



AgGateway 2018 Annual Meeting And Conference

November 2018

2018 Annual Conference: Get Plugged In!





Featured Speaker: Vince Restucci

R.D. Offutt Farms Co.

AgGateway Annual Conference

“Get Plugged In”



- M. Vincent Restucci

“Get Plugged In”

- Customers
- Industry
- Company
- World
- Data Standards and Big Data
 - We are the “uncool kids”



“Almost Famous”

- “The only true currency in this bankrupt world is what you share with someone else when you're uncool.”
– Lester Bangs



Get Plugged In



[Opinion: Big data shows big promise for feeding the world](#)

Digital innovations are set to transform a global food system in crisis.



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324 Million Consumers



2 Million Growers



6000 Retail Locations



300 Retailers/Distributors



193 Members



“Get Plugged In”

- What does that mean to a grower today?
- How does the modern farm create, exchange and consume data?
- What challenges are out there?
- What standards are playing a role in addressing those challenges?
- Is there value to the grower for having a single GLN?



- Is there value to the grower for having a single GLN?


The Importance of a GLN...



My “ASK”

- Start thinking more from a grower and consumer POV
- Hit the “Reset” Button when dealing with growers
 - Start over and give them a digital handbook on how to deal with your individual company’s technology
 - Account login, website, online offerings, GLN, how to do business with us to “Get Plugged In”





What does that mean to a grower today? “Get Plugged In”

- Growers are getting more plugged in by:
 - Using Social Media more and more
 - Getting involved with regulators, industry associations and trade groups
 - Making their voices heard
 - Tackling public perceptions and dispelling myths head on



How does the modern farm create, exchange and consume data?

- Tractor/Machine Data
- Imagery; Drone/UAV Data/Fixed Wing/Satellite
- Agronomic Data
 - Soil tests, Tissue Tests, USDA Grading, Customer Quality Grade Sheets
- Farm Management Systems
- Modern Technology Platforms Like MS Power BI, Office 365, Mobile Platforms etc.
- Customer Driven Blockchain Initiatives



What challenges are out there?

- Secondary Standards from Customers
 - People who don't understand farming
- GAP/Global Gap
 - Frequent and Multiple Audits
- Traceable and Recallable Food Systems
 - Blockchain
- Sustainability
 - Confusion as to what the definition is

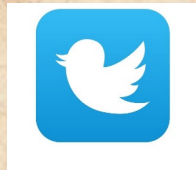


More Challenges

- Data OVERLOAD and Analysis Paralysis
- Very Few Consumers Today Have ANY Connection to Agriculture
 - They think farmers are trying to poison them and the environment; Organic?
- Menu and Food Preferences are Changing
 - Meat is no longer the center of the plate
 - Alternative Plant Based Protein (other than Soy)
 - Seasonal, Fresh, Local, All Natural etc.



Questions Please...



@VinceRestucci



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THANK YOU

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