



IAgrE Landwards Conference 2024

Wednesday 6th November 2024
Rothamsted Conference Centre, Harpenden

What we need from Agricultural Engineers

Conference Officers

IAgrE President	Mark Moore
Conference Convenor	Mark Moore
Conference Secretary	Sarah McLeod
Chief Executive	Charlie Nicklin
Press & Communications Officer	Marion King
Membership Secretary	Alison Chapman
Chair of Panel Discussion	Kit Franklin

Follow IAgrE on X/Twitter @IAgrE #IAgrEconference

Contact details:

IAgrE
The Bullock Building (53)
University Way
Cranfield
MK43 0GH
Tel: 01234 750876
secretary@iagre.org

Details of the Wi-Fi address will be on the tables and around the venue



merralls consulting

WHAT WE NEED FROM AGRICULTURAL ENGINEERS – 6th NOVEMBER 2024

The Programme

09.30 am	Arrival – registration – refreshments - networking
10.00 am	Introduction Mark Moore – President IAgrE
10.10 am	Setting the scene Kate Halliwell, Chief Scientific Officer, Food & Drink Federation <i>Highlight the challenges</i>
10.40 am	Political View Jelte Wiersma – Secretary General, CEMA <i>What do policy makers want from Agricultural Engineering?</i>
11.10 am	Food Retailer View Jake Pickering – Senior Agricultural Manager, Waitrose & Partners <i>What do food retailers want from Agricultural Engineering?</i>
11.40 -12.00 noon	Break for refreshment & networking
12.00 pm	Agronomist View Kieran Walsh – Agronomist, Grounded Agvice <i>What do agronomic service providers want from Agricultural Engineering?</i>
12.30 pm	Livestock Sector View Claire Morgan-Davies, Livestock Scientist, SRUC <i>What does the livestock sector want from agricultural engineering?</i>
1.00 - 2.00 pm	Lunch & networking
2.00 pm	Farmers View James Price – Perdiswell Farm, Oxfordshire <i>What do farmers want?</i>
2.30 pm	Panel Discussion President Elect Kit Franklin CEng MIAgrE will chair the discussion <i>An opportunity to quiz our speakers</i>
3.20 pm	Round up and thank you Mark Moore – President IAgrE
3.30 pm	Conference Ends

The Institution of Agricultural Engineers' Landwards Conference 2024



What we want from Agricultural Engineers



What should we focus on for the future?

IAgrE President 2024-26
Dr Mark Moore FIAgrE

Dr Mark Moore is the Director of Government Affairs at AGCO. His aim is the increase awareness amongst policy makers on the opportunities to increase food production whilst mitigating climate change. Mark joined Massey Ferguson in 1990 and in 1991 started a part-time PhD in the accuracy of yield maps and their use in crop management, completed in 1997. For the last 30 years' he has been involved in developing the application of technology in agriculture across numerous countries worldwide.

The aim of the 2024 Landwards conference is to enable an open discussion around the need to develop and deliver food production systems rather individual products, and to get you thinking about the challenges and opportunities this presents.

It is imperative that we understand the requirements of organisations within the food chain that rely on engineers to design and develop the tools that will deliver future sustainable food security, while ensuring farming remains financially viable. Therefore, representatives from different parts of the food chain will present their thoughts on the future of agriculture, and how the engineering community can contribute. In short – “what we want from agricultural engineers”.

As a machinery and technology sector, we are great innovators resulting in products such as precision farming. However, there adoption rate is relatively low which is partly due to the lack of systems thinking. To an extent, farmers have become the systems integrators where they “join-up” individual products and services into a usable system, which can be deployed on the farm and used to create additional value.

As a sector, we have been good at talking amongst ourselves through groups like the Agricultural Electrons Foundation (AEF). This has resulted in industry collaboration on standards such as ISOBUS and ISOXML. Vertical integration for innovation within our sector is therefore good; however, the delivery of useable technology on the farm now requires horizontal integration. Many organisations that are also an essential part of the food chain are relying on the engineering community to think laterally so innovation and technology becomes more joined up, particularly at user level.

Horizontal integration presents many opportunities to the engineering community, but it requires a different way of thinking and a need to work outside of silos. Therefore, the aim of the 2024 Landwards conference is your chance to understand how organisations within the food chain view the future of agriculture, and for you to get involved in the discussion and influence the direction of food production systems

I hope you enjoy the conference and that you find it informative and even inspiring!



