FARM FOUNDATION® FORUM

CREATING SUPPLY CHAIN AGILITY THROUGH DATA INNOVATION

NOVEMBER 17, 2020

Today’s webinar is made possible by a grant from Farm Credit
CREATING SUPPLY CHAIN AGILITY THROUGH DATA INNOVATION

SHARI ROGGE-FIDLER
President and CEO
Farm Foundation
ABOUT FARM FOUNDATION

Farm Foundation is an accelerator of practical solutions for agriculture.

Our vision is to build a future for farmers, our communities and our world.

Our mission is to build trust and understanding at the intersections of agriculture and society.

Since 1933, we have connected leaders across agricultural sectors—farming, business, academia, organizations and government.

We seek to accelerate people and ideas.

#FarmFoundationForum
CREATING SUPPLY CHAIN AGILITY THROUGH DATA INNOVATION

- You may submit questions by clicking on the Q&A Button at the bottom of your screen.
- When submitting questions, please include your name and company so questions may be contextually understood.
- Due to time limits, the moderator may not be able to ask all questions submitted.
- This Forum is being recorded and will be posted on our website at farmfoundation.org.
- If there are any connectivity issues during the Forum, we ask that you stay on the Forum as those generally rectify themselves after a few moments.
- When the Forum concludes, you will receive a link to a short survey—Farm Foundation appreciates your feedback and your time in completing the survey.
TODAY’S SPEAKERS

Ed Treacy
Vice President of Supply Chain and Sustainability, Produce Marketing Association

Larkin Martin
CEO, Martin Farm

Ranveer Chandra
Chief Scientist, Microsoft Azure Global; Lead, FarmBeats Project

Rob Trice
Founding Partner, Better Food Ventures; Founder, The Mixing Bowl

#FarmFoundationForum
ED TREACY
Vice President of Supply Chain and Sustainability, Produce Marketing Association
Supply Chain Visibility & Traceability 2.0

Grower ledger
Packer/Shipper ledger
Transport ledger
Distribution ledger
Store ledger

Grower
Packer/Shipper
Transport
Distribution
Store

Supply chain visibility and traceability 2.0 involves connecting various ledgers across the supply chain. The "blocks of data" represent individual records, and the "data chained together" signifies the interconnected nature of these records across different stages of the supply chain.
LARKIN MARTIN
CEO, Martin Farm
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Bale Grades Impact Value: 
$.01 = $5.00/bale = $10/acre

$0.0125
Farm Focused ERP Systems NEEDED, Data Interoperability is a Problem

**GIS/Spatial Data:**
- Field Boundaries
- Planting Boundaries
- Soil Maps
- Application Maps
- Yield Maps
- USDA Crop Certification Maps

**Business Data:**
- Land Leases
- Loans
- Crop Insurance Yields
- Input Purchases & Pricing
- Crop Sales Contracts
- Accounting & Payroll
- USDA Program Information
- Grade Information

**Equipment Fleet Monitoring & Management**

**Grain Bin Inventory & Flow**

**Cloud Service**

**Farm Based Computer Software**

**3rd Party Services Data**
- Weather Data
- Satellite Imagery
- Drone Imagery
- Water table sensors

**GIS Prescriptions:**
- Multiple Types of Machines & Formats

**REPORTS: Tabular and GIS**
- Farm/Field Lists
- Work Orders
- Budgets
- Maps
- Agronomic Analysis
- Business Analysis Reports
- Lender Information
- Landlord Reports & Share Rent Calculations
- USDA/EPA Reporting
- Supply Chain & Marketing Verification
- Endless list of Needs...

**Ownership?**

**Broadband Access?**
RANVEER CHANDRA
Chief Scientist, Microsoft Azure Global; Lead, FarmBeats Project
CREATING SUPPLY CHAIN AGILITY THROUGH DATA INNOVATION

Q & A
THANK YOU!
WE HOPE TO SEE YOU AT OUR NEXT FORUM!

The Next Four Years in Ag Policy:
Leading Experts Set the Stage
December 8, 2020 at Noon CST

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