



Data Driven Farming (Livestock)

Presented by D Speller

(Poultry Farmer turned Tech Business Founder)

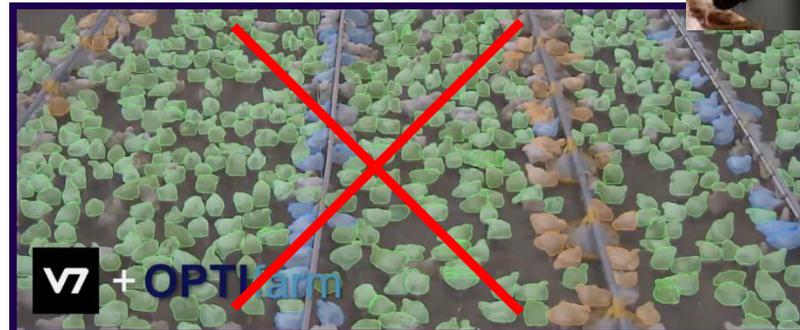
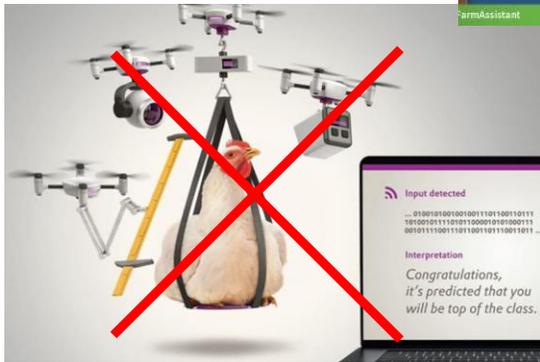


The Challenge I See As a Tech Founder

- Technology has been around for ages in livestock production
- Some livestock sectors have embraced it more than others (dairy?)
- But generally, the uptake is limited and that's before Ai
- So do Ai companies understand the problems that the livestock farmers want to pay to solve and pay to solve today.
- Are farmers roofs a bit shabby or leaking
- I hear of lots of problems on farms, but I don't see so much money spent fundamentally changing anything to fix them



Example of Tech That Hasn't Been Wholly Successful in my Sector



What's Going On



I suspect we underestimate that livestock farmers might be;

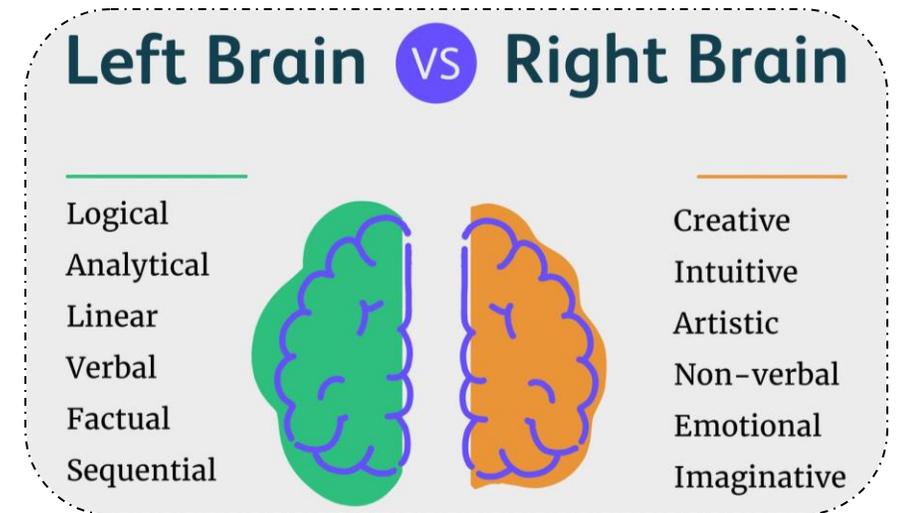
Right Brain Thinkers

- ✓ Emotional decision makers
- ✓ Intuitive around their animals
- ✓ Like to problem solve and be creative
- ✓ Imaginative thinkers



