



DLG Feldtage[®]

Meet the crop professionals



REVIEW 2018

www.dlg-feldtage.de | facebook.com/dlgfeldtage



SACHSEN-ANHALT

Allianz 



Münchener und Magdeburger
Agrarversicherung AG
Ein Unternehmen der Allianz 

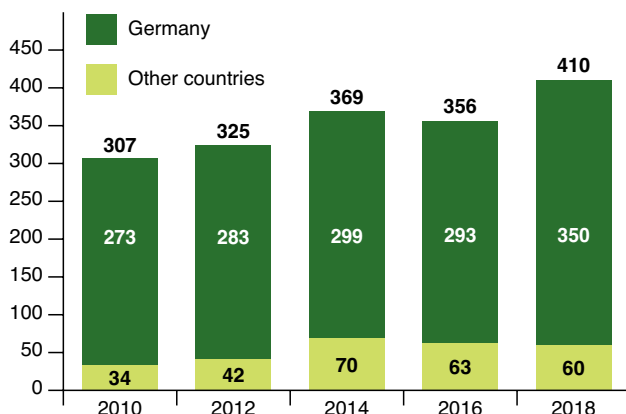
MADE BY



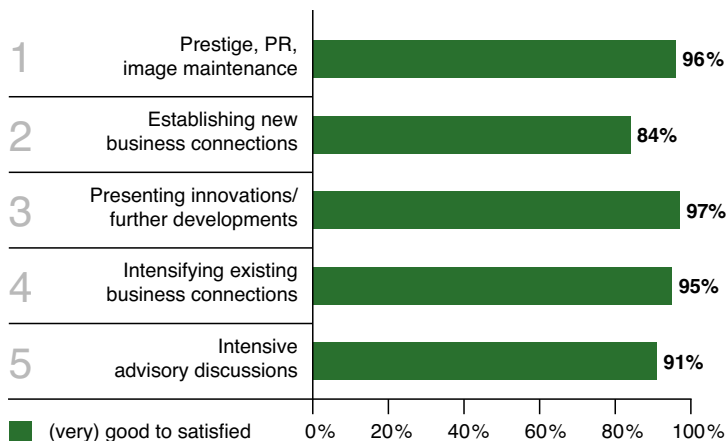
EXHIBITORS

410 companies, associations and institutions from 20 countries presented a unique range of information with fit-for-future developments in the spheres of varieties, methods and processes, technologies and farm inputs that all help to increase productivity sustainably while at the same time conserving resources in arable farming and crop production.

