



AgGateway Orientation Webinar

April 2017



Today's Presentation Purpose

Purpose: To provide a high-level introduction to AgGateway as an organization and how to obtain value from your membership

Topics for Today

- Some Polls – to find out who's on the webinar
- Why Be an AgGateway Member?
- eConnectivity Resources
- Background on AgGateway “the organization”
- Navigation on the AgGateway website and wiki log-on
- Exit survey

Poll #1

Which type of business do you work for?

Poll #2

Is Your Company New to AgGateway?

Poll #3

Are you new to your role/company (less than 6 months)?

Why Be an AgGateway Member?

To gain efficiencies, reduce costs and risks, and improve profitability for members

How Do Our Members Realize This Value?

- Reduction in costs and improved trading relationships through eConnectivity
- Business opportunities in connecting organizations with each other in a standard manner
- Improved supply chain visibility
- Implementing industry standard tools, processes and identifiers to focus on customers' needs instead of exceptions
- Creating more profit, by being more efficient

Poll #4

What do you think are the following reasons your company joined AgGateway?

AgGateway's Mission

**To promote, enable and expand
eBusiness in agriculture.**

AgGateway: Who's involved?

- More than 200 member companies
- Members include ag retailers, manufacturers of ag inputs (e.g., seed, crop nutrition, crop protection and specialty chemical), precision ag and the outputs (e.g.: grain and feed), software and data service providers.
- Business and information technology (IT) professionals from these member companies collaborate on AgGateway activities.
- Companies work together to develop and implement common industry standards and tools.



How to get the most out of your membership?

Be involved!
Engage in eAgriculture!

How Can You Get Involved?

- Ask for Mentor
- Attend Council Meetings
- Attend Committee Meetings
- Attend Mid-Year Meeting (MYM)
- Attend Annual Conference
- Join a Project or Connect with Partners
- Help to Create a Project
- Be Willing to Take a Leadership Role

Poll #5

Does your organization exchange information electronically (computer to computer) with others?



AgGateway eConnectivity Resources

Chris Crutchfield - Member Services Program Manager



Website: www.aggateway.org

The screenshot shows a web browser window displaying the AgGateway website. The browser's address bar shows the URL www.aggateway.org/Home.aspx. The website's header features the AgGateway logo, a search bar, and a navigation menu with links for Home, About Us, Get Connected, eConnectivity Activities, Events, Newsroom, For New Members, and Join Us. Social media icons for Facebook, LinkedIn, and Twitter are also present. The main content area is a large banner image of a man in a white cap and plaid shirt looking out over a golden field at sunset. The banner text reads: **AgGateway:** Boosting supply chain efficiency with eConnectivity – the seamless exchange of information. Below the banner, a grey box contains the text: "Everyone is welcome to join AgGateway activities. Learn the benefits of membership!" and a blue "Join Today!" button, followed by the text "or learn more." The browser's taskbar at the bottom shows the Windows logo, a search bar with "Ask me anything", and several application icons. The system tray in the bottom right corner displays the time as 8:39 AM on 4/10/2017.

Get Connected

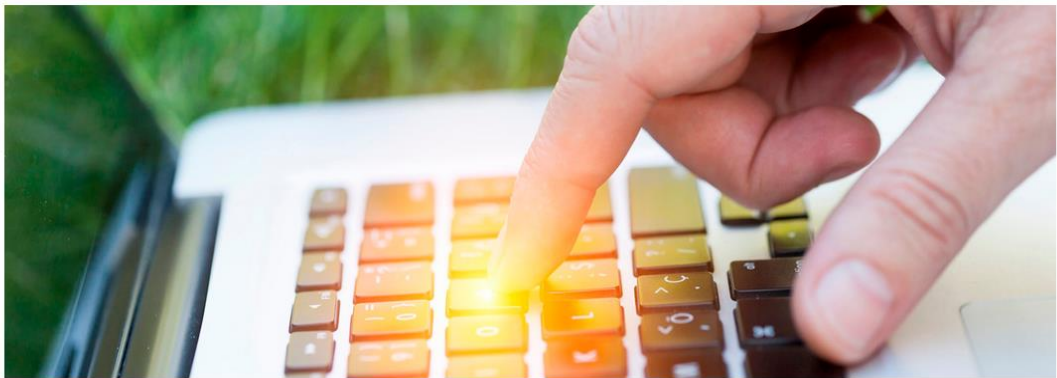
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www.aggateway.org/GetConnected/Orientation.aspx

