

When AI meets agriculture

What we learned from using AI to
forecast harvests

18 September 2025 | International Strawberry Congress

Moet Lukken



What if you could predict
the unpredictable?

What if you could predict the unpredictable?



Why it matters



OPTIMAL PRICING

Create more demand on the right moment at a better price point



WASTE REDUCATION

Avoid surplus turning into low-value products or waste.



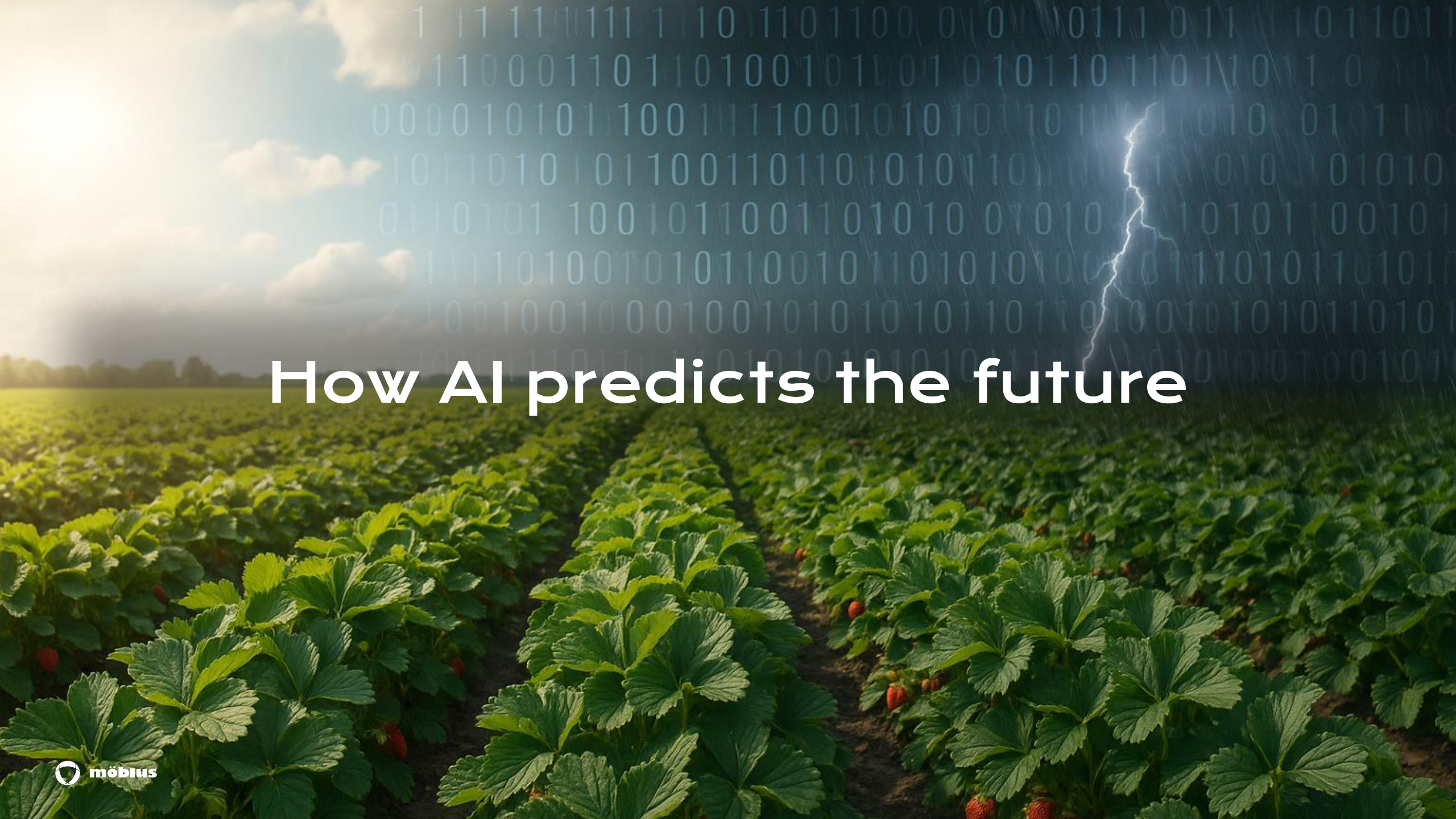
SUPPLY RELIABILITY

Deliver consistent volumes, strengthen market reputation.



