

DFA Webinar

AI in Practice

15 April 2025 · 11:00–12:00 CET

Peter Bisgaard Nikolajsen – SEGES Innovation

Pia Hinz – DFA



Danish Farmers
ABROAD

SEGES
INNOVATION





To make the webinar run smoothly:

- Your microphone is muted for background noise 
- Type questions, comments, experiences anytime in the chat 
- This session is recorded: easy to revisit or share with colleagues 

Peter Bisgaard Nikolajsen – Product Owner at Seges Innovation **Field / Use Cases / Live Demos / Vibe Coding**



Turn data into practical decisions



Build tools farmers actually use

Pia Hinz – Secretary General at DFA **Office / Personal Productivity / Great AI Tools**



Turn complexity into clear decisions



Use AI for communication, almost everything

Where are you on the AI journey?

How familiar are you with AI tools like ChatGPT?

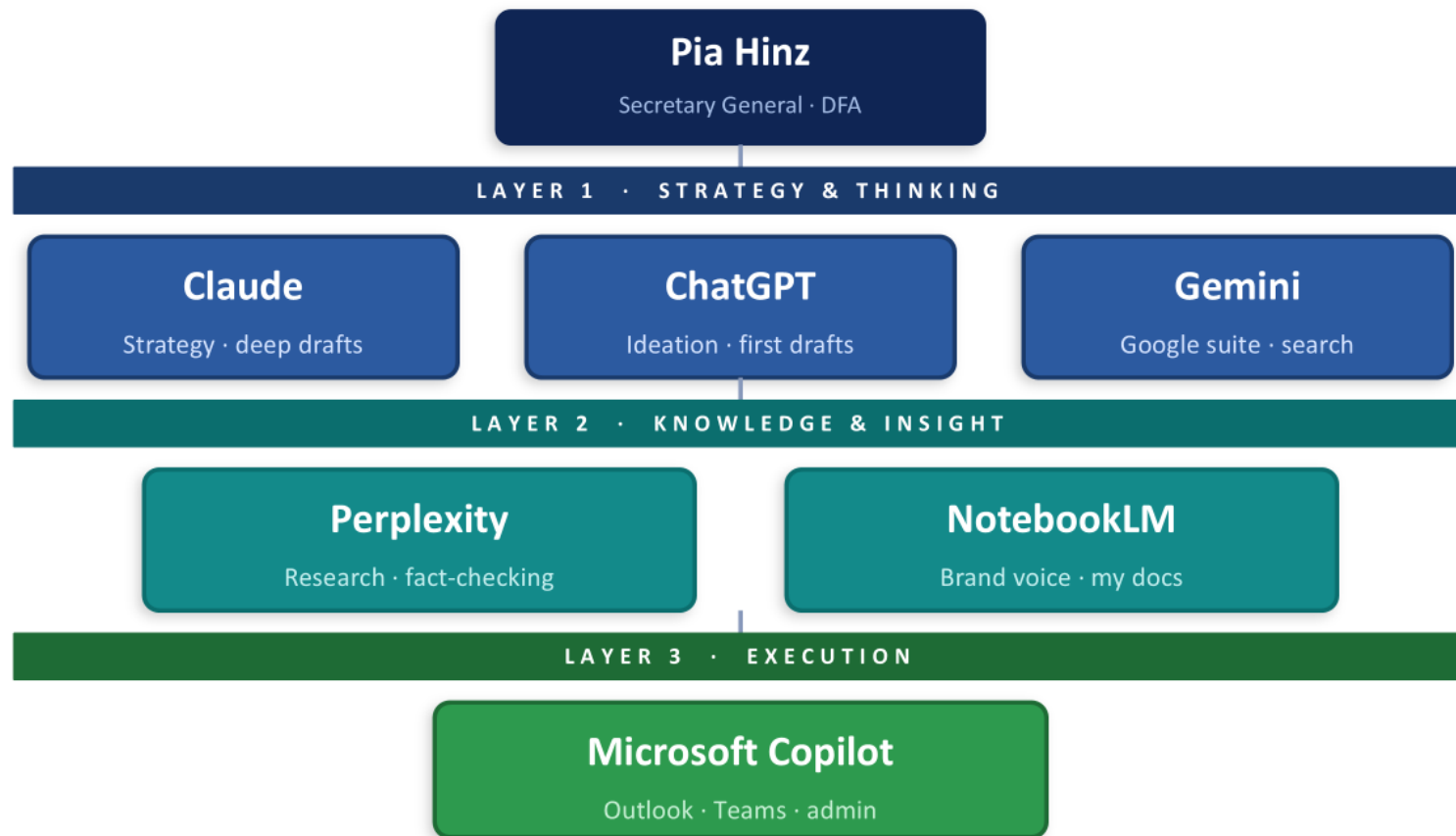
- 1:  **Curious:** I haven't tried it yet
- 2:  **Explorer:** I've tried it a few times for fun or small tasks
- 3:  **Practical User:** I use it weekly for work (emails, translations, etc)
- 4:  **Power User:** I use it daily for many kinds of tasks

