

Mission, Communications Messaging, Digital Resources

Vision

Universal connectivity to transform data into value.

Mission

To develop the resources and relationships that drive digital connectivity in global agriculture and related industries.

AgGateway Organizational Value Statements

Integrity: We provide a transparent, impartial, inclusive and safe (anti-trust compliant) environment in which our members can collaborate.

Collaboration: We foster a productive, collaborative environment where all members have an equal place at the table.

Innovation: We pursue creative, workable and globally consistent solutions to our members' digital challenges, providing value to our members' businesses and the industry as a whole.

Leadership and Expertise: We seek to provide the highest level of expertise, thought leadership and insight on the latest standards and solutions, and relevant connections and collaborations with other organizations to lead the way in digital agriculture.

Service: We strive to provide the highest level of service to each of our members by anticipating industry needs, strategically prioritizing activities, and rapidly responding to member input.

Commitment: We are deeply committed to driving digital solutions as rapidly and efficiently as possible for the benefit of the industry. We foster that same spirit of commitment within our membership.

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Message Points and Resources for C-Suite Communications

Value Proposition

AgGateway membership helps companies:

- Reduce errors in procurement, inventory, sales and reporting, saving time and money.
- Achieve interoperability among myriad hardware and software systems, to turn data into value.
- Leverage global resources and business relationships needed to enhance productivity, traceability and sustainability.

Who we are:

- AgGateway is a global, non-profit organization that develops standards and other resources so that companies can rapidly access information. We focus on implementation of these resources in the field, to realize the benefits of digital agriculture.
- No one else is doing what AgGateway does, providing a unique forum across industry sectors where companies come together to solve digital challenges for agriculture and related industries.
- AgGateway currently has three active regions (North America, Latin America and Europe) and about 180 member companies.
- Our members drive the organization's priorities.

Why:

- AgGateway helps businesses streamline their processes and boost their efficiency.
- Using AgGateway standards can help companies save money and respond more quickly in the marketplace. When companies implement AgGateway standards, they can get in sync with countless other processes and trading partners around the globe, which is fundamentally good business.
- Working with AgGateway can facilitate efforts to grow a company's business given the industry's increasing focus on digital exchange of information.

Resources to Share with Executives (find links to all at AgGateway.org):

- ❖ AgGateway [Annual Report](#) (published each November)
- ❖ AgGateway [Case Studies](#) (2-page flyers with specific points on ROI/value)
- ❖ AgGateway [monthly newsletter](#)
- ❖ Review a current list of [AgGateway members](#)
- ❖ Video: [Process Efficiency](#) (entertaining 2-minute graphic video)
- ❖ [Testimonials](#) from members
 - [Land O' Lakes, Topcon, Vis Consulting, Key Cooperative](#)
 - [SSI, Key Coop, EFC Systems, National Crop Insurance, Ceres Solutions, AGCO](#)
- ❖ Video: [How eAgriculture is Helping Companies Lead in Efficiency, Accuracy and Profitability](#) (especially relevant for Ag Retailers and their partners)
- ❖ Also see the "[Communications Kit](#)" webpage

AgGateway Assets

AgGateway continues to develop or refine a wealth of resources to support companies in their transition to digital agriculture – and to communicate about the benefits of eConnectivity.

Some of these include:

- **AgGateway's Ag Industry Identification System (AGIIS)**, an interactive, robust database that houses basic agricultural eBusiness reference data used daily by hundreds of businesses. These data elements are the essential building blocks for electronic communication. *(See more details in the AGIIS write-up in this section of the briefing book.)*
- **AgGateway's ADAPT** is an open source precision agriculture resource that allows different software and hardware systems to seamlessly connect. *(See more on ADAPT in Section 5.)*
- **New Messages and Standards Work:** AgGateway teams continue to work on new standards in the areas of laboratory testing, irrigation, field operations, traceability and more. *(see the Activity List and Current Working Groups in Section 5).*
- **AgGateway's AgGlossary** (AgGlossary.org) is a one-stop location for agriculture terms, definitions, acronyms, key words and synonyms.
- **CLICK:** A tool available to AgGateway members to help business analysts and developers comprehend and implement AgGateway standards (message standards).
- **Other resources** include implementation guidelines, web services and messaging guidelines, barcoding & RFID guidelines, and project implementation tools; these and more can be found at www.AgGateway.org.
- **Communications Kit:** AgGateway offers numerous tools to help communicate the importance of digital connectivity. A **new graphic video** entitled "Process Efficiency" gives a 2-minute overview of what AgGateway does in this area and how it helps the industry. Two other new videos provide **member testimonials**. And our series of concise **2-page case studies** summarize the value and return-on-investment as specific companies work with AgGateway standards and resources.

See also the table on the next page.

