AWARD AND JUDGING REGULATIONS
"EuroTier 2026 INNOVATION AWARD" - *as at: July 2026*

1. Objective and responsibilities

EuroTier showcases innovations and trends and acts as a trendsetter for the livestock industry worldwide. The “EuroTier 2026 Innovation Award” recognises groundbreaking innovations in the processing industry and supports them in their communication and promotion.

The Innovation Award is organised by DLG e.V. ("DLG" - German Agricultural Society). The technical implementation is in the hands of an independent and internationally staffed commission of recognised consultants, scientists and practitioners appointed by the DLG. The appointment period for members is two years, until a new commission is appointed by the DLG Executive Board.

1.1 Animal Welfare Award (Tierwohlmedaille)

In addition to the EuroTier gold and silver medals, a special prize will be awarded for products that particularly promote animal welfare and animal health. The Animal Welfare Award is presented jointly by the German Association of Practising Veterinarians (bpt) and the DLG. The prerequisite for this award is the presentation of a EuroTier gold or silver medal for 2026.

2. Participants

All approved exhibitors at EuroTier 2026 whose products are within the subject areas listed below can participate in the Innovation Award. 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 applicable legal regulations and these DLG award and testing regulations.

3. Product approval

Only products from the following subject areas are approved:

1. Farm inputs and technology for the use of farm inputs
2. Technology for fodder storage and production
3. Implements, accessories and spare parts
4. Husbandry and feeding technology for beef
5. Husbandry and feeding technology for pork
6. Husbandry and feeding technology for poultry
7. Husbandry and feeding technology for other species
8. Climate and environmental technology
9. Digital solutions for herd management and quality assurance
10. Milking and cooling technology
11. Barn and hall construction
12. Technology for solid and liquid manure, as well as poultry excrement
13. Transport, yard and grazing technology
14. Processing and marketing

The following are excluded from participation:

- Products that cannot be assigned to any of the subject areas listed above;
- Services, animal breeding and prescription products;
- Products that were available on the market (i.e. available for purchase for practical use) more than 12 months prior to the start of EuroTier 2026.

4. Application procedure

Each innovation must be registered individually. The complete registration of new products must be submitted exclusively via the Exhibitor Service Portal. Supporting documents and images can also be uploaded with this link. **Application by post, fax or e-mail is not permitted and will not be accepted.** The application languages are German or English. Online application will be available until midnight on the day of the closing date. The closing date for entries is **31 July 2026**. **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). On the website and in the EuroTier app, the innovation is referred to as a joint application involving all participating partners.

4.1 Clear explanation of the innovation and its benefits

The online form and the summary of the most important facts should be completed carefully. **The innovation achievement must be evident from this.** Therefore, the application documents must clearly explain what is new and advantageous about the registered product. The innovative product properties should be plausibly described and comprehensible and, if possible, supported by independent test and/or research results.

4.2 Image and video material

For illustration purposes in the media and as a selection aid for the commission, a maximum of **two** images as a file (jpg or tif formats with a resolution of at least 300 dpi) and **on**e video or animation (MP4, MOV or AVI format) may be attached. All publication and reproduction rights to the images are thereby transferred to DLG for use without restriction in terms of time, space and content in the context of communication activities relating to the competition. The participant ensures that it has all necessary rights of use to the submitted images, videos and other media content, and that their use in connection with the EuroTier Innovation Award does not infringe upon any third-party rights.

The participant releases the DLG from any and all claims that third parties may bring against the DLG in connection with the use of the submitted media content. This includes, in particular, claims arising from infringements of copyright, ancillary copyright or personal rights.

The release also covers the necessary costs of providing the DLG with an adequate legal defence. The participant undertakes to provide the DLG immediately with all information required for the examination and defence, in full and truthfully.

4.3 Binding application deadline

The complete documents must be uploaded to the online database by the specified closing date (**31 July 2026**). 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 innovation competition. The DLG assures that all submitted documents, as far as it is not required for the presentation of the products, will be handled strictly confidentially. The commission's decision will be announced in coordination with the DLG Marketing Service Department.

5. Testing principles

For the assessment of the innovations, the DLG will appoint an independent, internationally staffed commission of recognised consultants, scientists and practitioners. The chairmanship of the commission will be determined within the framework of the appointment by the DLG Board of Directors.

In addition to the members of the commission, external experts can be consulted on specific issues as needed. These are bound to strict confidentiality when consulted.

The members of the commission remain on the committee until a new commission is appointed by the DLG Board of Directors. The commission is subject to a code of ethics (compliance regulation) and meets the requirements of:

- Independence and neutrality
- Competence to assess the registered innovations
- Practical orientation

On the basis of the submitted documents, the commission will make its assessment for inclusion in the list of innovations and for the awarding of the gold and silver medals as well as the Animal Welfare Award There is no entitlement to the publication of the basis for the assessment.

5.1 Evaluation guidelines for gold medals

A product with a new concept for which the function has changed decisively and the use of which enables a new method or has considerably improved a known method, is awarded an innovation gold medal. The importance in practice, animal welfare, the effects on operating and work management, the environment and the energy situation are decisive for the choice. The effects on simplifying work and on work safety are included in the evaluation.

