

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



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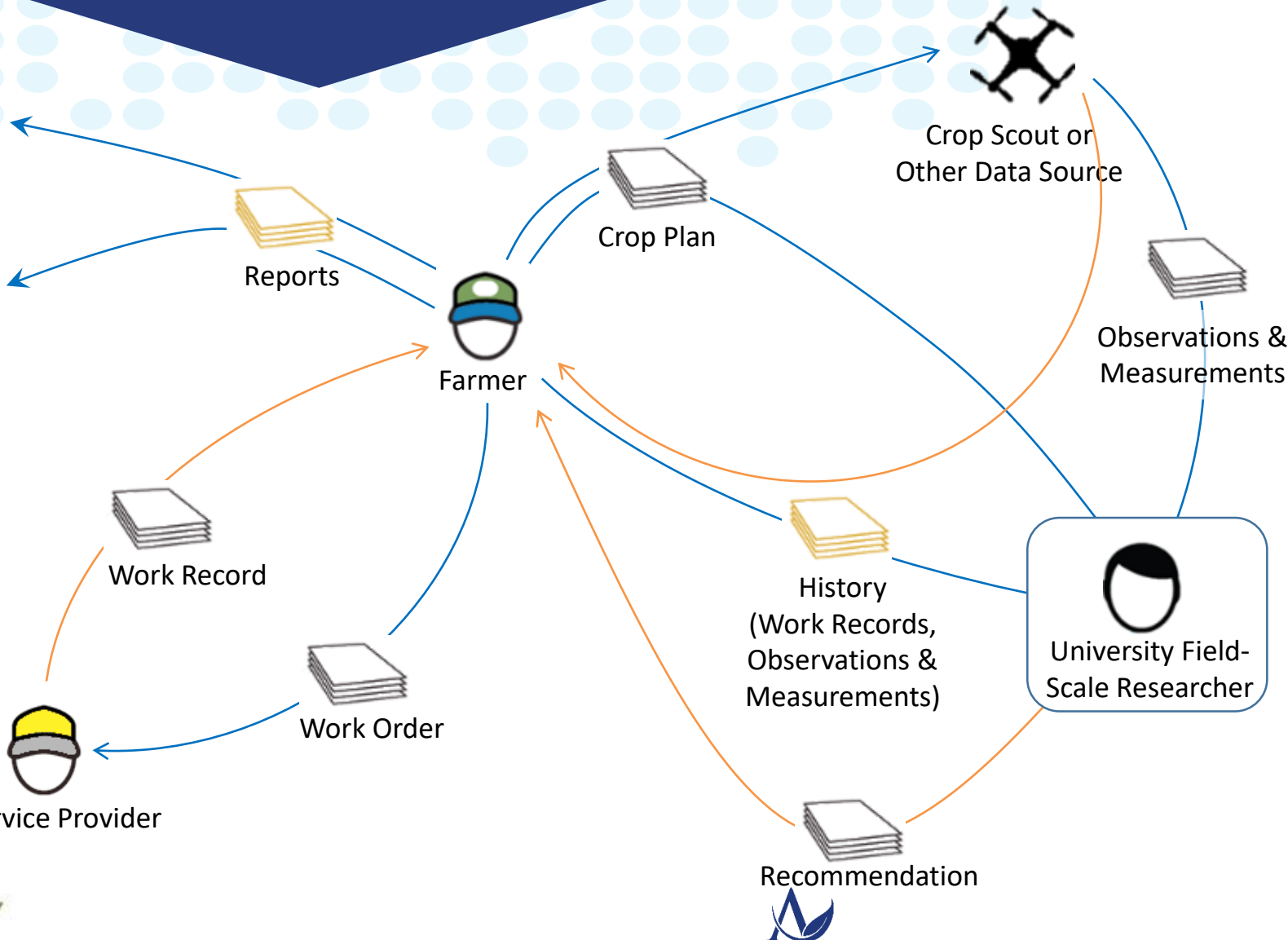
Information Flow on the Farm



Regulatory



Partners & Sustainability



- **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?