Type your
number
in the chat

**"AI won't replace humans.
But humans who use AI will replace those who don't"**
- Jensen Huang, CEO of NVIDIA



Meet DFA secretariat team – org chart



Human vs. the "AI team"

Traditional team	AI team
Costs: €7K/person/month	Costs: €20/month
Availability: 9-to-5 + holidays	Availability: 24/7/365 -never sick, bored
Language: Mostly Danish/English	Language: Fluent in all languages
Speed: Days or weeks	Speed: Seconds
Effort: Needs managing and feedback	Effort: It learns and adapts to you
Best at: Smile, laugh, build trustful & lasting relationships	Best at: Working faster - thinking clearer Doing more with less - offload repetitive tasks Explore ideas instantly – super proactive 😊 Pitfalls: too much output, too confident, ...

MY TOP 6 AI TOOLS

What can AI do for you on a daily basis?



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Start with your own work

- List 5–10 tasks you do every week
- Ask AI for help to make a good prompt
- Or make a prompt using CRAFT-framework

Garbage in
Garbage out

👉 Prompt:

Context: Rising costs, staff pressure, and uncertainty about grain prices.
Role: Act as a trusted strategic advisor to a large farm owner.
Action: Suggest 5 priorities for the next 90 days to improve profit and control.
Format: Bullet points with short explanations.
Target /Tone: Busy CEO/owner. Sharp, practical, no fluff.

Example Result

- 1. Review cash flow weekly**
Know your liquidity early. Small issues t
- 2. Lock key input prices where sensible**
Fertilizer, feed, fuel. Reduce surprises.
- 3. Focus on top 20% profit drivers**
Best fields, best units, best customers. C
- 4. Upgrade people clarity**
Clear weekly targets for managers and
- 5. Prepare 3 grain price scenarios**
Low / medium / high market outlook w

Role: Chief of Staff

GENERALIST – best at structured document work, excel data, logic, content> presentation-ready

👉 **Prompt:**

Build a budget based on the following assumptions:....

Integrate the enclosed venue offer 📄

Create scenarios for 50–150 participants with cost variables and break-even analysis



Get started:

<https://claude.com/resources/tutorials>

DFA CONFERENCE BUDGET SIMULATOR — COPENHAGEN 2027		
Scandic CPH Strandpark 28–29 Jan 2027 Members only 600 €/person flat rate		
🔑 KEY ASSUMPTIONS (blue = change me)		
Ticket price per person (€)	600	Members only — flat rate, 2 days
EUR → DKK exchange rate	7	Set to 7.45 as agreed
Number of speakers	8	Max 8 slots in programme
Speaker avg. flight cost (€)	800	Actual invoices will vary by origin
Speaker hotel nights (avg)	2	Mix of 1 and 2 nights
Hotel rate per night, speaker (DKK)	1.195	Scandic rate incl. breakfast
Other expenses budget (DKK)	5.000	Badges, signage, gifts, printing
🔑 FIXED COSTS (DKK incl. moms)		
Ballroom 1+2 Day 1 (13–17h)	26.000	From Scandic offer v2
Exhibition/foyer area both days	15.000	Conference Foyer First Floor — both days
Speaker flights (DKK)	47.680	8 speakers × avg. flight × rate
Speaker hotel (DKK)	14.340	8 speakers × avg. nights × 1.195 DKK

