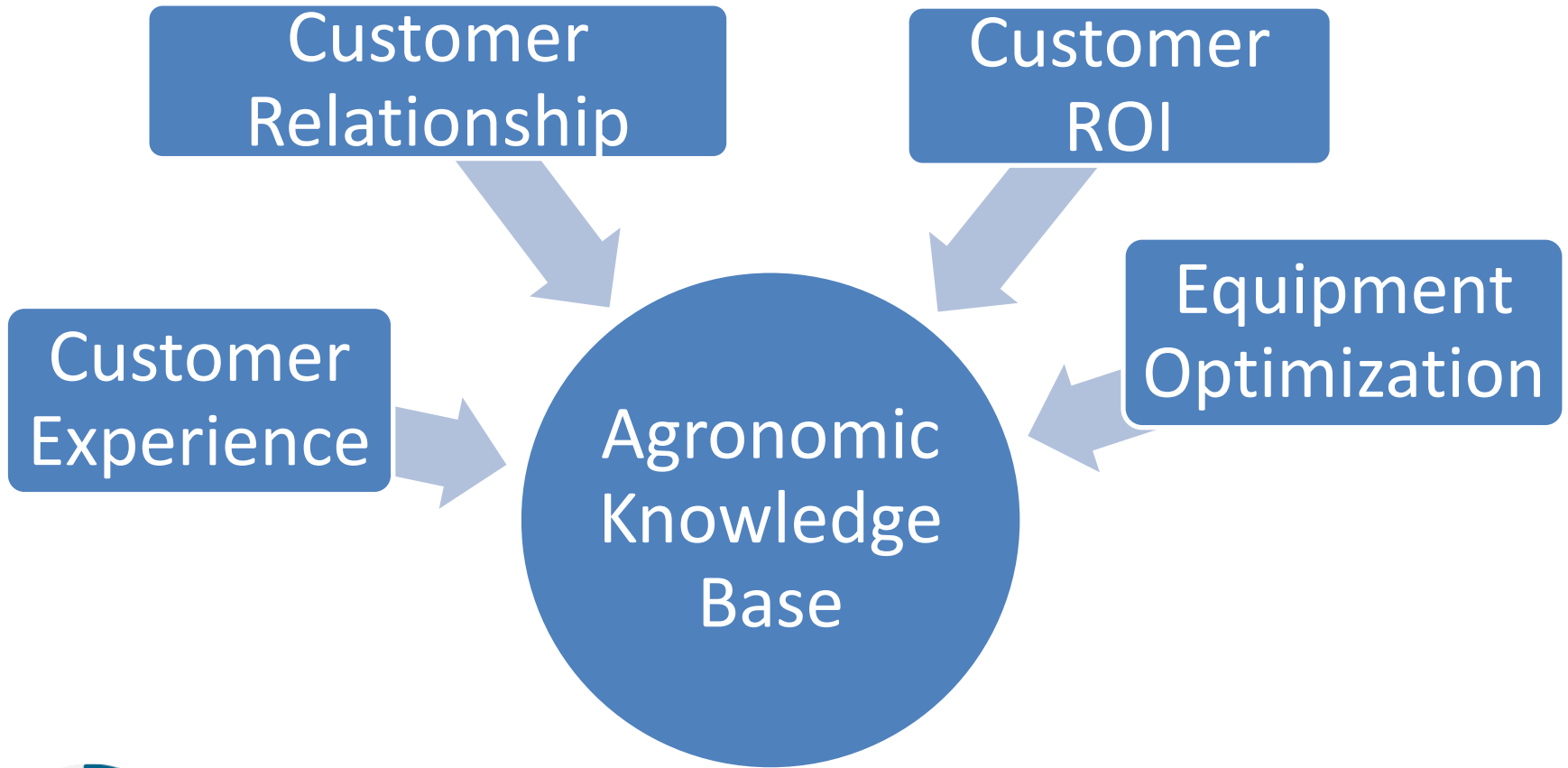


Delivering Data-Driven Solutions: Scope, Scale & Security

Craig Benedict
Ag Technology Manager
Reynolds Farm Equipment
January 7-8, 2019



Why?



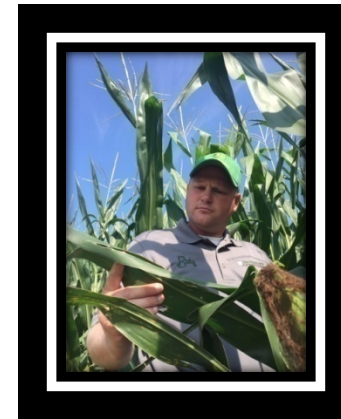
Who?

- Family-owned since 1955
- 7 locations
- 260 employees
- Culture
 - Common Vision



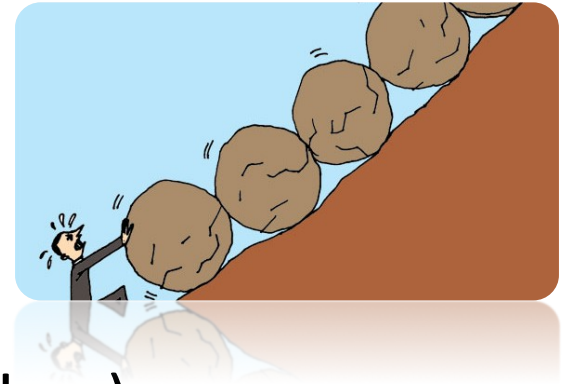
People

- Senior Agronomist - 2013
- Agronomist - 2017
- Data Manager/Agronomist - 2018
- Junior Agronomist - ??

