

# AG DATA COALITION: WHAT IS IT & WHY SHOULD I CARE?

INDIANA CCA 2016 Conference

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@AgDataCoalition



# CONNECTING THE DATA DOTS

Succeeding in agriculture today means **connecting** suppliers, advisors, researchers and others with your farm's data.

**Mountains of data** are being collected but underutilized because farmers shoulder the burden of reformatting, organizing, uploading, storing, and transmitting it.



# WHAT IS THE AG DATA COALITION?

A coalition of universities, industry, and agricultural service providers to support producers, facilitate dialog, and advance collaboration in the new era of data driven agriculture.



# KEY NON-PROFIT PURPOSES

- Create a platform and related infrastructure for the collection of agricultural-related data and its use for non-commercial research and development with data owner permission;
- Conduct, support and facilitate collaborative data research and educational activities that benefit and enhance the use of agricultural data and its range of applications;
- Educate the agricultural industry and the public about the value of agricultural data and its impact or potential;
- Educate the agricultural industry about the operability of agronomic, machine and other agricultural-related data;



# FOUNDING MEMBERS



# FARMER DRIVEN ADVISORY BOARD



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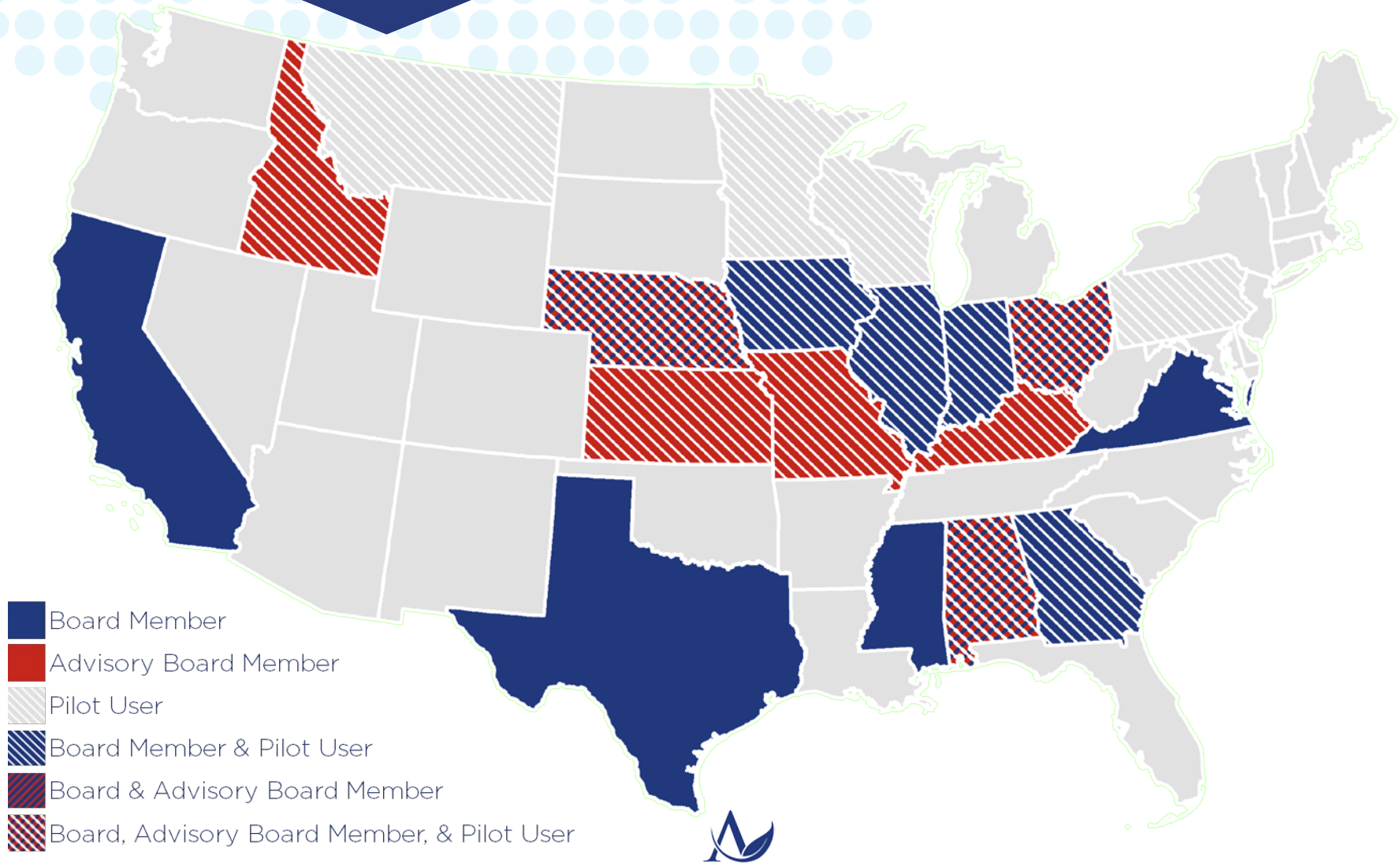
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# GROWING GEOGRAPHIC DIVERSITY