OPERATIONAL PLANNING

Optimize staffing based on volumes to be processed

The background image is a lush green field of strawberry plants with several ripe red strawberries visible. The scene is set during sunset or sunrise, with a bright sun on the left creating a lens flare and illuminating the sky with soft, golden light. Overlaid on the sky is a semi-transparent grid of binary code (0s and 1s) in a light blue color. A single, bright white lightning bolt strikes down from the upper right corner of the sky, adding a dramatic, futuristic element to the composition.

How AI predicts the future

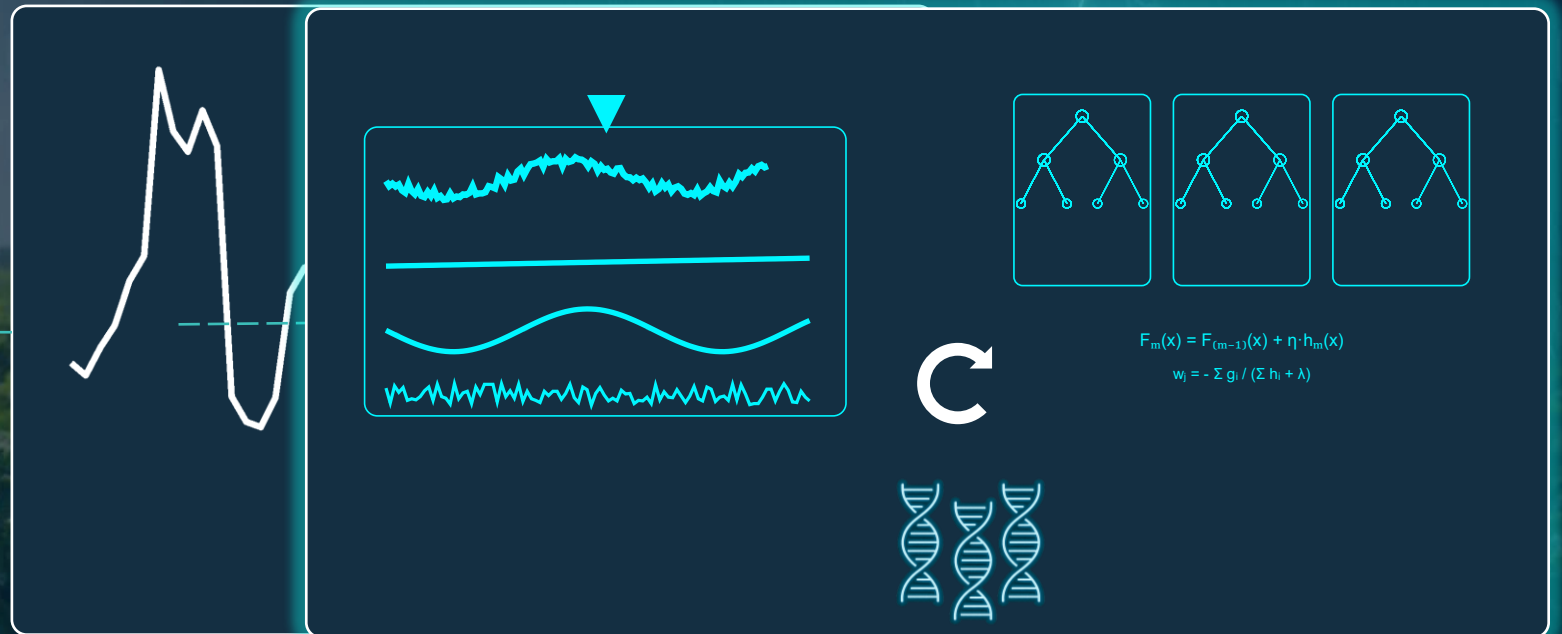
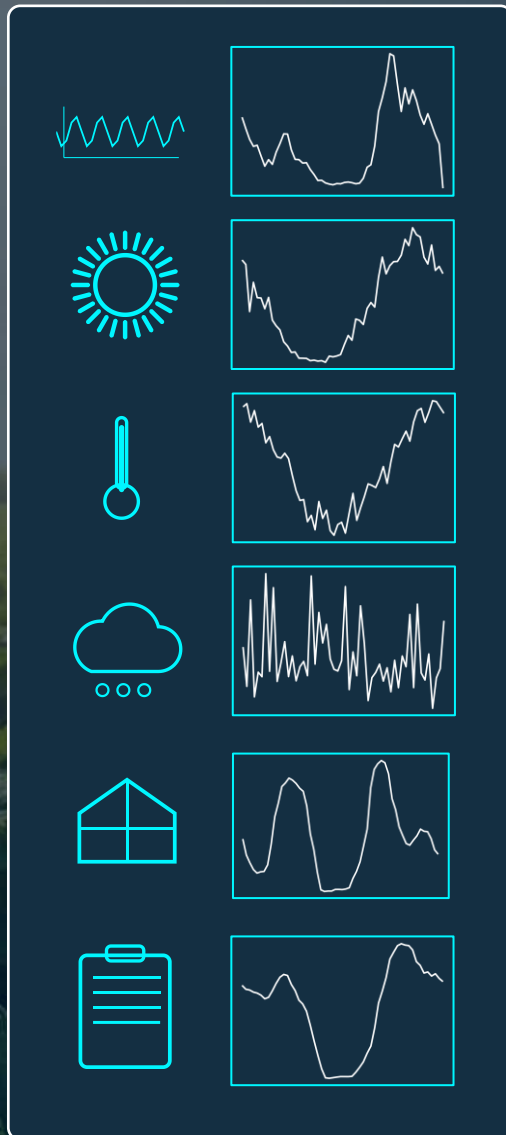
It always starts with data...