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- Home
 - About Us
 - Get Connected**
 - eConnectivity Activities
 - Events
 - Newsroom
 - For New Members
 - Join Us
- f | in | t



Get Connected **Orientation**

Whether you're new to AgGateway and have never connected with a trading partner, or you're a seasoned veteran who wants to add a new message, you've come to the right place. AgGateway is here to help you achieve your goals and get connected electronically, so you can streamline operations and focus on improving the bottom line!

If you're just **getting started**:

- Home
- About Us
- Get Connected**
 - Orientation**
 - Messaging
 - Standards & Guidelines
 - AGIS (Identifiers)
 - Other Tools
 - Specific Initiatives
 - Enabled By Logo
 - Ask for Help
- eConnectivity Activities
- Events
- Newsroom

eBusiness Readiness Survey

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www.aggateway.org/Portals/1010/WebSite/Get Connected/eConnectivity Readiness Assessment Survey 20160726_FILLABLE.pdf?ver=2016-12-19- Search

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1 of 4 Automatic Zoom



eConnectivity Readiness Survey *Business-to-Business (B2B)*

Planning on getting more active in eBusiness? Want to connect electronically with your trading partners to boost efficiency and reduce costs? AgGateway is a non-profit organization with the mission to promote, enable and expand eBusiness in agriculture, which includes giving agribusinesses like yours a roadmap for successful implementation of eBusiness.

This survey will help you get started. Complete the questions to the best of your ability, then fax or scan/email the form to us at Member.Services@AgGateway.org. Answer as completely as possible, to help us determine the best next steps for you and your company to enable your connectivity. This form will not be shared with anyone other than AgGateway staff, and will only be used to facilitate productive discussion with you.

(Note: "Company" and "Organization" within this document are interchangeable.)

Getting Started

Go to our “Getting Started” under the Get Connected tab on our home page.

- Video on eBusiness readiness
- White paper about eBusiness Fundamentals
- eConnectivity directory
- Allied Providers’ matrix
- Project Management resources

Ready to Get Started? Need to Do it Better?

- Standards
- Business Use Cases
- Implementation Guidelines
 - Business rules
 - Mapping tools,
 - Instance documents
 - Messaging protocols
 - And more... including links to these tools
- CLICK
- AGIIS
- Enabling Services
- NEXUS e2e server
- Bar Coding Guidelines
- ADAPT

More Coming Soon

- ADAPT more core functionality software package – MVP (minimum viable product)
- SPADE core documents for implementation
- PAIL core document for implementation
- Data Security Assessment Survey

eAgriculture & Implementation

Marilyn Hunter – Director of Member Relations

Why eAgriculture?

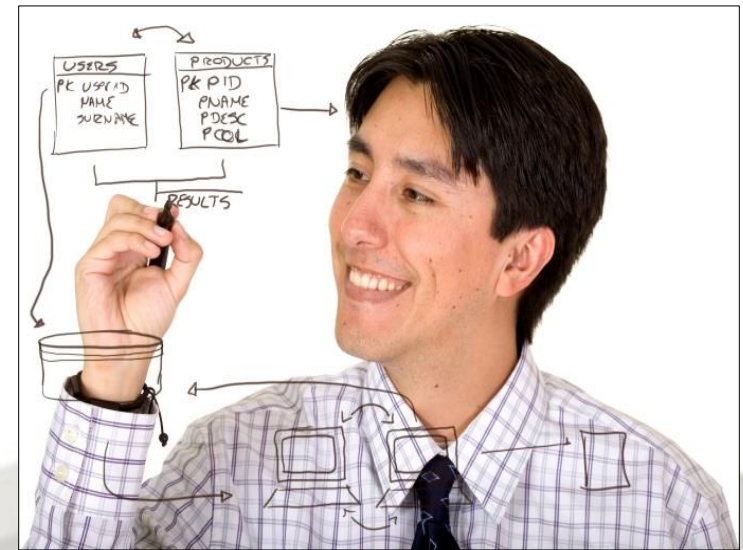
eAgriculture is critical today to address:

- Increasing operational complexity
- Need to manage more and more data
- Increasing regulatory requirements
- International and domestic market pressures



Current AgGateway activities address...

