



AI in Agriculture & Rural Business



Scottish farms, rural estates and agri-food businesses carry the same compliance, reporting and administrative burden as any modern business — but with fewer office hours to absorb it. The biggest opportunity for AI in agriculture isn't replacing skilled people. It's cutting the hours spent on compliance records, grant applications, reporting and manual documentation so teams can focus on running the business.

Common Challenges

- ▶ **Compliance Record-Keeping**
Red Tractor, LEAF, organic and cross-compliance records consume hours every week.
- ▶ **Grant & Scheme Applications**
Scottish Government rural grants and agri-environment scheme applications are complex and time-consuming.
- ▶ **Livestock & Crop Reporting**
Movement records, crop performance and seasonal management reports require manual compilation.
- ▶ **Farm Management Software**
Farmplan, Gatekeeper and Muddy Boots data often requires manual extraction for reports.
- ▶ **Supply Chain Audit Preparation**
Supermarket and food processor supplier audits require consistent documentation at short notice.
- ▶ **Diversified Business Coordination**
Farm shops, holiday lets, renewable energy and contract farming each generate their own admin.

AI Assistants

Embedded inside Outlook, Teams and farm office tools.

- ▶ Compliance record drafting — Red Tractor, LEAF and organic documentation faster
- ▶ Grant application support — draft supporting statements and eligibility summaries
- ▶ Supplier communication drafts — faster responses to audit and trade queries
- ▶ Meeting and farm briefing summaries — clearer team updates

Outcome

3–5 hours saved per week in the farm office on documentation and admin.

Automation

Removes repetitive reporting and documentation processes.

- ▶ Compliance record generation — automated first drafts from structured inputs
- ▶ Livestock & crop report automation — data pulled from farm management software
- ▶ Supplier audit documentation — consistent, audit-ready records on demand
- ▶ Scheme reporting automation — LFASS, agri-environment and rural funding reports

Outcome

Reduced admin overhead by 30–50% across compliance and reporting.

AI Agents

AI agents interact with farm data and support business decisions.

- ▶ Compliance knowledge agent — instant access to Red Tractor, LEAF and scheme rules
- ▶ Grant & scheme agent — identify eligible funding and structure applications
- ▶ Farm management data agent — query Farmplan, Gatekeeper and crop records
- ▶ Audit preparation agent — compile documentation for supply chain audits

Outcome

Faster audits, better-prepared grant applications and less time in the farm office.

Real World Example



John Deere Operations Centre – AI Farm Data & Reporting — John Deere's Operations Centre platform uses AI and machine learning to analyse precision agriculture data, automatically generating field performance reports, crop health insights and machinery utilisation summaries that previously required manual compilation.

Results include:

- ▶ Automated field reports replacing hours of manual data compilation
- ▶ Crop performance and machinery utilisation insights surfaced automatically
- ▶ Farm managers spending less time on reporting and more time on operational decisions.

A Simple ROI Example

- 1 Number of Employees**
30 employees across the business
- 2 Time Spent on Repetitive Tasks**
Significant time lost weekly to manual processes and admin
- 3 Time Recovered With AI**
AI assistants, automation and agents typically recover 10–12 hours per employee per week

EXAMPLE BUSINESS IMPACT

- ▶ **Time Saved:** 10 hours per employee per week
- ▶ **Organisation:** 30 × 10 hrs = 300 hours/week
- ▶ **Annual Hours:** 300 × 52 = 15,600 hours recovered
- ▶ **Value:** At £25/hr = **£390,000** capacity unlocked

15,600

Hours of Productivity Every Year

£390k

Equivalent Operational Capacity

AI ROI is not about replacing people. It's about empowering teams to spend less time on repetitive work and focus on higher-value activities.

Assess Your AI Readiness

⚠ The Risk of Getting AI Wrong

Deploying AI without the right foundations is like **building a skyscraper on a swamp**. Shadow AI creates serious data, security and compliance risks.

AI adoption involves **data, security, governance, compliance and operational change**. This is why organisations turn to MSPs like Jera IT to guide their AI journey safely.

Our AI Readiness Assessment ensures the right foundations are firmly in place before deployment.



Business, Strategy & People Readiness

Strategic alignment and cultural preparedness for AI adoption.



M365 Technical & Infrastructure Readiness

Is your Microsoft 365 environment ready for AI to work reliably?



Data, Security & Governance Readiness

Will data be surfaced safely, securely and compliantly?



Adoption, Change & Operating Model Readiness

Who will own AI and will adoption truly stick?

[Book Your AI Readiness Assessment →](#)

AI & Automation Discovery Workshop

The real challenge isn't knowing *if* AI can help — it's knowing *where it delivers the greatest impact first*. Our workshop identifies your highest-value opportunities and builds a clear adoption roadmap.

- 1 Uncover Repetitive Work Tasks**
Identify manual processes that can be automated, freeing up valuable employee time.
- 2 Spot AI Agent Opportunities**
Pinpoint where agents can retrieve information, support decisions and automate tasks.
- 3 Remove Information Bottlenecks**
Identify where employees lose time searching for documents, data or knowledge.
- 4 Prioritise High-Impact Use Cases**
Focus on AI opportunities most likely to deliver fast ROI and measurable gains.

Typical Workshop Outcome:

- ▶ A clear list of AI opportunities across your organisation
- ▶ Prioritised use cases based on business impact
- ▶ A practical AI adoption roadmap for the next 12–24 months
- ▶ Guidance on governance, security and responsible AI deployment

[Request an AI Discovery Workshop →](#)

Why Scottish Businesses Choose Jera IT for AI

- 1 Scotland's Only MSP with a Dedicated AI Adoption Programme**
The Jera AI Readiness Programme is the only structured AI adoption service built specifically for Scottish businesses — covering readiness, governance, deployment, and measurable outcomes. No other Scottish MSP offers this end-to-end.
- 2 Microsoft Solutions Partner with Deep Security Expertise**
Microsoft Solutions Partner and Cyber Essentials Plus certified. We achieve an average Microsoft Secure Score of 74% for our clients, against an industry average of 31% — your AI deployment is built on a properly secured foundation.
- 3 We Understand Rural & Agricultural Business**
We support Famplan, Gatekeeper, Muddy Boots and John Deere Operations Centre. We understand remote connectivity, seasonal demands, and supply chain compliance — we're not urban IT with a tractor on the website.
- 4 We Measure What AI is Worth Using OI Scoring**
Our Operational Intelligence Scoring system measures time saved by department — giving you a clear, auditable return on your AI investment you can present to your board.
- 5 Three Scottish Offices. Onsite When You Need Us.**
Edinburgh. Aberdeen. Glasgow. When AI deployment needs hands-on support — training your team, configuring your environment — we're already here, not a remote team who visits quarterly.
- 6 Training Scotland's Next AI Professionals**
Through the Jera IT Academy, we're investing in Scotland's AI and cyber security talent pipeline. Our knowledge is current, deep, and built from the ground up — not sourced from vendor briefing notes.