Tech Companies May Have Been Justifying Their Products Wrongly

- Right Brain Thinkers Farm livestock because:
 - They desire to care for animals,
 - The fast-paced environment of intensive livestock
 - The challenge of working with animals,
 - The limited predictability
 - The feeling they get from putting their animals first
 - Not working 9-5 in an office with a computer
- Right brain livestock farmers do not make decisions solely on:
 - Maximising profit at any cost
 - Having a predictable life
 - Removing all challenges
 - Making life easy
 - Maximising the amount of technology they can own because they love the stuff!



Even in Arable Farming I would Ask:

- How much is about solely the efficiency and ease of GPS self tracking that appeals
- How much do farmers like the fact that everything is in straight lines?
- Straight lines appeals to the farmers right side of the brain, not just the cost saving left side
- Appealing to a consumer's emotions is a key tactic in any tech adoption



Technology ought to Do The Tasks We Don't Want to Do

- How many livestock farmers want to sit at their desk surveying their animals via data and video footage?
- Maybe let livestock farmers be with their animals more
- Maybe don't assume livestock farmers want to be billionaires, ROI isn't everything
- Maybe don't burden livestock farmers with engineering toys
- Where are the solutions for livestock farmers that gets them out of the office and into the barns and fields



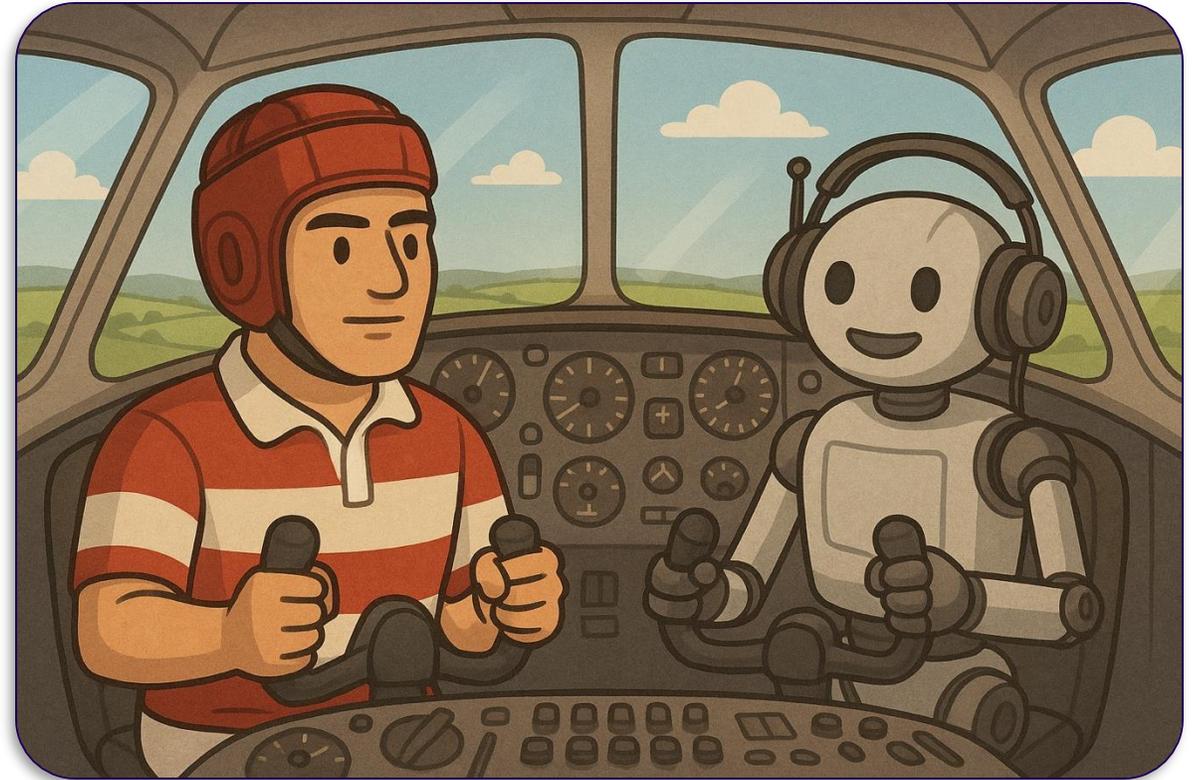
Once farmers are with their animals Co-Piloting by Tech is likely the future.



