

Invitation

25-26 November 2026 · Denmark

AGROMEK 2026

Regenerative Agriculture Press Tour

Healthy soils as the foundation of a sustainable and productive food system

An invitation to international agriculture & food journalists

Hosted by Agromek, the Danish Food and Agricultural Journalists Association (DFAJ) & Food Nation Denmark

Photo: Hougaard Niels

In cooperation with



Solutions for tomorrow
By Denmark

Danske Fødevare- og
Landbrugsjournalister



Welcome to Denmark

On the occasion of Agromek 2026, Northern Europe's largest joint agricultural fair, we are pleased to invite you to Denmark.

With around 60% of Denmark's land area dedicated to agriculture, Denmark provides a valuable setting for exploring how regenerative farming practices can be integrated into a modern and productive agricultural sector. Across the food value chain, farmers, researchers, technology providers and food companies are collaborating to improve soil health, strengthen biodiversity and enhance climate resilience, while maintaining a productive and competitive agrifood sector. Several food companies have already integrated regenerative principles into their supply chains, recognising that resilient food production begins with healthy soils.

After a day at Agromek, the organisers have planned an attractive two-day tour that shows several aspects of the value chain. There will be a captivating programme showcasing Danish agriculture, food production and technology – from primary production and regenerative farming to processing, cooperation and innovation. The programme will also provide insight into the policy framework shaping the future of Danish agriculture, including the Green Tripartite Agreement and Denmark's upcoming emissions-based nitrogen regulation.

The tour includes visits to selected Danish companies and organisations, where participants will gain first-hand insight into Danish approaches to sustainable and efficient food and agricultural production (*Please note that specific biosecurity precautions apply to the farm visits and are outlined in the programme*). Across the Danish food and agriculture cluster, companies work closely with researchers and authorities to develop long-term solutions that strengthen productivity and resource efficiency, contributing to meeting the world's growing demand for food while supporting a more sustainable and resilient food system for future generations.

The objective of the tour is to invite international journalists to Denmark in connection with Agromek 2026 and increase awareness of Danish agricultural, food and agrifood technology solutions. The tour allows journalists to learn more about Denmark as a food and agricultural nation, visit companies, meet with experts and gain insight into technologies and solutions that are relevant to the future of farming.

We look forward to this trip and to welcome you to Denmark!

At a glance

Dates	Monday 23 – Thursday 26 November 2026
Language	English
Hosts	Agromek, the Danish Food and Agricultural Journalists (DFAJ) and Food Nation Denmark
Eligibility	Agromek offers this opportunity to 10 members of ENAJ and 10 members of IFAJ . Applications will be assessed in collaboration with ENAJ and IFAJ. Please do not apply through both routes.
Travel & accommodation	Agromek covers flights from the nearest European airport, booked through the organiser, OR compensation of up to EUR 1,000 for travel expenses where you buy your own ticket and send a reimbursement form. The latter option requires flying economy class. To receive the compensation, you need to get clearance from the organiser, before you buy the ticket. All accommodation during the planned press trip is also paid for by either Agromek or DFLJ. In addition, Agromek covers accommodation and programme-related transport in Denmark. Participants are responsible for any additional travel or private expenses. Should you wish to extend your stay in Denmark, you may book additional hotel nights at your own expense. The price is DKK 1,250 per additional night. If you would like the organisers to arrange the additional accommodation, please indicate this during registration. Additional nights are subject to hotel availability and will be invoiced separately.
Hotels	Scandic Regina Herning (during Agromek) and Hotel Cabinn Vejle, Dæmningen 6, 7100 Vejle (study tour).

Registration

Deadline for application: **13 September**

Please apply through the IFAJ form here:

<https://ifaj.fillout.com/t/bkdZJUVt5eus>

Programme

The press tour begins with a full day at Agromek 2026 in Herning, Northern Europe's largest agricultural machinery exhibition. The programme for Agromek is packed with both machines and tools for the field, engineering, equipment and aids for livestock farming as well as a grand exhibition of breeding cattle. On the [Agromek website](#), you can find a lot of practical and useful information about the exhibition such as a list of exhibitors, a list of sectors, floor plans and new press releases. By October, you can also find a list of the approved product news being displayed at this year's trade fair.

