

Press release

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“The future starts here. Be part of it!”

Nordzucker is the specialist partner of the DLG Field Days this year, which is on beet cultivation.

Braunschweig, Germany, 9 May 2018

Yield improvement, digitalization and organic beet farming are the key topics that Nordzucker will be presenting as the specialist partner of the DLG Field Days from 12 to 14 June 2018 in Bernburg. “The future starts here. Be part of it!” is the slogan addressed to all visitors, encouraging them to collect information, compare notes and discuss the latest trends and prospects for beet farming with colleagues at the stand and in various specialist forums.

The Nordzucker tent is situated at the south entrance to the DLG Field Days (Stand V/F14). Visitors will find the central information point for beet cultivation here, in an exhibition area of 1,500 sq m. Our co-exhibitors are the industry association DNZ e.V. and ARGE NORD, a registered interest group devoted to promoting beet farming in northern Germany.

Visitors will gain an all-round impression of the many consulting areas related to sustainable beet cultivation and the various experimental activities being carried out.

The “Digitalization” section gives visitors the chance to have a look at the digital world of Nordzucker. They can try out its latest product – the AgriPortal mobile app – or put the advisory platform AgriPortal Consult to the test. They offer growers mobile and digital information, statistics and interactive decision-making tools related to beet cultivation.

But it's not all work and no play: the interactive quiz enables visitors to test their specialist knowledge and win prizes, or to take a look at a miniature sugar plant developed by apprentices at Nordzucker.

Nordzucker specialist forums

Information and debate

Three specialist forums, as well as Nordzucker's tented area, give visitors the chance to discuss the following topics with hands-on experts.

Digitalization in beet cultivation: On the first day, there will be a panel discussion with Dr Johannes Sonnen (DKE-Data), Josef Hubertus Bosch (FarmFacts), Nico Loewel (Nordzucker) and other guests, moderated by Dirk Wollenweber (Beet Growers' Association, South Lower Saxony), to debate the opportunities for beet growers offered by digital advisory platforms or the compatibility of data along the entire process chain.

The future of sugar beet: The "Future of Sugar Beet" forum on the second day of the event is a real highlight. The experts Cort Brinkmann (LBB Göttingen), Dr Christoph Wedde (Chamber of Agriculture, Lower Saxony) and Clemens Meißner (Agricultural Cooperative Magdeburg) will discuss with moderator Christina Heidkamp-Heineke (ZAV Niedersachsen-Mitte/Süd) and the visitors how beet cultivation can stay competitive in the new market environment.

Prospects for organic beet cultivation

The organic segment and the market for organic sugar from beet is growing. Nordzucker has started to grow and process organic beet, and intends to develop this area sustainably. Interest from farmers is also increasing. A lot of farmers are currently exploring the opportunities of organic farming and are considering making a change to their farming practices. As a result, Nordzucker will also be present at the DLG Special Organic Farming stand (V/M 16b), which will be there for the first time. At the forum, you can discuss the prospects for organic beet cultivation with Thilo Hahnkemeyer (Nordzucker) and the organic farmer Jonas Schulze.

Overview of all the programme highlights in which Nordzucker is involved:

12 June 2018, 2:30 –3:30 p.m., Forum 1, Stand GK 51:
Panel discussion: Digitalization in beet cultivation

13 June 2018, 1:30–2:30 p.m., Forum 1, Stand GK 51:
Panel discussion: The future of sugar beet – beet cultivation in the new market environment

14 June 2018, 11:30 a.m.–12:30 p.m., Forum 3, Stand GZ 04:
Prospects for organic beet cultivation

To find out more:

www.nordzucker.de

<https://agriportal.nordzucker.de>

www.arge-nord.de

Background

The Nordzucker Group, based in Braunschweig, Germany, is one of the leading sugar manufacturers in Europe. The Group also processes sugar beet into bioethanol and animal feed. Sustainability along the entire value chain is a top priority for the company. A total of 3,200 employees and 18 production and refinery facilities across the Group ensure excellent products and services, providing a strong foundation for further growth.