

Industry 4.0 – A Poultry Perspective

Jon Sargent

Global Project Manager - Aviapp

- Faccenda

- 2005 – 2010
 - Factory
 - Planning
 - Agriculture



- Elanco Animal Health

- 2010 – 2013
 - Key Account Manager



Loughborough University



- MSc Comp Sci (2024)
- BSc Math & Man (2003)

- Biolink Limited

- 2013 – 2015
 - UK Sales Manager



- Hay Farms

- 2015 – 2024
 - General Manager (Broilers)

- Huvepharma

- 2024 – 2025
 - Global Project Manager (Aviapp)



- EC Drummond

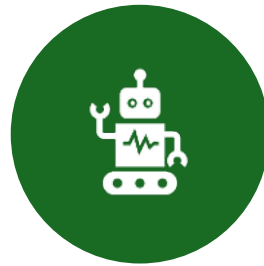
- 2025 - ????
- TBC...



Definitions



INDUSTRY 4.0



ARTIFICIAL
INTELLIGENCE (AI)







MACHINE
LEARNING



GENERATIVE AI

Definitions

1950's	 Artificial intelligence (AI) <i>Human intelligence exhibited by machines</i>
1980's	 Machine learning <i>AI systems that learn from historical data</i>
2010's	 Deep learning <i>Machine learning models that mimic human brain function</i>
2020's	 Generative AI (Gen AI) <i>Deep learning models (foundation models) that create original content</i>

(IBM, 2024)

Definition



PRECISION LIVESTOCK
FARMING

Examples - Poultry

Camera
Technology

Microphone
Technology

Weight Predictions

Robots

Augmented/Virtual
Reality Chicken
Houses

Connectivity &
Data

Examples - Veterinary



Practice Management System



Telehealth



Online 'booking' systems



AI for Routine Tasks

The Future



ETHICAL



MORAL



LEGAL

The Future



INTELLIGENCE



SPEED



EASE

Call to Action



Embrace it – it's here



What can you do – in action or strategy



What's the next (first?) step

Questions ?

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Thank-you