AI, Data & Sensors: The future of Livestock Farming?

Kynetec Presentation at AI Live

Presented by Gemma Norman

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We provide Data, Analytics & Insights
across the Animal Health & Nutrition sector:
We solely work in the Animal Health space
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The start of a new chapter in livestock production....

AI, Data & Sensors can

- **Boost productivity**
- **Improves animal health & welfare** with early detection
- **Supports sustainability** by reducing emissions & waste, as well as improve operational sustainability
- **Addresses labour shortages** with automation
- **Enables traceability** for consumer trust
- **Drives innovation** to keep UK/EU farming competitive

But we must remember to include the farmers' voice in these discussions as it...

- Ensures **tech is practical and usable**
- Reveals **real-world barriers to adoption**
- Brings **local, species-specific insights**
- Builds **trust and buy-in**
- Surfaces **unseen opportunities**
- Anchors innovation in **ethics and lived experience**

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Capturing UK & Ireland Livestock Farmers' Viewpoints

Across the UK & Ireland

300 farmers
(80 Sheep, 95 Dairy and 125 Beef)

10-minute, Self complete online survey

August 2025

How much does smart tech and AI impact livestock farmers today?

Today, many factors impact livestock farmers, with at least 8 in 10 stating...

Input/Commodity prices
(feed, fuel, fertilizer)

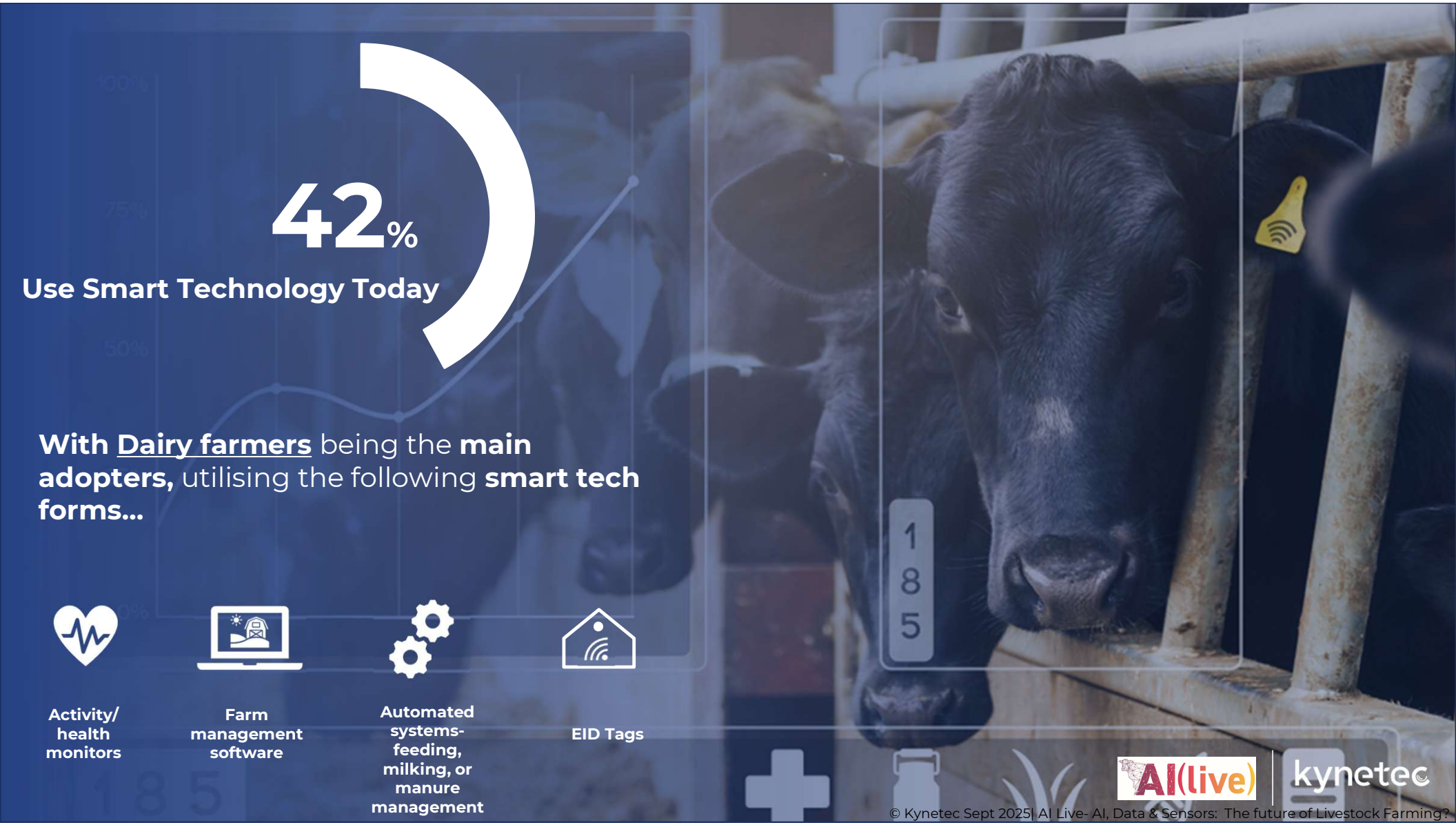
Market Price volatility
(livestock, milk, meat)