AgGateway Assets

Name	Description	Ownership	Users	Terms and Conditions?	Governance
ADAPT	Open source software and data model providing a standard development template, optimized for but not limited to field operations, enabling organizations to retain proprietary formats and identifiers while making field operations data more transportable and accessible.	Open Source	Industry, ADAPT community	Developed and distributed under the Eclipse Public License v1.0, which is included in the source code	ADAPT Oversight Committee
AgGateway Standards	The superset of AgGateway mapping specifications, XML and X12 EDI message implementations, web services and other structured data formats agreed to and implemented as standards in agriculture	AgGateway owns the brand and has a right to the underlying schema; OAG owns the IP from CIDX that comprises the base standard; X12 implementations are owned by ANSI, though specific use case documentation is retained by AgGateway.	AgGateway members, industry	Some resources are available only to members	Standards & Guidelines Committee
AGIIS	Ag Industry Identification System - software and database enabling eConnectivity through hosting of unique identifiers and attributes	AgGateway hosts subscriber-provided data and licenses prefixes from GS1. AgGateway contractor DXC owns the platform software.	AgGateway members and some non-members	AGIIS subscriber agreement, AGIIS service contract	Directory Oversight Committee

AgGlossary	Wiki style glossary of terms used in agriculture across multiple domains	Terms owned by submitters; software hosted by AgGateway in the wiki	Freely available to public via Internet – <i>AgGlossary.org</i>	No	Standards & Guidelines Committee
CLICK	Software presenting graphical representation of XML standards applicable to Mapping Tool, Business Rules and the larger XML message schema.	KeelTech	AgGateway members use the CLICK branded tool	Available to AgGateway members free of charge	Standards & Guidelines Committee
Enabling Services	Consulting services offered by AgGateway that support member connectivity from assessment to implementation project management services.	AgGateway	AgGateway Members	Standard agreement	AgGateway CEO and COO
Mapping Tools and Business Rules	Project-produced documentation of agreed upon message standard use in specific industry segments	AgGateway	AgGateway members	AgGateway Membership required	
NexusE2E	ebMS messaging engine, open source software, used by AgGateway members for B2B connectivity	Open Source	Nexus community members, AgGateway members		
Tonnage Reporting Toolkit	Process documentation, business rules and templates associated with the Paperless Fertilizer Tonnage Reporting initiative sponsored by AgGateway, ARA, TFI, and endorsed by AAPFCO and NASDA	Some portions of the packaged tools are AgGateway IP, some a TFI contributions, and some are Crystal Certified products.	Paperless fertilizer tonnage reporting implementers		

AgGateway's Ag Industry Identification System (AGIIS)

A Critical Building Block to Facilitate Information Exchange

AgGateway's Ag Industry Identification System (AGIIS) is a robust, interactive database that houses agricultural eBusiness reference data. Ag companies use the database to look up unique identifiers and common data elements that they can then insert into their transactions — either internal or with trading partners — to make electronic communication possible. Hundreds of companies from multiple industry segments use AGIIS.

Today, AGIIS contains 5.3 million entities and 221,000 agricultural products ranging from crop protection chemicals, seed and fertilizer. These identifiers are used to support key business transactions such as electronic ordering, sales reporting and product tracking.

For example, AGIIS is a resource for Global Trade Item Numbers (GTINs) and Global Location Numbers (GLNs). The GTIN is a numerical code representing a specific brand and packaging of a given product (e.g., seed, crop protection chemicals, fertilizer, etc.). The GLN is the unique identifier for the name and address of an organization, individual or location. Because trading partners are able to access and use the same identifiers, the pieces of information fit together, and electronic communication is possible.

Access to AgGateway's AGIIS:

- Anyone is welcome to search AGIIS for a GLN. AGIIS non-subscribers can manually access and search for identifiers at no charge at www.AGIIS.org by clicking on the "Identifier Search" link. (AgGateway broadened this access in 2015 to further enable and promote connectivity between trading partners.)
- Web service access for identifiers is also available, allowing AGIIS non-subscribers to perform automated searches.
- All AgGateway members receive a search view only subscription to AGIIS as a benefit of membership. This level of access provides the identifier and point-in-time demographic data.
- Complete access to AGIIS, along with the ability to create a subset within AGIIS to add and update entities, and to receive extracts, requires a subscription. Dues are based on a combination of corporate revenue and subset size.
- See the "AGIIS" link under "Get Connected" at www.AgGateway.org, or contact Members Services at Member.Services@AgGateway.org.

AgGateway's AGIIS is a "living" directory that is constantly being updated and enhanced. AGIIS does not process transactions; it is a directory resource that facilitates electronic communication. Records are added and maintained by the industry-wide, AGIIS user

community. A Web interface allows AGIIS subscribers to easily add and maintain entity information. There are also web services that allow companies to communicate with AGIIS seamlessly through computer-to-computer interaction securely and in real time. Subscribers can keep their systems synchronized with AGIIS using available product and entity extracts.

DXC provides hosting and management services for AGIIS on behalf of AgGateway. For AGIIS-related questions, contact AgGateway Member Services at +1 (866) 251-8618 or Member.Services@AgGateway.org.

AGIIS Plans for 2021

(See also "Directory Oversight Committee" in the Committees Section)

- Develop educational curriculum on AGIIS APIs (Application Programming Interfaces) on how to use and encourage adoption among subscribers.
- Migrate the AGIIS application to a new state-of-the-art data center in Tulsa, Oklahoma. The new facility will extend platform life through a complete hardware refresh, and provide increased security services, improved disaster recovery performance and the ability to scale quickly and cost effectively as services grow.
- Continue to monitor the impact of data privacy rules on AGIIS operations and determine if there are enhancements that can be made to ease compliance for AGIIS subscribers.
- Evaluate and align the AGIIS GLN re-use policy with the new GS1 GLN re-use policy.
- Continue to evaluate and implement rules to enable field-level identification for supply chain, field operations and regulatory processes, to enable the capability to efficiently cross-reference information – supporting data availability and traceability throughout the agriculture chain.
- Expand the use of the AGIIS product directory to support retail and agronomy needs and requirements.
- Execute our regular de-duplication, maintenance and the redundant back-up processes to ensure high quality and high availability of the AGIIS tool to all users at all times.

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