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Institution of Agricultural Engineers

Landwards Conference 2025

Will Artificial Intelligence revolutionise Agriculture?

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

Location: Online via Zoom

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 Camera Sensors at CLAAS <i>Machine Learning in Agricultural Systems: CLAAS use 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