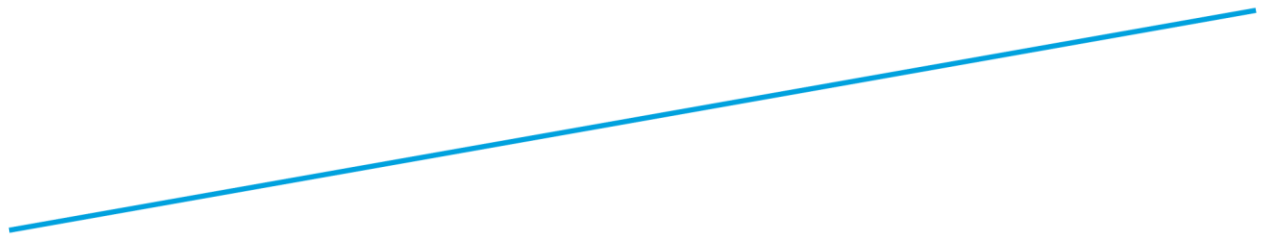


**iagre.org**

Agriculture ■ Forestry ■ Horticulture ■ Environment ■ Amenity



Institution of Agricultural Engineers

## **Landwards Conference 2018**

### **Engineering Collaboration for Success:**

Best practice for knowledge exchange in agricultural engineering

**Date:** Tuesday 6 November 2018

**Location:** Royal Academy of Engineering

**Collaboration!** In the United Kingdom there are superb examples of industry and university collaborations which lead to ground breaking technologies and revolutionary new practices. As Agricultural Engineering, already recognised as a key discipline enabling agriculture to deliver food security, grows and evolves to become even more critical to the modern industrial strategy, the need for better knowledge exchange has never been more important. How can collaboration in engineering work? What does success look like? What can go wrong and how can we avoid the pitfalls?

This conference will explore successful collaborations in engineering between commercial, industrial, research and academic partners. Senior engineers with experience of successful knowledge exchange will share their expertise. Those businesses implementing new technologies will identify the barriers which need to be overcome if industry and research knowledge transfer can be translated into new practices and truly impact on the end user.

This conference is for everyone interested in bringing new technologies and innovative know-how into the agricultural supply chain, including engineers, scientists and technologists, farmers, growers, producers, and policy makers.

### Key benefits of attending

- Gain an oversight of technological developments emerging in modern agricultural engineering and AgriTech
- Focus on the challenges of knowledge exchange and industry/university partnerships
- Learn about cutting edge insights into knowledge exchange best practices
- Find out what you need to consider if you are to engage in successful collaboration
- Participate in elevator pitches where you might contribute expertise or gain support
- Meet like-minded people and forge future collaborative relationships
- Develop ideas and initiate new approaches alongside industry leaders

### When, where, how much, where to book?

**When: Tuesday 6 November 2018**

**Where: Royal Academy of Engineering, London**

**Cost:** Member Delegate Rate £100 + vat, Member Retired Rate £75 + vat, Student Member Rate £40 + vat, Non-Member Delegate Rate £150 + vat, Non Member Retired Rate £100 + vat