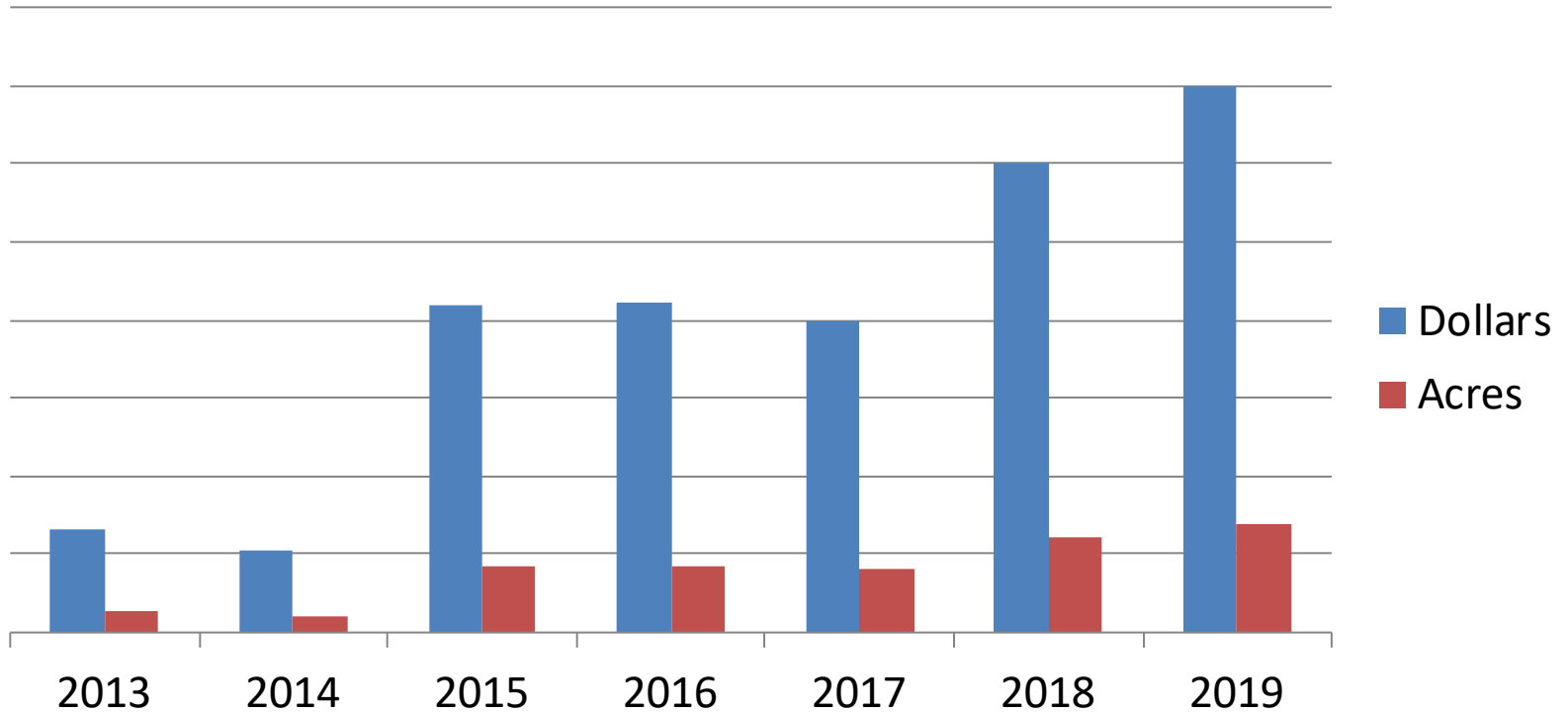


Challenges

- People
- Program
 - Org. Structure (fee, billing, workflow)
 - Client List
 - Sharing the why
- Platform



Progress



Craig Benedict
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cbenedict@rfemail.com



Delivering Data-Driven Solutions: Scope, Scale & Security

Ryan Powell
Information Services Manager
Ag Info Tech
January 7-8, 2019



Ag Info Tech Background

- Founded by Tim Norris
- Currently Owned by Two Co-Ops and Tim
- 10 Employees
- Dealership
- Service Provider



Background on Me

- Fresno, OH
- Ohio State University '15
- Ag Info Tech Spring '15 – Present
- Information Services Manager: Data Services and Grid Soil Sampling



Data Services

- Basic, Advanced, and Complete Programs
- Grid Soil Sampling
- Taranis



Basic, Advanced, Complete

- Basic: Map Books for Planting and Harvesting
- Advanced: Map Books + Analytics
- Complete: Map Books + YieldCrawler + Seeding Rx



