



# Precision Ag Council Communications Working Group

June 2019

*2019 Mid-Year Meeting*



# AgGateway Antitrust Guidelines

*[abbreviated]*

- Do not discuss with competitors your own, or a competitors', prices; do not discuss anything that might affect prices, such as costs, discounts, terms of sale, profit margins or any other competitively sensitive information. Do not discuss capacity or output.
- Do not stay at a meeting where any such talk occurs.
- Do not make general announcements or statements at AgGateway meetings about your business secrets, such as sales strategies, new product development, capacity expansion or restrictions, or any such intended activity.
- Do not talk about what your company plans to do in specific markets, or with certain classes of customers, or with regard to types of products.

# Housekeeping

- Attendees (please get nametag scanned)
- When you signed in to MYM, you agreed to the AgGateway Antitrust Guidelines
  - Copy in this slide deck and on the Wiki

THANK YOU TO OUR  
SPONSOR:



# Agenda

- Opening
  - Thanks to our sponsor, Proagrica!
  - Approve agenda and May 31 minutes
- PAC Communications WG Transition to Communications Committee (AgGateway 2020)
  - Identify all the things!
- Infographics
  - Discuss Stakeholders & Deliverables Infographic
  - Review challenge and opportunity to doing this work now
- Calendar – upcoming events, materials needed *[time permitting]*
- Announcements
- Next meeting

# Minutes to approve

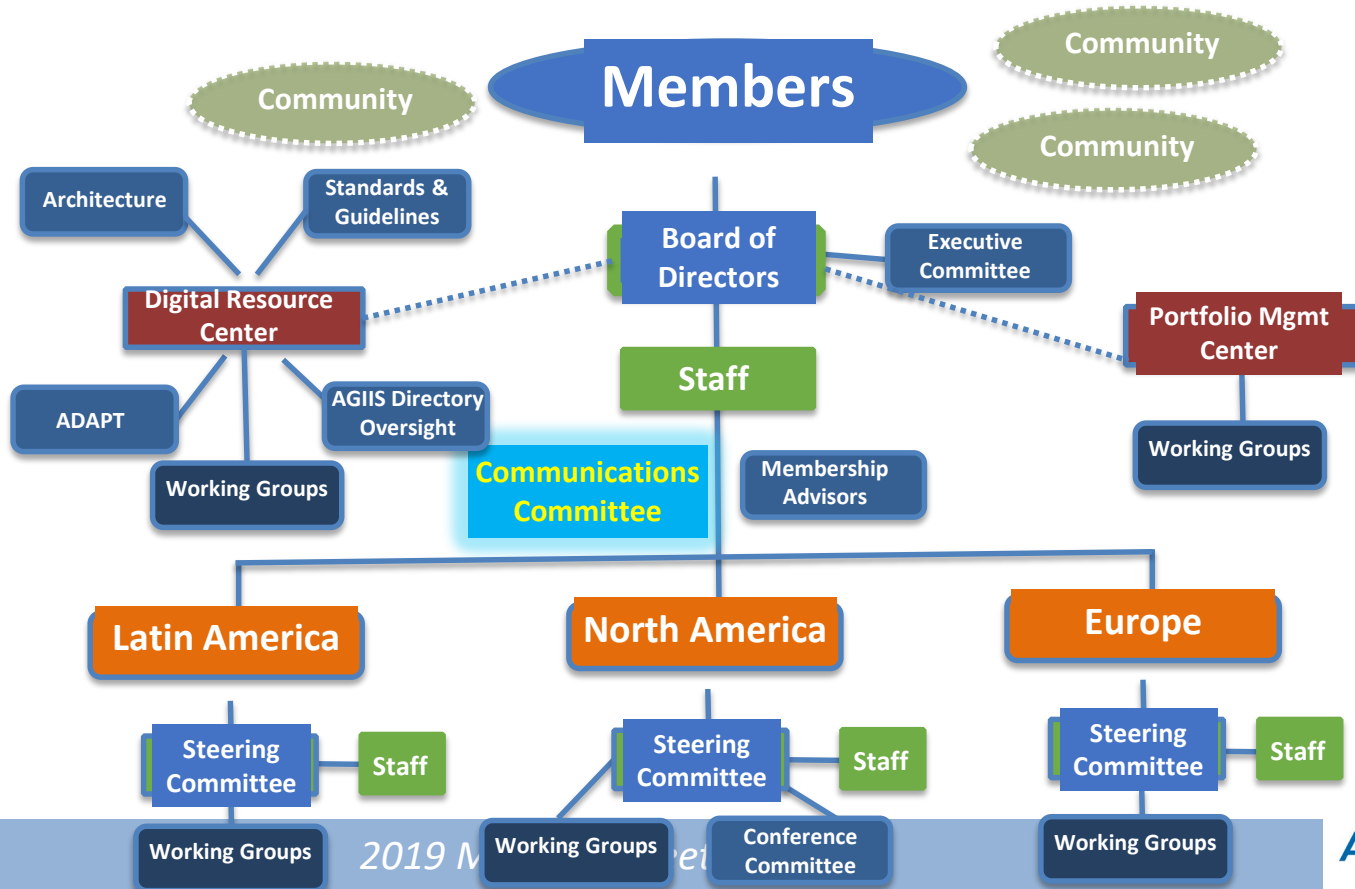
[2019-05-31 PAC Communications Team Meeting](#)



