



# DLG Feldtage<sup>®</sup>

Meet the crop professionals



## REVIEW 2018

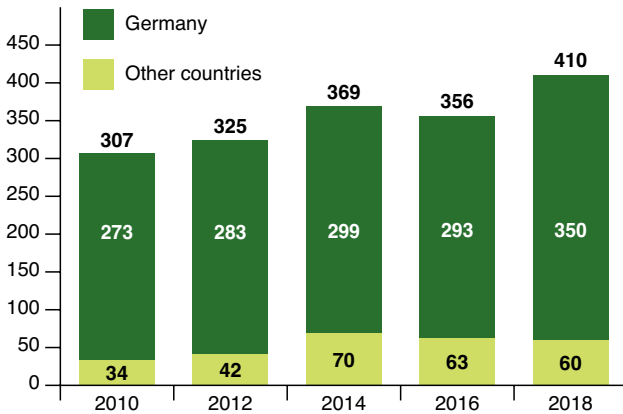
[www.dlg-feldtage.de](http://www.dlg-feldtage.de) | [facebook.com/dlgfeldtage](https://facebook.com/dlgfeldtage)



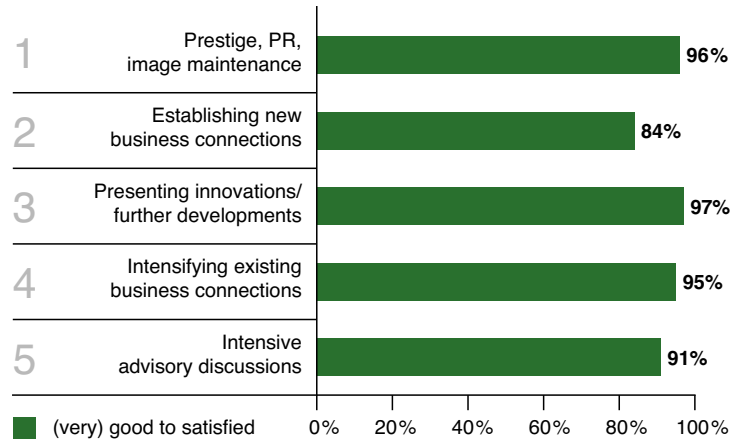
## EXHIBITORS

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.