5.2 Evaluation guidelines for silver medals

A product for which a known product has been developed further so that a considerable improvement in the function and the method is to be expected is awarded an innovation silver medal. Here the product does not completely meet the criteria for awarding an innovation gold medal.

The economic importance in practice, the performance, the quality of work and the operating safety are decisive for the choice. Furthermore, positive effects on animal welfare and the environmental and energy situation must also be taken into account.

Products for which the degree of innovation is judged to be sufficient by the commission and which are therefore assessed as innovations, but which are not awarded a gold or silver medal, will be featured in the list of innovations.

5.3 Evaluation guidelines for the Animal Welfare Award

The additional Animal Welfare Award is presented to a product that has already been awarded a gold or silver medal and that particularly meets the requirements for a higher animal welfare standard. Innovations in the areas of animal welfare and animal health are decisive for the selection.

Products that promote the practice of species-typical behaviour and positively support the health of the animals, are therefore particularly emphasised. Registration for the EuroTier Innovation Competition 2026 automatically includes registration for the Animal Welfare Award 2026.

The award is presented by the Innovation Commission (point 5 of the Award and Judging Regulations). The prize winner(s) will be announced during the announcement of the gold and silver medals.

Award-winning products must be fully functional at the time of the exhibition and available on the market in 2027. The exhibitor is obligated to provide self-disclosure regarding market availability. This takes place in two steps.

1. One year after the award, the exhibitor must provide information on the market availability of the award-winning innovation.
2. Shortly before the next EuroTier, the exhibitors' second statement is made as to whether the award-winning product is marketable.

6. Awarding the medals

Within the framework of the EuroTier Innovation Award, the innovation decision is made by the commission in accordance with the evaluation guidelines for gold and silver medals and the Animal Welfare Award in accordance with the evaluation guidelines for the Animal Welfare Award. The jury’s decision is final; legal action against the assessment procedure is excluded, unless required by mandatory statutory provisions.

If an exhibitor fails to receive an award, the commission is not obliged to provide the exhibitor with reasons for the rejection. Complaints are to be addressed to the chairman of the commission exclusively via the supervising employee from the DLG main office. All documents submitted will not be returned.

The award winners will receive a certificate and a medal for each product awarded a gold or silver medal. The winners of the Animal Welfare Award will also receive a certificate and a medal.

In the case of a joint entry, each of the participating companies will receive a certificate and medal in the event of an award.

6.1 Publication

The prize winners and their award-winning innovations will be published by the DLG on the EuroTier website and in the EuroTier app.

- The commission's decision will be announced to the manufacturers in coordination with DLG's Marketing Service Department.
- In addition, the national and international trade and business press will be informed in the run-up to EuroTier (approx. 6 weeks before it begins) about the awarding of the gold and silver medals as well as the award-winning companies and their innovations. The announcement of the winner(s) of the Animal Welfare Award will take place during the announcement of the gold and silver medals.
- All award-winning innovations will be published with a photo, product information and an explanatory text by the commission. If video or image material is to be presented as part of the medal award, DLG reserves the right to edit the material provided.
- All registered products that are evaluated by the commission as an innovation will be published in a separate list

6.2 Awarding of medals

During EuroTier the gold and silver medals as well as the certificates will be awarded in a highly publicised manner. The appropriate setting for the award ceremony will be determined by the organiser in advance of the event.

7. Advertising with award-winning products

Advertising is voluntary and permitted:

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

7.1 Permitted types of use

- Certificates and medals may be reproduced in all sizes, but the ratio of width to height must remain the same. Changes to the medals (e.g. text, colours) are not permitted.
- The production of duplicates of the certificate and the medal 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 text references to the Innovation Award EuroTier is only permitted in close connection with the naming of the award-winning product(s). It must be clearly visible at which exhibition and on the basis of which innovative features the product was awarded a prize. The year of the award shall be indicated.

7.3 Exclusivity

Only the award-winning product with the features presented for testing may be advertised. Corporate or image advertising separate from the product 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 product.

7.6 Prohibition of misleading statements

In advertising measures, care must be taken to avoid anything that could give rise to misleading perceptions (e.g. extending the use of the award in advertising to other products offered by the company). All information must comply with competition law. The responsibility for this lies solely with the participant or his/her legal successor.

8. Revocation of medals

The DLG reserves the right to withdraw the awarded gold or silver medal as well as the Animal Welfare Award if the award winner has not made statements regarding the awarded innovation that correspond to the facts or if there have been serious violations of the advertising regulations (see item 7). The same applies if the information on market availability (see point 5) is not received in time.

9. Liability

The DLG shall be liable without limitation for damages resulting from injury to life, limb or health, as well as for damages arising from wilful misconduct or gross negligence on the part of the DLG, its legal representatives or vicarious agents.

In the event of a breach of fundamental contractual obligations (cardinal obligations), the DLG shall also be liable in cases of slight negligence, but only for foreseeable, typically occurring damage. Essential contractual obligations are those that enable the proper performance of the competition in the first place and upon whose fulfilment the participant may reasonably rely.

Furthermore, the DLG shall not be liable for slight negligence.

10. Final provision

With the registration in the innovation database, the award and testing regulations are legally binding for the participant.