Selected activities at Agromek 2026:

- Agromek Stars
- Various awards
- Cattle exhibition in Hall Q
- Danish Association for Construction and Building in Hall C
- Energy hall and conference in Hall K
- Main Stage in Hall D
- Day of Potatoes

The two-day regenerative-agriculture study tour then follows the schedule below. Times are indicative and may be adjusted.

To participate in the farm visits, participants must have stayed in Denmark for at least 48 hours prior to the visit. Participants arriving from countries or regions with active outbreaks of foot-and-mouth disease (FMD) must have stayed in Denmark for at least 120 hours. Participants who are unable to meet these requirements will join the programme at the next scheduled stop, where transportation will be arranged.

For any questions regarding these requirements, please contact Frederik Thalbitzer, whose details are listed below under travel information.

DAY 1 · Monday 23 November 2026

Time	Programme
Arrival <i>Afternoon/ evening</i>	Check-in Scandic Regina Herning · Fønnesbechsgade 20, 7400 Herning 17:45 meet in the hotel lobby
18:00	Agromek Press dinner <i>Agromek welcomes the participants and presents the exhibition and the political situation in Danish agriculture.</i>

DAY 2 · Tuesday 24 November 2026

Time	Programme
06:30- 08:00	Breakfast available
08:15	Official opening of Agromek <i>Agromek is open 09:00 to 17:00</i>
09:30	Guided tour of the fair
11:00	Agromek Award
18:00	Agromek Evening Dinner <i>The Agromek Evening Dinner</i>

DAY 3 · Wednesday 25 November 2026

Time	Programme
06:00- 07:45	Breakfast (available from 06:00) · Check-out 07:45 meet in the hotel lobby

Time	Programme
08:00	Departure from Scandic Regina Herning <i>Presentation by Food Nation on the coach</i>
08:50	Arrival at Baungaard · Sødoovervej 44, 7182 Bredsten
08:50-11:00	Introduction to regenerative crop production, beef cattle farming and nature management with Andreas Bak . Topics include: ▪ The Green Tripartite Agreement ▪ New nitrogen regulations ▪ Practical regenerative farming approaches NB: Participants will visit several locations across the farm. Please bring suitable outdoor footwear.
11:00	Departure from Baungaard
11:45	Arrival at FarmDroid · Industrisvinget 1, 6600 Vejen
11:45-12:15	Lunch
12:15-14:00	Guided presentation and tour at FarmDroid Introduction to FarmDroid's solar-powered field robots, which perform precision seeding and mechanical weed control - reducing the need for chemical crop protection and lowering energy consumption in field operations
14:00	Departure from FarmDroid <i>Presentation on Denmark's new nitrogen regulation by the Danish Association of Agricultural and Food Journalists (DFAJ) on the coach</i>
14:45	Arrival at Carlsberg Brewery · Vestre Ringvej 111, 7000 Fredericia · TBC
14:45-15:30	Coffee break
15:30-17:00	Guided presentation and tour at Carlsberg brewery in Fredericia ▪ Brewery tour ▪ Discussion on regenerative malting barley ▪ Customer expectations and sustainability requirements ▪ Supplier partnerships ▪ Beer tasting
17:00	Departure from Carlsberg

Time	Programme
17:45	Arrival at Hotel Cabinn Vejle · Dæmningen 6, 7100 Vejle ▪ Check-in
18:45	Meet in the hotel lobby and walk to the restaurant
19:00	Dinner at Restaurant Flammen · Sjællandsgade 19, 7100 Vejle

DAY 4 · Thursday 26 November 2026

Time	Programme
06:00-07:45	Breakfast (available from 06:00) · Check-out 07:15 meet in the hotel lobby
07:30	Departure from hotel
08:30-09:45	Arrival at Arla Dairy Center · Arlavej 2, 6070 Christiansfeld ▪ Guided tour of the cheese production facility ▪ Presentation on the dairy's sustainability initiatives, including production processes, packaging solutions and water management
09:45	Departure from Arla
10:30	Arrival at DLG, Fredericia · Ballesvej 2, 7000 Fredericia Presentation on: ▪ DLG's work with regenerative agriculture ▪ Collaboration with farmers ▪ Contract models and market development
12:00	Lunch at DLG
12:30	Departure from DLG