It's no coincidence Microsoft has a product called copilot



Think Technology Co-Piloting in Sport



AI is Used Extensively in Top Level Sport



Fan engagem
& experi



Not necessarily
like this though

prevention

modeling



What Areas Might Ai Help on Livestock Farms Today?

- Labour shortages
- Business admin
- Veterinary & health record keeping
- 24/7 supervision of livestock
- Farm & animal security
- Assurance scheme validation
- Welfare perception
- Environmental damage perception
- Reconnecting a consumer distant from production realities

Challenges on a UK Livestock Farm



Labour Shortages



Animal Health Monitoring

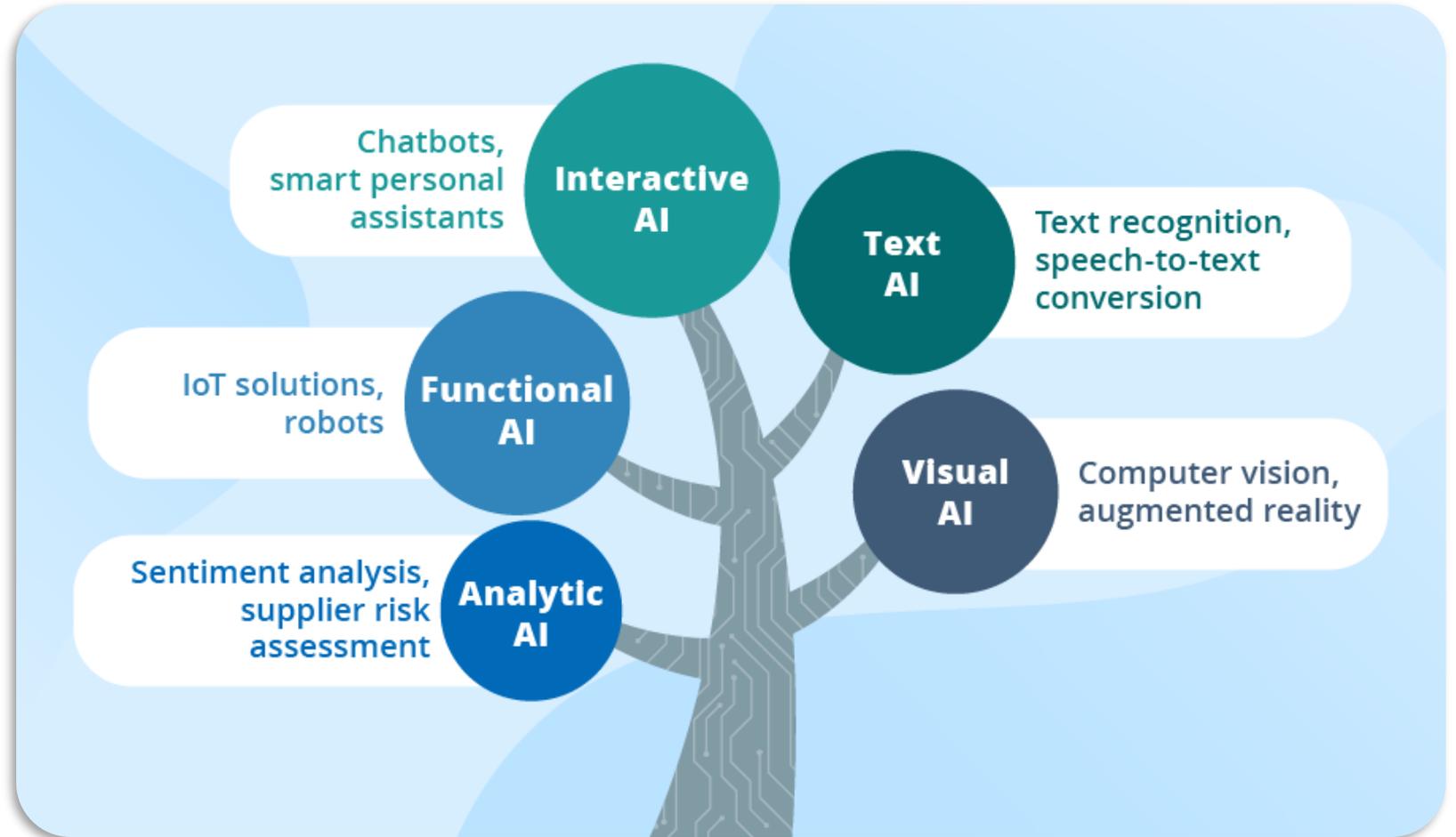


Environmental Impact



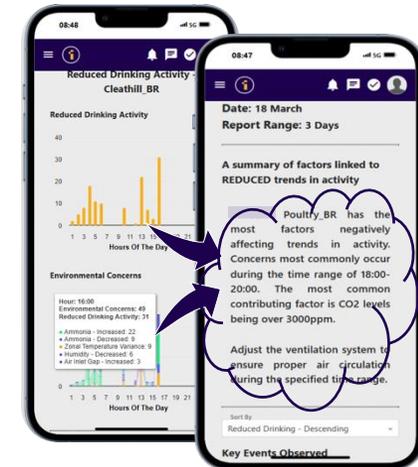
Supply Chain Inefficiencies

It's About Selecting The Right Ai For The Right Challenge



Ultimately Can Artificial Intelligence Help?

1. Do you understand the route cause of the problem needing solving
 - What's created this issue
 - Can Ai possibly remove the issue
