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Institution of Agricultural Engineers

## **Landwards Conference 2025**

### **Will Artificial Intelligence revolutionise Agriculture?**

**Date:** Wednesday 22<sup>nd</sup> October 2025 – 10am-2.30pm

**Location:** Online via Zoom

## The Programme

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