

iagre.org

Agriculture ■ Forestry ■ Horticulture ■ Environment ■ Amenity



Institution of Agricultural Engineers

Landwards Conference 2025

Will Artificial Intelligence revolutionise Agriculture?

Date: Wednesday 22nd October 2025 – 10am-2.30pm

Location: Online via Zoom

Theme

Our conference invites delegates to engage with the evolving role of AI in tackling the complex global challenges facing agriculture today.

Abstract

Whether we embrace it or not, Artificial Intelligence (AI) has become an integral part of our daily lives—from routine web searches to sophisticated platforms like ChatGPT. Its growing influence is undeniable, fuelling both excitement and critical debate across industries.

In agriculture, AI is transforming the entire value chain. It enables faster, smarter responses to environmental, technical, visual, and market-driven changes. Engineers, scientists, and technologists are harnessing AI to analyze vast datasets, support complex real-time decision-making, and deploy machine learning systems that can distinguish crops from weeds and detect early signs of disease. These innovations extend beyond arable and horticultural systems into livestock production, where AI is enhancing animal welfare by identifying behavioural anomalies and early health issues.

Looking ahead, a central question emerges: How will AI shape the future of sustainable food systems?

The 2025 IAgrE Conference will explore this question by examining the current landscape and future potential of AI in agriculture. Attendees will gain insights into real-world applications, cutting-edge innovations, and the challenges that lie ahead. Presenters will showcase real-world applications, share insights into cutting-edge innovations, and examine the challenges and potential of this technology.

Cost: £10 + vat to IAgrE Members – £50 + vat for non-Members and FREE for students

Booking: <https://iagre.org/events/2025-conference>

The Programme

9.55 am	Arrival – join the Zoom
10.00 am	Mark Moore – President IAgrE <i>Welcome & Introduction to the Conference</i>
10.10 am	Fernando Auat Cheein - Director of Harper Institute of Technology <i>Intelligence & Robotics in the Farming Landscape: Field-ready AI</i>
10.40 am	Jonathan Henry – Managing Director at Garford Farm Machinery <i>Introduction to Garford Robocrop AI: an example of AI deployment in agriculture</i>
11.10 am	Allan Kildeby – Head of Sensors at CLAAS <i>Machine Learning in Agricultural Systems: CLAAS uses, cases and insights</i>
11.40 -11.50 am	Break for refreshment
11.50 am	Morten Bilde – Managing Director at AGCO Innovation Centre, Denmark <i>Beyond Automation: How AI transforms user experience and product lifecycles</i>
12.20 pm	Kieran Fitzgerald – VP of Digital Services at DeLaval <i>Artificial Insemination Intelligence</i>
12.50- 1.10pm	Break for Lunch
1.10 pm	Simon Pearson – Professor of Agri-Food Technology at University of Lincoln <i>AI in Agriculture, Hype or Transformational?</i>
1.40 pm	Panel Discussion Olivia Midgley - Farmer's Guardian will chair the discussion <i>An opportunity to quiz our speakers and have your questions answered</i>
2.20 pm	Round up and thank you Mark Moore – President IAgrE
2.30 pm	Conference Ends