 - If not, can Ai reduce the issue or copilot with you
2. Think of Ai beyond just data analysis or even robotics
3. Maybe Large Language Model Ai can help express the numbers
4. Maybe Ai can present findings in a better, more suited way
5. Today with words, tomorrow with podcasts and TV bulletins
6. You can have any voice, any presenter, talking about anything you want and totally bespoke to your needs, whenever you want
7. *NB. Beware the same fun features allows fake news about your business to be easily created*



Let's Use Ai to Compliment The Skills of the Farmer

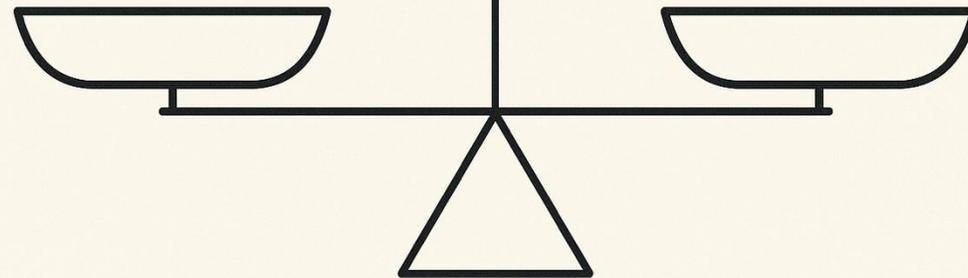
ARTIFICIAL INTELLIGENCE

GOOD AT

- DATA PROCESSING
- PATTERN RECOGNITION
- REPETITIVE TASKS

NOT GOOD AT

- COMMON SENSE
- CREATIVE THINKING
- AMBIGUITY



When I asked Ai to draw me the future poultry farm?

draw me a picture to show how a UK chicken farmer can use artificial intelligence to help his farming business



Interestingly I still see farmers depicted in poultry sheds?