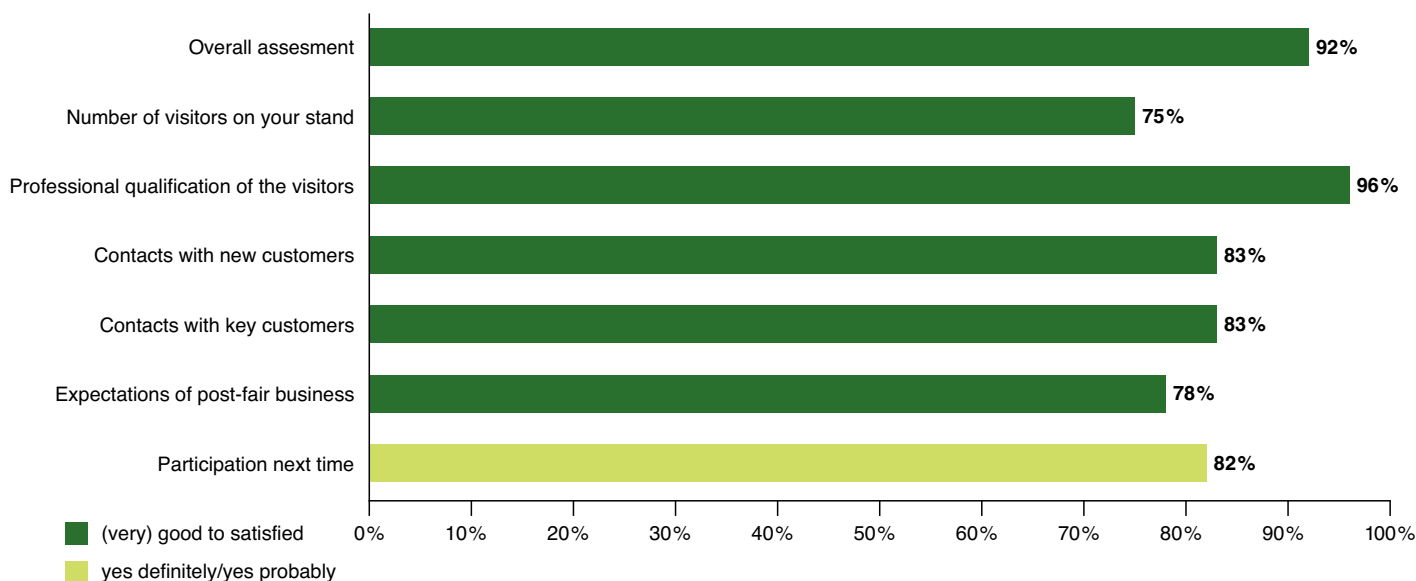
DEVELOPMENT OF EXHIBITOR NUMBERS



MAIN OBJECTIVES IN TAKING PART IN DLG-FELDTAGE AND TARGET ACHIEVEMENT



HOW EXHIBITORS ASSESSED DLG-FELDTAGE



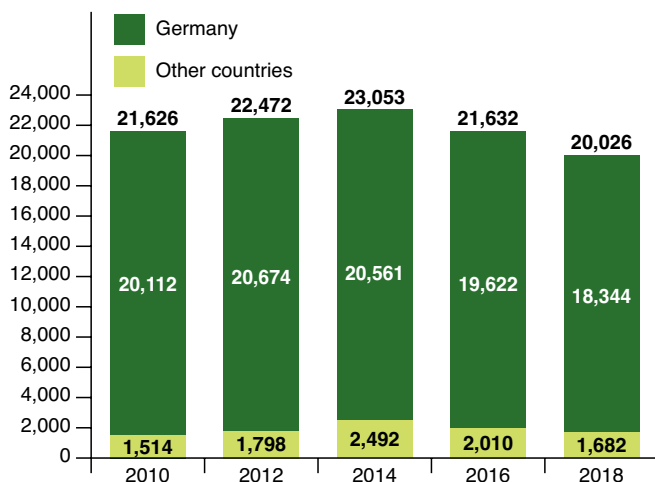
Source: representative survey of exhibitors and visitors by Wissler & Partner Trade Fair Marketing, Basel/Switzerland



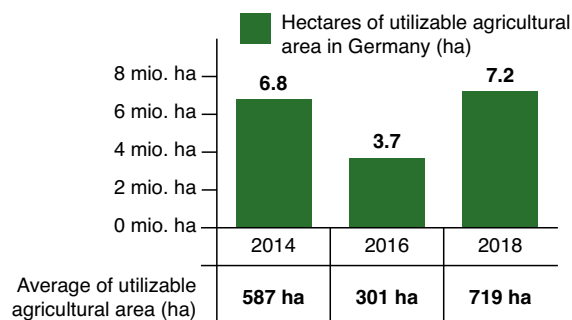
VISITORS

On the three days altogether 20,026 trade visitors, including 1,700 international visitors from 18 countries, came to the site of the DLG International Crop Production Center in Bernburg (Saxony-Anhalt). The DLG-Feldtage again provided a dazzling display of modern crop production.

