Innovation has and will continue to be at the heart of agriculture. As society demands ever more from the food production chain, the traditional scope of farmers to provide safe, affordable, abundant, and tasty food has now been expanded to include sustainable, welfare friendly, and low antimicrobial food production: food with Trust. Animal scientists continue to innovate in livestock agriculture at an accelerating rate with significant advancements in health, nutrition, management, and breeding / genetics. There are new tools developed by the scientific community to address the increasing societal demands to make very real and impactful positive contributions to animals, people, the planet, and profitability. To implement these innovations social licence is also required. An example of innovation within the agricultural space are new breeding technologies. A timely example is the gene edit to deliver resistance to Porcine Reproductive and Respiratory Syndrome (PRRS), which could be a key innovation to deliver on the expectations of multiple stakeholders within the pork chain. A key question will continue to be: Is the modern world, mostly removed from food production, truly understanding that innovation has always been core to agriculture and are we fast enough at delivering positive innovations into the hands of farmers?