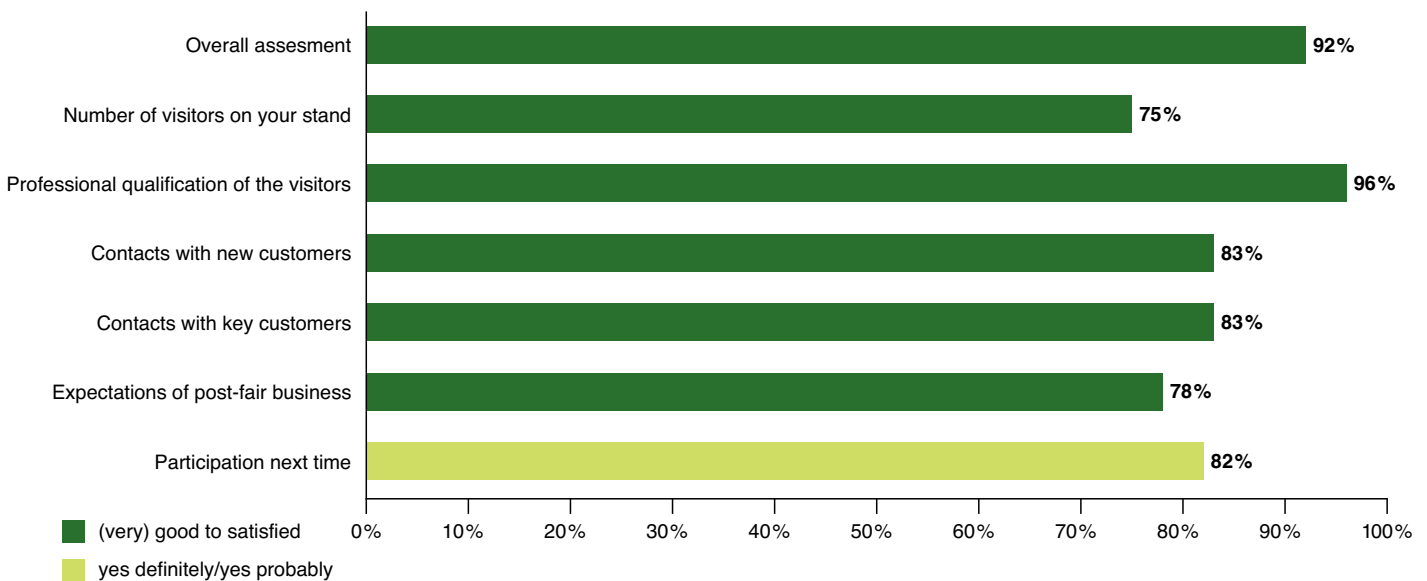
### DEVELOPMENT OF EXHIBITOR NUMBERS



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



### HOW EXHIBITORS ASSESSED DLG-FELDTAGE



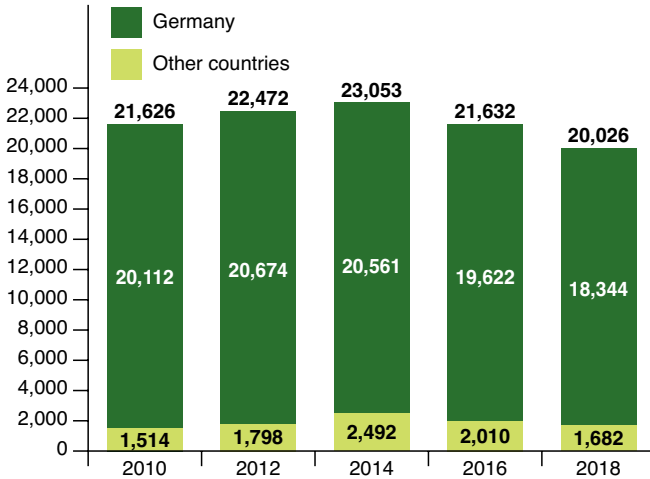
Source: representative survey of exhibitors and visitors by Wissler & Partner Trade Fair Marketing, Basel/Switzerland



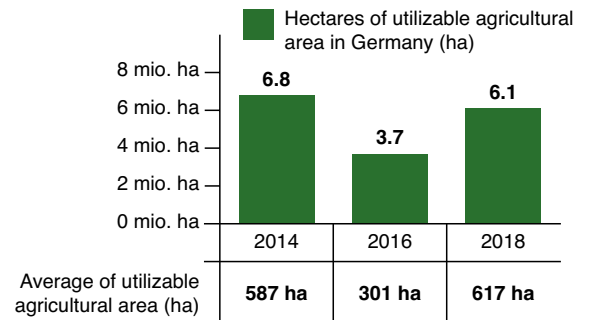
## VISITORS

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.

