

Young Farmers Exchange DE-BR

Final Report

13.10.2026



1. Background and objectives

The German–Brazilian Young Farmers Exchange was developed within the framework of the German–Brazilian Initiative for Cooperation in Agribusiness and Innovation, which aims to strengthen bilateral cooperation in agribusiness, innovation, sustainability and the bioeconomy. The initiative brings together private-sector actors, including the Latin America Committee of German Business (LADW), the Brazilian Agribusiness Association (ABAG) and Bayer in a co-chairing role, alongside the German Federal Ministry of Agriculture, Food and Regional Identity (BMLEH) and the Brazilian Ministry of Agriculture and Livestock (MAPA) as public-sector co-chairs. Bayer also provided financial support for the first edition of the exchange.

The exchange represents a concrete step towards translating this cooperation into practical learning opportunities and lasting connections between young agricultural professionals from both countries. Through reciprocal study tours in Germany and Brazil, the programme aims to provide young farmers with insights into different agricultural systems, innovative and sustainable farming practices, and the institutions shaping the agricultural sector.

Beyond sharing knowledge and experiences, the exchange seeks to encourage reflection on approaches that could be adapted to the respective national contexts, strengthen professional and personal relationships, and lay the foundation for a long-term German-Brazilian Young Farmers Network.

2. Programme Overview

The first round of the German-Brazilian Young Farmers Exchange took place from 31 August to 10 September 2026, bringing together young farmers from both countries to exchange experiences, explore different agricultural systems and build professional and personal connections.

Over ten days, the programme took participants from Cologne through various agricultural regions of Germany to Berlin. It combined visits to agricultural businesses, farmers' organisations, research and political institutions with three-day stays on the farms of German participants.

All ten Brazilian participants attended the entire programme, while German participants joined at different stages, particularly during the opening in Cologne, the farm stays and the closing events in Berlin. One German participant accompanied the group throughout.

Facilitated workshops provided opportunities to prepare for visits and reflect on experiences, highlighting differences and similarities not only between Germany and Brazil but also between agricultural regions within each country.

31 Aug Arrival & Welcome
Arrival Official Welcome
1 Sep Introduction
Workshop: Introduction & Team Building
2 Sep Bayer Day
Bayer Campus Production Site Damianshof
2 Sep International cooperation & university
GIZ Institute for Food & Resource Economics Uni Bonn UNFCCC / Agriculture, Forestry and Other Land Use
4 Sep - 6 Sep Farm Days
7 Sep Organisation of German Agriculture
Workshop: Reflection on the Farm Days Agricultural Chamber NRW Westfälisch- Lippischer Landwirtschaftsverband (Regional Farmers' Union) AGRAVIS (cooperative enterprise)
8 Sep Industry, Innovation, Research
CLAAS (agricultural machinery) KWS Saat (Seeds & plant breeding) Thünen Institute
9 Sep Agricultural policy & closing
BMLEH Meeting with Hermann Färber (Member of parliament) Joint Lunch with DBV, BDL, Young DLG Closing Workshop Closing Event
10 Sep Departure
Departure

3. Evaluation of the Programme

The German part of programme was a clear success, receiving an average overall rating of 4.8 out of 5 based on 15 completed evaluation questionnaires. Participants particularly appreciated the farm stays, opportunities for personal exchange and facilitated workshops.

3.1 Programme Organisation

The overall organisation of the programme was positively evaluated by participants. The programme offered a diverse range of activities and visits, providing insights into different aspects of German agriculture.

The main area for improvement identified in the feedback was communication ahead of the programme. Participants would have appreciated receiving more detailed information about the schedule and planned activities earlier, allowing them to better prepare for the exchange.

3.2 Institutional Visits



The institutional visits offered participants a broad perspective on German agriculture, bringing them into contact with businesses, research institutions, farmers' organisations and political decision-makers.

Overall, the visits were positively evaluated. More critical feedback generally concerned the presentation format or thematic focus rather than the institutions themselves. Participants particularly valued practical insights and direct discussions, with topics such as innovation, automation and mechanisation generating considerable interest, for example during the visit to KWS Saat.

Visits introducing structures specific to German agriculture were especially valuable. The Chamber of Agriculture of North Rhine-Westphalia presented an unfamiliar institutional model combining advisory services with regulatory responsibilities. Similarly, the exchange with the Westphalian-Lippian Farmers' Association (WLV) offered insights into agricultural representation, particularly how the association maintains strong relationships and loyalty among its members. Both visits provided perspectives that participants could reflect on in the Brazilian context.

