ASABE Agricultural Equipment Technology Conference | est 1995

Distinguished Lecture Series – Sponsored by John Deere

AI in Agricultural Equipment: From Data to Decisions to Action, Austin Gellings

Artificial intelligence (AI) is rapidly becoming a foundational capability in agricultural equipment. Yet AI in agriculture is often misunderstood when viewed through the lens of consumer applications or generative AI. Mr. Gellings will discuss why artificial intelligence in agriculture differs from traditional consumer and enterprise AI applications. He will explore how AI is helping farmers and equipment manufacturers address increasing operational complexity. The lecture will examine the transformation in agricultural equipment and farm operations driven by AI. These opportunities include improved decision-making, productivity, efficiency, resilience, and sustainability.

Attendees will gain a practical framework for understanding the evolving role of AI in agriculture as well as the opportunities and challenges associated with its deployment. They will also learn about the importance of standards, interoperability, safety, and responsible innovation in supporting the future use of AI in agricultural technology.



Austin Gellings is Senior Director of Agricultural Services at the Association of Equipment Manufacturers, where he leads industry initiatives related to agricultural technology, interoperability, artificial intelligence, automation, and emerging equipment issues. He oversees AEM's Ag Technology Leadership Group, which developed the industry-led *AI in Agriculture Equipment* whitepaper. Gellings works with manufacturers, standards organizations, government partners, and agricultural stakeholders to advance practical approaches to technology adoption and responsible innovation across the agricultural equipment sector.

In addition to his role at AEM, Gellings serves as the Secretary for the Agricultural Industry Electronics Foundation (AEF), and has worked collaboratively with organizations such as AgGateway, ASABE, and the Canadian Standards Association (CSA) on a number of different topics. Outside of his professional work, he currently resides on and remains actively involved in his family's seventh-generation farm in southeastern Wisconsin, providing a direct connection to the practical realities and challenges facing modern agricultural producers.