Dyson Farming – past, present, future.

**BCPC Joint Review** 

27 November 2025.

We are excited about growing the future of sustainable agriculture through innovation and people

We will transform categories through reinvigorating the value in better tasting, healthier food, grown in harmony with the environment













#### Food

Producing 100,000 tonnes of food crops and livestock using regenerative practices within a circular farming system.

# Energy

Producing renewable energy to power our infrastructure and provide crop nutrition that reduces our reliance on manufactured inputs.

#### Environment

Managing 1,600ha of environmental stewardship features. Our in-house specialists use the latest monitoring systems to measure and record our impact.

## Research

Providing independent research and analysis into crop management strategies that produce better quality food, drive efficiency, reduce our carbon footprint and support a thriving natural ecosystem.

#### Places

Providing high quality rural homes, leisure opportunities, and education facilities to help to connect people to our brand and the food we produce.

## Soil cover

ALL SOME THE SAME

Cover cropping 3,000ha

Nitrogen cycling - reduction of SMN overwinter in trial results

Challenges - heavy land for following crop establishment. Yield impact - 16.5% winter wheat.

Increase in slug pressure on heavy land.

# Living roots



Remove monoculture and impact on pests and diseases. Improve water infiltration and reduce compaction.

Grazing opportunity.

Had to manage the competitiveness, increased herbicide usage.

Trials for alternatives

# Minimal disturbance



Prescriptive equipment, targeted cultivations and sowing e.g. Avatar. Matched to soil type and crop type.

Challenges is incorporating root crops, reduc ed tillage potato trials.

# Diverse cropping



Oats/vetch and barley/linseed multi species cover crop for AD forage - SFI income, overwinter grazing, N cy cling.

Challenges around weed control, look to different crops for better control options.

## Livestock



Rotational herbal leys and lucerne for grassweed control and improvement of soil health.

SFI income, grazing, hay crops

Nutrient cycling grazing cover crops

Challenge when mob grazing too hard on forage crops.

Presentation title to go here November 25

**Dyson Farming Limited** Confidential

Modernisation of farm infrastructure at key operational hubs



2017

#### Direct supply

We embarked on the journey toward direct supply by reducing crop sales via merchants and launching an ecommerce platform

2019

#### First Dyson strawberries

A year after ground was broken at the Carrington Glasshouse site the first Dyson Strawberries were picked, we also began to form our new identity by surrendering Beeswax from the company name.



2022

2012

**Carrington Estate** 

enterprise

an 2,400 acre vining pea

With the Carrington Estate came

2013

2014

forwards.

Thimbleby & Edlington

environmental farm along with

setting up those schemes. This

2015

key personnel responsible for

We acquired the flagship

formed the basis for our

environmental work going

2016

2018

2021

#### **Nocton Estate**

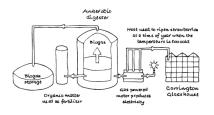
The Nocton Estate was the first holding to be purchased by Sir James, its 7,000 acres form a diverse landscape of fenland, woodland, grassland and heath.



The farms take on an identity

#### Carrington Anaerobic Digester

Commissioned in January 2016, this saw the starting point for our circular farming system, giving us the capacity to begin the development of a sustainable soft fruit enterprise.



State of the art potato store built at Nocton



#### **Green Crop Information**

The well established Crop Management Information team joins Dyson Farming continuing the legacy of the late Dr Chris Green.

2020



**Dyson** farming Research

**Dyson** farming

Automated UV and biological crop protection. Robotic strawberry pickers have been underdevelopment since 2021

Robotics

#### **XFARM**

Adoption of a new farm management system, the first in the UK to use Xfarm on a journey to be more integrated with our farm management operations and systems.



Pioneer

A bespoke built platform designed to collate high level data sets from across the business to allow users to get access to data quickly. Also built to reduce processes that were reliant on excel because other systems didn't have the functionality.

2022

2024

2021

## AgriSound

Remote device that is used to



#### Digital transformation

Reconciliation of systems and data handling to reduce duplication and improve accuracy.



2023







# Variable rate seed

Electrical conductivity scanning and hand texture analysis drives the creation of establishment zones.



#### **Protecting** nest sites



2016

#### Volumetric measurements

Electronic ID tagging

Individual performance and

treatment and ensure the

genetic health of our herds.

health records for every animal

allow us to reduce prophylactic



2018

#### Electronic passports

2019

First company in the UK to be operating fully electronic for grain passports – Only issue was that the end users weren't willing to uptake on the process because the rest of the industry was still operating on paper.

2020

2017 2015

#### Blackcat

Weighbridge and storage system – collecting data on a field-by-field basis for yield reporting. Able to monitor crops into and out of store.

#### Variable rate nitrogen

Normalized Difference Vegetation Index (NDVI) imagery is used to monitor crop conditions to create variable rate nitrogen maps.

#### Soil texture mapping

Understand sand silt and clay % to refine variable rate seed maps to increase accuracy.



# Vision technology

Camera technology on sprayers to identify weeds in stubble and in growing crops. Trials first begun with Green on Brown which has been a success, Green on Green trials still underway and providing to be tricky in wheat.



monitor pollinators in habitats, using AI to recognise the sound of specific target species.









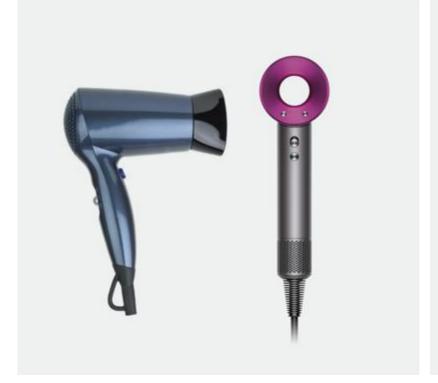




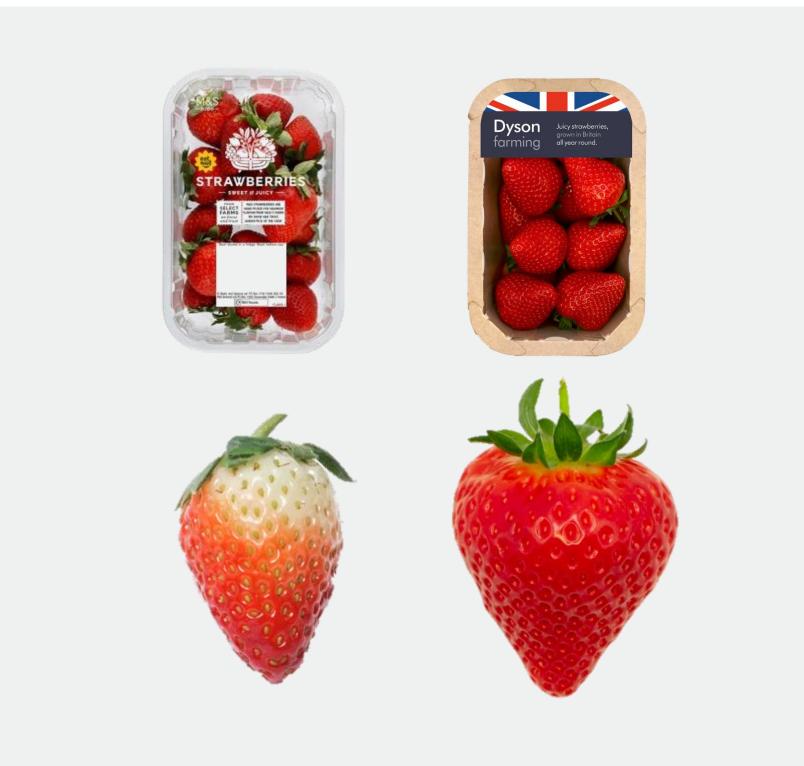
# Category transformation











# British and better



Better tasting, more nutritious food, grown and produced in Britain.

# Farming differently

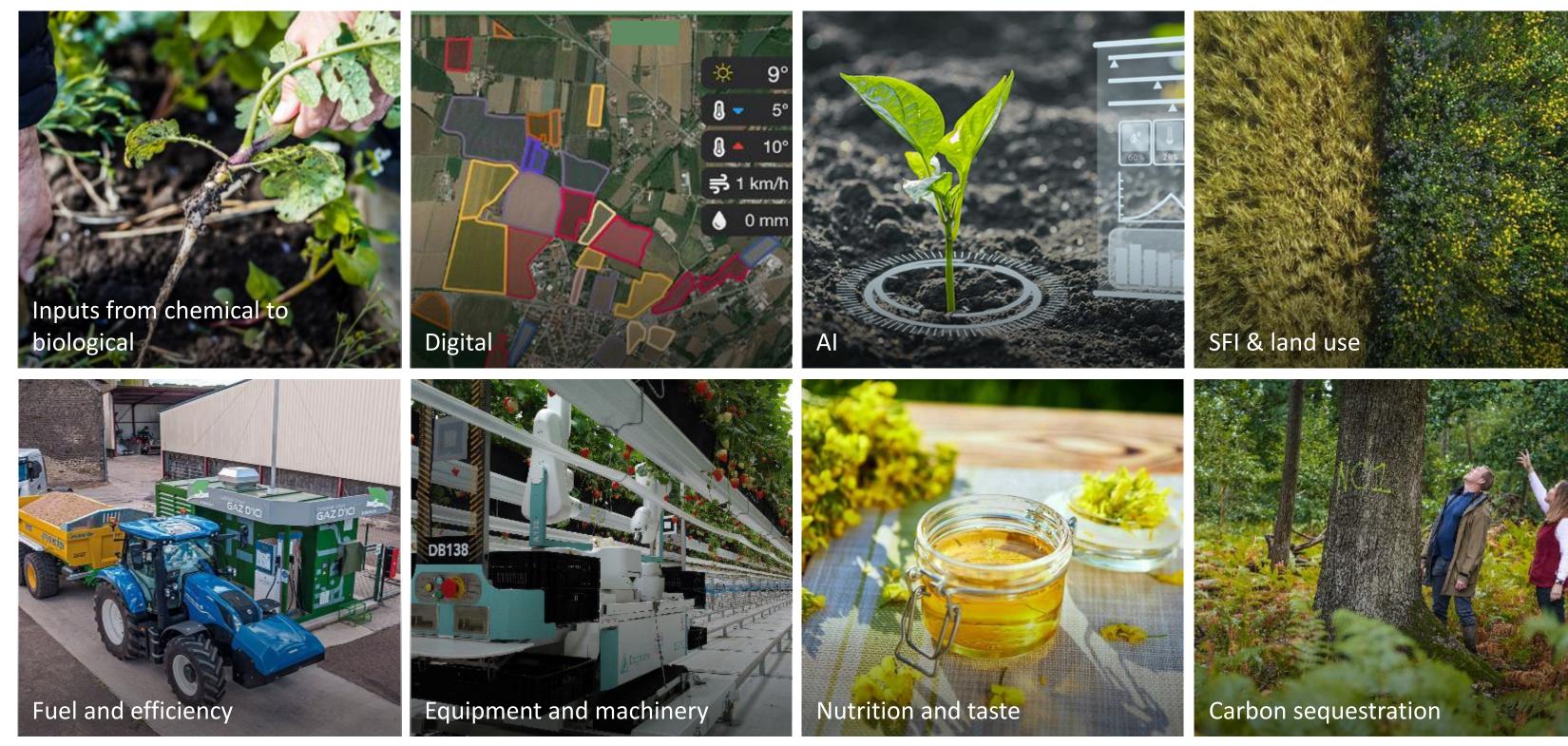


Using technology to produce more using less, allowing us to operate in harmony with the environment.

# Experimentation



Investing in research and engineering solutions that will help us produce better food in the future.



ben.abell@dysonfarming.com
@agronomist\_ben

# Dysonfarming