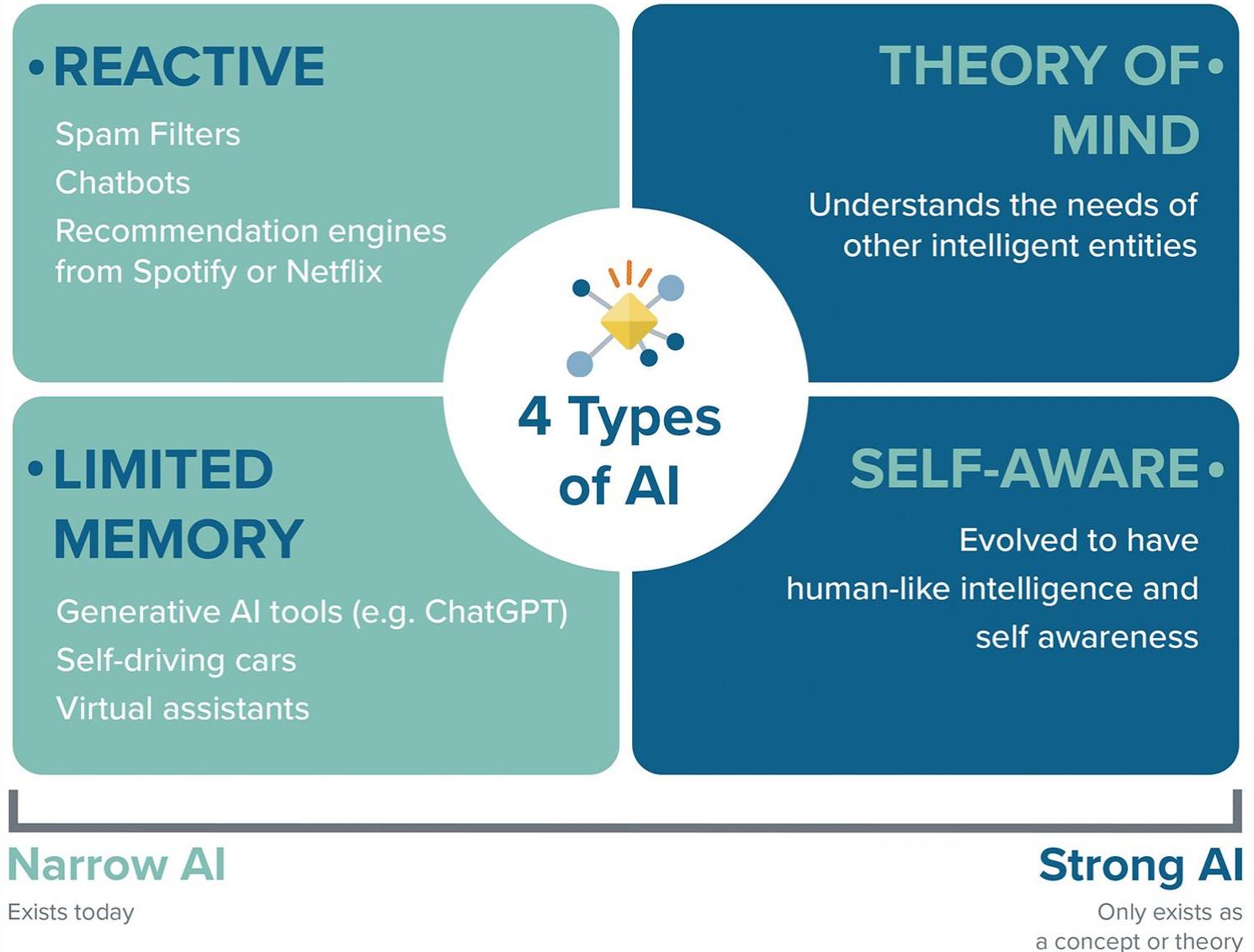
Here's the AI-generated image illustrating how a UK chicken farmer can use artificial intelligence to enhance his farming business. It depicts a high-tech poultry farm with AI-powered monitoring systems, robotic feeders, and real-time data analysis for improved efficiency. Let me know if you need any modifications!

