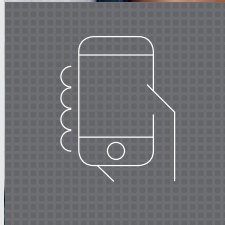




**HARTPURY  
AGRICULTURE**

# AGRI·TECH CENTRE



## **Welcome to the future of smart farming**

Hartpury Agri-Tech Centre is shaping the future of farming through improving access to commercial technology and innovative practice.

Better still, farmers, agricultural businesses and students can get hands-on with the latest technology, experiencing innovations that are available right now.

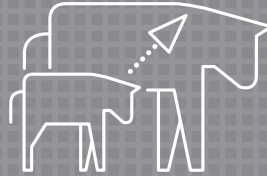
**Get ready for  
tomorrow with us.**

# Why we need Agri-Tech.

**The global population will increase by almost 40% to 9.7 billion by 2050\***

**Global meat demand will increase by almost 50% to 498 million tonnes by 2050\***

\*Source: Deloitte. Smart Livestock Farming.  
Potential of Digitalization for Global Meat Supply



**The agricultural industry is going through unprecedented change to meet the food demands of a growing global population. New technologies are being integrated for their unrivalled ability to drive growth in a sustainable way.**

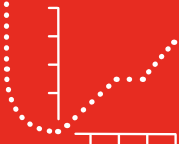
Hartpury Agri-Tech Centre is designed to showcase the production, welfare and financial benefits that can be gained from the latest technology and innovative practice. As a result, farmers and producers can further increase their overall farm performance and productivity – the 'tech-to-plate' journey. We're making Gloucestershire the go-to region for economically viable tech products and services that farmers and industry can access right now.

# New agricultural technology to meet global food challenges.

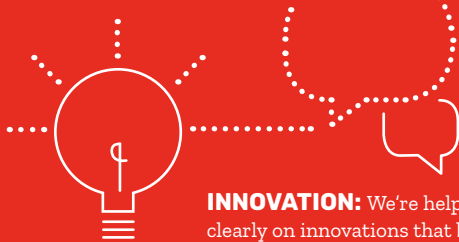
## About the Hartpury Agri-Tech Centre

Hartpury Agri-Tech Centre is a unique complex of purpose-built facilities that enables farmers, students and organisations involved in agriculture to enjoy easy and comprehensive access to the latest commercial technology.

Through our hub, you'll experience more than theory. You'll gain hands-on experience of the latest innovations and technologies. You'll see how the real-time information and data gathered can benefit your farm or agricultural business. Better still, you can apply these solutions immediately to improve both your profitability and sustainability.



**PRODUCTIVITY:** We show how precision and innovative technologies to improve farm productivity will result in improved profitability, higher quality consumer products and cost benefits to the industry.



**INDUSTRY:** We give farmers a voice in innovation, enabling you to access commercial technology. As a result, your farm benefits from better insight, measurement and analytics that lead to improved productivity.

**INNOVATION:** We're helping to anticipate future demands by focusing clearly on innovations that benefit farmers. By helping to develop commercially proven technologies – and helping farmers to apply them – animal health, welfare and farm performance can all be improved.

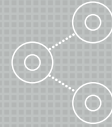
## Smart farming is here

Technologies and innovation to enable sustainable, profitable and highly productive farming.



### On-Farm Demos

See smart farming technologies in action on a real farm.



### Share Knowledge

Working together with agri-tech businesses and farmers to share best practice.



### Empower Farmers

Supporting the adoption of new techniques and technologies.



### Live Diagnostics

See real-time analysis and insight for improved productivity.

## World-class Facilities



**The Agri-Tech Hub:** Easy access to key information and case studies on the latest technology and ideas that are commercially available to UK producers. You can see how live information is being gathered and used in real time, from both our farm and farms around the UK.

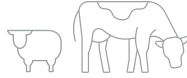
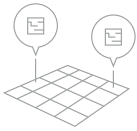


**Biosecurity Centre:** With the emergence of pests and diseases becoming ever more difficult to control, biosecurity is increasingly important. This bespoke facility will give all visitors peace of mind when moving on and off-farm, going through necessary preventative measures.