Feature Engineering - converting data sources into extra valuable information



Train the model



$$F_m(x) = F_{(m-1)}(x) + \eta \cdot h_m(x)$$
$$w_l = -\sum g_l / (\sum h_l + \lambda)$$

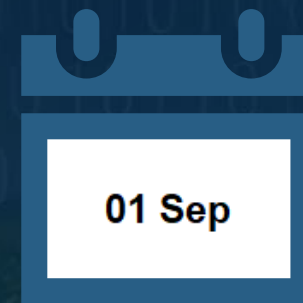
Increase the accuracy



A prediction extending 7 weeks into the future that is refreshed daily as new data becomes available.



Date of forecast





The impact



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The impact



OPTIMAL PRICING

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- ^ AI forecast identified a peak volume
- ^ Well-planned promotion with a key retailer
- ^ Resulting in a **+15% higher** than average price



But could this work for
you?

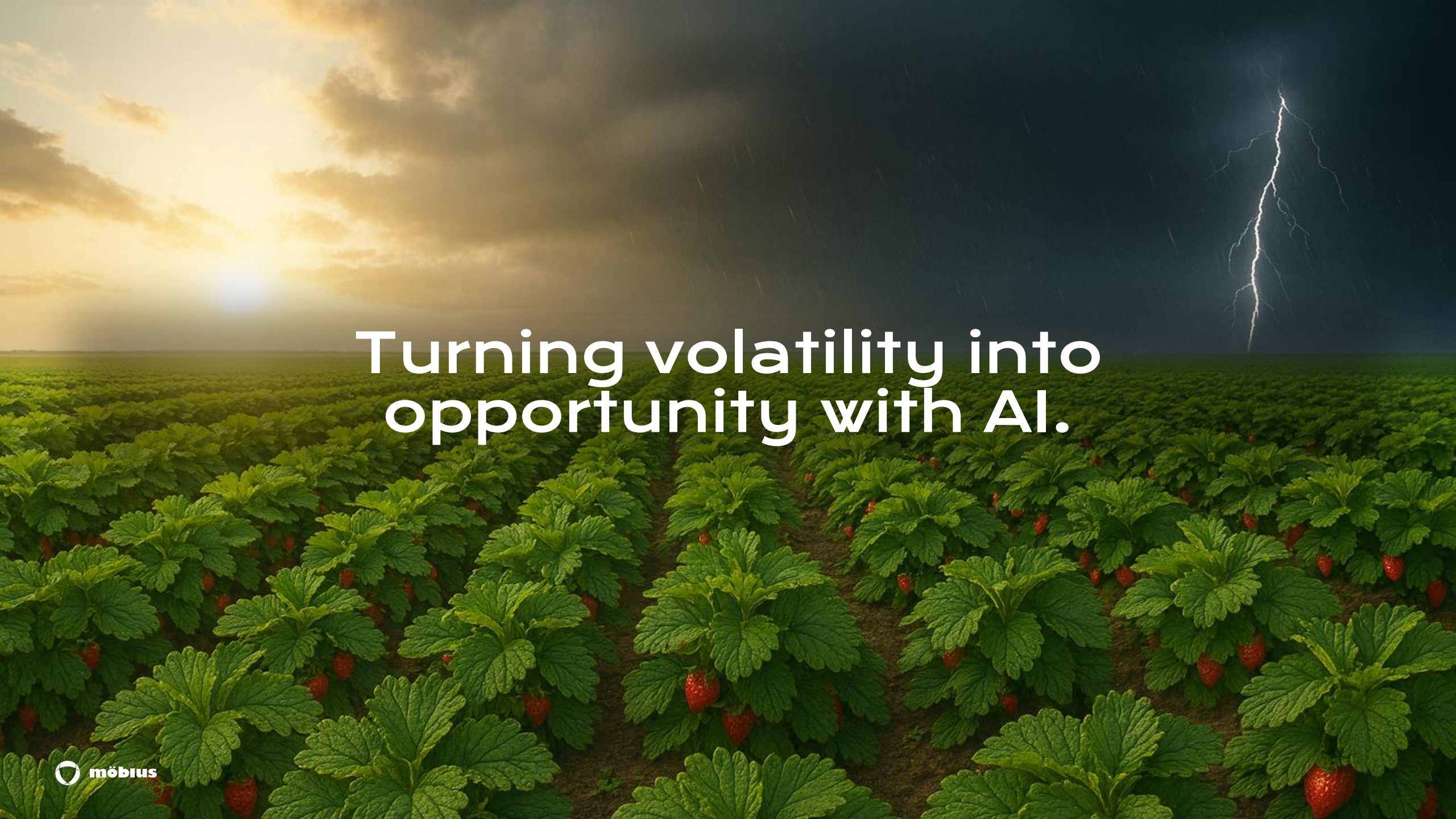
Breaking the myths

MYTHS

- ✗ Only works in greenhouses or controlled environments
- ✗ Huge datasets required
- ✗ Thousands of sensors/cameras needed

REALITY

- ✓ Works in open fields
- ✓ Consistent external & historical data expected
- ✓ No hardware needed, low entry cost

A wide-angle photograph of a strawberry field. The foreground and middle ground are filled with rows of green strawberry plants, many of which have ripe, red strawberries. The field stretches to a flat horizon. The sky is dramatic, with a bright sun or moon on the left side, partially obscured by clouds, creating a strong glow. On the right side of the sky, a bright, jagged lightning bolt strikes downwards. The overall mood is one of natural power and potential.

Turning volatility into
opportunity with AI.

Do you want to
continue the
conversation?

