FARM FOUNDATION® FORUM

CREATING SUPPLY CHAIN AGILITY THROUGH DATA INNOVATION

NOVEMBER 17, 2020

Farm Credit

Today's webinar is made possible by a grant from Farm Credit

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CREATING SUPPLY CHAIN AGILITY THROUGH DATA INNOVATION

SHARI ROGGE-FIDLER
President and CEO
Farm Foundation

FARM CREDIT

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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.

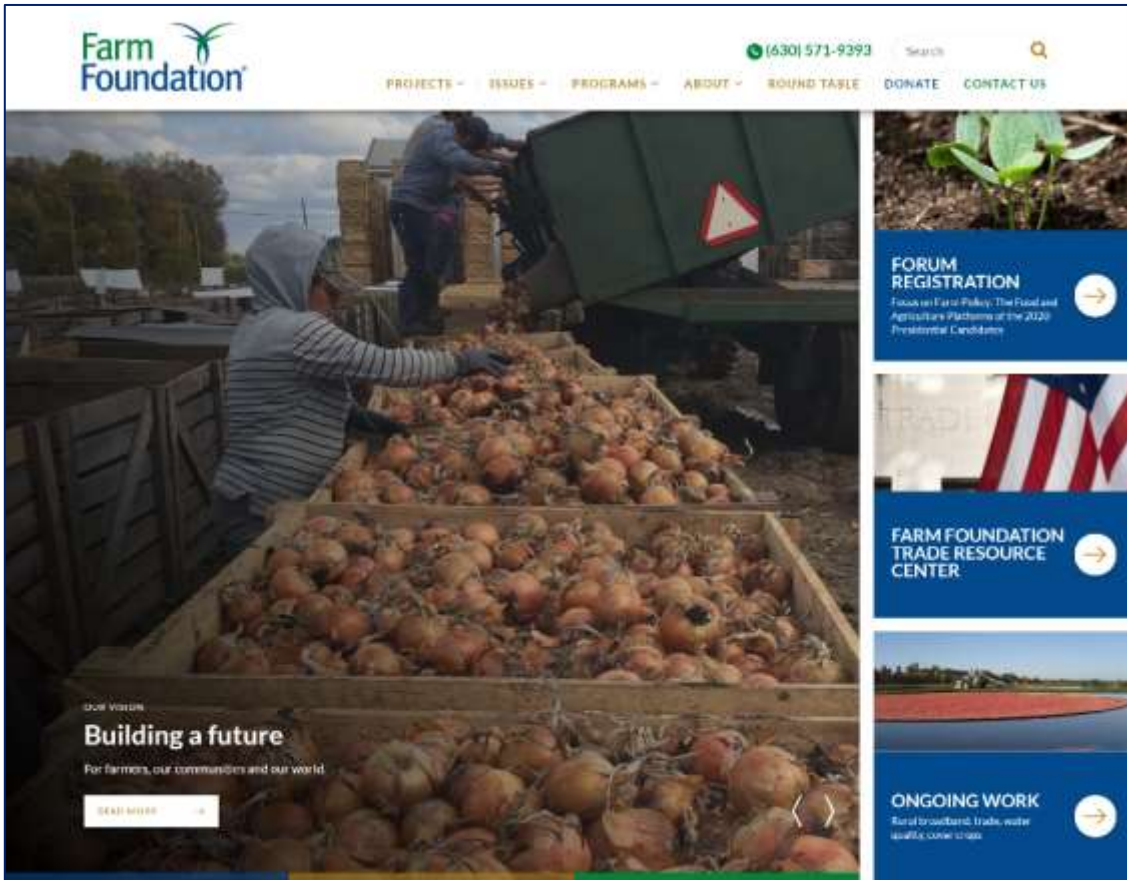Our mission is to **build trust and understanding** at the intersections of agriculture and society.

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

We seek to accelerate people and ideas.

#FarmFoundationForum

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CONNECT WITH US!

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- 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.