Moving PAC Communications Working Group activity to  
Communications Committee

# TRANSITION TO AGGATEWAY 2020

# AgGateway 2020 Structure





# Planning

## Shifting PAC Communications WG to Communications Committee



Sketching out a new AgGateway Infographic

# STORIES THROUGH PICTURES

# Points from 5/31 PAC Comm WG Call

The group talked about the challenge of any communications piece, including infographics, with the constant changes of work done by AgGateway and the ever-changing agriculture space worldwide and always shifting technology.

- Does the Infographic, note or flyer work? Is it useful? TEST IT!
  - Once drafted, 'test' with people that did NOT create to see if they have the same understanding and, if so, can they *explain* it to others correctly. if not, what do we need to change to make it make sense? what examples do we need to use from daily life?
- Need to be able to explain to others what things are **without using project names or acronyms** (but link to the acronym so when people hear it, they understand)
  - E.g., focus on irrigation standards, field operations, data transformation and translation, etc.

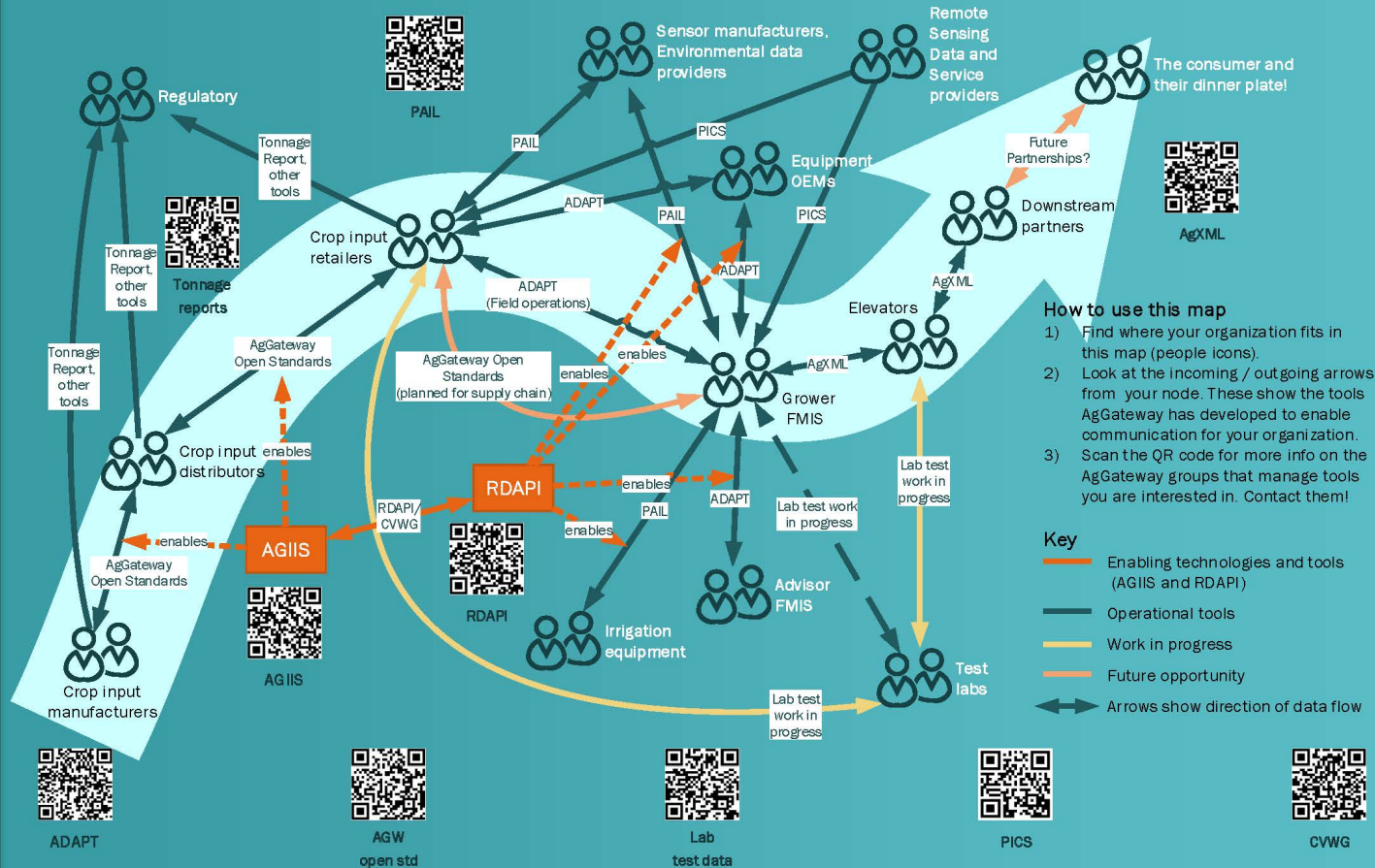
Tell a story - easier for people to remember, repeat, relate to, and link to their work

- Recommendation: create a short animated video to show stakeholders and deliverables flows and **add** how AgGateway fits in [need to sketch out additional content]

Build full backlog of messaging/concept needs for communications: what slides, videos, talking points, notes, flyers, etc. do we need, and then **prioritize** and create a draft (take iterative approach).

