



DLG Feldtage[®]

Meet the crop professionals

Review 2022



Supported
by



Baden-Württemberg
MINISTRY OF FOOD, RURAL AFFAIRS AND
CONSUMER PROTECTION



VEREINIGTE HAGEL



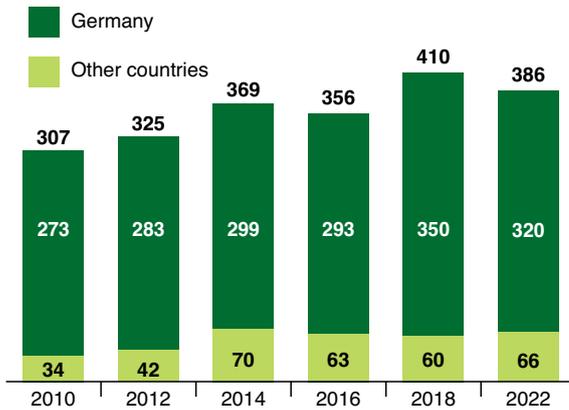
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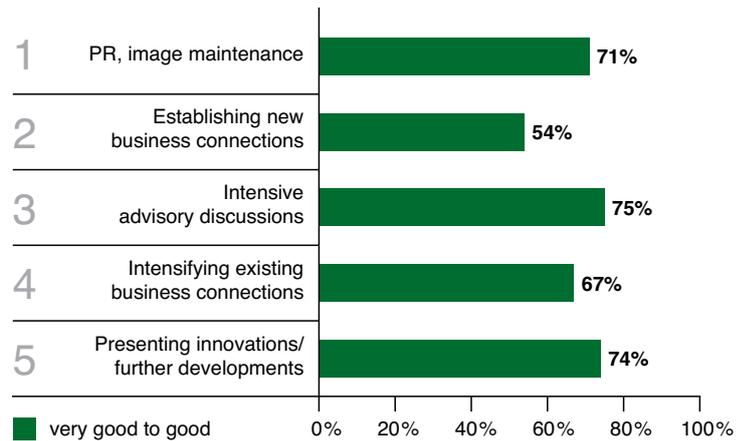
EXHIBITORS

386 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.