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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

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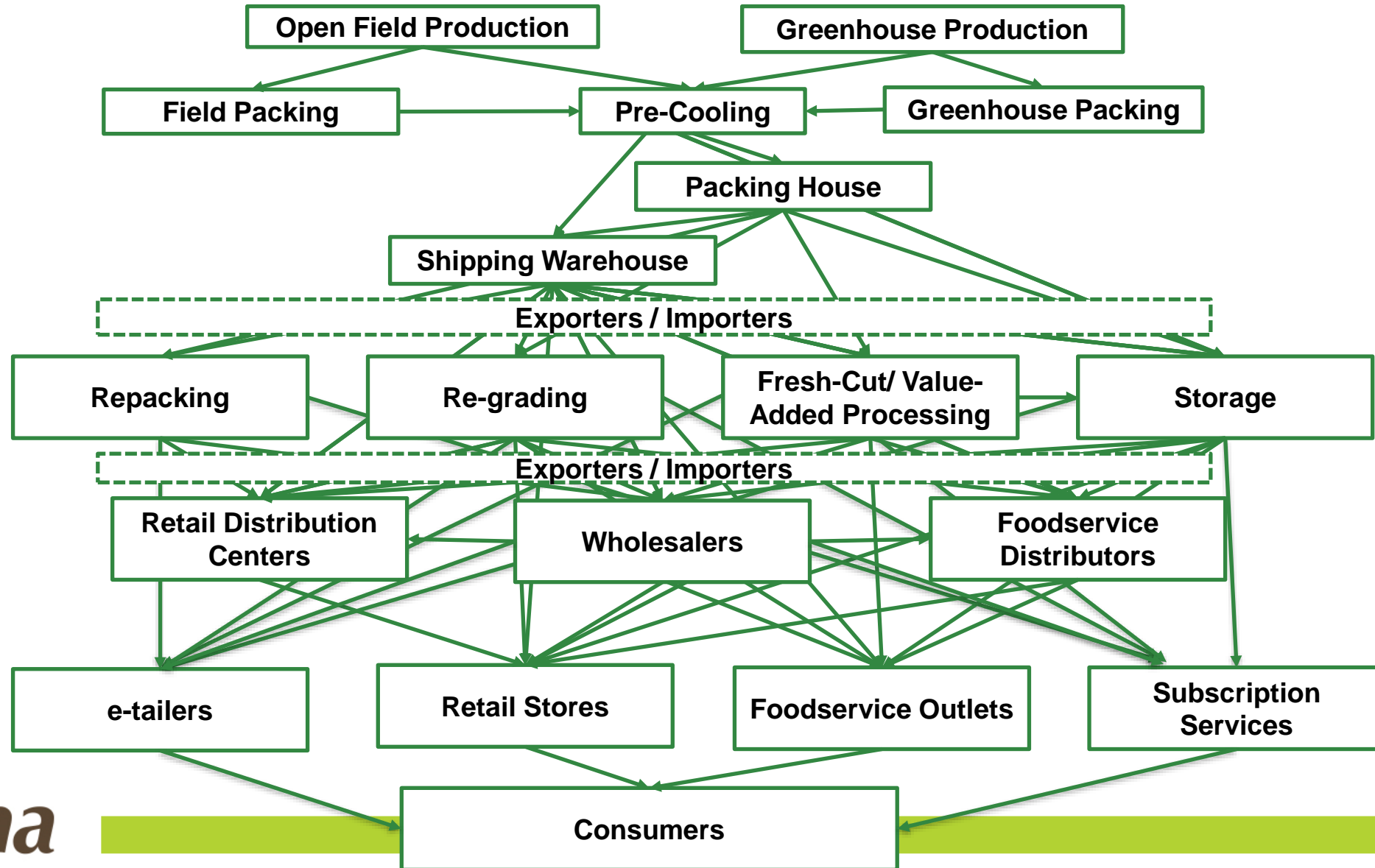
Supply Chain Visibility & Traceability 2.0

Grower　　　　**Packer/Shipper**　　　　**Transport**　　　　**Distribution**　　　　**Store**

Grower ledger	Grower ledger	Grower ledger	Grower ledger	Grower ledger
	Packer ledger	Packer ledger	Packer ledger	Packer ledger
		Transport ledger	Transport ledger	Transport ledger
			Distributor ledger	Distributor ledger
				Store ledger