# AgGateway: Stakeholders and Deliverables

Crop Input Supply Chain → Field Operations → Harvest Supply Chain



Tracing our work path at AgGateway

# That's a lot!

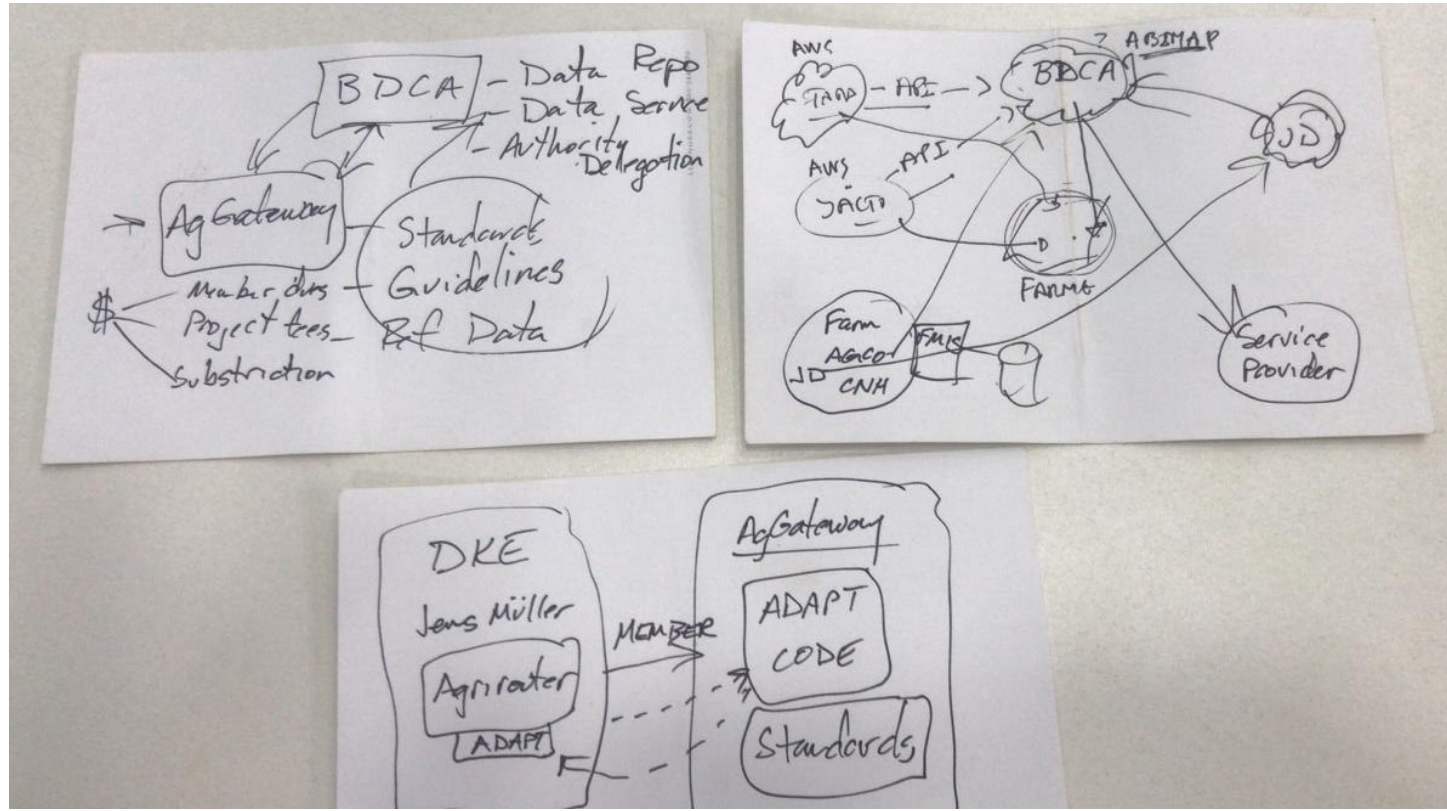
AgGateway is and does many things.

But...not everyone 'gets' what AgGateway does, is, and who it currently connects with...and what it is NOT and does NOT do.

THIS IS A PAIN POINT; let's try to solve it!

Great ideas start with messiness.

On scrap paper and napkins.





# CALENDAR & CLOSING

*2019 Mid-Year Meeting*

# Events Calendar *[time permitting]*

- Review what's coming
- Who is attending?
- What do we need as handouts, presentation materials, discussion points?

<https://aggateway.atlassian.net/wiki/x/7gCMM>



Forward...*how?*

TOGETHER!



# Announcements

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HAVE A GREAT MYM!

# Parting thoughts: the magnetic generosity of the network effect

[Blog post by Seth Godin](#), November 12, 2018

If you share a pizza with a large crowd, no one will be very satisfied.

**But if you share an idea** with a group, it creates cultural impact and becomes more valuable as it spreads, not less.

**Most of the time, we adopt the scarcity model** of pizza. “I don’t have that much, and if I share it with you, I won’t have any left...” But in fact, the useful parts of our life are better characterized as, “If I share it with you, we’ll both have it.”

**An idea shared is more powerful than one that’s hidden.** A technology standard outperforms a proprietary one. A community is stronger than divided individuals ever could be.

When you give away your work by building the network, you’re not giving it away at all. **You’re building trust, authority and a positive cycle of better.**