

Press Release 1

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**EuroTier 2006 in Hanover:**

**Flagship global exhibition for animal husbandry and management**

**More than 1,300 exhibitors from around the world - High exhibitor numbers for BioEnergyEurope**

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(DLG) Hanover Exhibition Grounds will be the venue for the seventh International DLG Exhibition for Animal Husbandry & Management, EuroTier 2006, from 14 to 17 November 2006.

EuroTier is Europe's biggest information event for professional animal husbandry. The leading companies in the sector will be presenting their full range of products and services and a number of innovations at the exhibition in Hanover. More than 1,300 exhibitors from 39 countries have already registered, including 435 exhibitors from outside Germany. The Netherlands is once again the best represented country with 112 companies, and there is also strong representation from France (62), Denmark (47), Italy (36), the United Kingdom (34), Austria (24), Belgium (21), Spain (20), the US (10) and China (10). The large number of exhibitors that have already registered underlines EuroTier's leading position as the premier global exhibition in the field of animal husbandry and management.

**Animal husbandry: positive mood in Germany**

The mood among German livestock farmers is currently more positive than it has been for some years. This is confirmed by the latest findings of the DLG's Trend Monitor survey, which the organisation carried out amongst 4,000 farmers in Germany and several other countries in western and eastern Europe in the autumn of 2006. According to this survey, German livestock farmers currently view their situation as significantly more stable than in recent years. Pig farmers, in particular, are looking to the future with confidence on the back of sustained buoyancy in producer prices. Dairy and cattle farmers have now been through the new system of farm incentives once and are able to accurately calculate what payments they can expect to receive and also where the market prices for milk and quotas

have settled since the removal of the link between production and incentive payments.

### **Central and eastern Europe: strong demand for information and capital investment**

The findings of the latest DLG Trend Monitor survey from autumn 2006 show that the professional and forward-looking livestock farmers of central and eastern Europe are also rising to the challenges of the newly enlarged Europe. The survey also reveals that state-of-the-art technology and high-performance farm equipment are assuming key importance for farmers in these countries in the development of their business. They are looking for solutions that help them to tackle key challenges such as the right approach to genetics and animal feed, housing design and equipment, quality assurance, environmental protection, animal health and animal welfare. The DLG's Trend Monitor survey highlighted a particular upward trend in Poland compared with the previous year. In the Russian market there are clear signs of stronger investment in cattle and pig rearing. Overall there remains strong demand for information and for capital investment in the countries of central and eastern Europe. The DLG (Deutsche Landwirtschafts-Gesellschaft – German Agricultural Society) has ramped up its activities in these countries, laying the foundations for the successful development and consolidation of business relationships in the region. As part of a EuroTier preview on 31 August and 1 September in Moscow, for example, the DLG staged a special event on cattle and pig production. Once again there will be direct flights from Moscow to Hanover and back to tie in with the EuroTier event.

### **Growing farm businesses need modern and professional concepts**

The structural change in European agriculture continues apace. The number of farms rearing livestock continues to decline, but due to larger herd sizes, the overall number of animals is remaining roughly constant. The farm managers and herd managers at these growing businesses require the latest professional concepts in order to rear their livestock successfully. This applies to all issues surrounding animal breeding, animal feed, husbandry, animal health and also increasingly issues relating to management and logistics. With the comprehensive array of information available at EuroTier 2006, visitors can get answers to all their questions about modern animal husbandry. The leading manufacturers and suppliers to the pig and cattle industry will be represented in Hanover and advisors from a number of international trade associations and organisations will be on hand, as will experts from the fields of science and research and the DLG, providing an unparalleled source of information.

### **Unprecedented provision for pig farmers**

EuroTier 2006 will be more geared to the needs of pig farmers than ever before, with representatives of the industry from around the world attending the exhibition in Hanover. This is a clear indication of Germany's leading role in European pig farming, and EuroTier

is consolidating its dominant position in the international pig farming industry with the registration of large numbers of international exhibitors for the event.

The EU regulation on ensuring the traceability of food products that came into force in January 2005 poses new challenges for pig farmers. The BFL (die Bauförderung Landwirtschaft) is striving to meet the needs of pig farmers for information in this area and is dedicating its Special at this year's EuroTier to the theme of "Electronics in the piggery – linking the answers". In collaboration with the Centre for Electronics in Agriculture (ZEL) and the North Rhine-Westphalia Chamber of Agriculture, there will be an demonstration exhibition covering an area of around 500 square metres in Hall 26 demonstrating the necessary networking of data and information flows to ensure the traceability of production processes in pig farming: from piglet through the fattening process to the abattoir, including feed and transport aspects. One particular area of focus will be on organising data flows throughout the entire production process through to the end product. Amongst other things, EuroTier 2006 will feature some of the solutions being developed by the "ISOagriNET" standardisation committee that will lead to significant cost and labour-saving benefits in pig farming.