Blocks of data

Data **chain**ed together

LARKIN MARTIN
CEO, Martin Farm

©Debra L Ferguson
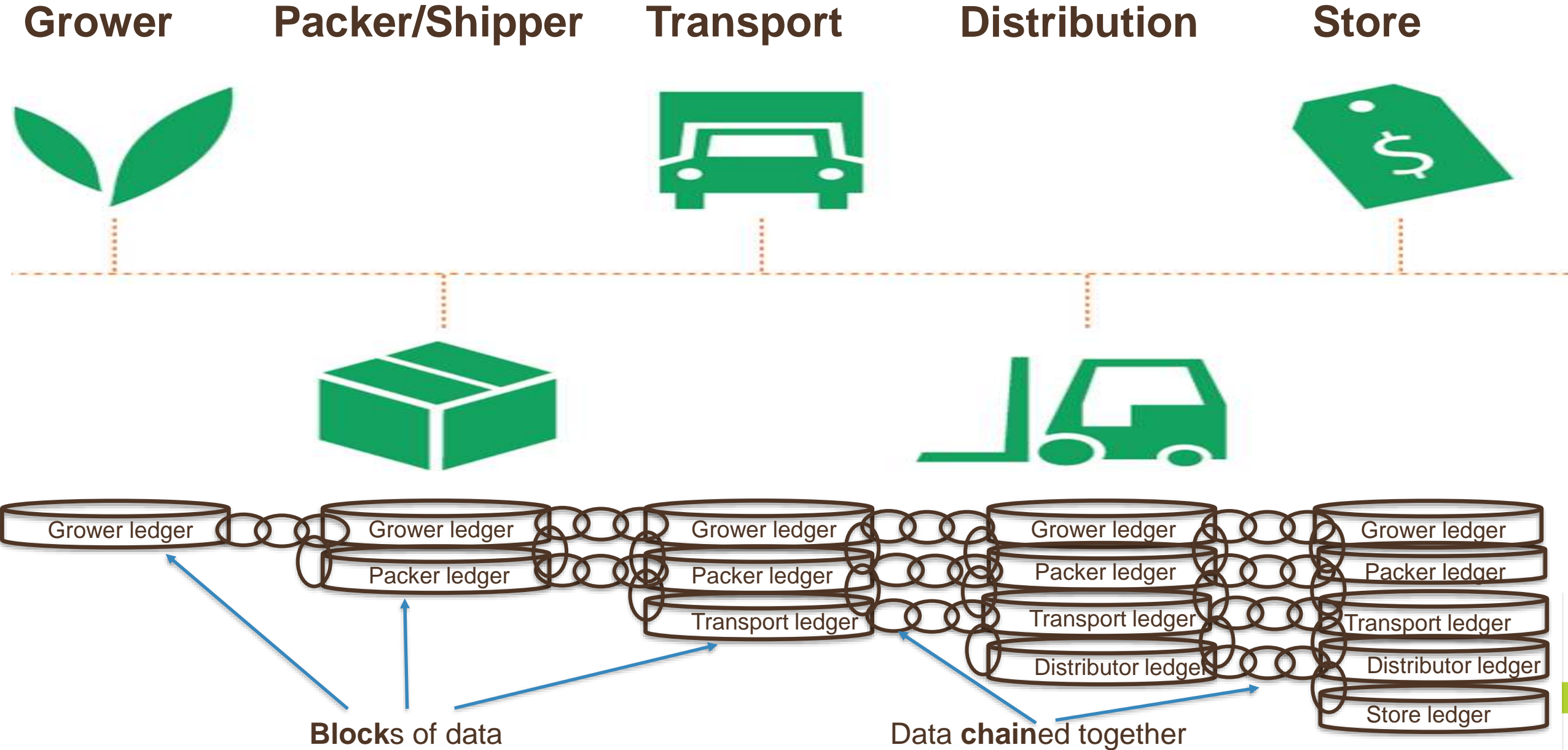
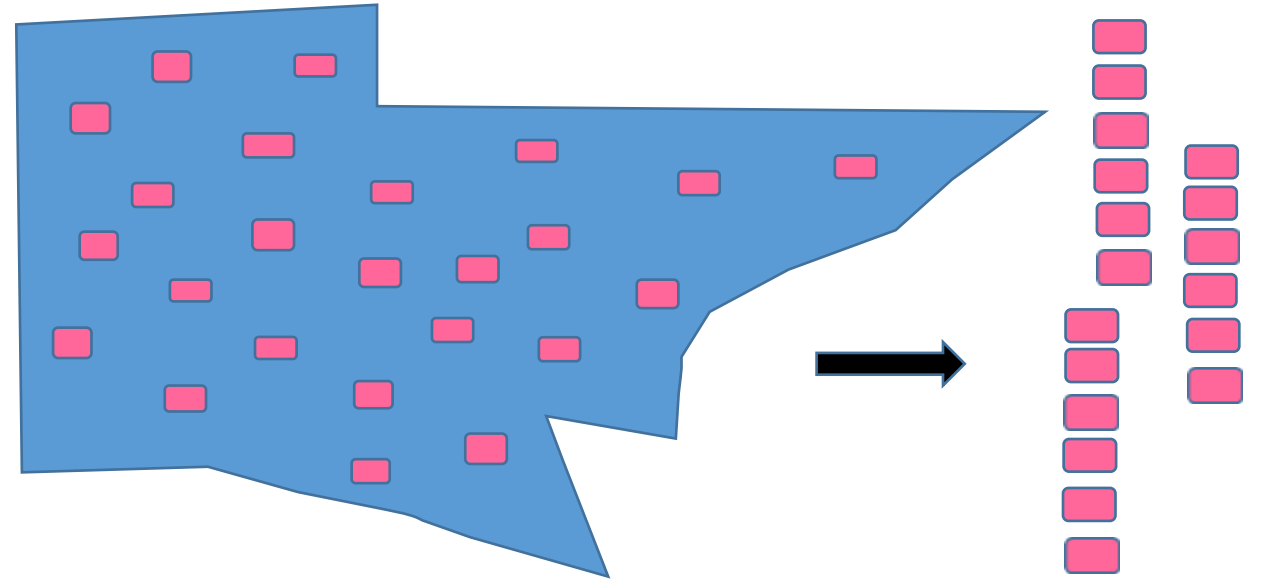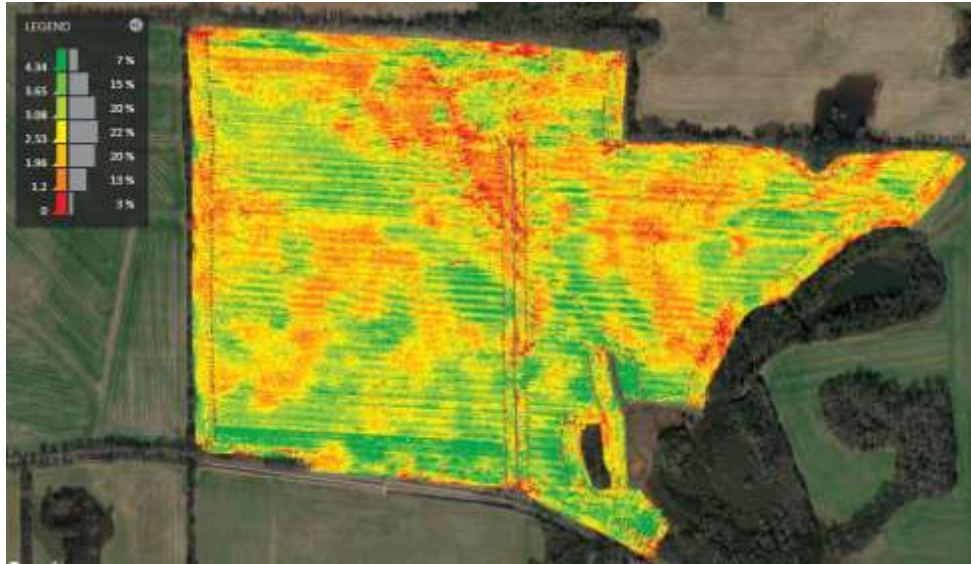| Farm Number	Field Name	Bale Number	Ginned Date	Classed Date	Grade	Staple	Mike	Strength	Uniformity	Extraneous Matter	Remarks	Loan Prem-Disc
366	JOES L	930379	10/30/2020	10/31/2020	31-3	37	4.9	30.3	82			0.0435
366	JOES L	930380	10/30/2020	10/31/2020	31-3	37	4.9	30.3	82			0.0435
366	JOES L	930381	10/30/2020	10/31/2020	41-3	37	4.9	30.3	82			0.0245
366	JOES L	930382	10/30/2020	10/31/2020	31-3	37	4.9	30.				0.0435
366	JOES L	930383	10/30/2020	10/31/2020	41-3	37	4.9	30.				0.0245
366	JOES L	930384	10/30/2020	10/31/2020	41-4	37	4.9	30.3	82			0.0190
366	JOES L	930385	10/30/2020	10/31/2020	41-4	37	4.9	30.3	82			0.0190
366	JOES L	930386	10/30/2020	10/31/2020	31-3	37	4.9	30.3	82			0.0435
366	JOES L	930387	10/30/2020	10/31/2020	31-3	37	4.9	30.3	82			0.0435
366	JOES L	930388	10/30/2020	10/31/2020	41-3	37	4.9	30.3	82			0.0245
366	JOES L	930389	10/30/2020	10/31/2020	31-3	37	4.9	30.3	82			0.0435
366	JOES L	930390	10/30/2020	10/31/2020	31-3	37	4.9	30.3	82			0.0435
366	JOES L	930391	10/30/2020	10/31/2020	31-4	37	4.9	30.3	82			0.0285