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- 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

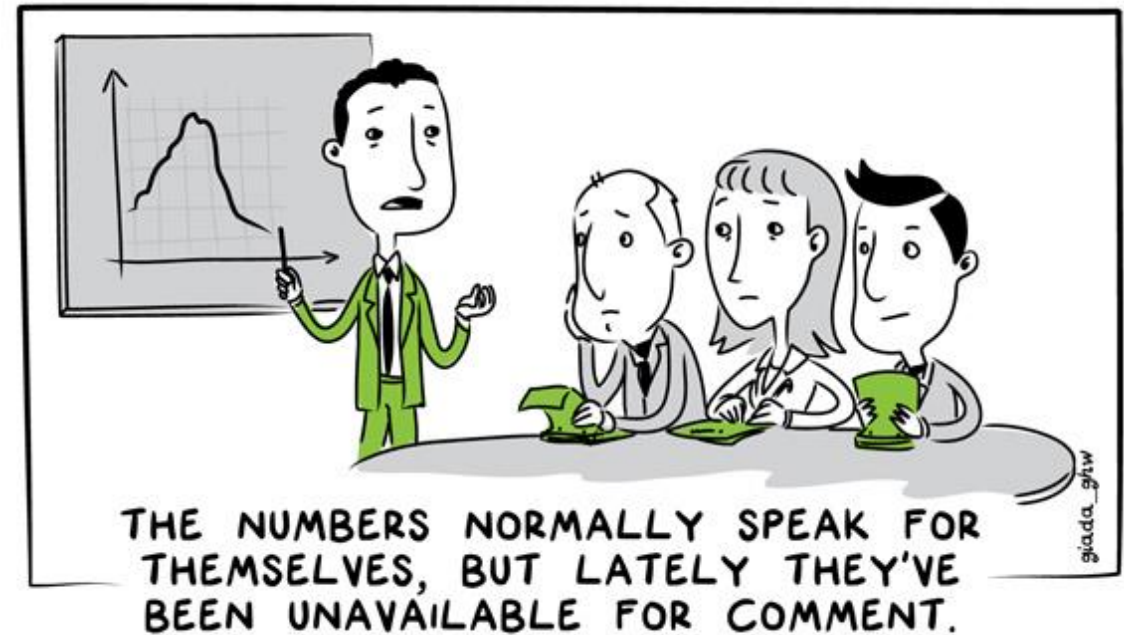


Farmer



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



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Ag Industry Macro Trends

- 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

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Not a Unique Problem

Your Movies, Together at Last.

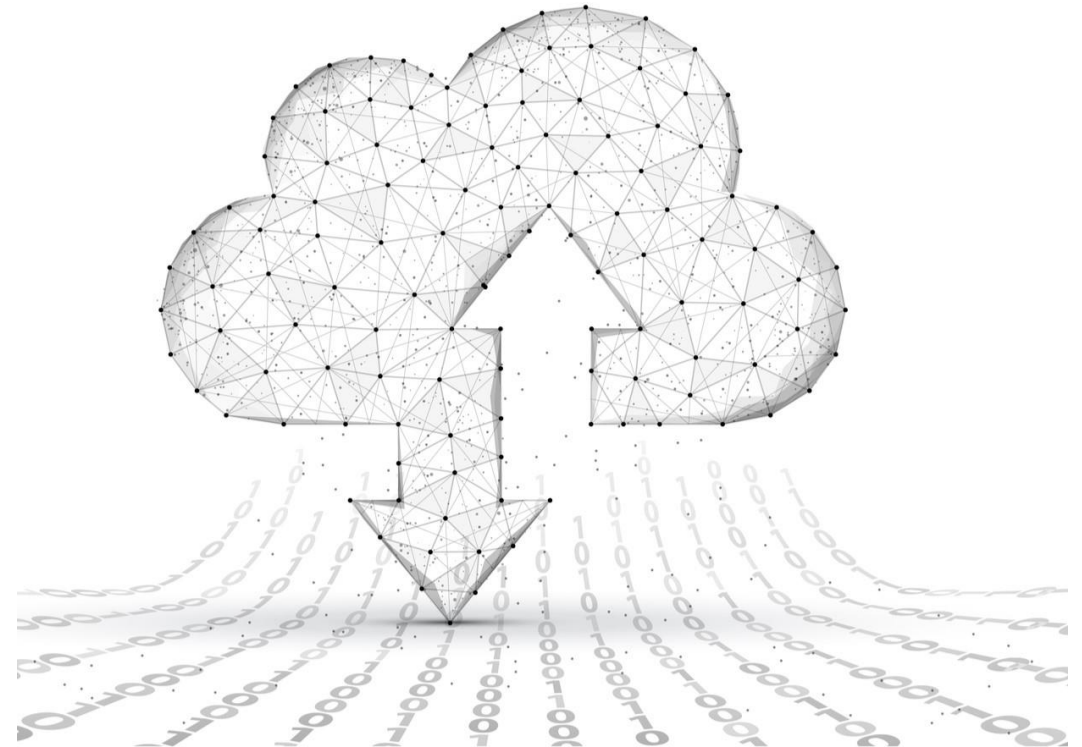
Movies Anywhere lets you seamlessly store your favorite movies in one place so you can watch them when and where you want.



