



Frankfurt, Germany
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DLG announces winners of the Agri Influencer Award 2025

Award for outstanding public outreach on social media channels – Winners in German language and International category – Award ceremony at the Young Farmers Party at Agritechnica on November 14 – 2026 award presentation at EuroTier 2026

(DLG). Yesterday evening, 14 November, the German Agricultural Society (DLG) presented the winners of the “DLG Agri Influencer Award.” The award honors individuals who share agricultural topics with authenticity and expert insight, engaging large audiences across social media, fostering dialogue between agriculture and society. For the first time, the award recognized first, second, and third places in two categories: “German-speaking” and “International.”

“Whether farmer or consumer, social media has become an integral part of both our professional and personal lives. Platforms like Instagram and TikTok offer tremendous opportunities to reach people, share knowledge about agriculture, and promote dialogue across industry boundaries. This year’s award winners have mastered the art of using these channels: with expertise, humor, and a keen eye for detail, they take their followers onto the farm every day, offering authentic insights into modern agriculture and daily life on their operations. For this outstanding commitment to digital communication, we are honoring them tonight with the DLG Agri Influencer Award 2025,” said Freya von Czettritz, CEO of DLG Holding GmbH, who presented the awards during the Young Farmers’ Party.

Attracting around 5,000 farmers, the Young Farmers’ Party is held at Agritechnica – the world’s leading trade fair for agricultural machinery. The award ceremony was hosted by Heike Zeller, Managing Director of aHEU and Chair of the Agri Influencer Award jury.

“The winners stand out for their quality content and genuine appeal. It’s remarkable to see such professional communication alongside the demanding work on the farm!” said Heike Zeller, Managing Director of aHEU and Chair of the Agri Influencer Award jury.

Winners:

DLG Best Agri Influencer International

- **1st place: Noah Young @TheShilohFarm**

Noah Young comes from Kenesaw, Nebraska (USA) and currently has 748,000 followers as @TheShilohFarm.

- **2nd place: Franco Speranza @franco_speranza**

Franco Speranza comes from Bell Ville, Argentina and currently has 230,000 followers as @franco_speranza.

- **3rd place: Tom Carlisle @dalesfarmer**

Tom Carlisle comes from Cracoe in the UK and currently has 36,000 followers as @DalesFarmer.

DLG Best Agri Influencer in German

- **1st place: Nina Kleine @hof_zur_haskenau**

Nina Kleine hails from Münster in Westphalia and currently has 41,000 followers as @hof_zur_haskenau.

- **2nd place: Patrick Danuser @danuser_hof**

Patrick Danuser comes from Bad Ragaz in Switzerland and currently has 48,000 followers as @danuser_hof.

- **3rd place: Philipp Pelzer @philipps_farmlife**

Philipp Pelzer hails from Rahden in northern North Rhine-Westphalia and currently has 57,000 followers as @philipps_farmlife.

Full profiles of the winners and the jury's evaluations can be found here:

www.dlg.org/en/agriculture/awards/dlg-agri-influencer-award

About the DLG Agri Influencer Award

The DLG Agri influencers take their followers along digitally every day—into the fields, the barn, or the tractor cab—and are available to answer questions from the media and other interested parties. The “DLG Agri Influencer Award” aims to raise their profile among the wider public and

provide targeted support to strengthen their communication efforts. This international award has been presented annually by DLG since 2022.

Next year, the international award will take place during EuroTier 2026, the world's leading trade fair for professional animal farming and livestock management, which will be held from 10 to 13 November 2026 at the exhibition grounds in Hanover.

Media contact:

Malene Conlong

Tel: +49 6924788237

Email: M.conlong@dlg.org

About DLG

With more than 31,000 members, DLG is a politically independent and non-profit organisation. DLG draws on an international network of some 3,000 food and agricultural experts. DLG operates with subsidiaries in 10 countries and also organizes over 30 regional agricultural and livestock exhibitions worldwide. DLG's leading international exhibitions, EuroTier for livestock farming and Agritechnica for agricultural machinery, which are held every two years in Hanover, Germany, provide international impetus for the local trade fairs. Headquartered in Frankfurt, Germany, DLG conducts practical trials and tests to keep its members informed of the latest developments. DLG's sites include DLG's International Crop Production Centre, a 600-hectare test site in Bernburg-Strenzfeld, Germany and the DLG Test Centre, Europe's largest agricultural machinery test centre for Technology and Farm Inputs, located in Gross-Umstadt, Germany. DLG bridges the gap between theory and practice, as evidenced by more than 40 working groups of farmers, academics, agricultural equipment companies and organisations that continually compare advances in knowledge in specific areas such as irrigation and precision farming.

www.dlg.org