**Booking:** [www.iagre.org/IAgrEConference2018](http://www.iagre.org/IAgrEConference2018)

0930 - 1000	<b>Arrival, Registration and Networking</b>
1000	<p><b>Introductory Remarks</b> – <i>What is Knowledge Exchange and why is it important? How does it lead to transformational change? How will this conference help delegates to be better prepared for participating in future Knowledge Exchange? Overview of Conference</i></p> <p><b>Professor Jane Rickson – President IAgrE</b></p>
1015	<p><b>Knowledge Exchange: The True Beneficiary</b> – <i>As good as the work of industry and university is and as exciting as the innovations are, they count for nothing if they are not taken on board by the end user. The purpose of the Agriculture and Horticulture Development Board (AHDB) is to inspire our farmers and growers to succeed in a rapidly changing world. How can engineers and the research community equip the industry with easy to use, practical know-how which they can apply straight away to make better decisions and improve their performance?</i></p> <p><b>Dr Susannah Bolton, Knowledge Exchange Director - Agriculture and Horticulture Development Board</b></p>
1045	<p><b>The Knowledge Transfer Challenge</b> – <i>Advances in Agricultural Engineering and associated technologies are exciting and demand good knowledge transfer. How does this look on a modern farming enterprise. At Velcourt, Keith’s responsibilities include technical director and R&amp;D, management of in-house trials activities, collaborative research and knowledge transfer. Does Knowledge Exchange between engineers, researchers and farmers lead to ground breaking change in the field and what are the barriers?</i></p> <p><b>Keith Norman – Technical Director Velcourt</b></p>
1115	<b>Coffee Refreshment Break</b>
1145	<p><b>Making it Work</b> – <i>The University of Sheffield Advanced Manufacturing Research Centre (AMRC) helps manufacturers of any size to become more competitive by introducing advanced techniques, technologies and processes. What can Agricultural Engineering and AgriTech learn from the work undertaken at AMRC and the successful partnerships it has developed. What is the recipe for success?</i></p> <p><b>Professor Keith Ridgway CBE - Executive Dean of the AMRC Group</b></p>
1215	<p><b>Opportunities for Investment in AgriTech</b> – <i>The obvious candidates include robotics, drones and smart machines for agriculture, remote imaging, satellites and intelligent crop monitoring, low-cost sensors and wireless networks, precision irrigation and water-saving technologies. How can Innovate UK help bring together industry with research and development? What does successful Knowledge Exchange look like? What are the pitfalls to be overcome?</i></p> <p><b>Chris Danks - KTN</b></p>
1245	<p><b>Elevator Pitches:</b> <i>Short explanatory sessions where industry and university experts talk about their engineering challenges and solutions. Get involved and join forces.</i></p> <p><b>Chaired by Professor Jane Rickson – President IAgrE</b></p>
1315 to 1400	<b>Lunch &amp; Networking</b>

1400	<p><b>Best practice in Knowledge Exchange</b></p> <p><i>Many successful partnerships already exist. What sort of work is being undertaken? What are the ingredients for success and pitfalls to be avoided? Short presentations from a number of current industry and research collaborations where Knowledge Exchange has been developed, leading to successful outcomes. Invited speakers to include:</i></p>
1405	<p><b>Kit Franklin (Harper Adams University) and Clive Blacker (Precision Decisions)</b></p> <p><i>The Harper Adams University/Precision Decisions “Hands-free Hectare” project has drawn much interest from many people and is a great example of a successful partnership. Kit and Clive will explore the partnership and how this has made the project a success as well as drawing much interest across the Globe.</i></p>
1425	<p><b>Prof Simon Pearson (Director of LIAT, Lincoln University)</b></p> <p><i>Lincoln University has built up a reputation for its work with a range of partners from the food industry – particularly post-harvest and the intensive crop production and vegetable growing sector. Simon will showcase some of his work and explain how partnership have been used to develop best practice which is already having a positive impact across in terms of food production.</i></p>
1445	<p><b>Iain Dummett (PhD Research Student, School of Energy, Environment and Agrifood, Cranfield University)</b></p> <p><i>Ian completed his PhD on the subject of Strip Tillage, sponsored by Frontier Ag Ltd and Douglas Bomford Trust. This example will show how partners from outside pure engineering bring together science, with engineering to develop new solutions which will benefit the Precision Farming agenda.</i></p>
1505	<p><b>There will be a “round table” discussion and Q&amp;A session following these presentations.</b></p>
1520	<p><b>Elevator Pitches:</b> <i>Short explanatory sessions where industry and university experts talk about their engineering challenges and solutions. Get involved and join forces.</i></p> <p><b>Chaired by Professor Jane Rickson – President IAgrE</b></p>
1550	<p><b>Conference Review</b></p> <ul style="list-style-type: none"> <li>• <i>Review of Conference</i></li> <li>• <i>Next Steps</i></li> </ul> <p><b>Alastair Taylor – IAgrE CEO</b></p>
1600	<p><b>End of Conference</b></p>