- Precision ag
 - ADAPT implementation
 - SPADE & PAIL Projects
- Contracts, ordering, shipping and in seed, feed, grain, crop protection, other sectors
- Regulatory compliance
 - USDA
 - Paperless fertilizer tonnage reporting to states
 - FSMA (Feed Safety Modernization Act)
- Much more...



The result: eConnectivity helps companies and growers with strategic planning, inventory and resource management, traceability, more accurate reporting, better resource allocation.

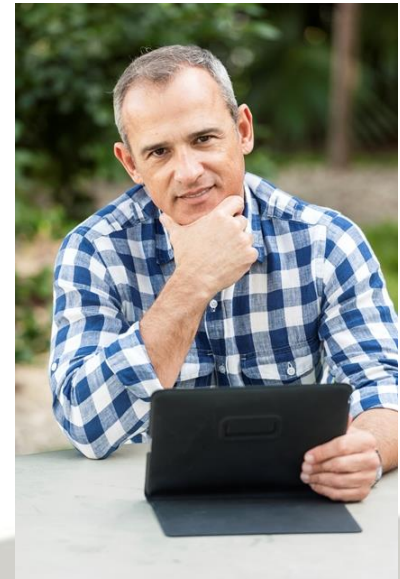
Precision Ag

- Today's farmers working with increasing amounts of data, but often their systems and equipment can't exchange that data easily – the systems can't “talk” to each other. This is a complex problem.
- AgGateway's **Precision Ag Council**: More than 120 companies collaborating on ways growers can better manage data in field operations, precision water management, telematics, and crop insurance and compliance reporting.



Order to Invoice & Reporting

- **Contracts, ordering, shipping and invoicing:** eConnectivity for these functions has been achieved between many trading partners within the seed, feed, grain, crop protection, crop nutrition and other sectors.
- **Sales and inventory reporting:** The accuracy of both inventory within the channel and the sales reporting has dramatically improved with eAgriculture reporting.
- The benefits: More accurate reporting, fewer manual errors and better resource allocation.



Open Standards

- There is no fee to access or use the AgGateway Open Standards. This is for the shared good of the industry.
- All of the work created by AgGateway – the standards, guidelines and formats from our volunteer councils – are accessible to all members.
- In addition, these standards can be and are used internationally.



Ag Industry Identification System (AGIIS)

Chris Crutchfield

Ag Industry Identification System (AGIIS)

- A database and software that delivers a common set of identifiers and data elements to the Agricultural industry to foster eAgriculture between and among companies
- **Purpose** – To provide unique identifiers for the facilitation of eAgriculture interactions

