Seed Council Meeting Agenda

November 13, 2018

Welcome

THANK YOU TO OUR SPONSOR:

Antitrust

- Each participant has indicated that he/she understands and agrees to abide by the AgGateway Antitrust Guidelines, or leaves the meeting

Meeting Minutes from 10/16/2018

Introductions

- Your Name

- Company

- Hometown

- Most famous person from your hometown.

New Leadership Team

- Chair – Alex   (Honeymoon) Krenichyn

- Vice Chair- Mary Enriquez

- Vice Chair Elect- Jana Allen

Review Agenda

- Leadership Team

- Operating Board Election

- New Seed Messages

- Update on GLN Working Group

- Review Mission & Goals

Election of Operation Management Board Member

New Seed Messages

- Ann

Seed Synchronization TF

- Ed Nimtz

Seed Council GLN Working Group

2018 Annual Meeting

Mission:

- **Simplify Grower GLN identifier usage between trading partners**

Goals:

- **Align SC on GLN and Grower License Account:**
  - Definitions & Relationships
    - GLN cross referencing to Growers Licensed Accounts
    - GLN cross referencing to Farm Business Accounts
    - Grower Licensed Accounts links to Farm Business Accounts
    - Landlord vs Tenant GPOS reporting
  - Grower Creation Process
  - Grower Visibility
  - Grower Maintenance Process
  - Grower Sync Process

Definitions & Relationships

- **GLN**
  - GS1 Definition
    - GLNs are designed to improve the efficiency of communication with trading partners. They identify:
      - Physical locations
      - Operational locations
      - Party - any legal entity or organization
  - AGIIS is the "System of Record" for AGIIS assigned Grower or Farm Business GLNs
    - GLNs at Grower level based on grower name and address
    - GLNs at Farm Business level based on farm name and address
  - Manufactures / Distributors / Retailers are "System of Record" for subscriber assigned GLNS

Definitions & Relationships

Grower Licensed Account

- Mfg is the "System of Record" for Grower Licensed Accounts
  - Mfg licenses the Grower, not the Farm Business
  - Grower Licensed Account is based on Grower Name and Address
- Grower GLN is linked to Grower Licensed Account within Mfg systems based on same Grower Name and Address

Farm Business

- Farm Business Accounts in Mfg system are based on Farm Business Name and Address
- Farm Business GLN linked to Farm Business Account within Mfg system based on Farm Business Name and Address
- Farm Business Accounts Linked to Grower Licensed Accounts within Mfg Systems based on Grower / Contact Name and Address
- License Status from Grower Licensed Accounts can be used for Farm Business Account

Definitions & Relationships

Landlord / Tenants

- Grower Sales Reporting should be reported using the Grower / Decision Maker / Tenant

- Landlords and Tenants will not be linked / related in Mfg systems

Grower Creation Processes – Current State

AgCelerate Grower License Application Process

- **AgCelerate creates new Grower Licensed Accounts within Seed Manufacture System:**
  - Legacy Bayer- Yes
  - BASF - No
  - Becks - Yes
  - Corteva AgriScience - Yes
  - Bayer (former MON) - Yes
  - Syngenta - Yes

Grower Creation Processes – Current State

AgCelerate Grower License Application Process -

- **AgCelerate assigns GLNs to new Grower Licensed Accounts within Seed Manufactures System:**
  - Corteva Agriscience – Yes / No
    - Corteva Seed – Yes, Online grower license applications have AgCelerate assigned GLN
    - Mycogen Seed – No, GLN assigned manually by Mycogen
  - Bayer (former MON) – 80% yes /20% no
    - 80% Online grower license applications have AgCelerate assigned GLN
    - 20% Paper grower license applications have Bayer (former MON) (auto / manual) assigned GLN
  - Syngenta - No
    - Manual / Automatic process in Syngenta's system
    - Not receiving AgCelerate recommended GLN

Grower Creation Processes – Current State

- **New Growers Accounts - outside AgCelerate Grower License Application Process (creation due to new grower in GPOS...)**
  - Corteva Agriscience
    - Manual Acct creation
    - Manual GLN selection and prop code cross reference in AGIIS
    - Specific to Mycogen
  - Bayer (former MON)
    - Manual Acct creation
    - Manual / semi-automatic GLN selection reference in AGIIS
  - Syngenta
    - Manual Acct creation
    - Manual GLN selection and prop code cross reference in AGIIS

Grower Visibility – Current State

- **Grower License visible on GLN in AGIIS:**
  - Corteva Agriscience
    - No
  - Bayer (former MON)
    - Currently Attached License Status and Number to GLN in AGIIS
      - 80% of license are in AGIIS
      - Rank 1 GLN only
  - Syngenta
    - No

  - **Per past SC discussion Retailers DO NOT use**
    - **AGIIS for Grower License lookup**

Grower Visibility – Current State

- **AgCelerate – GLN Visibility**
  - No public GLN visibility >> Retailer login required
  - Charges Retailers for GLN Visibility
    - XML feed
    - Web interface view
    - Only growers that register thru AgCelerate
      - Active / inactive challenges
    - AgData not pushing registration

Grower Visibility – Current State

- **Mfg Websites – GLN Visability**
  - Corteva
    - Data Dimensions (AgData) – Returns GLN with grower search
  - Bayer (former MON)
    - Grower Licenses Lookup – GLN is returned (Multiple)
  - Syngenta
    - Crop Edge system- New release
    - GLN is returned "suppose to"

Next Steps

Mission

- The Seed Council will expand eBusiness participation and drive business value within our industry segment by enabling projects, growing membership and expanding the value of eBusiness

2018 Goals:

- Continue the expansion of eAgriculture through eConnectivity and Automated Information Data Capture (AIDC).

- Communicate best practices of AGIIS tools and seed industry identifiers that will enable ease of eConnectivity.

- Continue to develop a clear Return-On-Investment of Seed eAgriculture to provide to C-Level Executives

Goal 1-: *Continue the expansion of eAgriculture through eConnectivity and Automated Information Data Capture (AIDC).*

- **To complete 183 SC-II planned connections by December 2018.**

- **To have 500 seed connectivity messages working between retailer location and manufacturers by December 2018**

- **To have the top 5 seed manufacturer's packaging barcoded with the AgGateway/CRISTAL barcode standard by September 2018**

Goal #2: *Communicate best practices of AGIIS tools and seed industry identifiers that will enable ease of eConnectivity*.

- Utilize the Seed Synchronization Task Force to discuss/align AGIIS/GLN tools and best practices for new subscribers

Goal #3: *Continue to develop a clear Return-On-Investment of Seed eAgriculture to provide to C-Level Executives*

- Develop a value calculator for seed manufacturers and retailers to present to C-Level Executives

Other Business

- Task

- Next Meeting

- Adjourn

THANK YOU AGAIN TO OUR SPONSOR: