

# Big Data in Agriculture

14<sup>th</sup> AFCOME International Meetings • Reims, France • 2015-10-22

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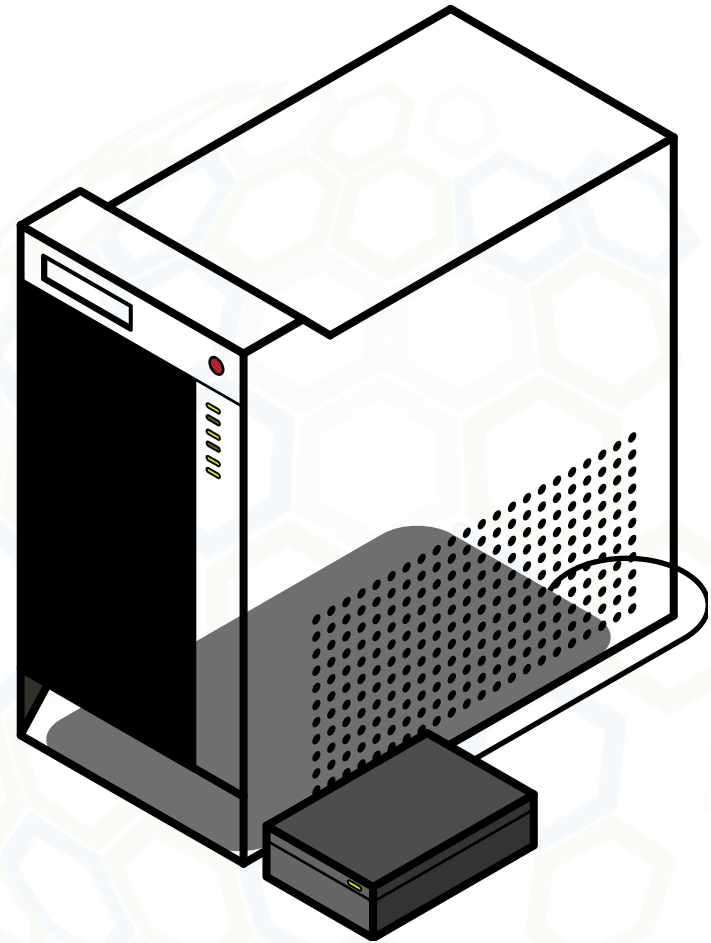
# Topics



- What is “Big Data”
- Unlocking Big Data’s Value
- The Case for Collaboration
- The Case for Competition
- The Case for Value
- The Case for a Healthy World
- About AgGateway Global Network

# What is big data? Let's start with little data.

Before big data, operational data was generally collected at predictable rate, from expected sources, and in structured and well understood forms.





# What is Big Data?

With plummeting storage costs and an explosion in data sources, big data emerged. Big data is characterized by:

- High volume
- High velocity
- High variety
- High variability
- Uncertain veracity
- Management complexity



# Unlocking Big Data's Value

- In order to unlock big data's value, a trusted network of partners must work together to:
  - Collect it
  - Move it
  - Comprehend it
  - Transform/  
process it
  - Analyze it
  - Act on it



# What do these companies have in common?



Bayer CropScience



What do these companies have in common?

**CLAAS**

 **AGCO**  
Your Agriculture Company



**JOHN DEERE**

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# The Case for Collaboration in Big Data

To unlock the value of big data in agriculture, companies must collaborate on:

- Process documentation
- Message standards
- Identifier standards
- Reference data standards
- Data transfer protocols
- Security standards
- Implementation guidelines
- Implementation tools



# The Case for Competition in Big Data

To unlock the value of big data, compete on:

- Execution
- Analysis capability
- Service speed
- Grower trust
- Security track record





# The Case for Value Through Big Data

- To unlock the big data's value, growers must partner with trusted advisors and service providers
- Trusted relationships promote mutually agreed-upon distribution of the realized value among growers and their trusted partners
- More on the role of trusted advisors and service providers in a moment from Frédéric





# The Case for a Healthy World through Big Data

- While unlocking value from big data in agriculture is important, it is also important to keep in mind the big picture.
- Big data should help us address the big problems in society.
- For the agriculture industry, that means feeding a growing global population while continuously improving environmental stewardship.



# AgGateway Global Network

## AgGateway Global Network:

- Is a network of regional AgGateway organizations (North America, Europe, Latin America)
- Is non-profit, as are the regional AgGateway organizations
- Provides the “safe harbor” within which companies can collaborate in the areas previously outlined



# AgGateway and Big Data – a Sampling of Its Work

- Field operations data standards
  - Collaborating with AEF
  - Contributing to ISO 11783
- Identifiers
  - GS1's Global Location Numbers
  - GS1's Global Trade Item Numbers
- Data processing
  - ADAPT: Free, open-source toolkit for processing field operations data from many sources
- Data ownership, privacy, and security
  - Working with industry leaders to develop and implement policies and best practices





Merci