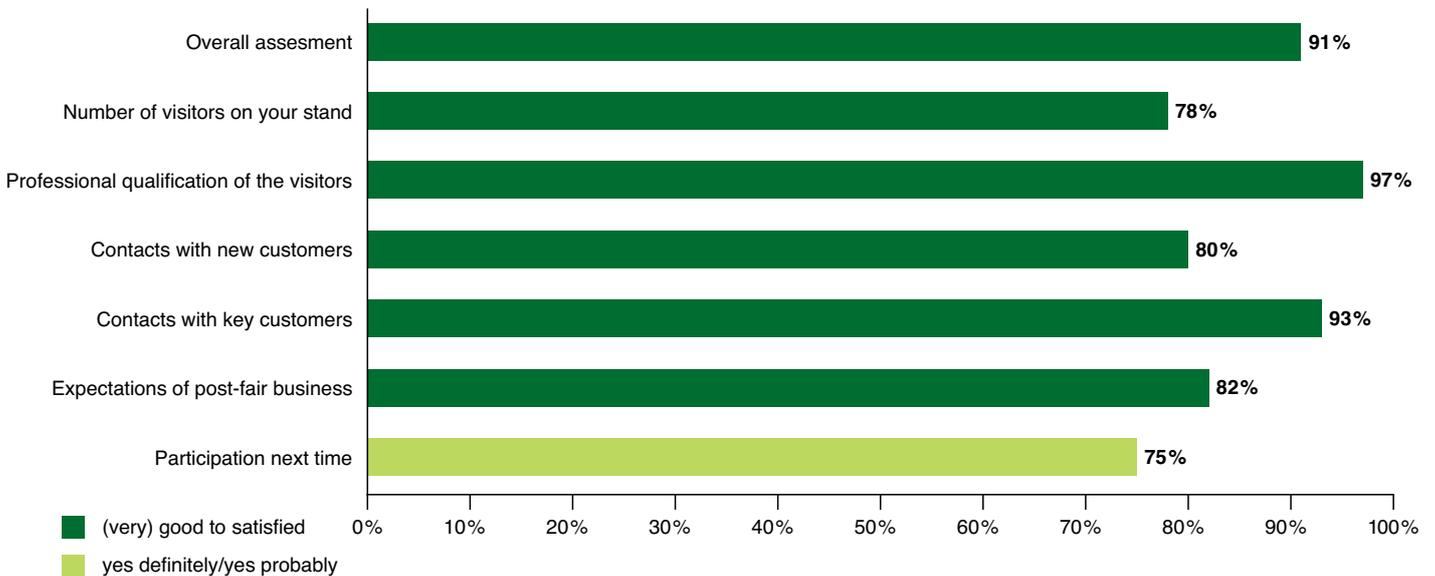
DEVELOPMENT OF EXHIBITOR NUMBERS



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



HOW EXHIBITORS ASSESSED DLG-FELDTAGE



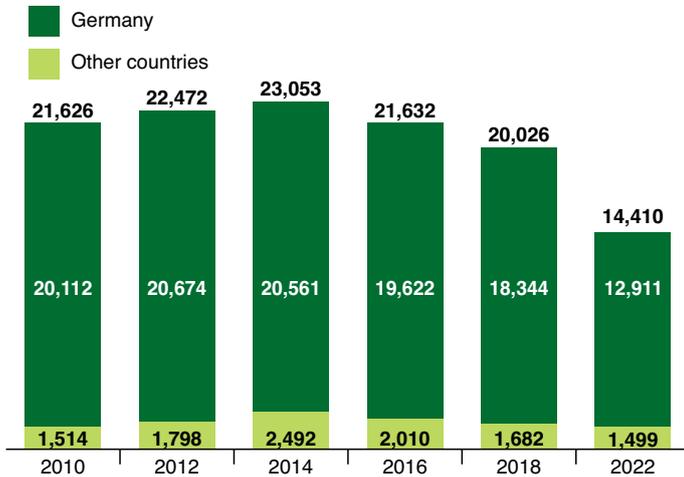
Source: representative survey of exhibitors and visitors by
Wissler & Partner Trade Fair Marketing, Basel/Switzerland



VISITORS

On the three days altogether 14,410 trade visitors, including 1,499 international visitors from over 30 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

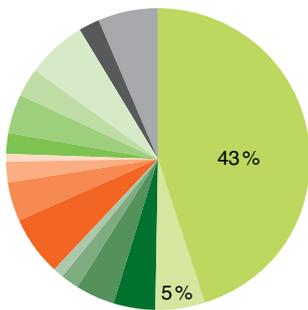


52% First-time visitors

AVERAGE AREA UNDER CULTIVATION (in ha)

	2016	2018	2022
total	353	624	315

VISITORS BY ECONOMIC SECTOR

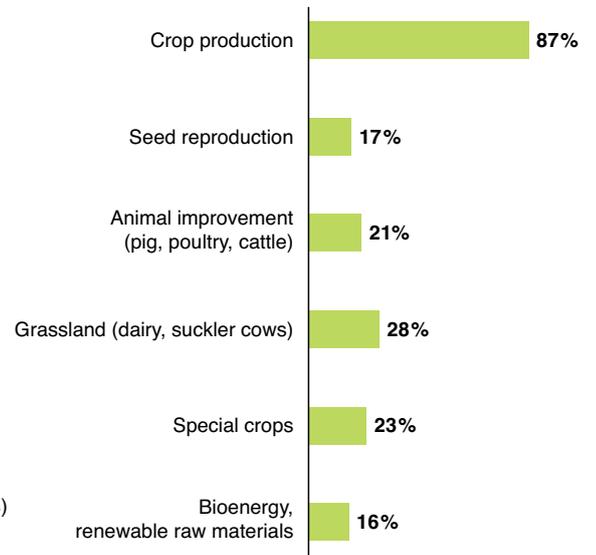


- countries Conventionally managed farm/ agricultural enterprise (43%)
- Organically managed farm/ agricultural enterprise (5%)
- Trade in agricultural machinery and equipment (4%)
- Agricultural supplies trader (4%)
- Contractor (2%)
- Machinery ring (1%)
- Seed, plant protection/fertilizer industry (6%)
- Other industry (4%)

