

## Press Release

Alpen, June 2025

### **Mission:Agritechnica - Farmers report on LEMKEN prototypes**

With the 'Mission:Agritechnica' campaign, LEMKEN is launching a new communication initiative that addresses practitioners at eye level - authentically, practically and without a script. On the occasion of Agritechnica 2025, LEMKEN is accompanying six farmers and contractors from different regions of Germany. They tested the prototypes of current LEMKEN innovations in the areas of sowing and tillage in practical use and actively participated in their further development to series maturity. In monthly videos, they report openly on their experiences - not as product advertising, but in professional dialogue about cultivation systems, soils and agronomic goals.

#### **Conversations from farmer to farmer**

The series is hosted by two young, dynamic female farmers. Honest dialogues are created in an intimate atmosphere in the field - spontaneous, genuine and unscripted. In this way, LEMKEN is creating a new approach to information about its machines: from the perspective of practitioners, for practitioners. With 'Mission:Agritechnica', potential customers receive a practice-based categorization of LEMKEN innovations at an early stage. The video series gives a real impression of what machines can achieve in modern cultivation systems.

The format is supplemented by a bonus video that provides a look behind the scenes of prototype development. The starting signal for the presentation of Agritechnica innovations will be given in June 2025 - followed by a new episode every month.

## **The moderators:**

- **Freya Fliege - Agriculture with heart, mind & attitude**

Freya Fliege is a voice of modern agriculture - authentic, committed and close to the action. As a career changer, she found her way through practice and now inspires a growing community on Instagram under @freyafliege with honest insights into arable farming, animal husbandry and everyday farming life.

She communicates complex agricultural topics in an understandable and technically sound way - and with a great deal of passion. Whether crop rotation, plant protection or biogas: she imparts knowledge at eye level and creates trust - among consumers as well as professional colleagues.

In 2023, Freya Fliege was honored with the DLG Agri Influencer Award in the 'Best AGRI Instagrammer German' category. For us, the 28-year-old is more than just an influencer: she is an ambassador for the agriculture of tomorrow - committed, competent and with an eye for the essentials.

- **Christiane Fuchs - Agriculture with vision & conviction**

Christiane Fuchs lives and breathes agriculture - down-to-earth, future-orientated and with real passion. She is at work every day on her parents' farm in Worms - from the potato field to the end consumer, she accompanies the potatoes on their journey. The 24-year-old completed her agricultural studies in Triesdorf and shares authentic insights into her everyday life between theory and practice on Instagram at @agrar.fuchs.

What sets her apart is her clear attitude: Christiane speaks openly about the opportunities and challenges of modern agriculture - whether climate change, crop protection or social expectations. Her aim is to create understanding, promote trust and show what agriculture really means today.

With her fresh, matter-of-fact manner, she not only reaches young professional colleagues, but also consumers who want to know more about sustainable production. For us, Christiane Fuchs is a strong voice for the next generation of agriculture - competent, credible and committed.

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**About LEMKEN:** LEMKEN enjoys a worldwide reputation as a visionary, sustainably operating company that makes an important contribution to profitable agriculture. As medium-sized German family company, LEMKEN has applied its expertise and passion for progress for 245 years, delivering solutions for the challenges confronting agriculture today and tomorrow. The company's product range includes tillage implements, seed drills, hoeing machines, fertiliser spreaders and smart solutions for agricultural data management.

**Press Contact**

Katrin Fischer

Phone: +49 2802 81 - 8240

Mail: [k.fischer@lemken.com](mailto:k.fischer@lemken.com)

[www.lemken.com](http://www.lemken.com)

Image 1: Mission:Agritechnica - LEMKEN's campaign to present the Agritechnica 2025 innovations.

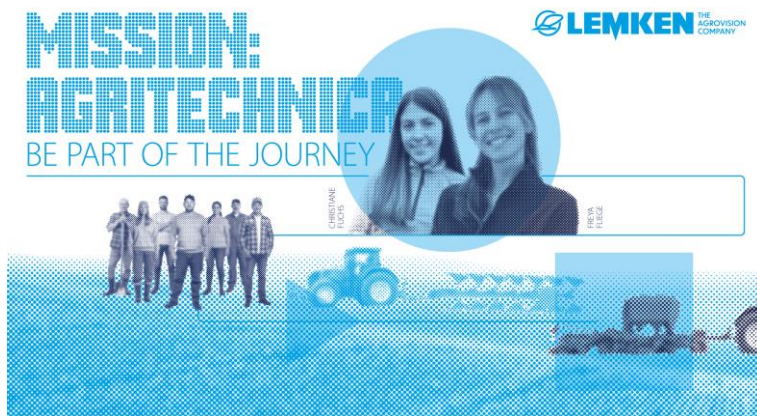


Image 1: Nicola Lemken sends Freya Fliege and Christiane Fuchs on a mission with LEMKEN: Agritechnica - in the field and on social media channels.