**Livestock Handling Unit:** An advanced housing system, where visitors can get hands-on with the latest livestock technology. Offering unique practical demonstration opportunities, in a working farm environment.

Crop Production  
Technology



Imagery to Drive  
Precision



A

G

R

I

-



Precision  
Farming Equipment



Farm Management  
Information Analysis



Smart Welfare &  
Feeding Technology

**Hartpury Agri-Tech Centre is designed to showcase the production, welfare and financial benefits that smart farming technology can bring to farmers and producers, to further increase their overall farm performance and productivity – the 'tech-to-plate' journey.**



Nutrition & Genetics  
Technology



Animal Health & Welfare  
Monitoring



Supply Chain  
Technologies



# T E C H



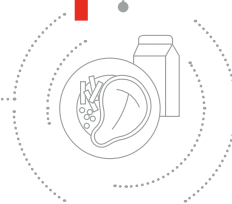
API/Web  
Connectivity



Smart  
Milking



Increased Productivity



**“This Agri-Tech Centre offers local farmers a great opportunity to access the latest commercial technology and explore how they can embrace innovation on their farm. As our industry aims to become more productive and sustainable, access to new technology will be absolutely crucial.”**

**Minette Batters, NFU President**



**“With the farming industry being introduced to new technologies all the time, it’s important to strengthen the link between research and commercial practice. Hartpury Agri-Tech Centre will achieve this through technical knowledge exchange and practical demonstration, benefiting everyone involved.”**

**Robert Davies, Gloucestershire Farmer**



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# Connecting agriculture to enable more efficient farming.

## How you can benefit

### Farmers and producers

*What technology is already available that suits your business goals and that you can access right now?*

*How can you use the technology in practice before you commit to adopting it for your own farm?*

The Hartpury Agri-Tech Centre provides a go-to facility for farmers and food producers to access commercial technology and an environment for analysis and sharing knowledge for best practice.

**Register your details with Hartpury Agri-Tech Centre. See reverse for full details:**

- We'll connect you to the agri-tech products, services, events and information that suit your farm.
- Experience practical demonstrations of the latest agri-tech at work at our on-site and partner farms.
- Learn about the latest innovative practice at hands-on events and workshops.

### Tech companies

Whether you're an established or start-up business, Hartpury Agri-Tech Centre provides you with opportunities to test and demonstrate your technology to farmers, businesses or wider industry stakeholders. Our purpose-built facilities are ideal for showcasing, developing and testing products or services, as well as sharing knowledge and ideas through events and workshops.

**Get in touch to find out more about our commercial membership package.**



# Working together to deliver better productivity through industry collaboration.

## Future developments led by you

We're already working with tech manufacturers and industry organisations at Home Farm, the base of our Agri-Tech Centre, to develop solutions that improve productivity or address common issues facing farming today.

We want technology to work for you, on the farm. So, if there's a particular topic you feel ought to be addressed, let us know. If there's enough interest from enough farmers, we'll listen and, wherever possible, take action.

## A strategy for the future

In a rapidly changing world, the Hartpury Agri-Tech Centre is here to help you. The Agri-Tech Centre is the first phase of our 2030 vision, featuring developments with consistent objectives that will increasingly enable farmers and agricultural businesses to meet both current and future challenges.

- **PHASE 1** Improving access to commercial technology and innovation for current and future farmers and agri-tech businesses through technical knowledge exchange and practical on-farm demonstrations. Access, not only to promote availability, but also capability for the latest products and solutions.
- **PHASE 2** Giving practical insight into the capabilities and benefits associated with the use of farm data and cyber security, whilst also providing innovative workspace and industry connections to accelerate pre-commercial ideas into robust and viable products and solutions to solve real-world industry challenges.
- **PHASE 3** Developing and reinforcing the link between technology and the environment, dedicated not only to environmental technology specialists, but also to empower farmers with sustainability solutions for the future.
- **PHASE 4** The creation of a world-class centre of excellence, providing a learning environment of choice for farmers, tech companies and students to benefit from a data rich working environment with access to exceptionally deep levels of information and understanding.



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**Find out more about how you could benefit.**

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