

THE FUTURE OF FARMING

DYSON FARMING STRAWBERRIES

Rainwater

Rainwater is collected from the roof of the glasshouse and stored in lagoons to irrigate the plants. Helping to save on natural resources.

No pesticides

Biological colonies have been introduced to the glasshouse to combat pest infestation, reducing the reliance on pesticides.

Anaerobic digester

Renewable energy and excess heat from an anaerobic digester is used to warm the glasshouse.

Glasshouse technology

A climate control computer adjusts the temperature in the glasshouse to maintain the best growing conditions.

Direct light

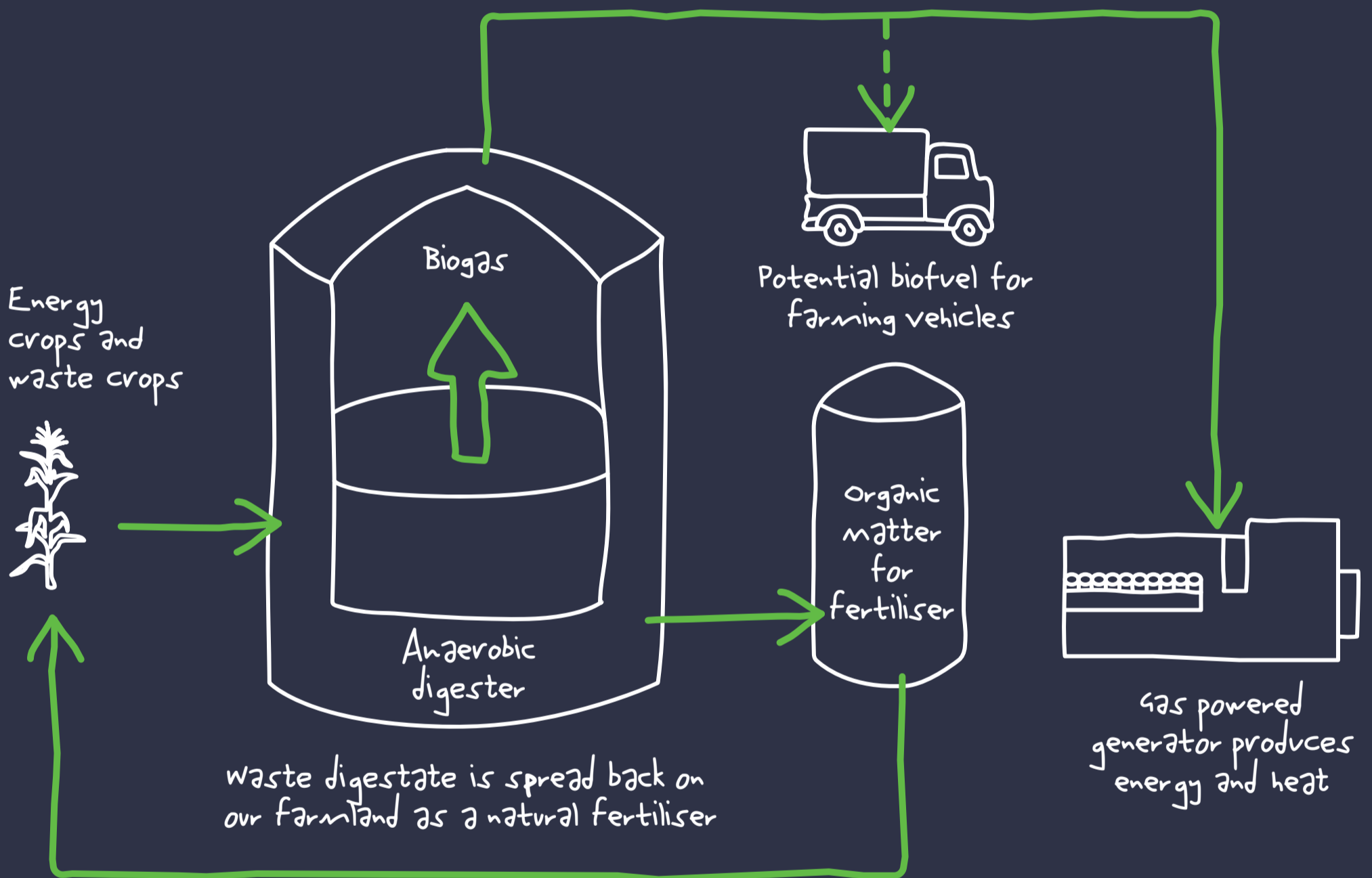
LED lights are used for growing strawberries all year round, extending the British growing season and reducing carbon food miles associated with imported fruit.

15% more growth

The hanging gutters, which hold the plants, 'swing' from side to side to allow 15% extra crop to be grown in the same area.



THE FUTURE OF FARMING RENEWABLE ENERGY



THE FUTURE OF FARMING FARMERS TODAY



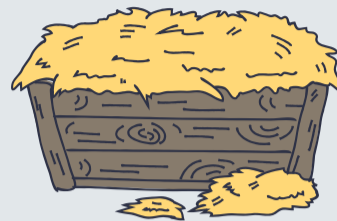
Agricultural meteorologist

Uses science and their knowledge of the weather to enhance or increase growth.



Agronomist

Uses soil science to achieve the best possible results from our land and crops.