Governmental requirements/regulations

Climatic extremes

...But in comparison, new technologies (41%) and artificial intelligence (12%) have a lesser impact

How is Smart technology used today?



Amongst all users, perceived benefits are..

76% Improved health/welfare

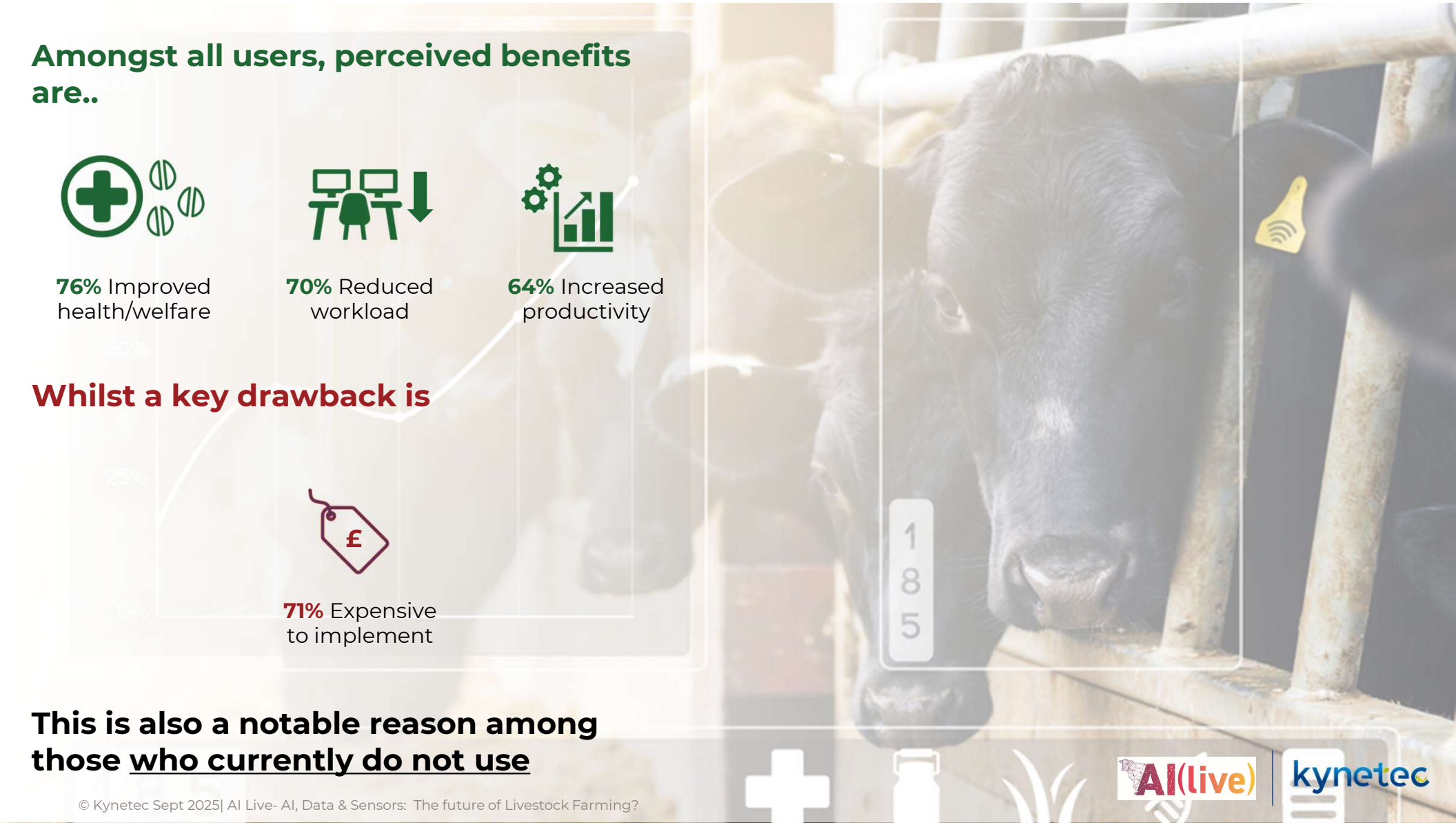
70% Reduced workload

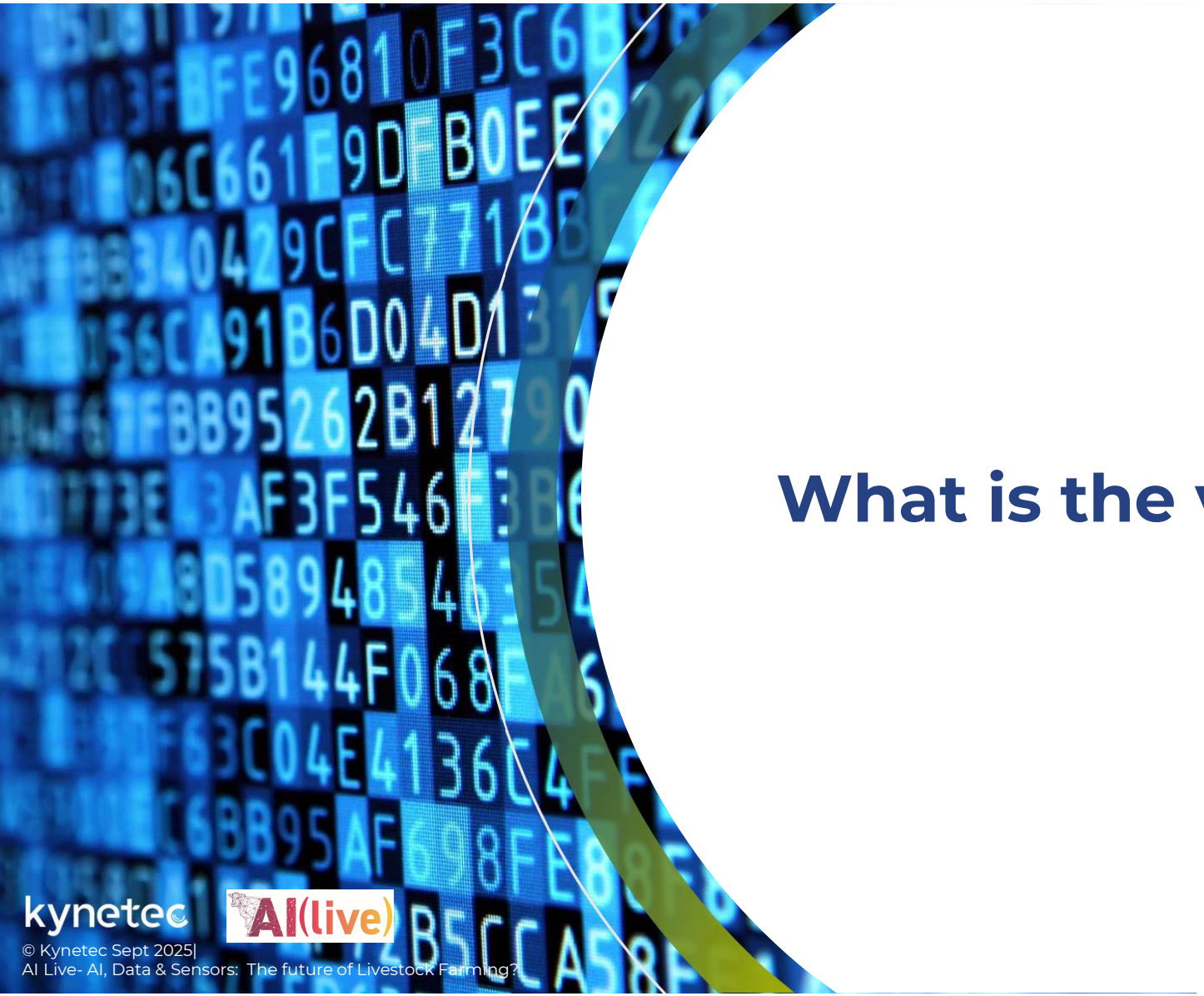
64% Increased productivity

Whilst a key drawback is

71% Expensive to implement

This is also a notable reason among those <u>who currently do not use</u>





What is the value of data?