Time	Programme
13:30-15:00	Arrival at Dairy Farmer Søren Røndbjerg · Øgelundvej 102, 7323 Give ▪ 350 dairy cows ▪ Cameras for breeding and management purposes ▪ Input from breeding company VikingGenetics NB: To participate in this farm visits, you must have been in Denmark for at least 48 hours. If you are arriving from a country affected by foot-and-mouth disease (FMD), you must have been in Denmark for at least five days before participating.
15:00	Departure
15:30	Arrival at Billund Airport · Terminal 1, 7190 Billund

We reserve the right to make changes to the programme without prior notice.

Background & further reading

To help you prepare, this section gathers short background on the companies and organisations on the programme, together with selected reading and listening from Food Nation on regenerative agriculture and healthy soils.

Agromek 2026 When & About Read more	24-27 November 2026 Agromek is Northern Europe's largest agricultural fair and gathers decision-makers, companies and professionals from across the industry. https://www.agromek.com/
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Dairy Farmer Øgelund

When & About

26 November 2026

Øgelundgård is a family-owned dairy farm near Give, operated by third-generation farmer Søren Røndbjerg. The farm is recognised as one of Denmark's leading RDM breeding herds and combines innovative breeding, data-driven decision-making and close collaboration with advisers to continuously improve productivity, animal performance and farm competitiveness.

Baungaard

When & About

25 November 2026

Baungaard is a farm in Bredsten showcasing Danish regenerative farming practices, with a focus on minimal soil disturbance, diverse crop rotation and continuous soil cover to support soil life, biodiversity and long-term soil fertility.

Read more

<https://baungaardlandbrug.dk/>

Carlsberg, Fredericia Brewery

When & About

25 November 2026

Carlsberg Fredericia Brewery is Denmark's largest brewery production sites and part of one of the world's leading brewery groups. The brewery demonstrates how large-scale beverage production can be connected with more sustainable sourcing of raw materials, including regeneratively grown barley and wheat, as part of Carlsberg's Brewing Tomorrow ESG programme.

Read more

<https://www.carlsberggroup.com/>

Arla, Christiansfeld Dairy Center

When & About

Read more

26 November 2026

Arla Foods is the fifth-largest dairy company in the world and a cooperative owned by more than 12,500 dairy farmers. Arla Foods Christiansfeld Dairy Center is a distribution centre for fresh dairy products, including sweet, cultured and flavoured products. Located south of Kolding, the centre brings together dairy production and logistics operations.

<https://www.arla.com/>

DLG Group

When & About

Read more

26 November 2026

DLG Group is a farmer-owned cooperative headquartered in Fredericia and one of Europe's leading companies within food, energy and building materials. Owned by 25,000 Danish farmers, DLG works to support farmers' competitiveness and contribute to future food production through agricultural inputs, crop trading and services across the value chain.

<https://www.dlg.dk/en/dlg-group/about-us>

FarmDroid

When & About

Read more

25 November 2026

FarmDroid is a Danish ag-tech company based in Southern Denmark and the company behind the world's first fully automatic Seed-n-Weed robot. By combining solar power, precision technology and automation, FarmDroid supports farmers in reducing manual labour and production costs while promoting more resource-efficient crop production.

<https://farmdroid.com/>

Further reading & listening from Food Nation

Report: The Potential of Regenerative Agriculture in Denmark

Food Nation, Boston Consulting Group and the Danish Society for Nature Conservation have co-authored a new report documenting the economic and environmental potential of regenerative agriculture in Denmark. The report emphasises a gradual and flexible transition, adapted to each farm’s climate and soil conditions, with potential benefits for CO2e reduction, biodiversity and water management.

[Read the report here](#)

Global Food Talk: Ensuring healthy soils as the foundation of sustainable food for all

In connection with UN World Soil Day, Food Nation hosted a Global Food Talk on how healthy soils support food security, climate resilience and sustainability, with perspectives from policy, research and industry. The talk offers a broader context for understanding the role of soil health in regenerative agriculture

[Listen here](#)