#### **Encouraging growth in the provision for cattle farmers**

The number of exhibitor registrations for the cattle sector is well up on previous years. Growth in exhibitor numbers has been particularly marked in the areas of breeding, animal feed, animal health, veterinary medicine and other farm inputs. There has also been considerable growth in the areas of feed storage, transportation and mixing and grinding. Manufacturers of milking and refrigeration systems will be well represented at EuroTier 2006. Companies such as Lely, Bou-Matic Gascoigne Melotte, Impulsa, Christensen, System Happel, Insentec and RMS will be exhibiting their latest developments and innovations, with particular emphasis on the area of automatic milking systems (AMS), in Hall 24.

#### **Focus on cutting-edge genetics in cattle breeding**

Sturdy and long-living cows are key to the requirements of modern dairy cattle farming. Consequently, cattle genetics remains a central plank in successful milk production. This year's EuroTier will once again provide a unique overview of cutting-edge genetics in European cattle breeding. Leading German and international breeding organisations and companies will be displaying their daughter animals at the "TopTierTreff" (Presentation of Top Animals) in Hall 25. They will be using this unique platform to present their genetics prowess to a knowledgeable international trade audience. "TopTierTreff", which has become a highly effective platform for the presentation of cutting-edge cattle genetics, will undoubtedly be one of the main attractions for cattle farmers from Germany and abroad, with daily presentations in German and also in English and Russian at certain times. These

will feature the best daughter animals, including breeds such as Black-Pied/Holstein-Friesian/Red-Pied, German Simmental and German Brown.

**Special "Animal Feed" will set the standard**

Farmers and mixed feed companies manufacture high-grade livestock feed. In order to ensure efficient and profitable animal husbandry with healthy animals and high-quality products it is vital that the quality of self-produced or purchased animal feed is not impaired in the course of storage, transportation and mixing. Quality has to follow through all the way to the feeding trough. The new EU hygiene regulation that came into force on 1 January 2006 will also have an impact on the entire animal feed sector. The DLG is therefore picking up on this critical issue for livestock farmers and mixed feed companies and, in close collaboration with exhibitors at EuroTier 2006, will be staging a Special entitled "Feed hygiene LIVE - from the silo to the trough" in Hall 20. This will showcase solutions for keeping grinding and mixing equipment, dry-feed, slurry-feed and liquid-feed equipment and drinking water systems clean and also highlight potential weak points from a hygiene perspective. Another focal point of this EuroTier "Special" is the demonstration of feed processing techniques to ensure hygiene in compound and single animal feed. It will also present effective methods of preventing the deterioration of animal feed quality in the feeder. With this broad range of informative content, the animal feed "Special" will set new standards and is sure to attract considerable attention from livestock farmers and the mixed feed industry.

**BioEnergyEurope: the new source of information for everything you need to know about bioenergy**

With more than 250 exhibitors, BioEnergyEurope, being held for the first time under the auspices of EuroTier, will at a stroke become the most important source of information in Europe for all matters relating to bioenergy. Hall 27 and the adjacent outdoor area of the Exhibition Grounds in Hanover will be the venue for a presentation of the entire breadth of technological developments in the field of bioenergy (biogas from semi-liquid manure and energy crops as well as wood, energy cereals and biofuels) and solar energy. The presentation will be a unique forum in Europe, providing an unparalleled source of information for farmers and agricultural experts in the fields of animal husbandry and crop production as well as interested parties from industry, local authorities and the private sector. In addition to what's on offer from the exhibitors, the DLG will also be providing a comprehensive programme of events in collaboration with its partners as part of BioEnergyEurope.

- All-day forums featuring user-focused talks and presentations, in collaboration with Biogas Trade Association (Fachverband Biogas e.V., Freising) and others.

- A Special "Biogas" with sample demonstrations of the end-to-end process in collaboration with the The Association for Improving the Framework for Farm Building Construction and Livestock Conditions (BFL).
- A Special "Generating Heat from Wood and Straw" in collaboration with the Association for Forestry and Forest Technology (KWF).
- Independent, well-informed advice and individual discussion in a special advice centre covering all the following areas: wood, energy cereals, biofuels, biogas, solar energy.

One particular highlight will be the BioEnergyEurope event on 15 November 2006, organised in collaboration with the German BioEnergy Association (BBE), where speakers on the subject of the future of bioenergy will include the Chief Economist of Deutsche Bank, Prof. Dr. Norbert Walter, the Deutsche BP AG head of country Dr. Uwe Franke, and Helmut Lamp, Chairman of the German BioEnergy Association.

#### **Aquaculture now a firm fixture at EuroTier**

The "Marketplace for aquaculture" will once again be the focus of attention for many trade visitors to EuroTier 2006 from both Germany and abroad. Leading technology and equipment companies and a number of other suppliers and institutions from the areas of aquaculture, mariculture, inland fishery and environmental technology will be represented in Hall 23. The international fish food industry and suppliers of technology, equipment and general supplies are increasingly focusing on the international marketplace provided by EuroTier. The concept of combining information (Forum Aquaculture) and advice (Aquaculture Advice Centre) with an international array of exhibitors and a strong agriculture segment, precisely matches the needs of the sector. Members of the Association of German Freshwater Fisheries (VdBi) will be using the EuroTier platform to stage their general meeting on 15 November 2006 in Hanover.