Message ChatGPT

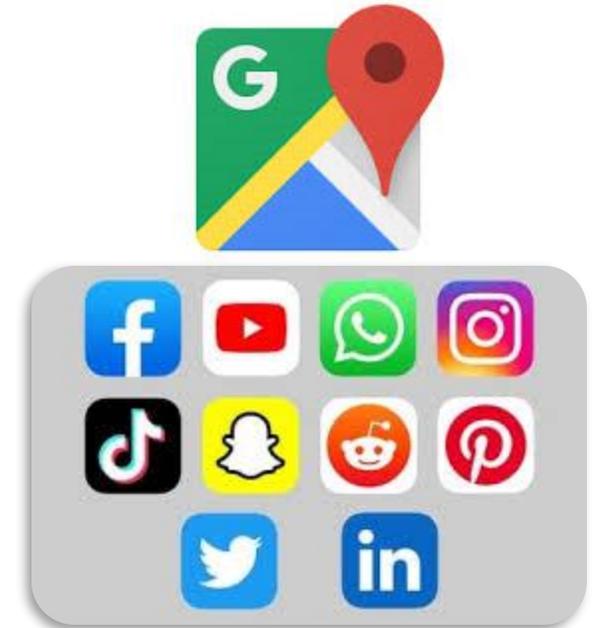
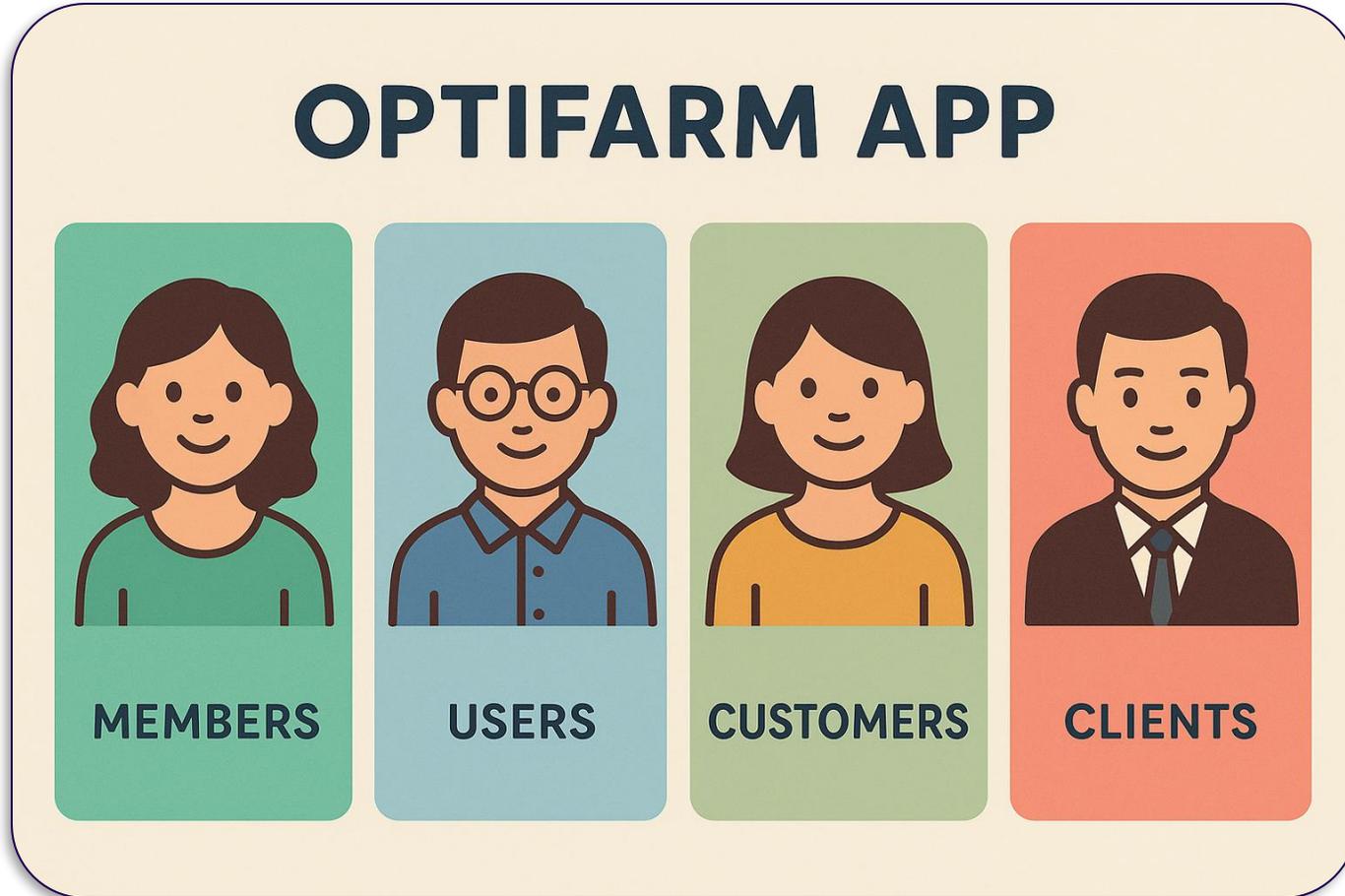
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Be Aware Ai Itself is on a Journey