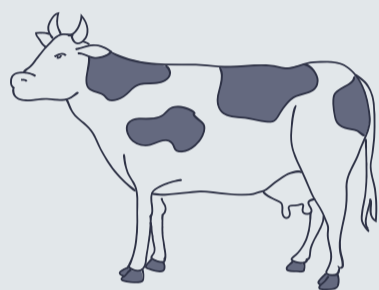
Animal nutritionist

Analyses the nutritional value of animal feeds and provides livestock dietary advice.



Biodiversity specialist

Surveys the environment and assesses the diversity and behaviour of the different plants and animals within them.



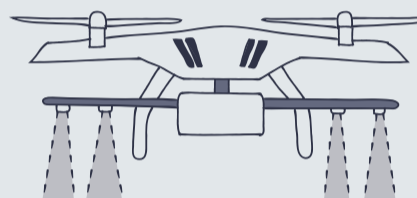
Bovine specialist

Looks after the wellbeing of herds to produce good quality milk and beef, ensuring the herd remains healthy.



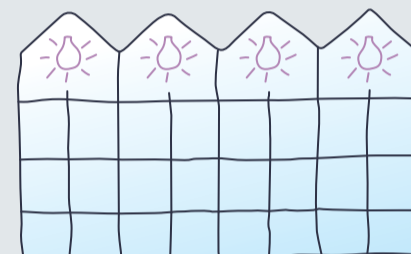
Crop breeding technician

Ensures that crops are healthy and improves plant health by increasing the nutritional value of the soil.



Drone pilot

Controls the flight paths of drones to capture data on the soil health of fields before planting.



Glasshouse manager

Maintains the technology used in the glasshouse to ensure the highest quality strawberries.



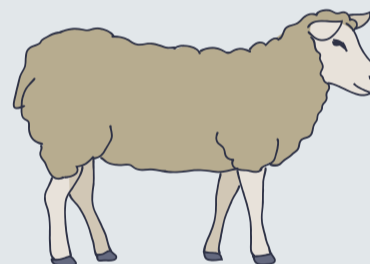
Harvest worker

Uses machinery to harvest crops grown on the farm when they are ready to be picked.



Innovation researcher

Uses science and data to learn and share new technology which can be used to benefit the future of farming.



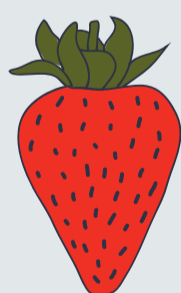
Shepherd

Responsible for rearing healthy sheep.



Special crop buyer

Gathers crops that are suited to grow in conditions on the farm, helping to increase crop growth.



Strawberry picker

Chooses the strawberries that are ripe enough and carefully picks them from their stalks to ensure they do not bruise.



Sustainability manager

Evaluates the environmental impact of the farm and finds ways to increase environmentally friendly practices.



Veterinarian

Helps to treat and care for animals on the farm.



Warehouse machinist

Operates and maintains machinery to ensure the warehouse is kept in running order.

THE FUTURE OF FARMING FROM FARM TO FORK

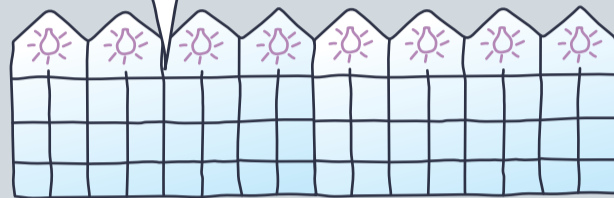
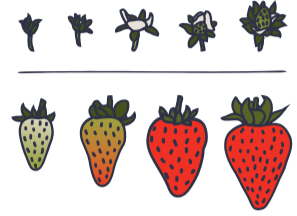
1 Renewable energy

Dyson Farming's anaerobic digester uses energy crops grown on the farm to produce energy and heat to warm the glasshouse and power the entire farming operation.



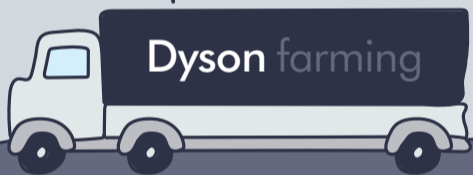
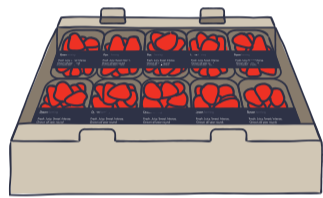
2 Glasshouse

A climate controlled computer system which precisely adjusts the temperature in the glasshouse to maintain the best growing conditions for the highest quality fruit.



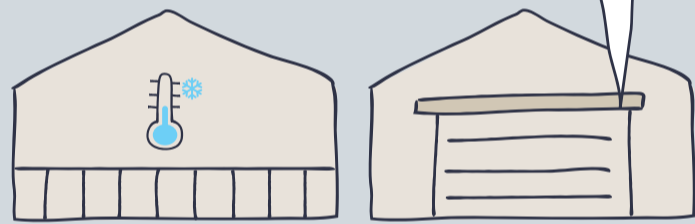
4 Distribution

Once the strawberries are packed, they are transported by Dyson Farming lorries to the shops.



3 Processing

Once ripe, Dyson Farming strawberries are picked straight into the punnets they are sold in. They are then kept in the cold store until they are ready to be sealed and labelled.



5 Retail

Strawberry punnets are distributed to local farm shops and supermarkets for customers to buy and take home.



6 Plate

Fresh and sustainable strawberries are available to enjoy all year round.