#### **International technical programme**

The VDI Knowledge Forum, in conjunction with the VDI's Max-Eyth Society for Agricultural Engineering (VDI-MEG), will stage their international symposium entitled TIER.TECHNIK on 13 November, marking the start of EuroTier 2006. 2006 will see the implementation of the first "cross-compliance" controls in the wake of new regulations on compliance with environmental, food safety, animal feed safety, animal health and animal welfare legislation. "Food from the farm" has therefore been chosen as the main theme for the TIER.TECHNIK symposium at the Hanover Exhibition Grounds Convention Centre (CC). Focusing, amongst other things, on process management, feed quality and documentation, the aim of the symposium is to outline the challenges of modern agricultural production and the production processes involved in animal husbandry and to examine some of the

technical solutions that are available to help farmers meet cross-compliance requirements. The target groups for this event are the companies that develop and market animal husbandry solutions, scientific institutions, agricultural organisations, representatives of the meat/food production industry, veterinary practitioners, advisers and entrepreneurial farmers. Further information on the TIER.TECHNIK international symposium is available at [www.wissensforum.de](http://www.wissensforum.de).

The EuroTier Pig Event and EuroTier Dairy Event provide a forum for leading international farmers to meet and discuss topical issues. Both events are being held on 13 November 2006, on the evening before the opening of the exhibition, in the Convention Centre. These events are important meeting places where participants can make contacts and gather information. A distinguished speaker will address a highly topical issue at each event, providing thought-provoking ideas for the future. During the events, the title of EuroTier Pig Farmer 2006 and EuroTier Dairy Farmer 2006 will be bestowed by an independent jury upon Europe's leading farmers in the respective sectors for the first time.

There will also be specific forums for individual types of livestock at which scientists, consultants, suppliers and farmers will give fascinating presentations on the latest trends and key developments in the sector.

### **"World Poultry Show" to be part of EuroTier again in 2008**

In 2004, the DLG, in collaboration with exhibitors and other organisations, successfully launched the concept of the "World Poultry Show" as part of the EuroTier exhibition. The show provided a prominent global platform for the international poultry industry. In accordance with the wishes of a number of exhibitors with regard to the structure of international exhibitions in Europe, the next "World Poultry Show" at the EuroTier exhibition will not be staged until 2008. Accordingly, there will be no dedicated poultry section with housing systems and processing at EuroTier 2006. Poultry farmers at this year's EuroTier will find information on breeding and on feed, animal health and bioenergy in the cross-species section of the exhibition. The Central Association of the German Poultry Industry (ZDG) will be holding a seminar at the Convention Centre (CC) at the Exhibition Grounds in Hanover on 13 November 2006.

### **Central location with a major influence on all the main processing centres in Europe.**

EuroTier is staged in Hanover, right at the heart of Europe and surrounded by a number of regions that are already the focus of large amounts of capital investment. It is also very close to the emerging markets of central and eastern Europe. Hanover also has the largest Exhibition Grounds in the world, with state-of-the-art exhibition halls providing the ideal location for both visitors and exhibitors at EuroTier 2006. The various exhibition areas are

clearly laid out across nine single-storey, easily accessible halls, ensuring that visitors can find their way around with ease and use their day at the trade fair to optimum effect. The adjacent Convention Centre (CC) provides outstanding facilities for hosting specialist trade conferences. The city of Hanover has excellent transport links and offers a wide range of high-standard accommodation, both in hotels and private rooms. Major road and rail links converge in Hanover thanks to its location at the heart of Europe, and the city is just a short flight from all the major European population centres. As in previous years, DLG has once again arranged a direct bus transfer from Langenhagen airport to the exhibition grounds during EuroTier 2006. Visitors arriving by car have the benefit of 50,000 parking spaces in the immediate vicinity of the trade fair grounds.

**Online information in various languages**

DLG has set up a special, multilingual online information service to provide quick and easy access to information about EuroTier 2006. All the information is available in German and English and some is available in a number of other languages. The online information service is continually updated and features a news service as well as information about the exhibitors, the travel service and the international symposium. The internet address is : [www.eurotier.de](http://www.eurotier.de).

**Strong visitor numbers anticipated**

The DLG has registered substantial interest by visitors from both Germany and abroad. On the basis of advance enquiries, large numbers of visitors are expected from western and northern Europe, and a number of people have already indicated their firm intention to visit the exhibition. A lot of trade visitors are also expected from central and eastern European countries, mostly from Poland, Russia, the Czech Republic, Slovakia, Hungary, Ukraine and the Baltic countries.

The response from potential visitors to date has been extremely encouraging. No forward-looking livestock farmer can afford not to take advantage of the tremendous array of information on offer at EuroTier. The DLG has no doubt that the exhibition will attract visitors from the field of professional animal husbandry in the numbers predicted. The DLG anticipates visitor numbers once again in excess of 100,000.