366	JOES L	930392	10/30/2020	10/31/2020	41-3	37						0.0245
366	JOES L	930393	10/30/2020	10/31/2020	32-3	37						0.0095
366	JOES L	930394	10/30/2020	10/31/2020	31-3	37						0.0435
366	JOES L	930395	10/30/2020	10/31/2020	31-3	37						0.0435
366	JOES L	930396	10/30/2020	10/31/2020	31-4	37	4.9	30.3	82			0.0285
366	JOES L	930397	10/30/2020	10/31/2020	31-3	37	4.9	30.3	82			0.0435
366	JOES L	930398	10/30/2020	10/31/2020	41-4	37	4.9	30.3	82			0.0190
366	JOES L	930399	10/30/2020	10/31/2020	31-4	37	4.9	30.3	82			0.0285
366	JOES L	930400	10/30/2020	10/31/2020	31-3	37	4.9	30.3	82			0.0435
366	JOES L	930401	10/30/2020	10/31/2020	31-3	37	4.9	30.3	82			0.0435
366	JOES L	930402	10/30/2020	10/31/2020	31-4	37	4.9	30.3	82			0.0285
366	JOES L	930403	10/30/2020	10/31/2020	42-4	37	4.9	30.3	82			(0.0115)
406	HORTON	925627	10/21/2020	10/26/2020	32-3	37	5	31.5				(0.0125)
406	HORTON	925628	10/21/2020	10/26/2020	32-3	37	5	31.5				(0.0125)
406	HORTON	925629	10/21/2020	10/26/2020	31-3	37	5	31.5	81.8			0.0215
406	HORTON	925630	10/21/2020	10/26/2020	32-2	37	5	31.5	81.8			(0.0105)
406	HORTON	925631	10/21/2020	10/26/2020	41-3	37	5	31.5	81.8			0.0025
406	HORTON	925632	10/21/2020	10/26/2020	31-2	37	5	31.5	81.8			0.0250
406	HORTON	925633	10/21/2020	10/26/2020	31-3	37	5	31.5	81.8			0.0215
406	HORTON	925634	10/21/2020	10/26/2020	31-3	37	5	31.5	81.8			0.0215
406	HORTON	925635	10/21/2020	10/26/2020	31-3	37	5	31.5	81.8			0.0215
406	HORTON	925636	10/21/2020	10/26/2020	31-3	37	5	31.5	81.8			0.0215
406	HORTON	925637	10/21/2020	10/26/2020	31-3	37	5	31.5	81.8			0.0215

+.0435
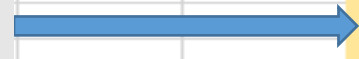
-$0.0125

Bale Grades Impact Value:
.01=$5.00/bale=$10/acre

Farm Focused ERP Systems NEEDED, Data Interoperability is a Problem

Custom Applicators & Consultants

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

Farm Based Computer Software

Ownership?

Ownership?

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

?

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

Ownership?

Cloud Service

GIS Prescriptions:
Multiple Types of Machines &Formats

Equipment Fleet Monitoring & Management

Ownership?

Broadband Access?

Grain Bin Inventory & Flow

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

RANVEER CHANDRA
Chief Scientist, Microsoft Azure Global; Lead, FarmBeats Project

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Q & A

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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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