Get Your Data Together

The Value of Storing All Farm Data in a Neutral Repository and Sharing with Others

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“Typical” Farm Data

- USDA SSURGO soil maps
- Irrigation data
- Weather data
- Soil sample data
- Prescription maps
- Fertilizer and lime as-applied maps
- Manure as-applied & analysis
- As-Planted maps
- Crop scouting, in-field sensor data
- Aerial imagery in-season
- Crop protection as-applied maps
- Yield Maps
Information Flow on the Farm

- Equipment Brand 1:
  - As-planted
- Equipment Brand 2:
  - Yield maps
- Service provider 1:
  - Soil sample data
  - Fertilizer as-applied
- Neighbor
  - Manure as-applied
- Seed Retailer:
  - VRT Seeding maps
  - Crop scouting observations
  - Aerial imagery
- Service provider 2:
  - Crop protection as-applied
- USDA:
  - Soil maps (SSURGO)
It’s planning season. Do you know where your data is?

- Two equipment manufacturers
- Two service providers
- One seed dealer
- One neighbor

- Data is in **SIX** different systems
  - **FOUR** of which the farmer may not have direct access to
  - Likely 7 file formats
It’s reporting season. Do you know where your data is?

- Crop insurance
- Service provider(s) to plan for next season
- Sustainability programs
- Land lord(s)
- Banker
- Watershed/peer group
- University researcher

As-Applied
Scouting
Yield
Farmer
Not Only a Farmer Issue

• Farmers, Ag Service Providers, Researchers:
  • Left to pull needed data together on their own
  • Lack of data can have financial impact
  • Cost in time and resources to collect data
  • Difficulty changing suppliers
  • Startups have huge barrier accessing data
  • Hard to support research
• Industry consolidation
  • Farm size increasing and decreasing
    • Consolidation into bigger farms
    • Growth of smaller, specialized/niche producers
  • “Big 3” seed/chemical companies
  • “Big 7” ag retailers that continue to consolidate
  • “3 Majors” Equipment manufacturers
  • Many companies that interact with farmer data have their own corporate uses for the data
• Consumers want to know where their food originates; pressure on industry to provide data
• Environmental concerns influence how farmers operate, what data they collect and report
What a to Do?

Farmers/Researchers/Service Providers need:
- More and better data to inform decisions
- More data to market crop
- More data to track sustainability

But data is:
- Scattered across numerous systems
- Difficult to access
- Stored in varied formats

Farmers aren’t IT experts, and generally don’t want to be
Your Movies, Together at Last.

Movies Anywhere lets you seamlessly store your favorite movies in one place so you can watch them when and where you want.
Ag Data Anywhere

- Secure cloud based storage
- API connections for easy data transfer
- Farmer control of data
- One place for all original files
- Ability set permissions and share data securely
- Enable, not disrupt current practices
- Reduce IT workload on farmers, service providers, researchers
- Enable collaboration on field scale research
Step 1: All Data in ONE Place

- Ag Service Provider
- Farmer
- University Researcher
- Independent Researcher
- Coop / Ag Retailer
- Data Repository

ADC Cooperative

ADC Non Profit
“WORKSHOP 5”: Making Use of Data, How Ag Data Coalition Benefits Diversified Stakeholders
Today 4:00 – 5:00