IAgrE Landwards Conference 2024

Wednesday 6th November 2024
Rothamsted Conference Centre



Our Speakers:

Setting the Scene

Kate Halliwell, CSO, Food & Drink Federation



Kate Halliwell is the Food and Drink Federation's Chief Scientific Officer. Kate is accountable for the FDF's food safety, food law and labelling, and diet and health policy briefs.

The role involves extensive liaison with food and drink manufacturing companies to develop cross-industry policy positions and responding to scientific consultations. Previously Kate led the FDF's diet and health policy work, and before that worked for the Department of Health and the Food Standards Agency on a range of nutrition and legislation policies. Kate Chairs the IFST's Special Interest Group for Food Science and Nutrition and is a registered nutritionist.

Political View

Jelte Wiersma, Secretary General, CEMA



Jelte Wiersma is the Secretary General of CEMA – the European Association representing the Agricultural Machinery manufacturers in Europe. CEMA's members are 11 National Associations and the biggest seven tractor manufacturers in Europe.

Jelte, a Dutch national, from 2014 he worked as EU-correspondent for the leading Dutch weekly, covering European affairs, including agriculture, and agri-food-related issues. He took on his current role in 2022. He is one of the founding members of the Holland House in Brussels.



IAgrE Landwards Conference 2024

Wednesday 6th November 2024
Rothamsted Conference Centre



Our Speakers:

Food Retailer View

**Jake Pickering, Senior Agricultural Manager,
Waitrose & Partners**



Jake is currently the Senior Manager for Agriculture at Waitrose where he leads the team that is responsible for setting and implementing the Waitrose agriculture strategy. His responsibility stretches across the livestock, dairy, fresh produce and horticulture supply chains producing Waitrose products.

Agronomist View

Kieran Walsh, Agronomist, Grounded Agvice



Kieran, has a practical background in farming, working on farms from a young age, then moving into farm management before a career move into agronomy in 2015. Starting as a distribution agronomist for 6 years, before going independent in 2019, as a regional agronomist for a large farming company.

Kieran is now co-founder and director of Grounded Agvice, and provides tailored independent agronomic advice addressing customer issues by seeking system-based approaches outside the normal parameters of crop agronomy. Their innovative approach supports farms and land owners across the south of the UK.



IAgrE Landwards Conference 2024

Wednesday 6th November 2024
Rothamsted Conference Centre



Our Speakers:

Livestock Sector View

Claire Morgan-Davies, Livestock Scientist, SRUC



Claire is a Livestock Systems Scientist, who, originally from Burgundy, who graduated from France as an 'Ingénieur en Agriculture' from UniLaSalle Beauvais in 1995. She joined the Hill and Mountain Research Centre at SRUC in 1999, looking at evaluating the introduction of a native woodland on a hillside, whilst keeping sheep production.

Claire then focussed on livestock systems comparison and multi-disciplinary research. Her PhD studies focused on the change in the EU Common Agricultural Policy of decoupling support for livestock, and on how it affected husbandry practices and land use in the Scottish hills.

She developed an interest in smart farming for sheep systems, and in how technology could help hill farmers to be more efficient. Her research focused on sheep systems and Precision Livestock Farming, as well as on-farm labour.

Farmers View

James Price, Perdiswell Farm, Oxfordshire



James is an arable farmer from the edge of the Cotswolds who is pursuing his goal to both improve the quality of his soils and be more precise in every input. He farms 3600ac in a family partnership with a mixture of owned, tenanted and contract farmed land and he worked alongside Clive Blacker and Yara with their N sensor for 5 years covering all aspects of precision farming with an emphasis on nutrient management.

He is in a unique position of being able to practise what he preaches and has proved many times over the benefits of precision farming. His attention to detail in all aspects of arable farming has led to a steady increase in yields despite the limitations of drought prone Cotswold Brash Soils. At the same time he is ranked in the top 5% of farmers for low growing costs and uses nearly half the average amount of diesel per ha despite having ploughing in the rotation. Recent investment has seen a switch to 12m controlled traffic and the use of a camera guided hoe is being investigated. His passion for improving his soils has led to the re-introduction of livestock onto the farm with both sheep and cattle during the winter. These, combined with cover crops and organic manures, have led to him being at the forefront of regenerative farming.



The Institution of Agricultural Engineers' Landwards Conference 2024



What we want from Agricultural Engineers

Panel Discussion chaired by

IAgrE President Elect
Kit Franklin CEng MIAgrE



Kit Franklin is a Chartered Agricultural Engineer, part time Senior Engagement Fellow in the Engineering Department at Harper Adams University and current President Elect of the Institution of Agricultural Engineers (IAgrE).

