



AWARD AND JUDGING REGULATIONS of the „DLG Agrifuture Concept Winners 2025“



1. Objective and responsibilities

The „DLG Agrifuture Concept Winners“ are organised by DLG e.V. („DLG“ – German Agricultural Association) at the world's leading trade fair AGRITECHNICA.

To this end, visionary agricultural engineering concepts and technologies that provide decisive impulses for the future viability of crop production worldwide are awarded. The award focuses on the technical possibilities in the next 5 to 10 years and takes a look at the realistic chances of implementation. The technical implementation is in the hands of an independent jury consisting of members of the Young DLG and international experts.

2. Participants

All approved exhibitors at AGRITECHNICA 2025 and SYSTEMS & COMPONENTS 2025 whose concepts and technologies fall within the areas listed below can participate in the DLG Agrifuture Concept Winners. This also applies to joint registrations. Participation is voluntary and is not linked to any additional, direct costs. The participant bears the sole responsibility for compliance with all relevant statutory provisions and these DLG Award and Test Regulations.

3. Approved concepts and technologies

Only concepts and technologies from the areas of primary crop production and post-harvest management are eligible.

The following are excluded from participation

- Concepts and technologies that cannot be assigned to one of the areas listed above;
- Services, farm inputs and varieties;
- Concepts and technologies that have already been exhibited, demonstrated or awarded a prize at a trade fair or other event with a product presentation;
- Concepts and technologies for which the market maturity is so far advanced that implementation can be expected in 1-2 years.

Concepts or technologies submitted for a DLG Agrifuture Concept Winner cannot be submitted simultaneously for the AGRITECHNICA Innovation Award or the SYSTEMS & COMPONENTS Trophy. Double submissions will result in disqualification from the competition.

4. Registration procedure

Each concept and technology must be registered individually. Complete registration takes place exclusively online via the Exhibitor Service Portal (<https://portalagritechnica.dlg.org>). Registration by post, fax or e-mail is not permitted and will not be accepted. The registration language is English. The closing date for entries is 18th July 2025. Online registration will be available until the closing date (midnight on 18th July 2025).

4.1 Joint applications are possible. In this case, the application must be marked as a joint application and all partners must be named (see point 2). In the innovation magazine, the concept or technology is presented in this case as a joint application with all partners involved.

4.2 Comprehensible and concise highlighting of what is worthy of the future and originality

The mandatory criteria section of the application form must be completed in full; the selectable criteria should be completed as fully as is relevant. The future potential, the practicality and the actual feasibility of the concept or technology must be evident. The extent to which the concept or technology is transferable to other important agricultural regions as well as its potential contribution to resource protection and sustainability goals should be described and presented in a generally plausible and comprehensible way. The application documents must therefore clearly explain the originality and future viability of the concept or technology that forms the basis of the application and outline the general conditions that would be necessary for it to be implemented in different agricultural regions.

4.3 Image and video material

In evaluating submissions, the panel of judges will not be referring to any image or video material. Applicants may, however, submit up to three images as a file (JPG or PNG format with 300 dpi resolution) or a video of up to three minutes as mp4 for later use in the media. All publication and reproduction rights are thereby transferred to DLG.

4.4 Binding registration deadline

All entries and image or video materials must be uploaded to the Exhibitor Service Portal (<https://portalagritechnica.dlg.org>) by the specified registration deadline (18th July 2025).

Applications received after the closing date and applications that are incomplete or do not meet the requirements described above will be excluded from participation in the competition. The DLG assures that all submitted materials, unless they are required for the presentation and publication of the concept or technology in the Innovation Magazine, will be treated as strictly confidential.

The award decision will be announced in coordination with the DLG Marketing Service Department.

5. Principles of evaluation

For the assessment of the DLG Agrifuture Concept Winners, the DLG will appoint an independent jury, composed of young professionals from the Young DLG with the involvement of international experts. The judges for the DLG Agrifuture Concept Winners award will base their decision on the mandatory and selectable criteria:

Mandatory criteria (75 % of the total score):

- Innovative character
- State of the art
- Practical relevance
- Transferability to other agricultural regions
- Real chance of feasibility
- Sustainable Development Goals as laid down by the United Nations

Selectable criteria depending on whether they apply to the concept or technology (25 % of the total score):

- Climate
- Soil
- Water
- Biodiversity
- Nutrients
- Plant conservation
- Labour management

The award winners will be selected in two stages.