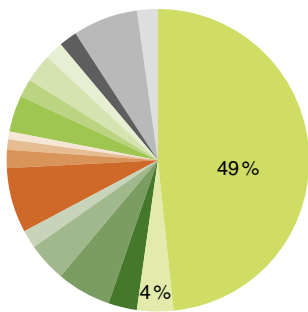
### VISITOR NUMBERS



### UTILIZABLE AGRICULTURAL AREA OF GERMAN GROWERS

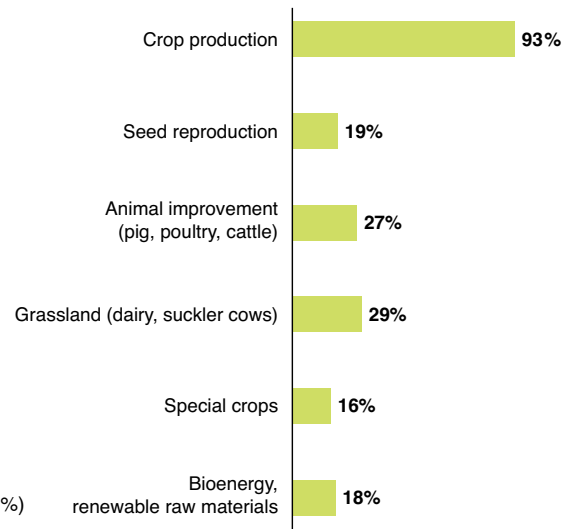


### VISITORS BY ECONOMIC SECTOR



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

farm already operating ecologically	8 %
yes, we definitely plan to convert	3 %
yes, perhaps	16 %
no	79 %

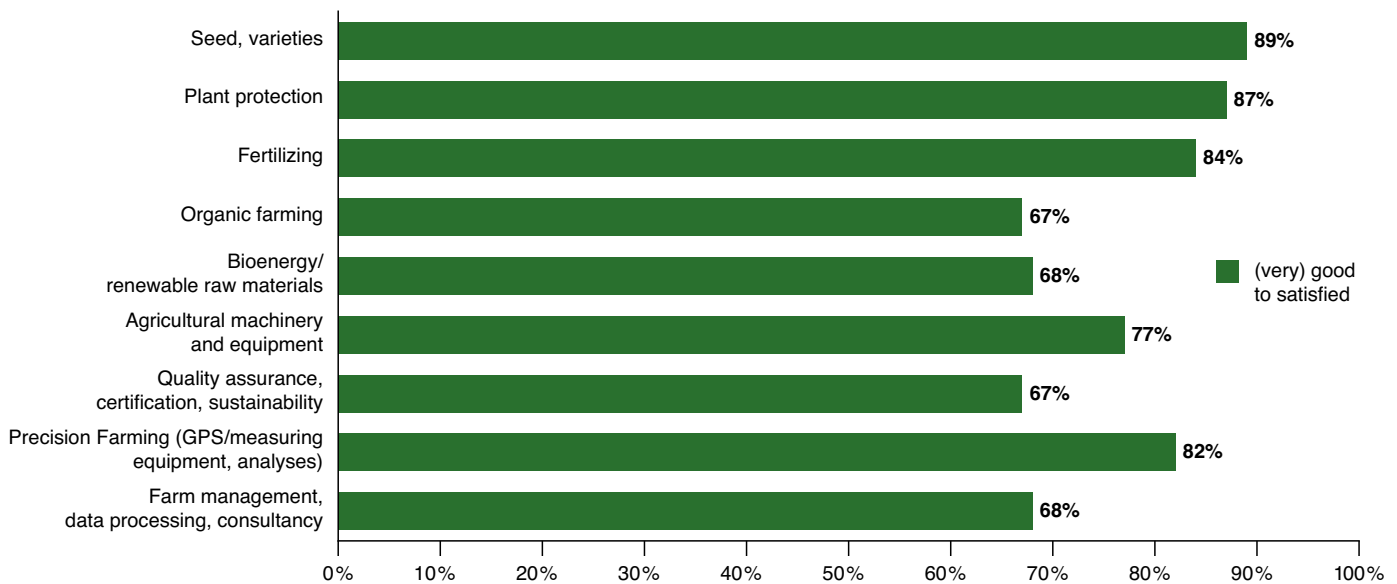
### TOP 6 GOALS OF THE DLG-FELDTAGE VISITORS