Grid Soil Sampling

- 2.5ac Grid
- Lime Rx
- P&K Rx up to 4 years
- Customized to the Grower

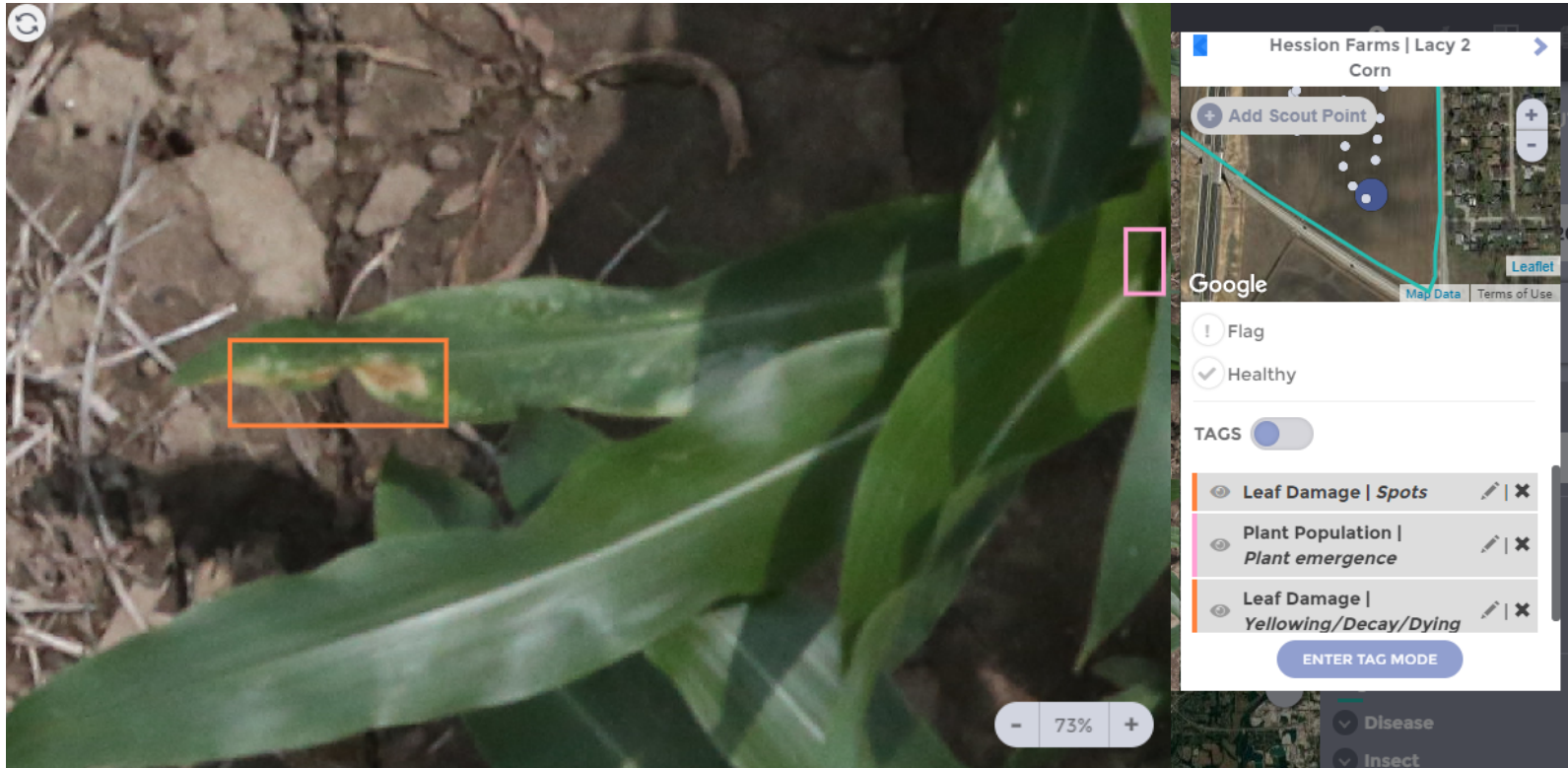
Taranis

- High Resolution Drone Images + Artificial Intelligence
- Identifies and Learns Diseases, Insects, and Deficiencies
- Stand Counts