Today's Ai
VS
Tomorrow's Ai

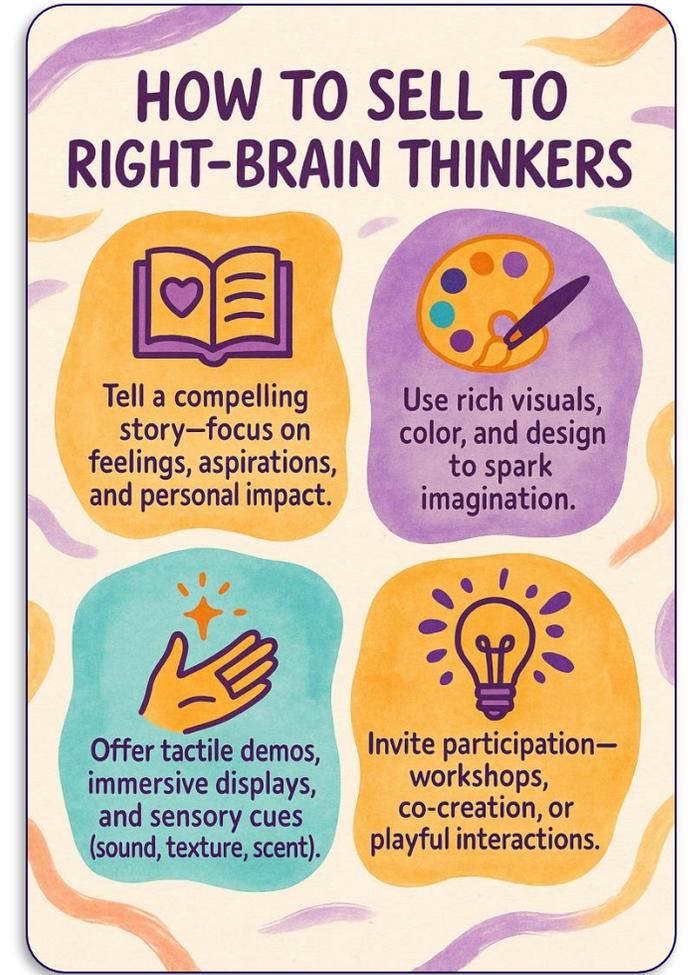


The Ai Landscape is Not Just About A Farmer Being The Customers

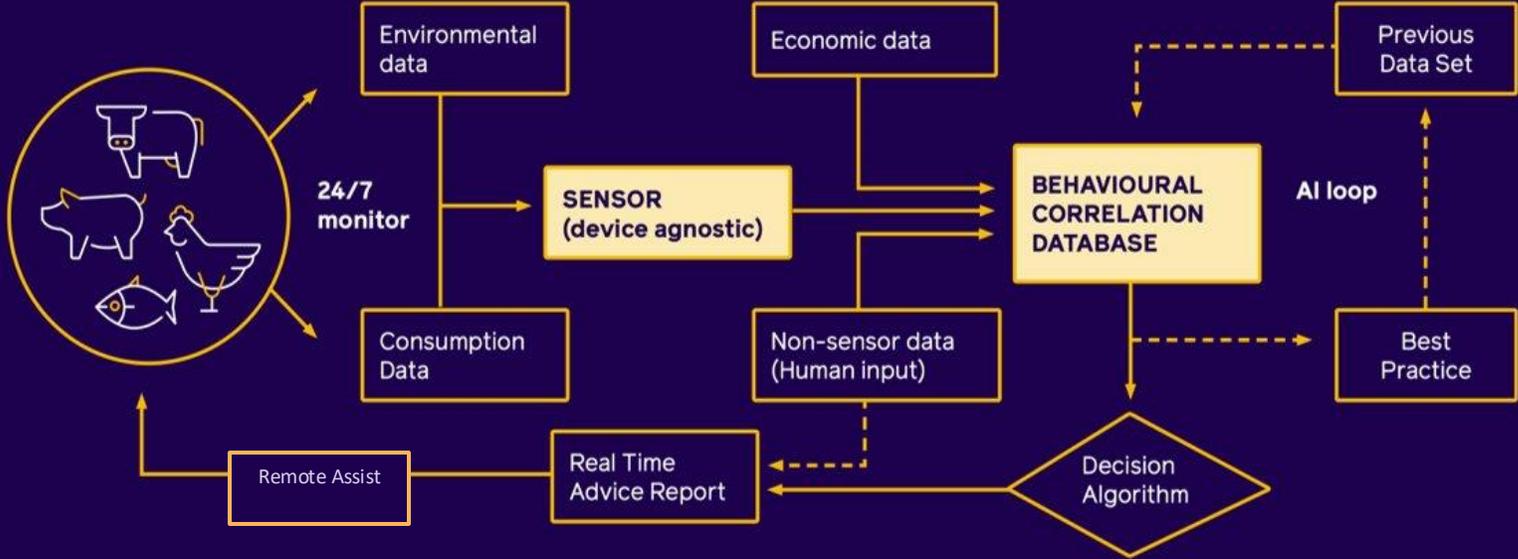


Final Thoughts

- Farming is not simply farming
 - Arable, Livestock, Mixed, Intensive, Extensive, Protected, Outdoor, Upland, Lowland, etc
- Artificial Intelligence is not simply Ai
 - Robotics, Automation, Software, Ai, LLM's, Deep Learning, etc, etc
- Ai in livestock farming isn't a technology challenge so much as a justification and adoption challenge
- Ai solution providers will need to tap into the emotions of their target market better
- Artificial intelligence, especially the Large Language Model elements, offer a way to engage emotionally with technology and data, making technology solutions relatable to livestock farmers
- For now, Ai does what you ask of it so it's suitability may still lie in the hands of the humans writing the codes, the queries and developing the technology in the short to medium term



We call it Livestock Value Engineering



Experience
Our App Free



www.optifarm.io

My Details:

