

Dyson Farming – past, present, future.

BCPC Joint Review

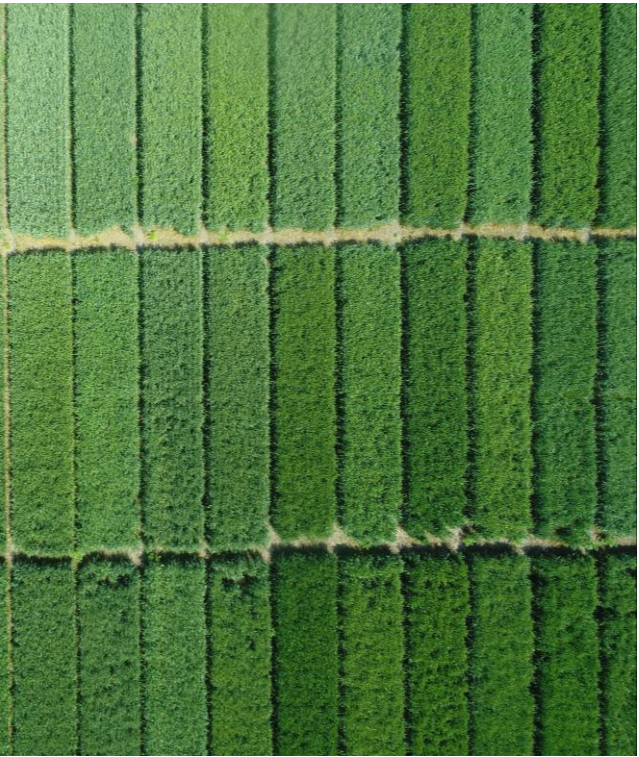
27 November 2025.

Dyson farming

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.

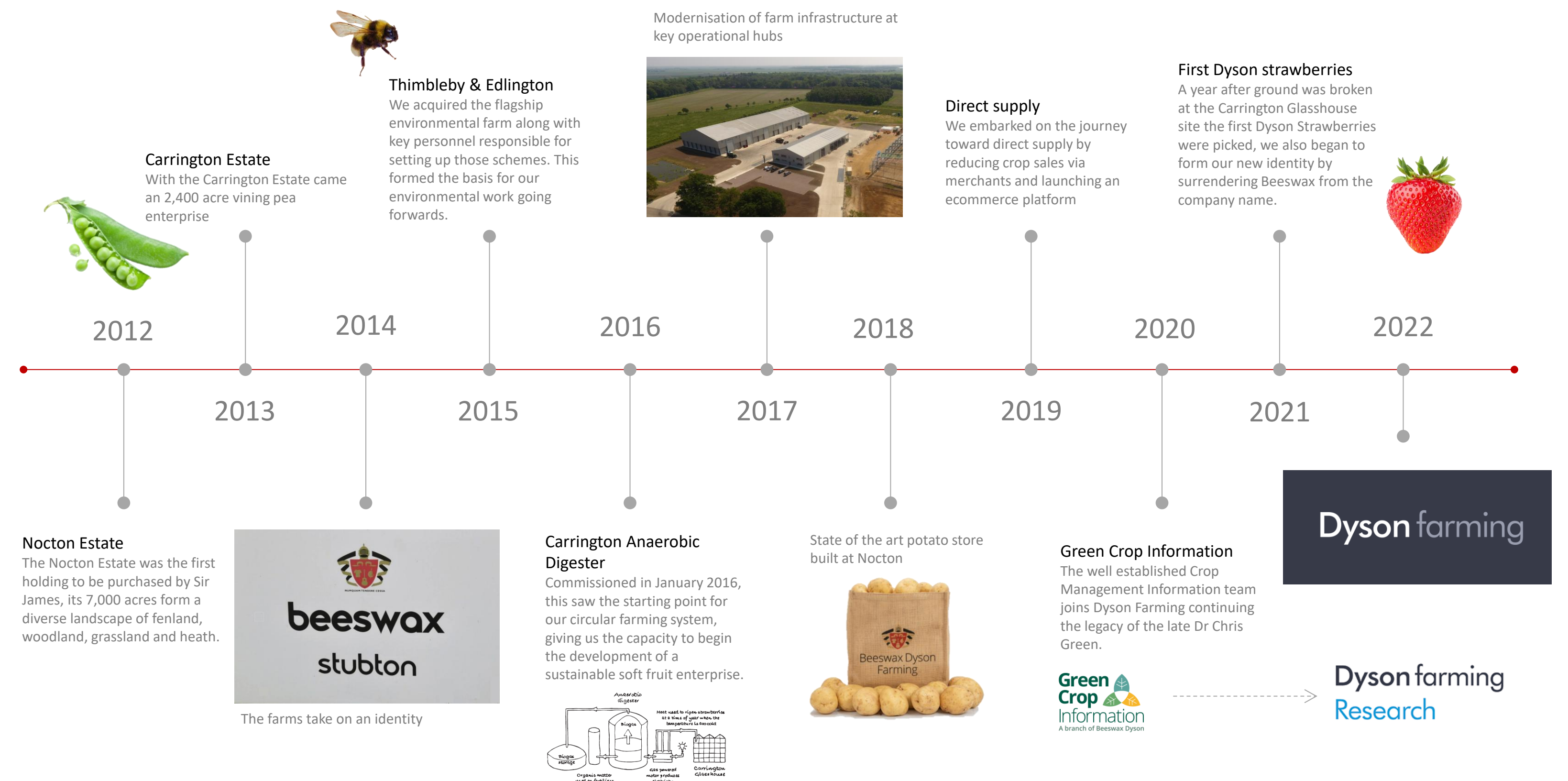
Research

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	Living roots	Minimal disturbance	Diverse cropping	Livestock
				
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.	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	Prescriptive equipment, targeted cultivations and sowing e.g. Avatar. Matched to soil type and crop type. Challenges is incorporating root crops, reduced tillage potato trials.	Oats/vetch and barley/linseed multi species cover crop for AD forage - SFI income, overwinter grazing, N cycling. Challenges around weed control, look to different crops for better control options.	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.



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Research

Variable rate seed

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



Protecting nest sites

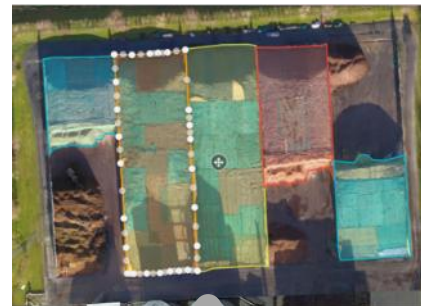


Electronic ID tagging

Individual performance and health records for every animal allow us to reduce prophylactic treatment and ensure the genetic health of our herds.



Volumetric measurements



Electronic passports

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.

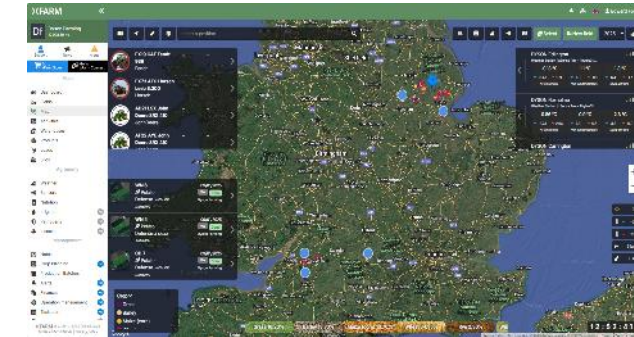


Robotics

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



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.



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.

Digital transformation

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



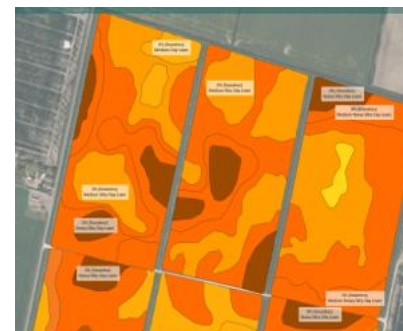
AgriSound

Remote device that is used to monitor pollinators in habitats, using AI to recognise the sound of specific target species.



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.

Innovative, technology driven farming

Category transformation

Presentation title to go here
November 25

Dyson Farming Limited
Confidential



British and better



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

Farming differently



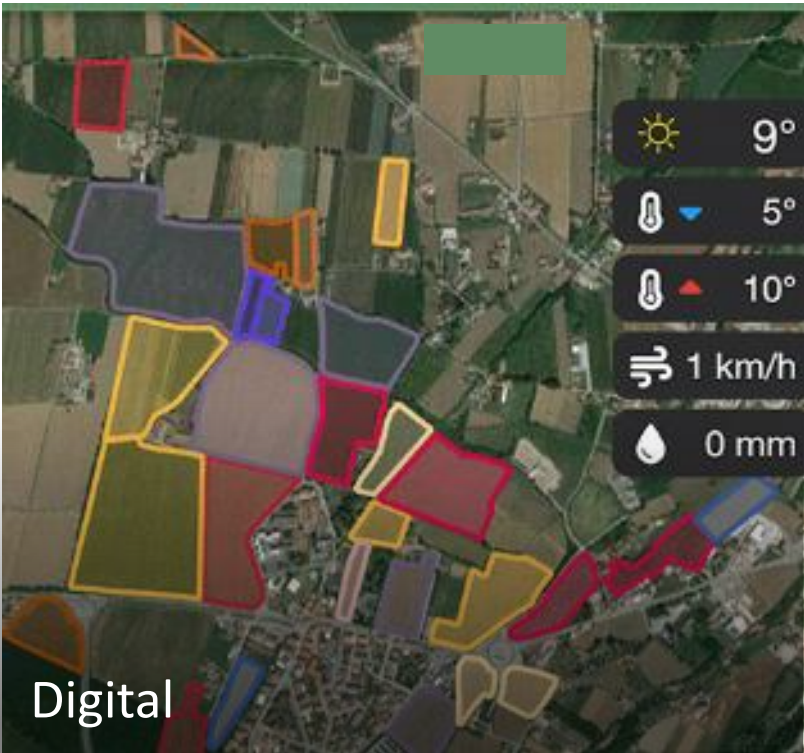
Using technology to produce more
using less, allowing us to operate in
harmony with the environment.

Experimentation



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

Research focus areas



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