His expertise covers a range of topics from mechanical design to precision farming and automation. Kit's "future farming systems" work led to the ground-breaking and headline-grabbing world first 'Hands Free Hectare' project, which established and harvested a cereal crop using autonomous machinery in 2017 and then grew to become the 35ha Hands Free Farm for which he was Principal Investigator. Kit has also led multiple other projects under the Hands Free name in collaboration with companies and funders both nationally (UK) and internationally. He is a Fellow of the Royal Agricultural Society of England and participates in their Farm of the Future initiative.

**If you have a question that you feel will stimulate discussion
please do make a note of it and hand it to Kit prior to the forum**

The panel are as follows:

Kate Halliwell, Chief Scientific Officer, Food & Drink Federation

Jelte Wiersma, Secretary General, CEMA

Jake Pickering, Senior Agricultural Manager, Waitrose & Partners

Kieran Walsh, Agronomist, Grounded Agvice

Clare Morgan-Davies, Livestock Scientist, SRUC

James Price, Farmer, Perdiswell Farm, Oxon

Mark Moore, IAgrE President, Director, Government Affairs, AGCO



IAgrE Landwards Conference 2024

Wednesday 6th November 2024
Rothamsted Conference Centre



Delegates & Speakers:

First Name	Last Name	Organisation Name
Cat	Askew	AGCO
Penny	Atkins	IFEAA
Luke	Bywaters	AGCO
Denis	Cartmel	
Alison	Chapman	IAgrE
Stephen	Constable	
Vickie	Cooper	Merralls Consulting
Andrew	Court	Court Farming Partnership
Hugh	Crabtree	Farmex Ltd
Uduak	Edet	University of Manitoba
William	Evans	Magrow Tec
Christopher	Faulkner	Kersten (UK) Ltd
Gareth	Ford	We are Landbased/ AEA
Kit	Franklin	Harper Adams University
Anthony	Furness	Magrow Tec
Tom	Gardener	Vegans Support the Farmers
Richard	Godwin	
Rhian	Griffith	AMRC Cymru
Kate	Halliwell	Food & Drink Federation
Graham	Higginson	Harper Adams University
Kayleigh	Holden	AEA
James	Huyton	Farmers Guardian
Jerv	Jordan	Jordans Seed Drills
Alex	Keen	
Ray	King	Flynt Technology
Marion	King	IAgrE
Brian	Mathew	Member of Parliament
Stuart	McClimont	Agricultural Engineers Association
Sarah	McLeod	IAgrE
Rob	Merrall	Merralls Consulting
Paul	Miller	SSAU
Paula	Misiewicz	Harper Adams University
Richard	Moody	Wolfenden Concrete Ltd
Mark	Moore	President IAgrE, AGCO
Claire	Morgan-Davies	SRUC
Charlie	Nicklin	CEO, IAgrE



IAgrE Landwards Conference 2024

Wednesday 6th November 2024
Rothamsted Conference Centre



Delegates & Speakers:

First Name	Last Name	Organisation Name
Vimbai	Pachawo	
Sarah	Parsons	Harper Adams University
Steve	Parkin	Emeritus Editor Biosystems Engineering
Sven	Peets	Harper Adams University
Jake	Pickering	Waitrose & Partners
Barnabas	Pickford	Nottingham University
James	Price	Perdiswell Farm
Dominik	Przybysz	Martin Lishman Ltd
Martin	Rickatson	Freelance Journalist
Lauren	Roberts	Student, IAgrE Council Member
Richard	Robinson	Autoguide Ltd
Thomas	Robinson	Tom Robinson Sprayers Ltd
Peter	Rogers	
John	Stafford	
Mike	Stephenson	
David	Theamert	University of Hertfordshire
James	Thomas	Syngenta UK Ltd
Simon	Thomas	Merralls Consulting
David	Tinker	
Dave	Truelove	AGCO
Alastair	Tulloch	
Phil	Underwood	SocEnv
Kieran	Walsh	Grounded Agvice
Kerri	Waters	Vegans Support the Farmers
Chris	Watts	
Joanne	Weston	Martin Lishman Ltd
Jonathan	Wheeler	Freelance Journalist
Christopher	Whetnall	
David	White	Douglas Bomford Trust
Mike	Whiting	NewMac
Jelte	Wiersma	CEMA
Stephen	Williams	TBD UK Ltd

