they always or often take account of quality seals and awards.

Around 70% of farmers interviewed rate harmonization as worthwhile to very worthwhile

80%
20%

think harmonization is very worthwhile
do not think harmonization is at all worthwhile

n=154
A DLG APPROVED on individual criteria seal indicates a smaller-scale DLG usability test which is intended to allow product differentiation and special highlighting of innovations in machinery and technical products. The seal of approval replaces the previous DLG FokusTest and the special DLG ISOBUS and ISOagriNET-compliant test seals. The DLG PowerMix test, which determines a tractor’s specific fuel consumption and which is particularly important for farmers, will be retained as a variant of the main test. The test focuses on testing a product’s individual quality criteria, such as fatigue strength, performance, or quality of work. These individual criteria are listed on the seal of approval.

The scope of the test can include criteria from an existing DLG test framework for a full usability test. The minimum conditions for publishing a test report and the award of the seal of approval are determined with the help of an independent testing board.

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Relevant criteria in purchase decisions

1. Value for money
2. Fuel economy
3. Functionality
4. Longevity
5. Ease of service and maintenance
6. Service after sales service
7. Safety
8. Spare parts supply
9. Initial operation
10. Brand image
11. Styling
12. Delivery period

In %, multiple nominations permitted. green: test criteria in the context of DLG APPROVED. n=154

Spontaneously remembered organizations and magazines carrying out tests in the agricultural sector

1. DLG
2. TÜV
3. top-agrar
4. Stiftung Warentest
5. DEKRA
6. Ökotest
7. Agrotechnica
8. ProF
9. dlz
10. ADAC
11. EuroTier
12. Eilbote

n=154

Relevant in practice

The DLG tests agricultural equipment to the same and most important criteria farmers apply when purchasing a machine. Behind every DLG APPROVED seal there is an independent DLG testing board made up of scientists, consultants and farmers or contractors. This panel selects the test criteria that are relevant for the field and define the benchmark for the assessment.

Significance

The DLG rates extremely highly among spontaneously remembered organizations and magazines that carry out tests in the agricultural sector.
The DLG APPROVED seal for farm inputs covers such as compound feeds, silage additives, cleaning agents, disinfectants, udder hygiene agents, animal housing disinfectants and lime fertilizers. The quality specifications set up by the independent DLG testing boards are based on requirements that are drawn from the field and are in line with the latest scientific findings. Any necessary analyses are generally carried out by accredited external laboratories. The measurement and analysis results obtained in this way are assessed by DLG experts against the DLG’s high benchmarks. If the test outcome is successful, a DLG APPROVED for Farm Inputs test seal is awarded.

By its participation in DLG approval tests, a manufacturer commits to an impartial and long-term quality monitoring process by the DLG. This entails trained samplers collecting and analyzing several unannounced samples from the manufacturer or dealer every year.

The Manufacture and Product test variant requires the manufacturer’s operations to be audited by the DLG in addition to the product itself.

The new seal of approval replaces the previous DLG quality seal, observing different transitional periods for different product groups. The aim is to change the DLG quality seal awarded under the RAL quality assurance scheme.

Reliability
Out of all organizations and magazines named above, the DLG enjoys the highest trust among farmers.

Influence
A DLG seal of approval has more influence on farmers’ purchase decisions than any other agricultural quality seals.

Source: Market research by Böttcher Marktforschung, Düsseldorf, July 2015
Allow me to introduce myself! I’m the new DLG seal of approval.

From 2016, the DLG Technology and Farm Input Test Center in Gross-Umstadt near Frankfurt, Germany, is switching to the new DLG APPROVED seal. The design is new, but the name and the testing philosophy are faithful to the trusted underlying principles of the internationally recognized DLG tests, which play an important role in farmers’ decisions to invest in agricultural machinery and farm inputs.

The new test seal has a modern, eye-catching design which summarizes the main elements of the test at a glance.

The user immediately recognizes whether the product has been DLG approved in full or only on certain individual criteria, and which those are.

And with the DLG test report number, the detailed results of the DLG test report are just a few clicks away.

I’m a brand, a presence, a seal of approval!

Since it was established 130 years ago, both the DLG itself and the contents of the DLG quality tests for agricultural machinery and farm inputs have gained an excellent reputation.

Over the years, the DLG has introduced many seals of approval in various forms, but they all have one thing in common: they deliver proof of outstanding product quality, based on independent, impartial assessment.

“For the value of a brand to make an impact, it must have a consistent identity,” says Hubertus Paetow, Chair of the DLG Test Center for Technology and Farm Inputs, explaining DLG’s decision to merge its seal formats and issue one DLG APPROVED award only in the future.

“In the past, the fact that we had so many different seals meant we were not able to raise awareness of the brand and exploit its potential to the full.

The new DLG APPROVED seal is instantly recognizable, so it will boost the value of the test seal and, in turn, the brand value of the products it is awarded to.”

A consistent image is needed!

In a market research survey, around 70% of farmers interviewed rate harmonization of the DLG seal system as worthwhile to very worthwhile.
Based in Groß-Umstadt near Frankfurt, Germany, the DLG Test Center for Technology and Farm Inputs sets the benchmark for tested farm equipment and inputs and is the leading provider of independent equipment testing and certification services. Using advanced measurement technology and practical testing methods, the DLG test engineers put developments and innovations to the test. As an EU-notified test laboratory with multiple accreditations, the DLG Test Center for Technology and Farm Inputs provides farmers and contractors with vital information that is used for their decision making.

**We are here for you!**

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<td><strong>Forestry, municipal and grounds care</strong></td>
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<tr>
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