



Your partner
in progress

Trust in AI

Actions and attitudes
around AI adoption

**Food and farming sector
results overview**



Trust in AI: Food and farming sector results

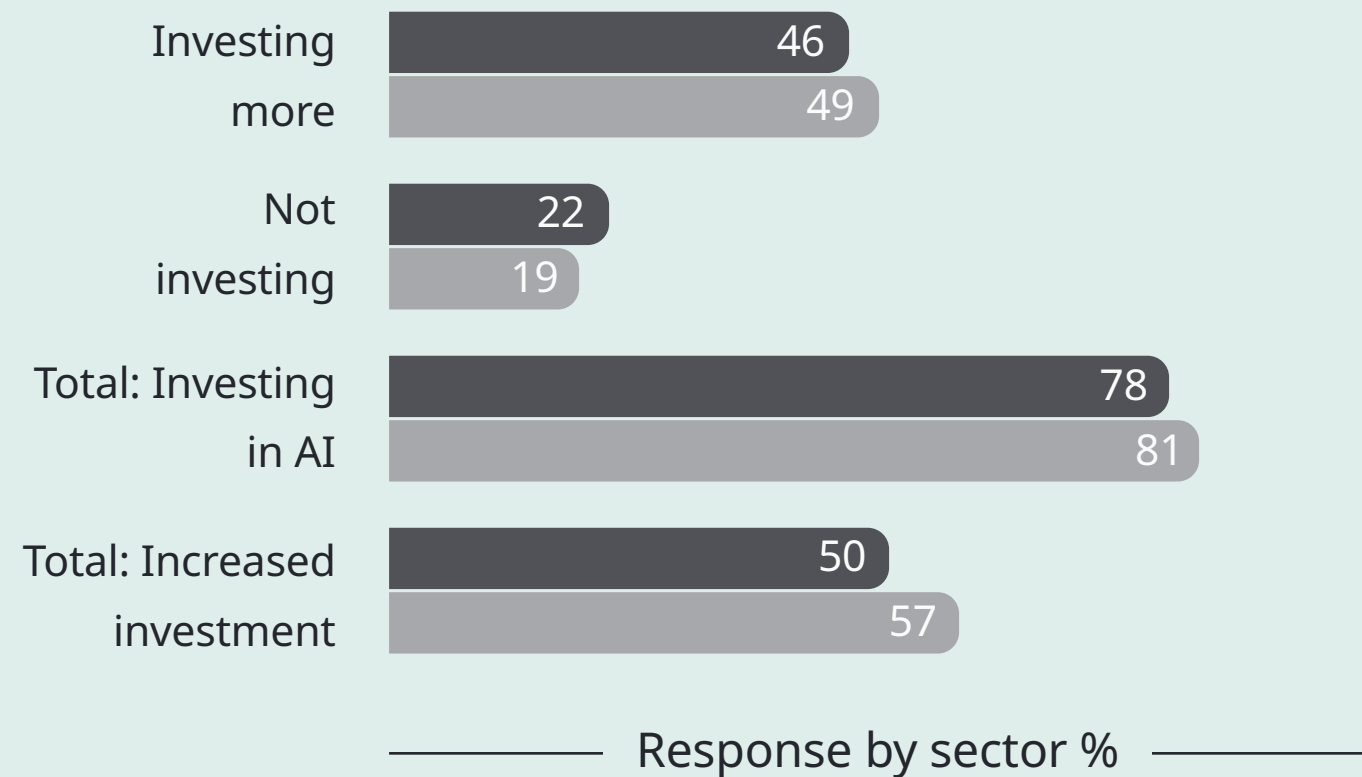
Food and farming appear in a high position on BSI's International AI Maturity Model. Digging behind the data, the average score of 2.5 is particularly swayed by robust action being taken on both internal and external comms, and the prioritization of measures designed to build trust. For example, 67% said they were aware of their business trialling new AI tools with customers.

This is perhaps unsurprising – these are integral ingredients for success in the sector because customers want to know about the provenance of their food, its journey from source to shelf, and to be confident in the safety of what they are consuming.

For those businesses leading the way on proactive steps to use AI to enhance productivity and efficiency in the food and farming sector, transparency and trust will be key watchwords. There are clear gains to be made, whether around supply chain monitoring, robotics on farms or using AI to monitor food quality and reduce waste.

Current AI investments

My business is



Food/farming Total

External engagement

Involving customer to trial new AI tools



Informing supply chain on AI use



Using AI to manage any aspect of supply chain



Response by sector %

Large food businesses are already using AI and speaking proactively about it, from Pepsico to Mars. Yet the sector involves many smaller businesses that may be low margin by nature, and nervous of large investments without successful pilots. Currently, only half of food businesses are increasing investment in AI and more than a third (36%) say their business is not currently investing enough in AI tools. Only 46% have an AI strategy and less than a quarter say the tool has board level focus (23%). Considering that 74% of those in the sector say that if businesses do not invest in AI tools they will be at a competitive disadvantage, there is clear work to be done.

The sector, which historically involved many manual roles, will need to bring employees on the journey too. At present, only 39% of sector leaders surveyed said their business had an L&D programme to ensure successful delivery of AI training, yet 88% said businesses have the responsibility to train teams to utilize AI tools in order to protect jobs.

Notably, 79% say they have greater trust in AI now than a year ago – suggesting the food and farming sector has an exciting opportunity to leverage the power of AI for good.

Interested in more insights? Explore the results with our interactive dashboard [here](#)



Todd Redwood,
Global Managing Director,
Consumer, Retail and Food, BSI

"AI is an opportunity for the food sector. It requires strategic planning and long-term thinking to integrate it successfully and then steps to build trust amongst customers. The prize is a more efficient and productive food sector that meets customer needs safely and sustainably."



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