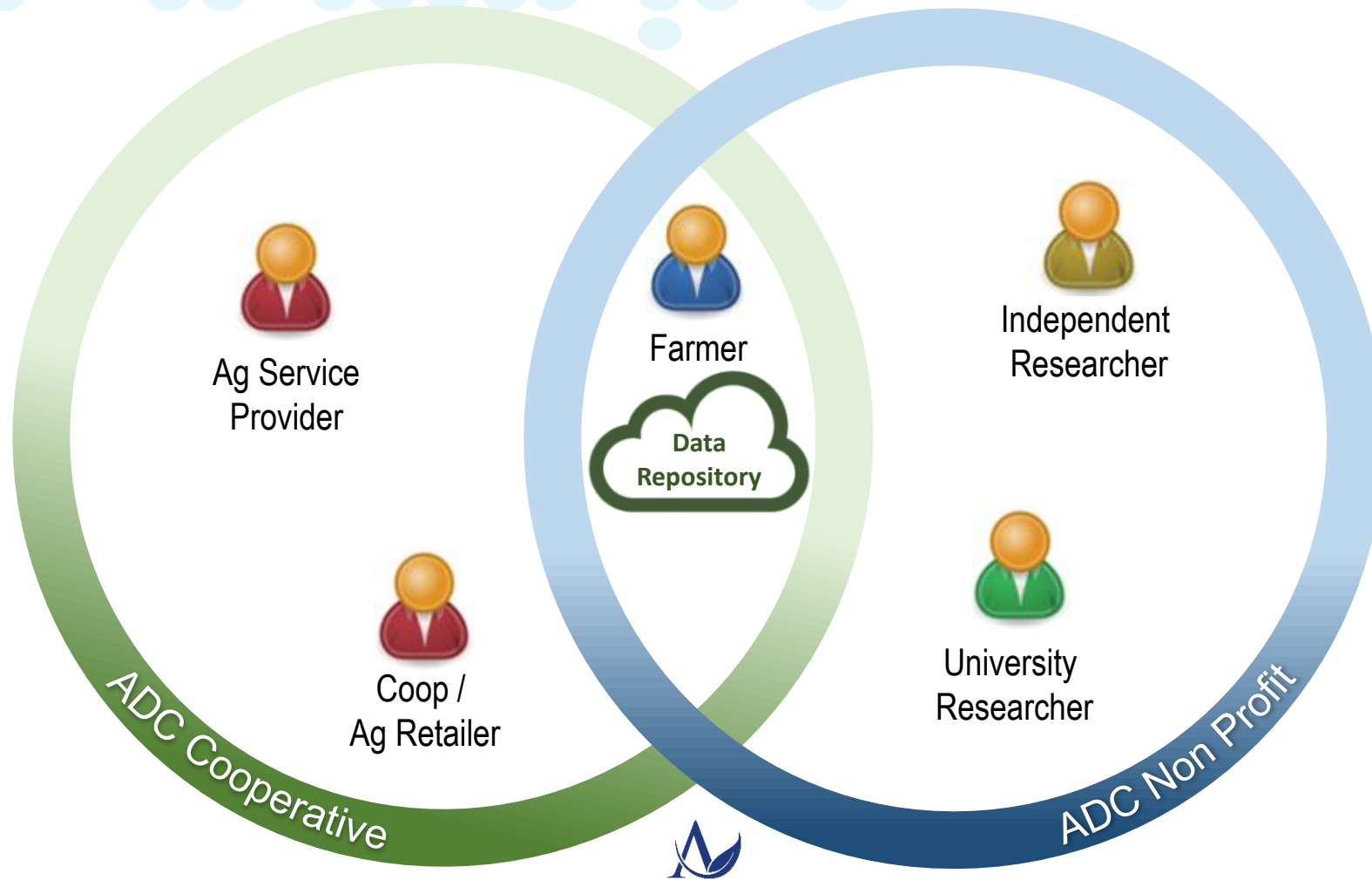
 iTunes ✓ CONNECTED DISCONNECT
 prime video ✓ CONNECTED DISCONNECT
VUDU ✓ CONNECTED DISCONNECT
xfinity <small>For Xfinity Subscribers Only</small>
 Google Play YouTube ✓ CONNECTED DISCONNECT
Microsoft Movies & TV


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



Want to learn more?



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