Usage

52%

Use Data Regularly

With Dairy farmers leading the way in utilisation

How?

Most view and use data at an individual animal and at a group level

Impact

Farmers recognise its value...

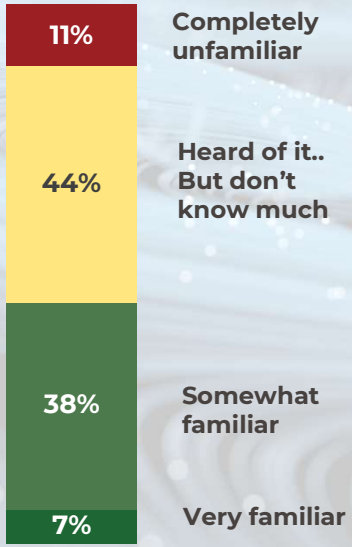
- **76%** Improved productivity
- **73%** Improving farm profitability
- **73%** Improving animal health
- **66%** Improving animal welfare

How is Artificial Intelligence perceived?

Outside of Livestock Farming....

Familiarity

With AI...



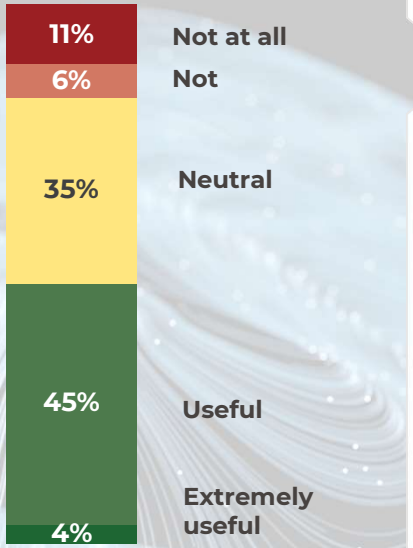
Usage

Use AI for...

- **86%** Navigation
- **80%** Predictive text
- **51%** Streaming recommendations
- **51%** Voice assistants

Usefulness

Day to Day....



Definition

Farmers state....

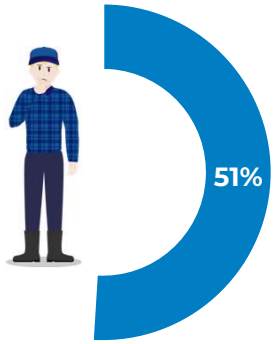
*The **ability for a digital system** (computer, machine etc.) to **interpret data and make a decision or provide an output based upon it.***

I don't understand it...

***Useful but dangerous** in the wrong hands*

Useful in some situations** but **too heavily relied on in others

But what about in the context of livestock farming...



Feel **NEUTRAL** about AI's relevance in the livestock industry

Use **AI today for livestock,** with **Dairy farmers being the main adopters** using it to aid **in health/behaviour monitoring, breeding optimisation, disease detection and automated feeding**

Despite limited uptake.... Farmers recognise some positives

Improve efficiency

Improve health, productivity and welfare

Support problem solving

Doubts and concerns must be overcome if adoption is to increase

Trust is variable….

With many expressing scepticism or neutrality towards AI

Key concerns need addressing…

Farmers worry about over-reliance on tech, misinformation, privacy risk, and loss of human control

Transparency is key…

To alleviate trust issues in deploying AI, transparency, human oversight, and data governance is key

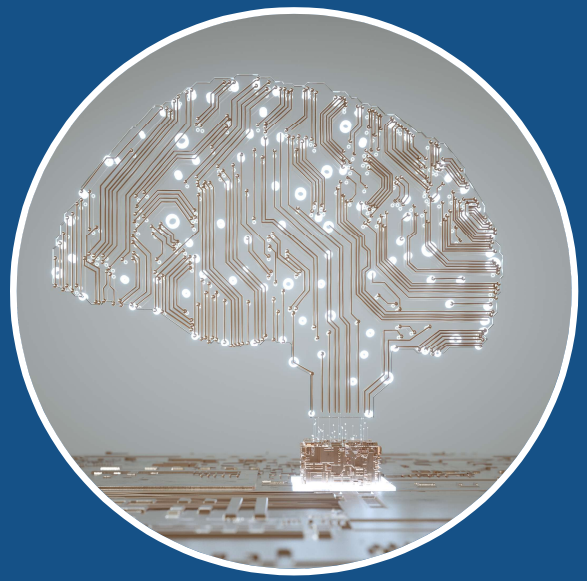
Build the foundation of trust…

Education, clear communication about AI and its use cases, can aid acceptance among farmers

What are the perceived benefits and drawbacks of AI?

