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Dr Mark Moore Director Government Affairs AGCO Ltd is the new President of the Institution of Agricultural Engineers (IAgrE)

Mark joined AGCO (Massey Ferguson) in 1990 as a technical training instructor from Cranfield University where he obtained a 1st Class Honour's degree in Agricultural Technology and Management.

During the past 30 years plus Mark has worked in different roles including product development, where he was responsible for understanding the challenges faced by farmers and identifying solutions to enable profitable farming and sustainable food production.

In 2012 he joined the Africa team and focused on the Future Farm project, which brings modern agricultural practices and technology to Africa through a range of practical demonstrations and educational programmes.

"My agricultural engineering skills and knowledge has led to my current AGCO role of Director, Government Affairs. The aim is to increase awareness amongst policy makers on the opportunities to increase food production while mitigating climate change. I work closely with the European Farm Machinery Trade Association (CEMA) and act as secretary to the CEMA strategic committee."

"Given the change that is happening within agriculture, I sense there has never been a more exciting time to be an agricultural engineer. Policy makers are looking to us for the solutions to enable sustainable farming practices while maintaining food security and profitability for farmers and other stakeholders in the food supply chain. The challenge for agricultural engineers is to increase the recognition for the contribution we make to food security and climate change through innovation like precision farming," he added.

Charlie Nicklin IAgrE's CEO said:

"Mark has been a member of IAgrE for many years and I am thrilled that he has now taken on the role as president for the 2024 to 2026 period. Mark's Government Affairs role and extensive experience at AGCO, coupled with his strategic involvement in CEMA will bring

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unquestionable value to IAgRE in the President's role. I look forward to working with Mark over the next two years and him supporting the IAgRE and its members in its strategic aims"



<http://iagre.org/upload/1714392391.JPEG>

IAgrE:

IAgrE is the professional body for scientists, technologists, engineers, academics, managers and students working in the land-based sector and has an international membership base.

As a licensed body of the Engineering Council (EngC) and a founding Constituent Body of The Society for the Environment (SocEnv), IAgRE registers suitably experienced professionals as Chartered Engineer (CEng), Chartered Environmentalist (CEnv), Incorporated Engineer (IEng), Registered Environmental Practitioner (REnvP) and Engineering Technician (Eng Tech).

For further details, contact Marion King at communications@iagre.org or call 01234 750876 – mobile 07843382362

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