

The Institution of Agricultural Engineers

Founded 1938 – Incorporated 1960

The President's Award

Adrian Hackfort

AGCO

Adrian Hackfort is an internationally recognised expert in precision farming technologies for global agricultural practices. In his current position as Director of Requirements Management and Diagnostics at AGCO, he develops medium- and long-term strategies for vehicle automation, connectivity, operator controls and vehicle diagnostics systems for products across all brands and regions – brands that include well-known names such as Fendt, Massey Ferguson and Valtra.

Adrian completed his master's degree in Agricultural Sciences at the Technical University of Munich, for which he received the Young Talent Award from the German Association for Information Technology in Agriculture, Forestry and Food Industries (2007) for the best thesis in IT in Agriculture (Analysis of RFID systems for automatic documentation of process data).

He joined the AGCO Graduate Programme in 2007, where he developed user interfaces for tractor information and control systems. Adrian's pioneering work in this area resulted in several publications and patent applications related to tractor user interfaces and electronics. He travels widely and works on defining requirements for smart farming products such as FendtONE, which helps farmers to optimise their operations. In the area of vehicle diagnostics, he focuses on solutions that support dealer technicians in analysing vehicle health in an increasingly complex environment.

Adrian's association with IT in agriculture has also led to a leadership role in the Agricultural Industry Electronics Foundation (AEF), where he currently serves as Vice Chair. He has made significant contributions to advancing agricultural electronic standards according to ISO 11783 (ISOBUS). In his AEF leadership role, Adrian is helping to expand the organisation's portfolio, for example through the introduction of the Agricultural Interoperability Network (AgIN), which facilitates cloud-to-cloud data exchange across the agricultural value chain, including machinery OEMs, data hubs and Farm Management Information Systems (FMIS).



One of Adrian's major strengths is his ability to connect information-system-based developments to practical farming needs. These skills, combined with his roles at AGCO and within the AEF, have enabled him to become an established industry authority on agricultural technology and its practical application. Adrian Hackfort is the ideal candidate to receive the IAgrE President's Award.