AI with Taranis



AI with Taranis



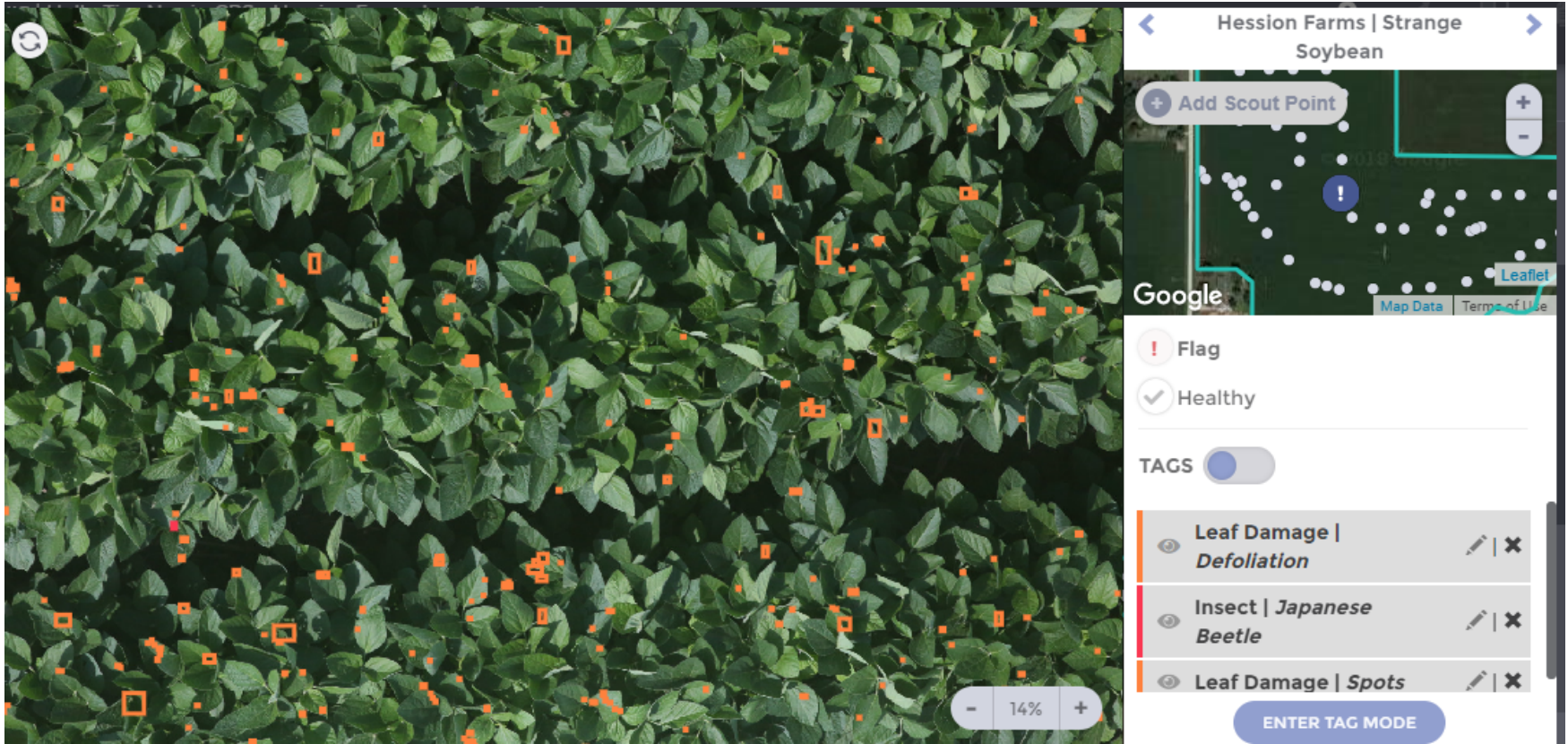
AI with Taranis



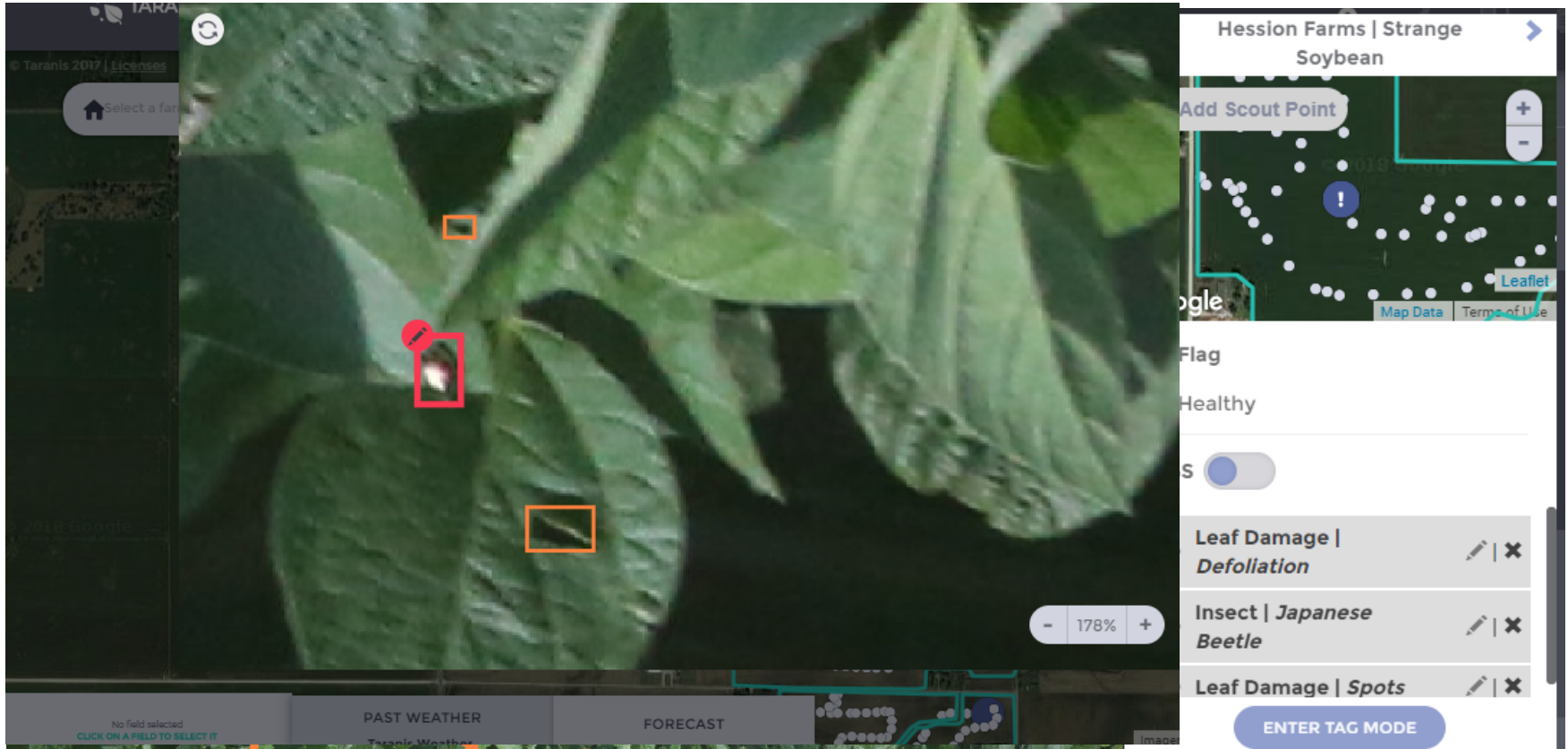
AI with Taranis



AI with Taranis



AI with Taranis



Marketing & Promotions

- Co-Ops
- AIT In-House Salespeople
- Included Services with Hardware Purchase
- Solely a Precision Ag Company



Challenges and Solutions

- Soil Sampling for Many Companies & Locations – AgStudio
- Salesperson Awareness – Show Them vs. Telling Them



What Really Makes the Difference?

- Our TEAM!
- Vision: Core Focus, Core Values
- Goals & Plans



Core Focus

- Cultivating Lasting Relationships with those that are in the Pursuit of Excellence



Core Values

1. Do the right thing
2. Customer First
3. Character & Honor
4. Pursuit of Excellence
5. Passionate
6. Purposeful
7. Focused on Relationships

Goals & Plans

- 10 year target, 3 year picture, 1 year plan
- Quartley Rocks (Measurables)
- Issues List



Delivering Data-Driven Solutions: Scope, Scale & Security

Todd Janzen
Attorney
Janzen Ag Law
January 7-8, 2019



“Farmers don’t care about data.”

MYTH



Farmer's Concerns with Ag Data

Please select the statement that best describes most of your agreement(s)/contracts with respect to data.

