CEMA
European Agricultural Machinery Association

Press Release

European grassland machinery market remains under pressure

Biddinghuizen (Netherlands)/Brussels, 5th October 2026

The European grassland machinery sector experienced another challenging season in 2025/26. Following Agritechnica, farmers' willingness to invest initially improved significantly. However, growing geopolitical uncertainties, the impact of US tariff policies, and escalating tensions in the Middle East increasingly affected market confidence as the season progressed.

Rising energy and feed costs placed additional pressure on farm profitability, while producer prices did not increase sufficiently to offset the higher cost burden. As a result, many farmers postponed planned machinery investments.

Although manufacturers were able to improve deliveries compared to the previous season, retail demand remained below expectations. Consequently, dealer inventories could not be reduced as anticipated and remain above the long-term average. In addition, severe drought conditions across many parts of Europe led to lower crop and forage yields, further weakening farmers' liquidity and investment confidence.

Looking ahead to the 2026/27 season, experts from the CEMA Grassland Equipment Group expect market conditions to remain difficult. Continued geopolitical uncertainty, questions surrounding future agricultural policies, and the still unknown economic consequences of drought-related yield losses are expected to weigh on investment decisions. A sustained market recovery will largely depend on improved farm profitability and greater political and economic stability.

Group re-elects Sueleyman Erekdi (KRONE) as Chairman

During the annual meeting of the CEMA Grassland Equipment Group, held on 15th September, **Sueleyman Erekdi** (Maschinenfabrik Bernard KRONE GmbH & Co. KG) was unanimously re-elected Chairman for a second three-year term. His re-election reflects the confidence of the member companies and ensures continuity in representing the interests of the European grassland machinery sector.

The CEMA Product Groups are associations of the leading European manufacturers of agricultural equipment. Their main focus is the joint assessment of the market based on dedicated statistics. Currently, 12 companies are members of the CEMA Product Group Grassland Equipment. The main

requirement for participation is the company's membership of a national industry association which belongs to the European umbrella association CEMA.

– ENDS –

For further information, please contact:

Enrica Belfiori – Communications Manager, CEMA
Phone: +32 2 706 81 75
Email: enrica.belfiori@cema-agri.org

The CEMA Product Group Grassland Equipment met on 15th September Biddinghuizen, Netherlands.

Sueleyman Erekdi (KRONE) was re-elected Chairman of the CEMA Product Group Grassland Equipment.

ABOUT CEMA

CEMA aisbl (www.cema-agri.org) is the association representing the European agricultural machinery industry. With 11 national member associations, the CEMA network represents both large multinational companies and numerous European SMEs active in the sector.

CEMA represents about 1,300 manufacturers, producing more than 450 different types of machines with an annual turnover of about €40 billion and 150,000 direct employees. CEMA companies produce a large range of machines that cover any activity in the field from seeding to harvesting, as well as equipment for livestock management.

For more information, please contact:

CEMA aisbl

European Agricultural Machinery Industry Association

Avenue de Tervueren 168

1150 Brussels

Tel. +32 2 706 81 73

secretariat@cema-agri.org