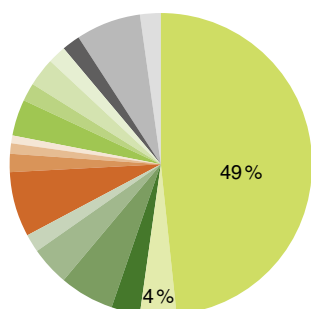
VISITOR NUMBERS



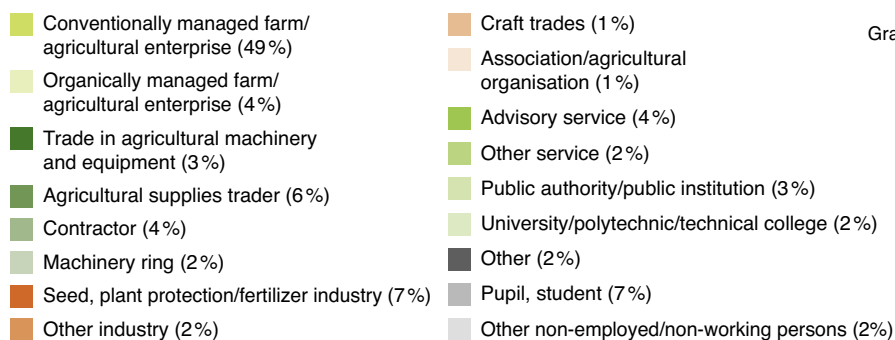
UTILIZABLE AGRICULTURAL AREA OF GERMAN GROWERS



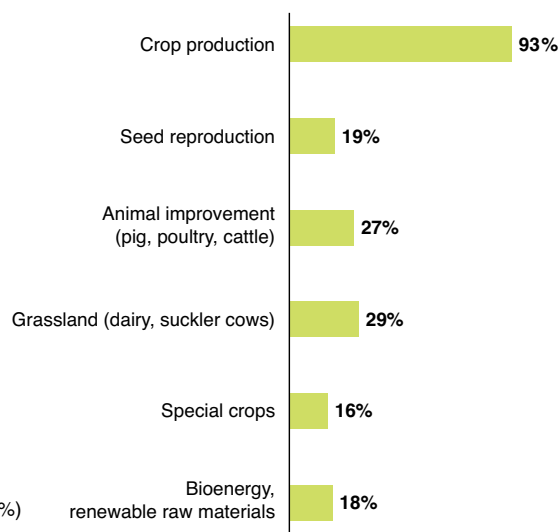
VISITORS BY ECONOMIC SECTOR



Breakdown of the 54% agricultural enterprises



VISITORS BY BRANCHES OF BUSINESS



Multiple answers possible

Source: representative survey of exhibitors and visitors by Wissler & Partner Trade Fair Marketing, Basel/Switzerland



VISITORS

ORIGIN OF FOREIGN VISITORS TOP 6

| | BESUCHERREGION |
|---|----------------|
| 1 | Poland |
| 2 | Netherlands |
| 3 | Switzerland |
| 4 | Hungary |
| 5 | Lithuania |
| 6 | Austria |

INFLUENCE OF VISITORS' PURCHASING AND PROCUREMENT DECISIONS

| | |
|-------------|------|
| crucial | 31 % |
| significant | 29 % |
| advisory | 17 % |
| no impact | 14 % |

CONVERSION INTENTIONS TO ORGANIC FARMING

| | |
|---|------|
| yes, our farm is already going through the conversion process | 2 % |
| yes, we definitely plan to convert | 2 % |
| yes, perhaps | 16 % |
| no | 79 % |

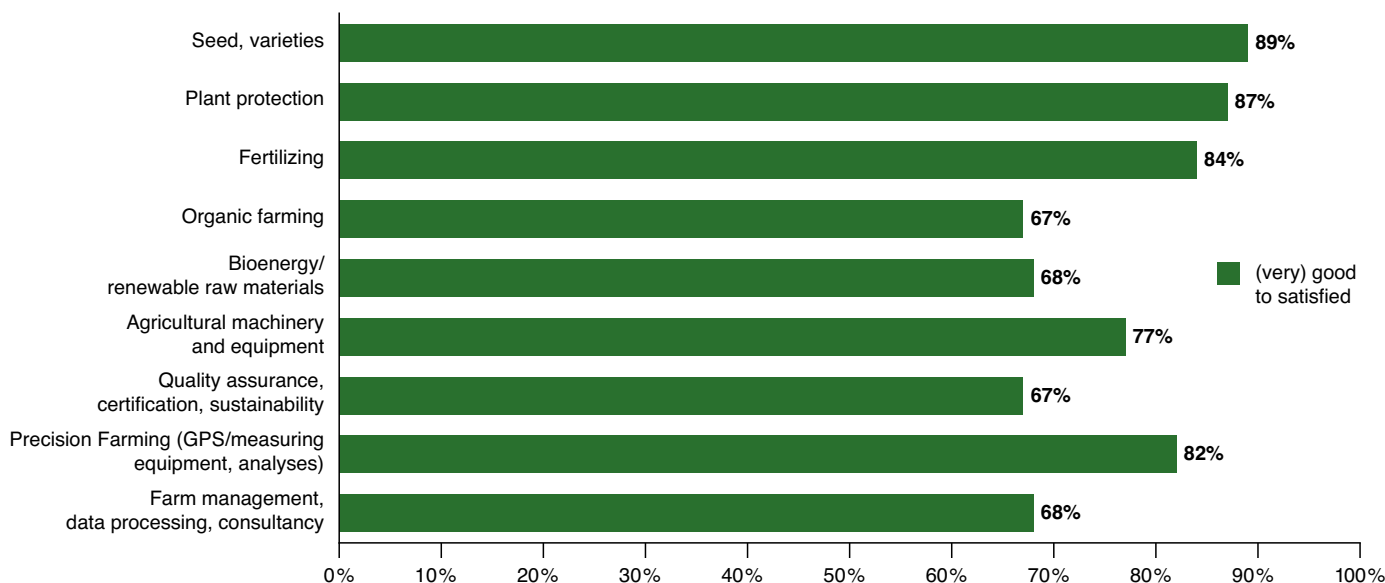
TOP 6 GOALS OF THE DLG-FELDTAGE VISITORS

1. Information about innovations/trends
2. Exchange with colleagues
3. Comparison of products/methods
4. To cultivate existing business contacts
5. Further training (lectures, forums, demonstrations)
6. To establish new business contacts

MOOD OF INVESTMENT

64 % of the visitors are clearly looking for investment.