Role: Creative Director

GENERALIST - Strong at writing, research, analysis, coding, problem-solving, idea gen



Before a meeting

🎤 I speak my questions into ChatGPT

👉 I'm on my way to a meeting with Seges Innovation

Key challenges & priorities ?

Recent press releases? Financial results? Newest org chart?

Read it out loud as I am driving

After a meeting:

🎤 I speak my notes into ChatGPT

👉 Summarise. Use my tone of voice.

Give me top priorities, clear bullets and next steps. Max 150 words.

Send it by mail to ...

Draft a short LinkedIn post with value for my audience

Role: Head of Knowledge & Collaboration

GENERALIST - Works best inside Google workspace (gmail, docs, sheets, slides, drive, Meet...)

Strong at deep research, data analysis

- Trends within agricultural ...
- Book summaries
- Travel itinerary
- Recipes
- Funny birthday wishes
- Identify competitors, suppliers
- Translations
- Research on prospects and meeting prep
- Best in test...
- Most downloaded...



Role: Head of Research

Best for research, market intelligence and quick fact-checking

Always shows sources . Works like a smarter Google

- EU policy briefs
- Geopolitics overviews
- Capital raising research
- AI farming applications
- Newest networking strategies
- Agricultural trends
- How people learn best



Role: Brand & Knowledge Manager

Works on your own documents

Keeps tone and messaging consistent. Acts like your internal knowledge base

- Analyzing the "Tone of Voice" across years of DFA communication
- Designing a modular newsletter template
- Drafting a 30-second elevator pitch
- Extracting key themes from DFA reports
- Comparing harvest results from diverse member farms
-



Role: Head of Operations

Works inside Outlook, Teams, Excel, PowerPoint

Automates emails and meetings . Helps with data and admin tasks

- How to...
- Check content, shorten, adapt to ...
- Where do I find X in e-conomic
- Reply to this mail
- Create a link to download in diverse calendars
- Summarize this file
- Archive automatically



Write & reply to emails

→ Faster, clearer communication with partners, suppliers

Build budgets & scenarios

→ Input costs, yields, prices → instant simulations

Summarise meetings & reports

→ Decisions, actions, next steps in minutes

Handle admin, data & documentation

→ Contracts, reports, compliance drafts, performance reports

Research markets & trends

→ Prices, geopolitics, risks → faster overview

Generate ideas & solutions

→ New crops, efficiency gains, cost savings

**Start small.
Win fast.**

**If you can think
it, AI can help
solve it**

**AI is not magic.
It's measurable
ROI**



AI LIVE DEMOS

Contact Peter Bisgaard Nikolajsen

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Q&A

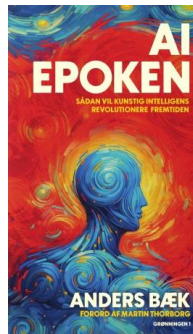


Further inspiration



Anders Bæk

DK's most accessible AI voice, author of *AI Epoken*,
bi-weekly news-driven podcast with David Guldager



Follow DFA for ideas, events and inspiration



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Newsletter

Contact Pia Hinz:

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www.danishfarmersabroad.com

 3 June: Exit & Succession Webinar

  10–18 June: Canada Study Trip

   Leadership Training Course – Pig Producers & Crop Managers

 FR  25–31 October: France Study Trip

   28–29 Jan'27: DFA Global Agriculture Leadership Conference 2027

Become a member and join one of our experience-sharing peer groups!

Thank you

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