

AgGateway 101



Introductions

- Name
- Company
- Role
- What do you hope to get out of this conference?
- What do you do for fun or to relax? Hobbies or Interests.

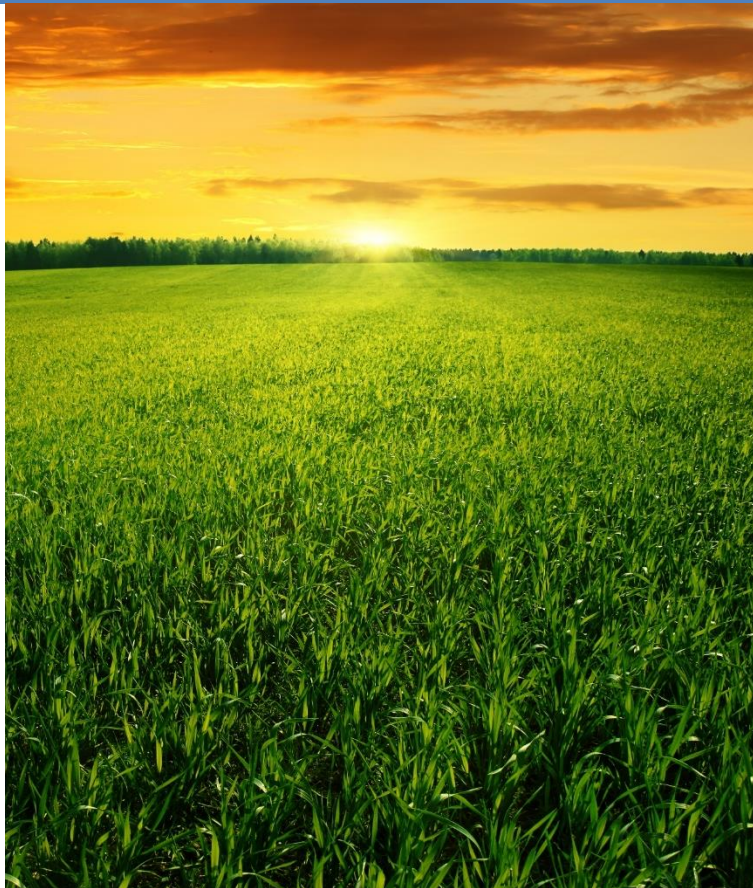
Today's Presentation Purpose

Purpose: To provide an introduction to AgGateway and help you navigate the Annual Conference.

Topics for Today

- AgGateway – The Organization & Structure
- AgGateway's Vision & Mission
- Current AgGateway Initiatives
- AGIIS – Ag Industry Identification System
- AgGateway Website & Wiki
- Conference Agenda
- Mobile Application
- How to get Involved

What is AgGateway?



AgGateway is an
agriculture-
industry-funded
non-profit
consortium
leading the global
transition to
digital agriculture.



Our Mission: to promote
and enable the industry's
transition to digital
agriculture, and expand the
use of information to
maximize efficiency and
productivity

What do we mean by Digital Agriculture...

Working Definition: Digital Agriculture is the production of food, fiber, and biofuels, and environmental management through processes that are increasingly autonomous and driven by ever more effective models with data input that is more and more timely, relevant, accurate, and complete. The models are designed to maximize profitability, sustainability, and environmental protection in optimal balance.

Why digital agriculture

Success in agriculture today requires:

- *Mastering the use and exchange of data*
- *Maximizing efficiency and productivity*
- *Tightening financial management of large-scale costs*



Some of our Members...

<http://aggateway.org/AboutUs/OurMembers.aspx>



Collaborate on
fundamentals



Compete on
everything else



AgGateway works to enable:

- More transparent and efficient supply chain processes;
- Improvement of the customer experience
- Organizations and their partners to better leverage data to increase profitability and sustainability;
- Development of innovative solutions to agricultural challenges



Industry-wide, global solutions

AgGateway coordinates with:

- Standards groups
- Trade associations
- Government agencies



What AgGateway Does and Doesn't Do (a data perspective)

Activity/Function	Reference Data	Transactional/Operational Data
Document processes	yes	yes
Set standards	yes	yes
Develop implementation guidelines	yes	yes
Define APIs	yes	yes
Document data security use cases	yes	yes
Organize implementation projects	yes	yes
Collaborate with other organizations	yes	yes
Store data	yes	no
Process data	yes	no
Reference non-AgGateway data sources	yes	no

There is considerable competitive activity here, including within industry consortia. AgGateway supports standards for all of this, but stays out of collection, storage, transformation, and analysis of operational data.

What we're working on....

