



The REAP conference is Agri-TechE's flagship event that unites the ecosystem around a topical theme.

Our biggest event of the year attracts farmers, researchers and innovators from across the UK – and beyond.

#REAP2024  
[reapconference.co.uk](https://reapconference.co.uk)

## THE AGRI-TECH BALANCING ACT – OPTIMISING ONE OR MANAGING MANY?

Global agriculture has evolved into a dual landscape of both vast scale and intricate detail, thanks to technology.

At what point do the benefits from bespoke management of individuals outweigh the additional costs of more general oversight of the wider crop, flock or herd? Where's the tipping point at which potentially sub-optimal management of the population might be actually a better option than individually curated management plans for all?

At the REAP Conference 2024 we'll be considering where the balance lies between “management of the Many” as compared with “optimisation of the One.”



**6 November, 2024**  
**Newmarket, CB8 0TF**



## FEEDBACK

” It was inspiring to see how smoothly REAP unfolded and what awesome discussions, thoughts, connections, inspiration and take-home messages came out of it... I loved it and the insights I got were golden.

” REAP was one of the best agtech conferences I have attended and I look forward to attending next year.

” An outstanding REAP, consistent with the high standard of every Agri-TechE event. We were very happy to be part of the Exhibition and to engage with so many new people.

Farmers and those in agriculture-related education can apply for a REAP bursary discounted ticket.

## REAP CONFERENCE 2024: SPEAKERS AND SESSIONS

### Keynote Session: Elliott Grant, CEO, Mineral.ai

Mineral.ai, owned by Alphabet, is pioneering “computational agriculture” and robotics to better understand natural systems. “We need to start asking the ‘why’ questions and challenging the assumptions that have guided our farming practices for centuries.”

### Farmer Breakfast

A farmer-exclusive opportunity to meet the keynote speaker with peers and gain insights into the farms of the future.

### Sustainable supply chains - Collaborating for success

“If you want to go fast, go alone.....but to go far, go together.” Speakers including Bayer and John Deere will talk about the place of open innovation in agriculture.

### Start-up Showcase

This session reveals our picks for the future of farming

### Emerging Agri-Tech – Research Into Practice

Scientists share the field-focussed projects they have underway, bringing fresh thinking and practice to the industry.

### Networking Reception

### Technology Exhibition

Technologies on display in the exhibition - find a solution for your project or meet potential collaborators among the stands. Spaces available to exhibit.



Book your ticket at  
[reapconference.co.uk](https://reapconference.co.uk)