Institutions and companies with existing links to Brazil also generated interest. During the visit to CLAAS, for example, participants explored the company's engagement in Brazil and potential opportunities for further cooperation.

The feedback highlighted two important lessons for future programmes. First, visits should be tailored to participants' interests through early coordination with host institutions, and, second, sufficient time should be allocated for practical insights and in-depth discussions, even if this means reducing the overall number of visits.

3.3 Farm Stays



The three-day farm stays were among the highlights of the programme, allowing Brazilian participants to experience everyday agricultural life and better understand the realities faced by their German counterparts.

Beyond professional exchange, the stays offered valuable cultural experiences. Participants became part of family life, met friends and relatives of their hosts and joined local festivities. The warm hospitality helped

challenge existing stereotypes about Germans and strengthened personal connections.

The format also prompted different perspectives. Facilitators valued individual farm stays as an opportunity for participants to step outside their comfort zones and engage more deeply with their hosts. Some participants, however, suggested organising stays in pairs or small groups to make travelling easier and reduce the responsibility placed on individual hosts.

Both approaches could be considered for the return visit to Brazil. Participants also suggested complementing farm stays with joint visits to different farms, allowing the entire group to explore agricultural practices and discuss their observations together.

The positive feedback strongly supports retaining farm stays as a central element of the exchange, offering a personal perspective on agricultural life that institutional visits alone cannot provide.

3.4 Workshops & Reflection

The facilitated workshops helped participants prepare for institutional visits, reflect on their experiences and discuss the different agricultural conditions in Germany and Brazil.

The opening workshop was particularly well received, helping participants get to know one another and formulate questions for upcoming visits. It also initiated discussions that continued throughout the programme.

One recurring topic was the relationship between agricultural regulation, innovation and entrepreneurial freedom. While German farmers appeared accustomed to operating within a relatively strict regulatory framework, even if they did not always agree with its requirements, Brazilian participants tended to view these regulations as restrictions on agricultural development.

This discussion remains an interesting starting point for the return visit to Brazil, where German participants will gain a better understanding of the Brazilian context. It could also inform the



thematic focus of institutional visits: What are the implications of Germany's regulatory framework for agricultural innovation? And what opportunities and challenges arise from Brazil's comparatively less restrictive approach to agricultural expansion?

Beyond this particular topic, the workshops demonstrated the value of creating space for participants to question their assumptions, consider different perspectives and reflect on the challenges facing agriculture in both countries.

3.5 Personal Exchange



While institutional visits, farm stays and workshops provided the programme's structure, personal exchange was equally important. Some of the most valuable discussions took place outside the formal programme. Facilitators observed that visits often raised further questions about German agriculture, which Brazilian participants discussed with their German counterparts during bus journeys, shared meals and informal conversations.

As only one German participant accompanied the group throughout the ten days, he frequently became the main point of contact for such questions. At times, several Brazilian participants gathered around him to discuss their observations and better understand *the German perspective*.

These exchanges went beyond answering questions: they also helped build personal connections. At the same time, the situation demonstrated how much richer the dialogue could be if more German participants were present, allowing for a wider range of experiences and perspectives.

Both participants and facilitators therefore recommended maximising the time that farmers from both countries spend together. During the return visit, greater involvement of Brazilian participants throughout the programme would allow German farmers to benefit from the same diversity of perspectives and informal learning opportunities.

4. Lessons Learned

The positive feedback and active engagement of participants demonstrated the value of combining institutional visits, practical farm experiences and personal exchange. The experience provides a strong foundation for the return visit to Brazil, with several lessons to guide its preparation:

- **Maximise joint participation and exchange between participants:** Involve German and Brazilian farmers throughout as much of the programme as possible.
- **Retain farm stays and include joint farm visits:** Preserve the opportunity for individual experiences in practical farming while considering additional group visits to explore different production systems together.
- **Quality over quantity:** Coordinate the thematic focus of institutional visits with hosts in advance, emphasising practical insights, relevant questions and sufficient time for discussion.
- **Continue facilitated reflection:** Build on discussions initiated in Germany, particularly around innovation, regulation and agricultural development, while adapting them to the Brazilian context.

The first phase has shown that the exchange offers more than exposure to another country's agricultural sector. Its particular value lies in connecting young farmers, encouraging mutual reflection and building relationships across borders.

At the closing ceremony, one of the participants picked up on an idea he had encountered during the visit to GIZ about combining the Brazilian frontier mentality with German precision. Perhaps this captures the broader ambition of the exchange, bringing young farmers from both countries together to learn from one another and build on the strengths of both agricultural systems.

The question now is how young farmers from both countries can bring together the best of both worlds and jointly shape the future of agriculture.