



**AGRICULTURAL DATA COALITION**

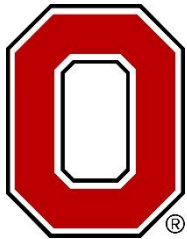
Matt Bechdol, ADC Interim Executive Director  
matt.bechdol@agdata.coop

**A COALITION OF UNIVERSITIES,  
INDUSTRY, AND AGRICULTURE  
SERVICE PROVIDERS TO SUPPORT  
PRODUCERS IN THE NEW ERA OF  
DATA DRIVEN AGRICULTURE**





FOUNDING MEMBERS



# FARMER ADVISORY BOARD



LARRY  
DAHLSTEN, KS



BLAKE  
HURST, MO



ANGELA  
KNUTH, NE



KERRY  
KNUTH, NE



LARKIN  
MARTIN, AL



BRITT  
RAYBOULD, ID



DAVID  
SCHEMM, KS



CARL  
SOUSEK, NE



DAVIE  
STEPHENS, KY



BRIAN  
WATKINS, OH



# PRIMARY PURPOSES

EDUCATE THE AGRICULTURAL  
INDUSTRY AND THE PUBLIC  
ABOUT THE VALUE OF  
AGRICULTURAL DATA  
AND ITS IMPACT



# PRIMARY PURPOSES

CONDUCT, SUPPORT AND  
FACILITATE COLLABORATIVE  
DATA RESEARCH AND  
EDUCATIONAL ACTIVITIES



# PRIMARY PURPOSES

CONDUCT, SUPPORT AND  
FACILITATE COLLABORATIVE  
DATA RESEARCH AND  
EDUCATIONAL ACTIVITIES



# PRIMARY PURPOSES

CREATE A FARMER  
CONTROLLED, SECURE,  
AND FLEXIBLE DATA  
REPOSITORY





**MINIMIZE DATA MANAGEMENT  
AND MAXIMIZE DECISION  
MAKING AND COLLABORATION**



**CONNECT, NOT COMPETE  
WITH TRUSTED SERVICE  
PROVIDERS TO ENABLE FIRMS  
TO FOCUS ON INNOVATION,  
NOT INTEGRATION**



ADHERE TO “THE PRINCIPLES  
FOR DATA PRIVACY AND  
SECURITY”



**FOCUS ON STANDARDS AND  
CONTINUOUS DATA QUALITY  
IMPROVEMENT PRINCIPLES  
AND INNOVATION**



# TIMELINES THROUGH 2016

## PILOT PHASE

ADVISORY BOARD ENGAGEMENT

NON PROFIT MEMBERSHIP BUILDING

## ROLL OUT PHASE





**AGRICULTURAL DATA COALITION**

Matt Bechdol, ADC Interim Executive Director  
matt.bechdol@agdata.coop