# FARMERS ASKED FOR GREATER CONTROL

Connecting the data dots helps agriculture...

-  **PROFIT** Enhancing business efficiency, cutting input costs and boosting production.
-  **PROTECT** Guarding a valuable asset in a secure environment, 24/7.
-  **ORGANIZE** Housing data in one place so it's portable and easy to share.
-  **SIMPLIFY** Using a neutral, secure location instead of several unconnected devices.
-  **INNOVATE** Unlocking tomorrow's technologies, insights, and farming techniques.





# BENEFITS of CONTROL

- Farmers **save time and money** by having all their data in a **single secure and transparent** repository.
- A farm using ADC **can permission and share** data (for example yield maps) **with one or more advisors** for development of recommendations.
- Permissions can be provided **for a specific file, folder, time interval or project**, so that, upon completion of the project, the **grower maintains full control** of their important asset.
- A farm using ADC **can revoke sharing** or discontinue a sharing relationship, and **have confidence** that their data **remains intact and under their control**.



# WHAT THIS MEANS



**TRANSFER** – Simple upload, smart upload direct from monitor USB, share, or connect to clouds – Raven, John Deere, Climate, CNH, and AGCO



**ACCESS** – Desktop, Mobile, Tablet...



**SHARE** - Trusted Advisors, Staff, Insurance Agent; whomever, whatever. File, folder, project, one or many people, even set an expiration date



# THE ADC DIFFERENCE

## FARMER CONTROLLED:

Farmers own, manage and decide what to do with their data.

## FARMER DESIGNED:

Farmers nationwide helped build and test the ADC platform.

## FARMERS FIRST:

Farmers are the primary focus of ADC's Founding Members.



# WHO ARE THE USERS?

## FARMERS:

Centralized, neutral, scalable and secure repository with data control, flexible sharing, and connections to clouds.

## SERVICE PROVIDERS:

Data stored in grower accounts & shared with permission to ease data burden, improve service, and build trust.

## UNIVERSITIES:

Centralized, permissioned data access encourages growers to collaborate in on-farm and regional research.



# WHY SHOULD I CARE?

## FARMERS:

Recognizing value of data, want help and options, and want to farm....not push data around.

## SERVICE PROVIDERS:



## UNIVERSITIES:



# HOW TO LEARN MORE

## WEB:

[www.AgDataCoalition.org](http://www.AgDataCoalition.org) – Sign up to stay in touch!

## SOCIAL MEDIA:

Follow us on Twitter @AgDataCoalition

## EMAIL:

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## HOW CAN I USE THE ADC???

We are in the final pilot stages, stay tuned in Spring 2017!



# THANK YOU!

## THE AGRICULTURAL DATA COALITION

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