Breakdown of the 48% agricultural enterprises

- Processing industry (2%)
- Craft trades (1%)
- Association/agricultural organisation (2%)
- Advisory service (4%)
- Other service (3%)
- Public authority/public institution (5%)
- University/polytechnic/technical college (2%)
- Other (6%)

VISITORS BY BRANCHES OF BUSINESS



Multiple answers possible

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



VISITORS

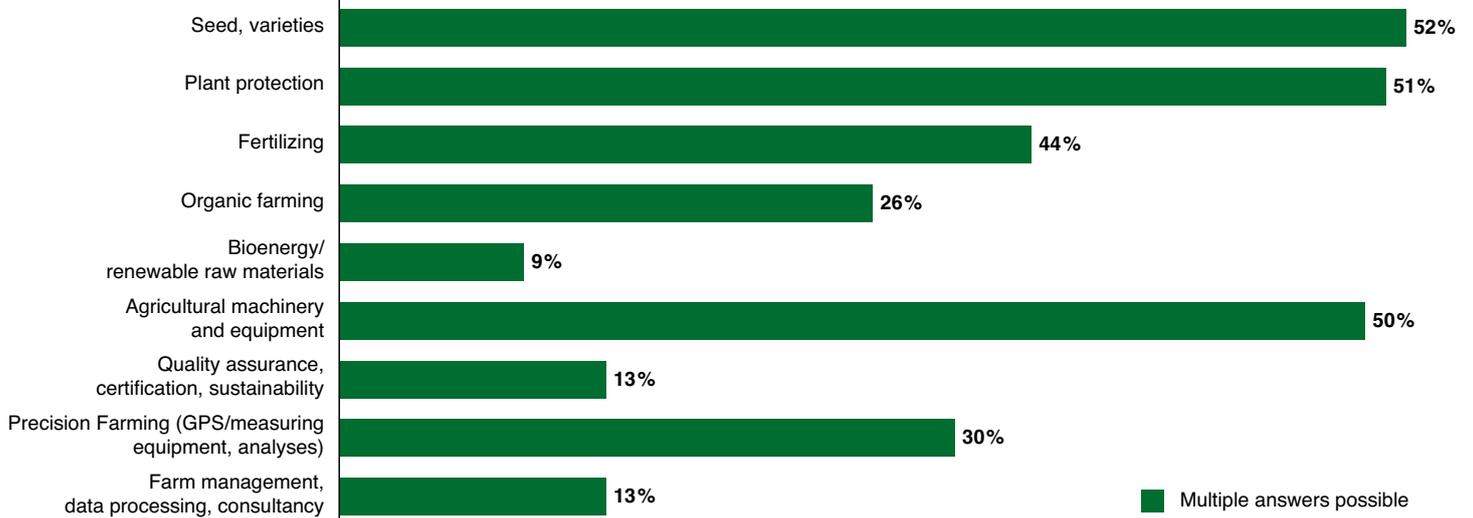
ORIGIN OF FOREIGN VISITORS TOP 6

	VISITOR REGION
1	Netherlands
2	Austria
3	Switzerland
4	Lithuania
5	France
6	Poland

TOP 5 GOALS OF THE DLG-FELDTAGE VISITORS

- 1 Information about innovations/trends
- 2 Specialist dialogue with exhibitors
- 3 Exchange with colleagues/networking
- 4 Comparison of products/methods
- 5 To cultivate existing business contacts

INTEREST IN OFFERS



INFLUENCE OF VISITORS' PURCHASING AND PROCUREMENT DECISIONS

crucial	30%
significant	29%
advisory	19%
no impact	22%

MOOD OF INVESTMENT

59% of the visitors are clearly looking for investment.

HOW VISITORS ASSESSED DLG-FELDTAGE

85% of the visitors rated DLG-Feldtage 2022 as very good and good.

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 DLG visitor registration



**WE THANK ALL EXHIBITORS AND VISITORS AND LOOK FORWARD
TO WELCOMING YOU AGAIN
IN ERWITTE/LIPPSTADT (NORTH RHINE-WESTPHALIA) IN 2024 –
FROM 11TH TO 13TH JUNE 2024**



MADE BY



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