1 in 3 are unsure of the **advantages of AI in livestock-** highlighting a knowledge gap

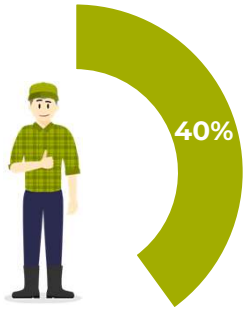
Clear **need to bridge the knowledge gap** through education, to show the value of AI without replacing the farmer's role



Farmers who see the **benefits,** note **time savings, improved animal health, data analysis,** and **informed decision making**

But **concerns remain,** with **loss of skill, reliability of AI, over-reliance,** and **reduced human involvement cited**

What would encourage adoption...



Are interested about **adopting AI** in the future

Dairy and **Beef farmers** are more inclined to adopt than sheep farmers

Health monitoring, Disease Detection, Breeding Optimisation, and **Climate forecasting** would be **key applications of use**

Better understanding of AI and low-cost solutions would **drive adoption**

Whilst **a lack of knowledge and high costs hinder uptake**

A **key priority when considering adoption- improving operational efficiency** and **cost reduction**

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Where do farmers turn to....

Trusted Information Sources

Farmers rely on farming press, equipment companies, social media and industry publications for information relating to AI

Critical Support Needs

Farmers need comprehensive training, ongoing technical support and financial aid in order to adopt AI

Build Awareness & Confidence

By providing clear and accessible guidance through established channels, farmers can understand AI more effectively, and potentially be more open to adoption

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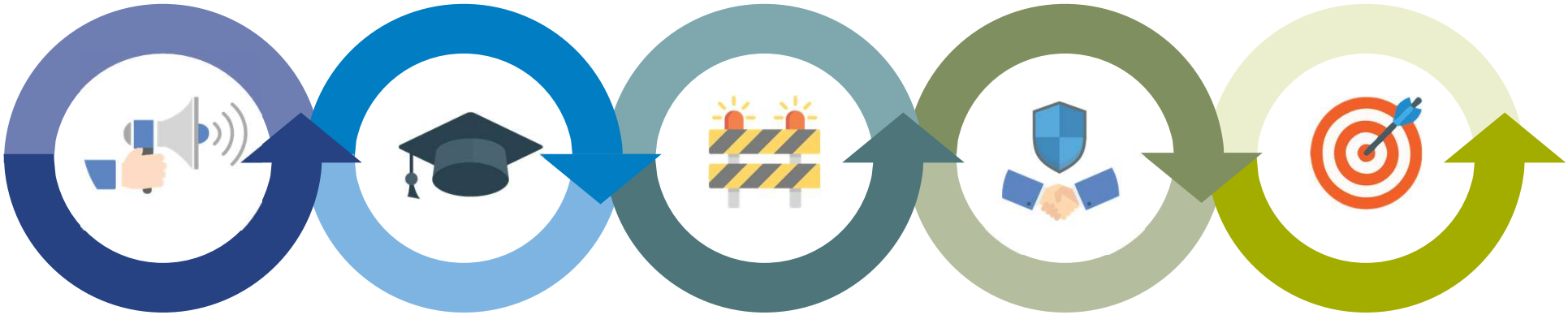
Final thoughts...

How can we empower farmers to shape the future of the livestock sector

Bridge the knowledge gap
Invest in training, demos, and clear communication

Build trust
Ensure transparency, data security, and human oversight



Listen to the farmers' voice
Design tech, AI, data solutions that reflects their needs, values & realities

Lower the barriers
Make solutions affordable, accessible, and fully-supported

Focus on the impact
Prioritise solutions, that improve efficiency, health/welfare and sustainability (all aspects)

Let's move from uncertainty to opportunity... together

THANK YOU!

Please reach out if you have any questions on the data shared during this presentation or would like to gain further access to our services or data.

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