- **Interoperability in field operations (ADAPT)**
- **Aerial imagery metadata (PICS)**
- **Ag Retail Connectivity**
- **Automated Identification Data Capture for Products (AIDC)**
- **Cross Segment Business Rules**
- **Channel integrity (using blockchain)**
- **Dispensing work order (Mix Ticket)**
- **Global Standards for field identification**
- **Irrigation (PAIL)**
- **Product Catalog**
- **Reference data API**
- **Seed Transfer**
- **Testing**
- **Traceability – Crop Protection, Grain (including IoT), and Seed**



AgGateway Resources

- **Standards & Guidelines** (supply chain, field operations, commodity grain)
- **ADAPT**: Pluggable toolkit to enable field operations data interoperability (plugins from CNH, Deere, AGCO, Topcon, etc.)
- **AGIIS Directory/Service** (Agriculture Industry Identification System): Grower and product identifier database
- **Et cetera...**





HOW AGGATEWAY OPERATES

2019 Annual Conference



How is AgGateway organized?

- Members
- Small number of staff
- Standing committees
 - Standards and Guidelines, Data Privacy, Communications, etc.
- Working Groups
 - Future working groups will be short-term groups to produce specific deliverables





2020

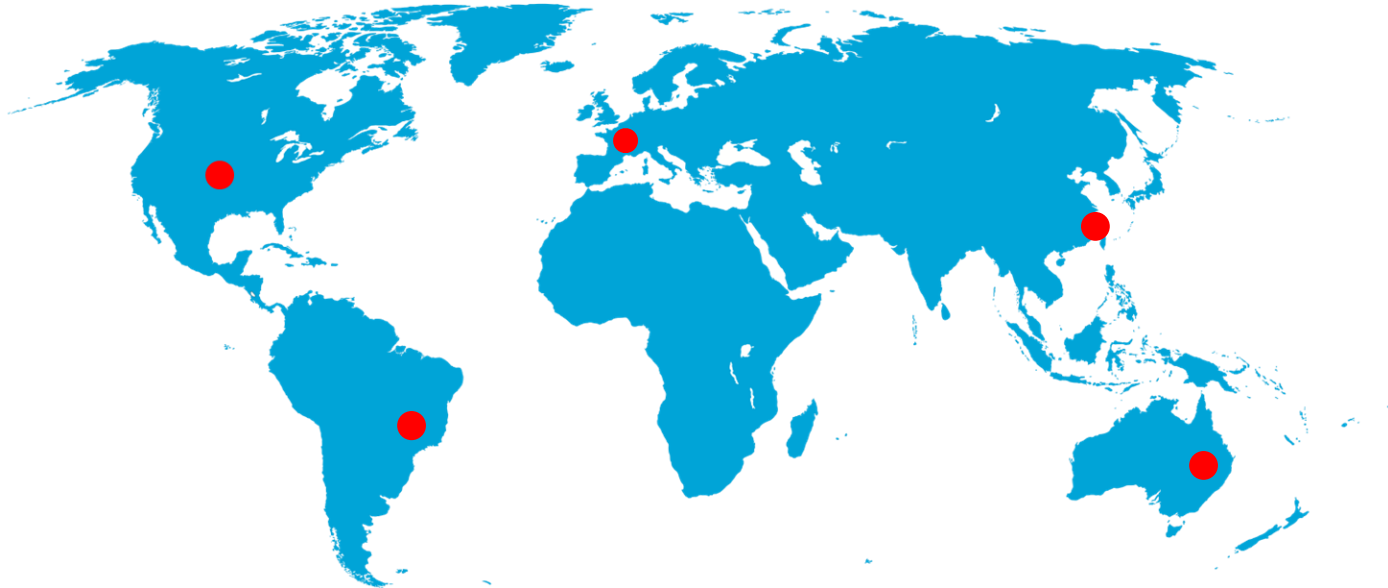
- Foster cross-sector initiatives
- Facilitate better use of time and resources
- Create solutions more quickly
- Effectively enable the industry transition to digital agriculture
- Keep what's working well...
 - Networking
 - Collaboration
 - Problem-solving
 - Focus on implementation



2020

- Member driven
- Focus on solutions and resource development
- Optimize member volunteer resources
- Global in scope

AgGateway around the globe



2019 Annual Conference



Board of Directors

Executive Committee

Digital Resource Center

Portfolio Management Center

Working Groups

Working Groups

ADAPT Oversight

AGIS Directory Oversight

Communications Committee

Architecture Committee

Standards & Guidelines

Staff

Membership Advisors

Regional Groups

Latin America Steering Committee

North America Steering Committee

Europe Steering Committee

Working Groups

Staff

Working Groups

Staff

Working Groups

Staff

Conference Committee

2020 Plan Objectives

- Complete AgGateway 2020 transition by 31 December 2020.
- Benchmark use of current digital resources, develop metrics for measuring use of new digital resources as developed and measure use in 2020, and develop a plan to increase use by 10% to be implemented in 2021.
- Increase AgGateway membership by 30 new members (globally), establish metrics for member engagement, and measure member engagement for 2020 by December 31, 2020.
- Develop multi-year marketing and communication plan focused on communicating AgGateway successes and the value of membership through appropriate media by 31 January 2020 and implement throughout 2020.