I am not sure

65%

The contract expressly states who owns my data and/or how my data will be used

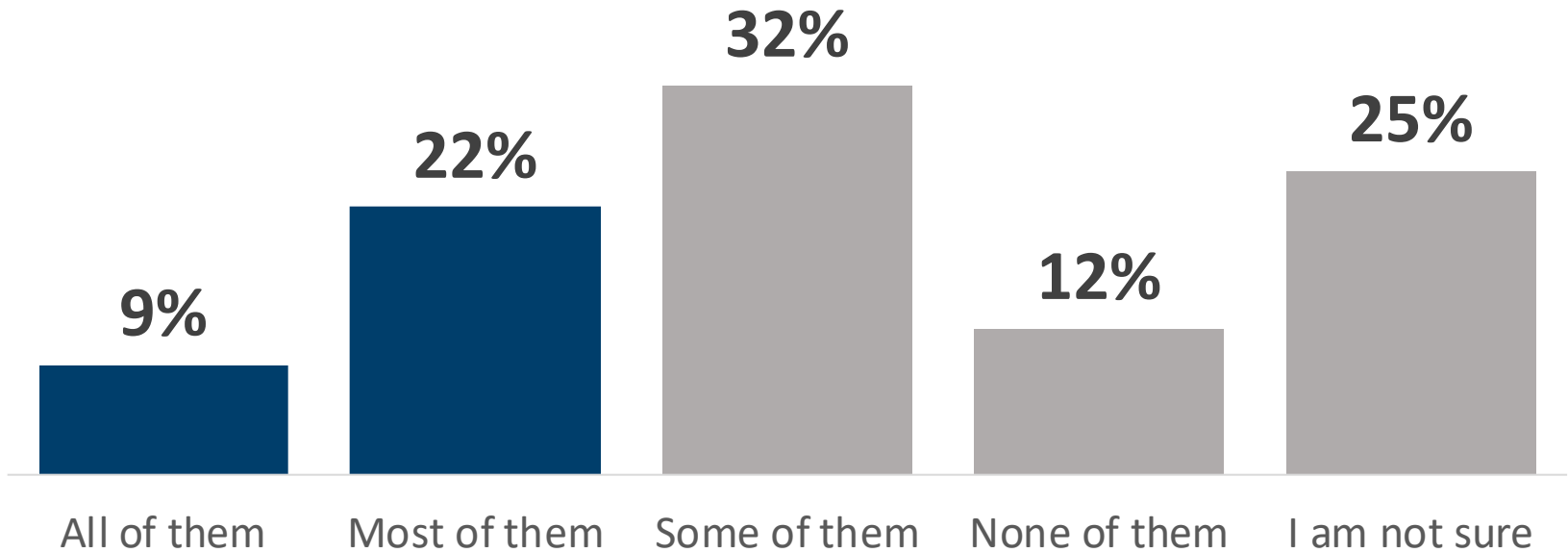
26%

The contract did not state who owns my data and/or how my data will be used

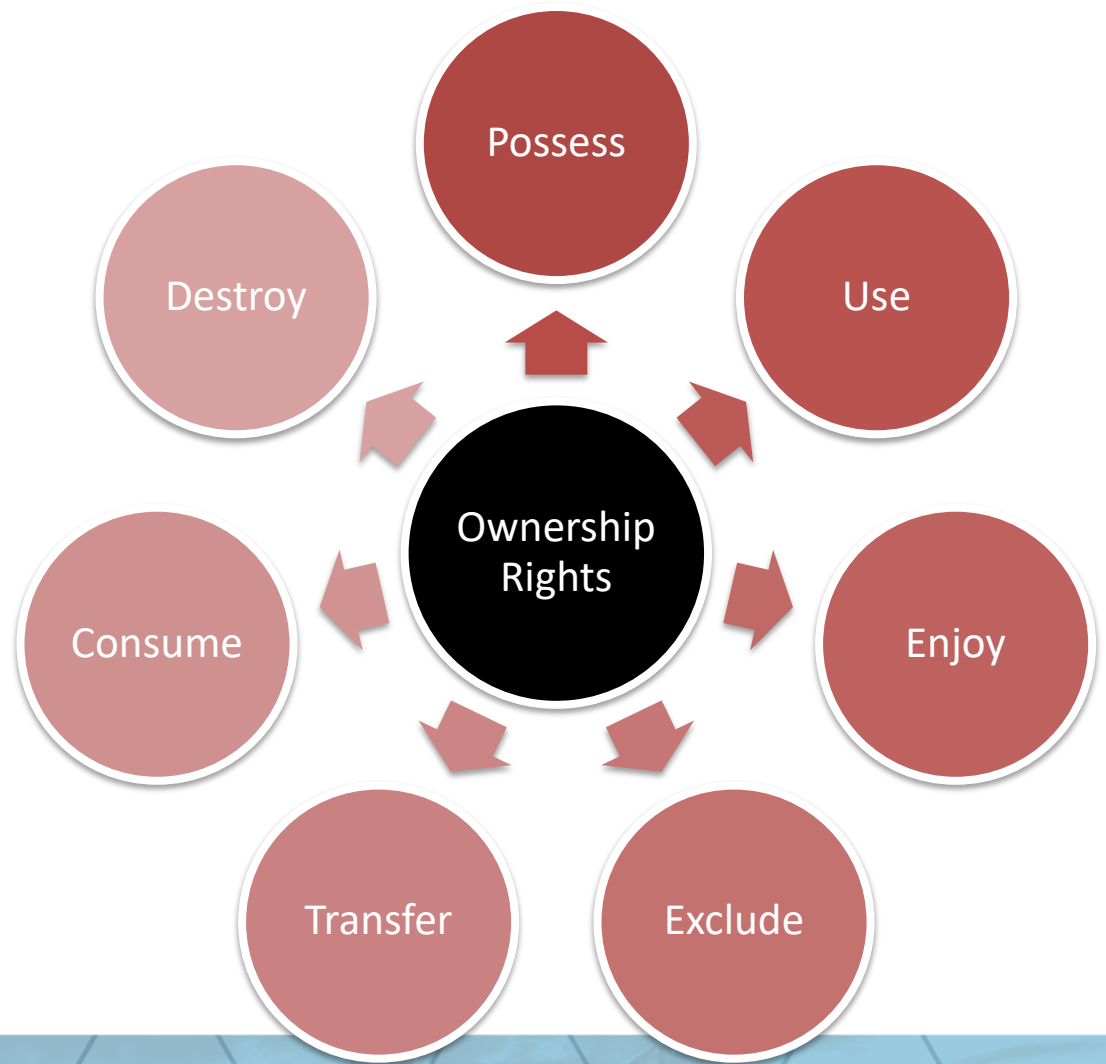
9%

Farmer's Concerns with Ag Data

What proportion have requested your prior approval to share your farm data with an off-farm company's third party, business partner or affiliate?



Data Ownership



Data Ownership

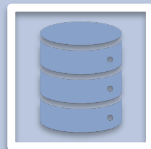


Consumer Protection Statutes



HIPAA

medical data



Graham Leach
Bliley

financial data



Personally
Identifiable
Information

SSN
phone #
address

Privacy & Security Principles for Farm Data

- Ownership
- Choice
- Portability
- Termination



Ag Data Transparent

- Ag data certification standard
 - Minimal cost
 - Backed by farm groups
 - US, Canada, Brazil, Australia
 - Diverse participants (dealers eligible)



AgDataTransparent.com



Common Contract Drafting Mistakes

- Cut and paste
- Ignoring Core Principles of Data Transparent
- Treat ag data like personal information
- General definition of data
- How one-sided can we make this?



Establish Guiding Principles

- Established by the leadership
- Understood company-wide
- Drives behavior and contracts

Create a Data Use Policy

- Guiding principles
- Define what ag data is collected
- Explain ownership
- Explain transfer rights
- Explain company rights to use
- Deletion, data retention policy

Post on your website.

Wrap Up: The 2 Minute Drill

In less than 2 minutes, can you answer these three questions about your ag data platform:

1. What are your company's guiding principles for storing and sharing ag data?
2. Where are the contracts located that explain your data policies?
3. What data does your ag data platform collect?



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