

**The Oxford Farming Conference**  
**DLG Travel Scholarship – Agritechnica 2017**



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## Introduction

I attended the Oxford Farming Conference in January 2017 as a Yorkshire Agricultural Society Scholar. Although not directly from a farming background, my agricultural experiences involve; sheep, dairy and arable on farms in the UK and in New Zealand. After attending the conference in January, myself, Robert Proud and Jordan Clark were competitively selected to visit Hannover and attend Agritechnica in November as



part of the Oxford Farming Conference DLG Travel Scholarship. Agritechnica is the world's largest agricultural machinery show held bi-annually in Hannover. With over 32 halls in a 10-mile perimeter, Agritechnica attracts approximately 450,000 visitors. Whilst in Hannover, we were hosted by the Junge DLG, a branch from the DLG (Deutsche Landwirtschafts Gesellschaft), similar to the NFYFC.

## Max Eyth

For our first night in Hannover, we attended the Max Eyth Event that officially opened Agritechnica. Max Eyth was the founding engineer of the DLG in 1885. To date, the society has over 25,000 members and leads as an organisation in the agricultural industry. The DLG operates globally by promoting technical and scientific research to set standards and enhance progression. The opening of Agritechnica is therefore run by the DLG and dedicated to Max Eyth. Innovative agricultural technologies and concepts are submitted to the DLG for judging in the Innovation Awards that are then presented at the Max Eyth event. Over 300 products from 175 exhibitors were submitted in 2017 covering the categories of; tractors and transport technology, technology and software, quality enhancing machinery and crop protection. The event was officially opened by Carl Albrecht Bartimer, President of the DLG. The Agritechnica 2017 Gold and Silver Innovation Awards were then presented by an international expert panel. The concepts that substantially improve or introduce and new product or process are eligible for the Gold Innovation Awards. The Silver Innovation Awards are dedicated to products that improve a known process. 29 Silver Innovation Awards were awarded at the event as runners-up with two Gold Innovation Awards presented to conclude the evening. The two Gold Innovation Awards were presented to Kemper for their Stalk Buster developed in conjunction with John Deere and to Claas for their CEMOS Auto Threshing system for CLAAS straw-walker and hybrid combine harvesters.



## The Exhibition



We attended the exhibition for three of the days spent in Hannover. During this time, we had meetings arranged with; Pöttinger, Lemken, Väderstad, Massey Ferguson, Fendt, John Deere and JCB. This was a fantastic experience to speak to marketing specialists and CEO's and get a feel for farming and innovation within Europe. These companies are some of the largest and leading agricultural engineering and machinery companies

globally. It was therefore fantastic see their range of machinery and technologies on display and to hear what the companies have achieved in recent years. It was also interesting to see, from all the exhibitors at Agritechnica, how concepts and technologies are being developed in Germany and what their manufacturers and engineers are working towards in the future. The future of agriculture has never been more uncertain however, this should be seen as exciting as it provides opportunities for everyone involved within the industry. Global agriculture must become more environmentally and economically sustainable to supply enough food to meet the demand of our ever-increasing population. A highlight of mine at the exhibition was therefore looking around the crop protection halls and speaking to companies including; Topcon and Bayer Crop Science about the future of crop protection.

## Massey Ferguson

Massey Ferguson was the main sponsor for the DLG Travel Scholarship. As well as being given a tour of the AGCO hall, we also spent an afternoon with Campbell Scott and Helen Brady at Massey Ferguson doing some promotional videos and a photo shoot with the Ideal Combine Harvester and several other MF machines. A great time was had by all the scholars as seen in the image to the right where we all tried to fit into the cab of the new MF 3709 that was launched at Agritechnica.



## Frischgeflügel

In addition to the exhibition, we spent a day with members of the Junge DLG on a couple of visits. The first was to a chicken slaughter house and processor outside of Hannover. Frischgeflügel established their chicken meat processors and hatcheries in 2003 with an expansion, to the site we visited, completed in 2007. Over 3.6 million chicks are produced each week from 300 partner farms. Although there is a growing

demand for chicken meat in Germany, further expansions and construction approvals are being refused by the German Government. In terms of the processing unit that we



visited, 340,000 tonnes of chicken carcass weight are slaughtered every year. With approximately 2100 employers at Frischgeflügel, they have 35.5% of the chicken meat market share in Germany. Although I am very glad we visited Frischgeflügel in the morning, and therefore on an empty stomach, it was very interesting to see the slaughter and preparation process of chicken.

### Hemme Milch

Hemme Milch is a 420-head dairy herd near Hannover that was established in 1589. They are continually expanding and currently milk three times a day in their floating rotary parlour, as shown in the image below. The farm produces between 10-12,000L of milk each day and buys almost the same amount again from two neighbouring farms. Hemme Milch also have a milk processing unit on site and make a wide range of products to sell to supermarkets but also directly to consumers in the North-West region of Germany. Some of their products include: milk, yoghurt, iced coffee, custards and flavoured milks. As well as a tour of the farm, we also had the opportunity to try several of the Hemme Milch products. It was brilliant to see how a family run business had built up over nearly 430 years and how expansion and diversification more recently has provided much of their success.



### Conclusion



Agritechnica was a fantastic experience and I will be eternally grateful to the OFC and Massey Ferguson for the fantastic opportunity. Additional thanks must go to Matthew Naylor, Robert Yardley and the Junge DLG for organising the trip and hosting us. Most of the technologies and developments exhibited at Agritechnica made a focus towards precision agriculture and sustainability. This is very relevant given the position of UK and global agriculture and I look forward to following how these advances develop in the future. I hope that this trip is as successful in the future and I look forward to sharing my experiences further with future DLG Travel Scholars at the 2018 Oxford Farming Conference.