6 Collaborative Committees

ADAPT Committee

**Architecture
Committee**

**Communications
Committee**

**Conference
Committee**

- Mid-Year Meeting
- Annual Conference

**Directory Oversight
Committee (DOC)**

**Standards & Guidelines
Committee**

- * AgGlossary
- * AIDC - barcoding

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. Below the navigation 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 message states: "Everyone is welcome to join AgGateway activities. Learn the benefits of membership!" and includes a "Join Today!" button and a link "or learn more." The footer of the page includes the text "Our Members" and a small link to "Read platform.twitter.com". The Windows taskbar at the bottom shows the time as 8:39 AM on 4/10/2017.

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AgGateway Wiki

- <https://aggateway.atlassian.net/wiki/>
- Access using above link or use links at bottom of each web page, www.AgGateway.org
- Confluence (Wiki) is a product of Atlassian. Used to draft, update and store meeting agendas, minutes and project documentation
- Everyone should have a wiki user profile



Ag Industry Identification System (AGIIS)

2019 Annual Conference



Ag Industry Identification System (AGIIS)

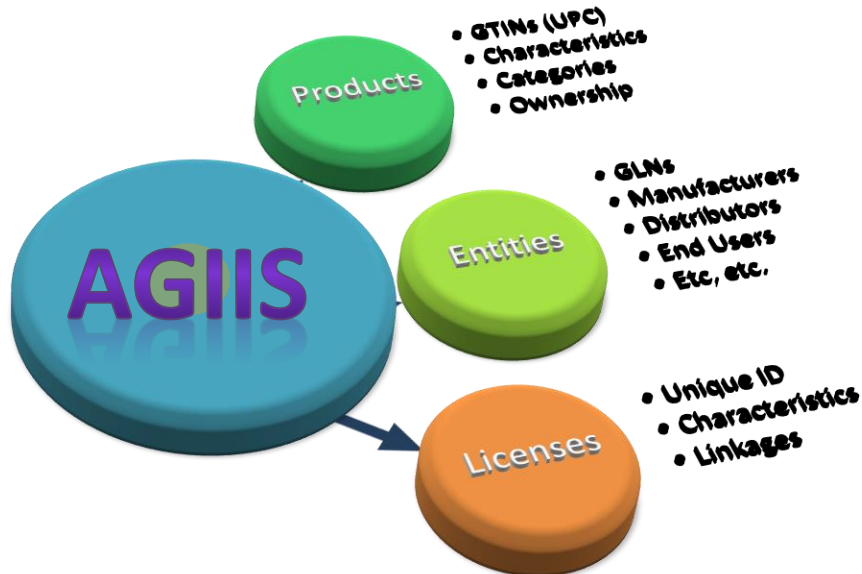
- A database and software that delivers a common set of identifiers and data elements to the Agricultural industry to foster eAgriculture between and among companies
- **Purpose** – To provide unique identifiers for the facilitation of eAgriculture interactions



Launched August 2003

Establishes Unique Industry Identifiers

Ag Industry Identification System www.AGIIS.org





How to get the most out
of your membership?

Be involved!
Engage in eAgriculture!

How Can You Get Involved?

- Ask for Mentor
- Attend Committee Meetings
- Start or Join a Working Group
- Be Willing to Take a Leadership Role
- Attend F2F Meetings
 - Mid-Year Meeting (MYM) in June
 - Annual Conference in November

AgGateway's Annual Meetings

- **2020 Mid-Year Meeting (MYM)**

- **June**
- **Prairie Meadows, Altoona, IA**

- **2020 Annual Conference:**

- **November**
- **Clearwater Beach, FL**

Find our meeting under “Events” on the website!

Mobile App

- Crowd Compass Attendee Hub
 - Agenda
 - Maps
 - Acronyms
 - Attendees
 - Dining
 - Sponsors
 - Real Time Updates



Questions You Want Answered?

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THANK YOU!

Questions or information about AgGateway

Contact Member Services

866.251.8618

Member.Services@AgGateway.org

Website: www.AgGateway.org

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