About Agri-AFC
Formed in 2003

JV between Alabama Farmers Cooperative and Winfield United

Headquartered in Decatur, AL

Wholesale/Retail Divisions

Agronomy & Ag Technology Divisions
Established 2012
Began with 5 AFC locations
2013 Agri-AFC locations joined
Currently 40 locations
FY19 staff
  Regional Precision Ag Managers and support staff
  Corporate
  Location based staff
AccuField Impact

AccuField Growth

<table>
<thead>
<tr>
<th>FISCAL YEAR</th>
<th>Acres</th>
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<tbody>
<tr>
<td>2012</td>
<td>200,000</td>
</tr>
<tr>
<td>2013</td>
<td>316,402</td>
</tr>
<tr>
<td>2014</td>
<td>0</td>
</tr>
<tr>
<td>2015</td>
<td>400,000</td>
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<tr>
<td>2016</td>
<td>600,000</td>
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<tr>
<td>2017</td>
<td>800,000</td>
</tr>
<tr>
<td>2018</td>
<td>1,000,000</td>
</tr>
<tr>
<td>2019</td>
<td>1,356,891</td>
</tr>
</tbody>
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ACRES

- **AccuField Growth**
- **Acreage Growth**
- **Soil Sampling Acres**
What Sets AccuField Apart?

- Average is out of business!!
- Customer Service is paramount
- We hire team members that value serving others and are self-starters
- Out of the box approach to precision ag
  - Cookie cutter doesn’t cut it
- Take industry developed tools and customize to fit Southeast needs
Grower Perspective
Grower Perspective on Data

- Who has access to my data?
- Is it secure and private?
  - Industry needs to explore more robust security measures
- Ag data is becoming more valuable as it becomes more powerful
  - More accurate datasets
  - Data paints a more expansive view of farming operation
    - Machinery, financials, agronomics, weather
- Manual data download for archiving
Agri-AFC Perspective
Agri-AFC Perspective on Data

- Some growers not currently concerned about security and implications
- When will growers treat ag data similarly to personal data?
- Our job is to protect grower data and interests as part of our ag tech service package
  - Enroll interested growers into ADC
  - Facilitate data upload and management
- No-strings-attached approach that our grower’s value
  - Grower is in the driver’s seat
  - Promotes stronger relationship as a trusted advisor
Becoming a Data Curator
Becoming a Data Curator

- Cloud-based storage
- Unintended job responsibility
- Work with growers to upload, organize and store data
  - Telemetry is an efficient uploading tool
    - Grower doesn’t download a copy
    - Display gets wiped, moved, traded, crashes
  - Manual download via USB for back-up
Becoming a Data Curator (cont’d)

- Yield history and Insurance claims
- NRCS, FSA and USDA programs
- Facilitate internal and external data sharing for grower
- Integration with service providers (non-competitor) on grower’s behalf
Final Thoughts on ADC

- Similar vision for data privacy and security
- Leading the way toward defining data storage approach
  - Grower-focused
  - Transparent, Legal, Secure
- Further integration
  - Supporting platforms
  - External service providers for sharing purposes
- Allows retailer to be intimately involved or not
- Additional value-added layer of service to our customers
Thank You

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