What if…

You coached a baseball team and each of the players spoke a different language.

You probably wouldn’t be able to communicate with most of your players.

They wouldn’t understand each other.

It would be easy for signals to get crossed, and to make bad decisions.

You would get frustrated.

And chances are – even if you had the greatest players in the world, and you were the greatest coach of all time – you wouldn’t have a winning team.

That’s how some farms operate today.

Farmers have an amazing array of tools – or “players” to use in their fields. They can monitor the weather, soil health, what and when to plant, how much fertilizer and crop protection products to apply… the list goes on and on.

But often these different players can’t talk to each other. That’s confusing for the farmer and the farmer’s advisors.

As a result, planning is harder. The farm is less efficient. Products aren’t applied in the best way possible. There’s more guessing about how to plant and how to harvest.

The farm is less productive.

But with digital connectivity, all the players on the field can speak the same language.

It’s easier to turn all the data into value.

You can make better decisions.

There’s less waste – sustainability improves, and so does productivity.

But how does an ag retailer get connected to the farmer?

That’s where AgGateway comes in.

We provide a safe forum for developers and other businesses serving the farmer to agree on standards and other resources, so the farmer can get tools that connect to each other.

And AgGateway’s resources dovetail with existing standards used by ISO, ASABE and other key groups around the globe.

As a result, farmers everywhere can get the information they need to be productive. Easily, accurately, automatically. It makes a lot of sense.

It’s time to make sure our farmers have the connectivity they need.

Let’s get connected, now.

Find out more at [www.AgGateway.org](http://www.AgGateway.org)

AgGateway. Collaboration for eConnectivity.