



March 13, 2019

Missy Lindquist and Nicole Rachel  
SGS North America, Inc.  
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PO Box 540  
Toulon, IL 61483

Dear Missy and Nicole:

Welcome to AgGateway! Thank you for your interest in joining and participating in the Precision Ag Council (PAC). My name is Jessica Trites Rolle and I'm the current PAC Chair.

**The mission** of the PAC is to facilitate the adoption of precision ag industry standards, guidelines and implementation protocols to enhance the ability of end users to capture and use the valuable information generated through precision technologies, systems, and data.

What is the PAC doing? PAC working groups are focused on field operations reference data API, regulatory reporting, imagery standardization and remote sensing, telematics and asset management, water management, and traceability, with a key focus on implementation guidelines, data exchange and standards, and best use of new technology in those standards. A few examples:

- The PAC is closing out the third phase of the Standardized Precision Agricultural Data Exchange (SPADE) project on interoperability in field operations. Teams have documented planting, harvest (mechanical and non-mechanical), crop nutrition, and crop protection field operations user stories and data requirements as a basis for proposing modifications to existing standards like ISO11783 or AgXML.
- The Remote Sensing Working Group developed a Post Imagery Collection Standards (PICS).
- Our Precision Agricultural Irrigation Language (PAIL) project team submitted a new irrigation standard in three parts to the standards organization American Society of Agricultural and Biological Engineers (ASABE), with two of those parts now accepted as U.S. ANSI/ASABE national standards. The group is also submitting its work to the International Organization for Standardization (ISO), and will move to phase two under the Water Management Working Group.
- The Agricultural Data Application Programming Toolkit (ADAPT) Committee released ADAPT Framework and ISO plug-in version 2.0 late in 2018; is a recipient of the 2019 ASABE AE50 award and Davidson Prize for innovation; and a growing number of data service companies are piloting and implementing ADAPT.

- PAC members are also involved in cross-council projects, including soil testing standards and a traceability working group that is identifying gaps in the agriculture supply chain (provenance, seeding and crop protection; manufacturer to grower to retailer and beyond), and finding ways to fill those gaps using existing or enhanced data and industry standards.

This is only the beginning, and we're glad you're joining us to advance industry collaboration and develop valuable data exchange solutions.

Each Working Group meets on an as-needed basis. Working Group meetings are scheduled by the Working Group leader, with meetings announced via email to all PAC participants who have indicated interest in that group. Provide AgGateway Member Services ([member.services@aggateway.org](mailto:member.services@aggateway.org)) the email addresses of your staff members who should receive these notices.

To ensure timely PAC communication, be sure you and your key staff are subscribed to the PAC email distribution list. If you have not yet received email from [pa@aggateway.org](mailto:pa@aggateway.org) but want to be on the PAC list, contact AgGateway Member Services ([member.services@aggateway.org](mailto:member.services@aggateway.org)).

To keep PAC members up to date on Working Group efforts, we have monthly PAC webinar meetings. The meeting schedule is on the AgGateway website, under the [Events Calendar](#). PAC monthly meetings are **generally the first Thursday** (*after the first Wednesday*) of each month **from 10:00 – 11:00 a.m. (Central)**. I'll forward you the scheduled 2019 PAC webinar invitations.

In addition to regular meetings, the PAC wiki stores detailed meeting notes, presentations/documents, and other informational resources. To access these materials, log into the AgGateway wiki. If you haven't already done so, you can register for wiki access by visiting the [User Registration page](#). AgGateway Member Services can assist you with registration questions ([member.services@aggateway.org](mailto:member.services@aggateway.org)).

I encourage you to participate in AgGateway face-to-face meetings also. There are two all-member in-person meetings each year: Mid-Year Meeting, scheduled for June 10-13, 2019 at Prairie Meadows in Altoona, IA, and the Annual Conference, scheduled for November 4-6, 2019 in New Orleans, LA. These meetings include beneficial work sessions, project updates, educational keynote speakers, and provide an excellent opportunity to brainstorm and network with other business and technical ag industry colleagues. Each AgGateway membership tier 1-8 company that has paid a full year of membership dues receives one free registration to the November Annual Conference. Don't let that registration go unused!

**AgGateway Mentor Program:** You or anyone from your company can have a current AgGateway member mentor you for a few months. Your mentor is someone who can answer questions and help you navigate the councils, committees, groups, projects and activities of AgGateway. If you're interested in a mentor, please email [member.services@aggateway.org](mailto:member.services@aggateway.org).

AgGateway is a volunteer organization so we **are** the organization. As you learn more about AgGateway and its benefits, please talk to us: AgGateway staff and your fellow members are here to answer questions and help you connect on topics of interest to you. Contact me if you have additional questions about the PAC or how to get involved with the various PAC activities. And if you're interested, AgGateway will partner your company with an existing AgGateway member to help you gain the greatest benefit from your AgGateway membership.

**Current PAC leadership:**

- PAC Chair: Jessica Trites Rolle - [jessicatr@ag-risk.org](mailto:jessicatr@ag-risk.org)
- PAC Vice Chair: Scott Nieman - [stnieman@landolakes.com](mailto:stnieman@landolakes.com)
- PAC Vice Chair Elect: Aaron Berger - [aberger@agsense.net](mailto:aberger@agsense.net)
- Field Operations Working Group (WG) Leader: Ben Craker – [ben.craker@kuhn.com](mailto:ben.craker@kuhn.com)
- Insurance, Regulation and Government Relations WG Leader: Dennis Daggett - [dgdaggett@enterpriseagstrategies.com](mailto:dgdaggett@enterpriseagstrategies.com)
- Remote Sensing WG Leader: Nathan Stein
- Telematics and Asset Management WG Leader: Ben Craker - [ben.craker@kuhn.com](mailto:ben.craker@kuhn.com)
- Water Management WG Leader: Aaron Berger – [aberger@agsense.net](mailto:aberger@agsense.net)

Again, congratulations on your decision to become involved in the Precision Ag Council. It's a decision that will benefit you, your company, and our industry.

Sincerely,

A handwritten signature in cursive script that reads "Jessica Trites Rolle".

**Jessica Trites Rolle, Chair**  
Precision Ag Council  
[jessicatr@ag-risk.org](mailto:jessicatr@ag-risk.org)