Stage 1: Determination of a shortlist

The jury appointed by the DLG will draw up a shortlist of up to 10 concepts and technologies from the applications received in mid-September 2025 of each AGRITECHNICA year.

Stage 2: Determination of award winners

The shortlist is presented to a panel of experts consisting of members of the DLG expert committees as well as international experts responsible for the subject. In an online vote, the panel of experts selects up to five DLG Agrifuture Concept Winners from the shortlist based on the highest ratings and awards them the corresponding title. The decision cannot be appealed. The judges' decision is final.

Entries for which are listed on the short list, but which are not awarded as DLG Agrifuture Concept Winners, will be mentioned in the AGRITECHNICA Novelty Magazine.

Award-winning concepts and technologies must be presented as a realistic product, as a model or as an animated video presentation at the exhibitor's stand at the time of the exhibition.

6. Awarding the prize

The winners will be announced at the DLG Agrifuture Concept Winners ceremony. Before that, the shortlist will be presented to the public in end of September.

The award-winning companies will be published by the DLG on the AGRITECHNICA website in German and English. All award-winning concepts and technologies will be presented with pictures and product information. The shortlist will be published separately. If an exhibitor fails to receive an award, the jury is not obliged to give the exhibitor reasons for the rejection.

The winners will receive a certificate and an award for each winning concept or technology.

In the case of a joint application, each of the participating companies will receive a certificate and an award.

If video or image material is to be presented as part of the award ceremony, DLG reserves the right to edit the material provided. In addition, the national and international trade and business press will be informed about the shortlist of concepts and technologies selected by the jury in the run-up to AGRITECHNICA.

7. Advertising with award-winning concepts and technologies

Advertising is voluntary and permissible:

- with the certificate
- with the award (colour or b/w)
- with textual references to the award (e.g. in press releases, advertisements, on the Internet)
- as well as with other campaign logos or communication materials defined in advance by the DLG and approved for advertising

7.1 Permitted types of use

- Certificates and awards may be reproduced in all sizes, but the ratio of width to height must remain the same. Changes to the award (e.g. text, colours) are not permitted.
- The production of duplicates of the certificate and the award is not permitted.
- The award marks and other design materials defined by the DLG can be retrieved from the DLG as a data set in the form of a four-colour or b/w illustration.

7.2 Advertising regulations Uniqueness

Advertising with the award symbols and textual references to the DLG Agrifuture Concept Winners award is only permitted in close connection with the naming of the award-winning concept or technology. It must be clearly visible at which exhibition and on the basis of which innovative features the concept or technology was awarded. The year of the award shall be indicated.

7.3 Exclusivity

Only the award-winning concept or technology with the features presented for testing may be advertised. Corporate or image advertising detached from the concept or technology is not permitted.

7.4 Specification of sender

The award winner must be visible.

7.5 Advertising duration

The advertising period is left up to the manufacturer, stating the year of the award and in connection with the award-winning concept or technology.

7.6 Ban on misleading information

In advertising measures, care must be taken to avoid anything that could give rise to misleading perceptions. All information must comply with competition law. The responsibility for this lies solely with the participant or his/her legal successor.

8. Withdrawal of the DLG Agrifuture Concept Winner

The DLG reserves the right to withdraw the awarded title if the award winner has not provided information regarding the awarded novelty that corresponds to the facts or if there are serious violations of the advertising regulations (see Point 7).

9. Damage claims

Damage claims are excluded unless they are based on intentional or grossly negligent actions. This does not apply in the event of injury to life, limb and health or so-called cardinal obligations, which are also based on slight negligence.

10. Final provision

By registering in the Exhibitor Service Portal, the Award and Inspection Regulations together with the appendices are legally binding for the participant.