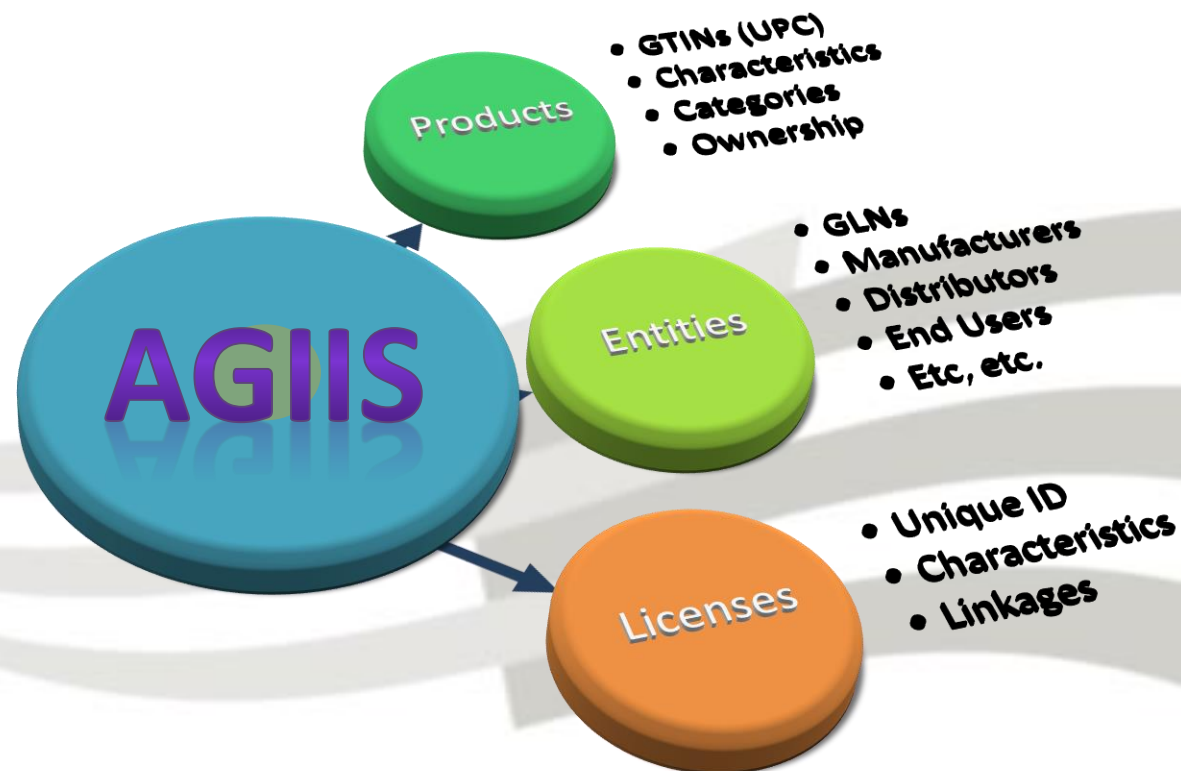


Launched August 2003

Establishes Unique Industry Identifiers

Ag Industry Identification System

www.AGIIS.org



AgGateway – The Organization

Chris Crutchfield

AgGateway: What it is

- A non-profit, collaborative membership association
- Focused on helping growers, retailers and their supply chain partners reduce the cost and frustration of managing complex data
- Broad representation across ag segments
- AgGateway was formed in 2005.



Non-profit funded by:

- Member dues
- Subscriptions
- Activity fees

Structure of AgGateway





How AgGateway Operates

Marilyn Hunter



How is AgGateway organized?

- Small number of staff
- Councils (by industry segment)
- Standing committees
 - Standards and Guidelines, Data Privacy, Communications, etc.
- Project teams and working groups





Councils

- Industry segment councils operate with relative independence.
- Each has a chair, vice-chair and some have a vice-chair elect.
- Conference calls, face-to-face at AgGateway meetings.
- Decide on and manage the priorities and project work that make eBusiness a reality.



Currently 8 Active Ag Councils

Ag Retail Council

Allied Providers Council

Crop Nutrition Council

Crop Protection Council

Grain & Feed Council

Precision Agriculture Council

Seed Council

Specialty Chemical Council



8 Collaborative Committees



Member Services

- One-stop, centralized resource for AgGateway members and non-members.
- Responds to your needs, questions and requests.

Member.Services@AgGateway.org

or **1-866-251-8618**



Poll #6

Using the hand icon on your control panel:

Have you been on the AgGateway website or wiki in the last 30 days?

Navigating the AgGateway Website & Wiki Log-on

What's new in AgGateway?

Where to find the F2F meetings?

How to find the contact information for Member Services?

How to log-on to the wiki

Where to find the council and committee collaborative work
on the wiki



Website & Wiki Tour

Chris Crutchfield
Member Services



AgGateway's Annual Meetings

- **2017 Mid-Year Meeting (MYM)**

- June 12-15, 2017
- Prairie Meadows, Altoona, IA

- **2017 Annual Conference:**

- November 6-9, 2017
- San Diego, CA

<http://www.aggateway.org/Events/2017Mid-YearMeeting.aspx>



Thank you!

Questions or information about AgGateway

Contact Member Services

866.251.8618

member.services@aggateway.org

Website: www.AgGateway.org