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

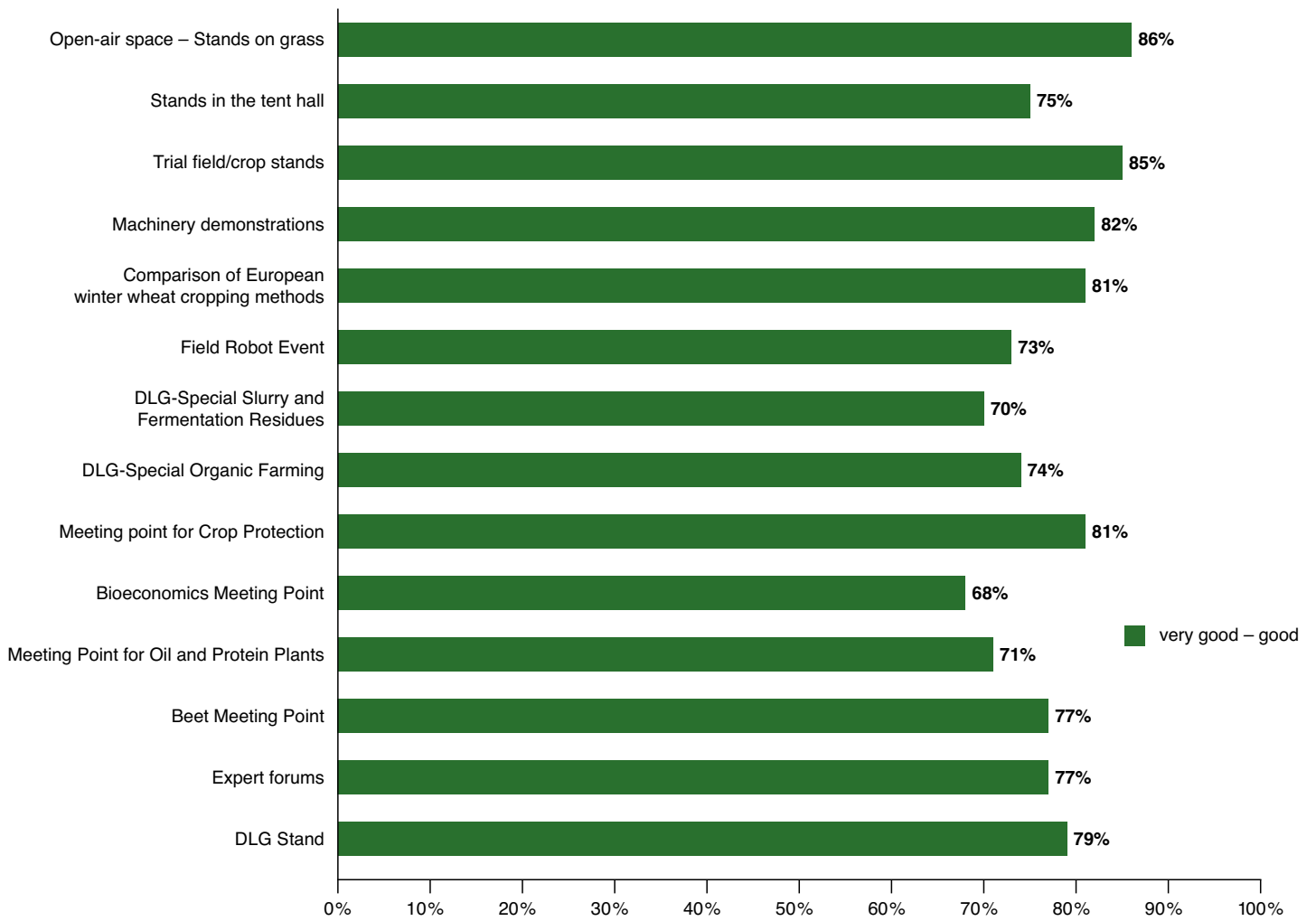


Source: representative survey of exhibitors and visitors by  
Wissler & Partner Trade Fair Marketing, Basel/Switzerland



## 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 16<sup>TH</sup> TO 18<sup>TH</sup> 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