HOW VISITORS RATE THE PROGRAMME OFFERED BY DLG-FELDTAGE 2018

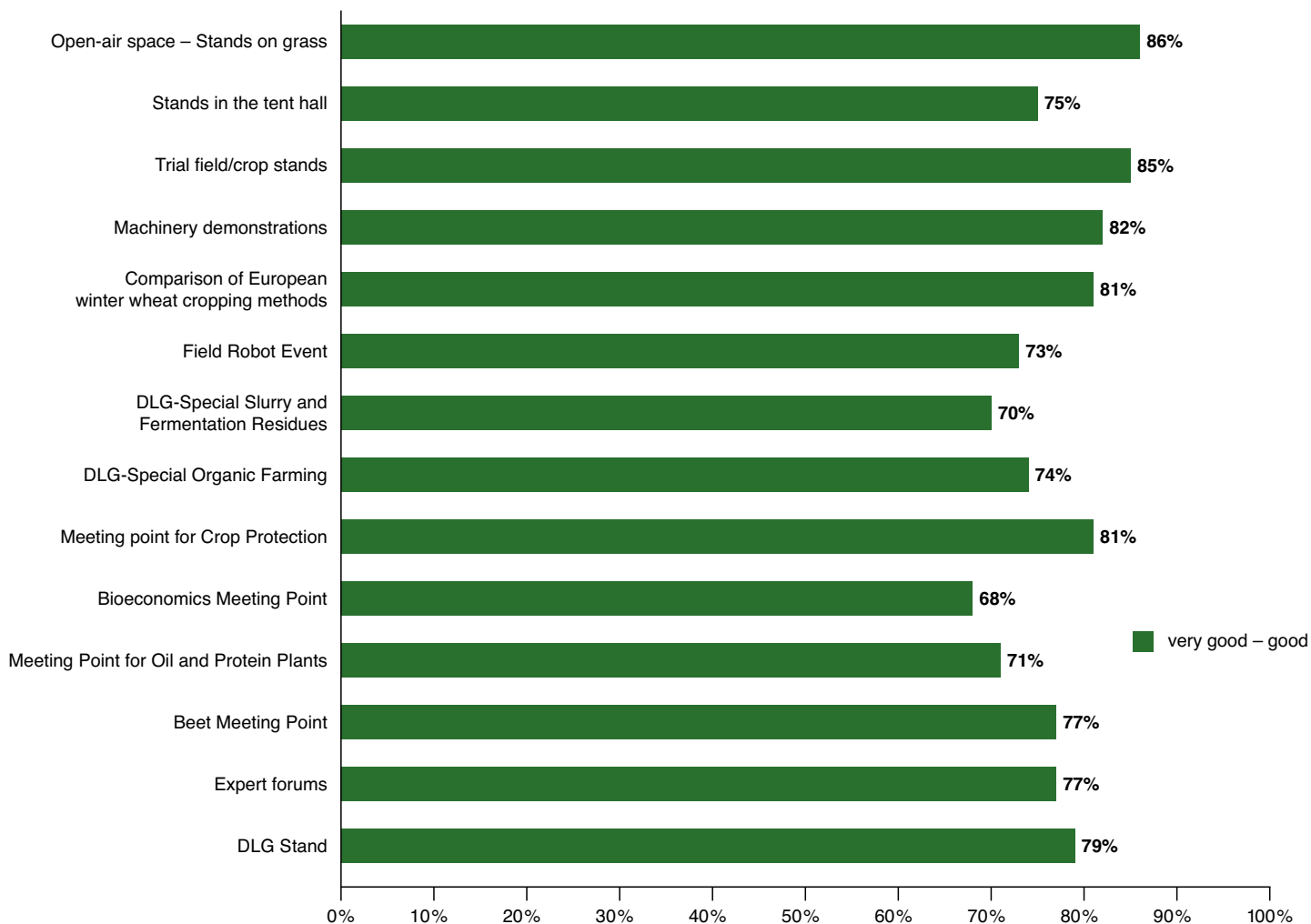


Source: representative survey of exhibitors and visitors by
 Wissler & Partner Trade Fair Marketing, Basel/Switzerland



VISITORS

ASSESSMENT OF THE EXHIBITION/INFORMATION SECTORS



HOW VISITORS ASSESSED DLG-FELDTAGE

82% of the visitors rated DLG-Feldtage 2018 as very good and good.

Source: representative survey of exhibitors and visitors by
Wissler & Partner Trade Fair Marketing, Basel/Switzerland



**WE THANK ALL EXHIBITORS AND VISITORS AND LOOK FORWARD
TO WELCOMING YOU AGAIN
IN ERWITTE/LIPPSTADT (NORTH RHINE-WESTPHALIA) IN 2018 –
FROM 16TH TO 18TH JUNE 2020**



MADE BY



DLG Service GmbH
Eschborner Landstr. 122
60489 Frankfurt am Main
Germany
Tel. +49 69 24788-369 • Fax +49 69 24788-8369
feldtage@dlg.org • www.dlg-feldtage.de