



AgGateway's Importance to Global and Latin American Agriculture

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Welcome to the AgGateway Latin America webinar series. This presentation discusses AgGateway Global Network's mission and goals for helping agribusiness become more profitable, productive and sustainable. The AgGateway approach has been very successful in North America over the past 12 years and is now being used in Europe. Japanese businesses are forming an organization that they hope will be operating in Asia by the end of the year.



AgGateway Global Network is also working with Latin American agribusinesses to form an AgGateway association for Latin America. Membership in AgGateway Latin America will help your company increase profitability, operate more efficiently, and help make your customers happy to do business with you. It will also give you access to global project resources in Europe and North America, and will network you with other AgGateway members around the globe.



AgGateway was created to help address the challenges that Agribusinesses are dealing with today.

- To achieve **food security**, agriculture will need to produce more food with fewer resources and will need to better manage the food supply
- As markets become more volatile and global supply chains continue to be streamlined, inventory management is more important than ever.
- **Food safety and traceability** are now business imperatives throughout the world;
- To adequately address these challenges, customers and suppliers everywhere expect immediate, accurate information.

Precision agriculture, sustainability, and better technology must be employed to help address these challenges.

eAgriculture



Establishing eAgriculture both regionally and globally is one of several critical elements for successfully addressing all of these challenges

AgGateway's mission is to promote, enable and expand eAgriculture. eAgriculture is the use of information and communication technologies conduct business and support safe, efficient, and sustainable agriculture throughout all levels of the value chain.

eAgriculture will help to produce more food with fewer resources through precision agriculture, sustainability, and better technology.

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AgGateway's Principles



COLLABORATION



STANDARDS



IMPLEMENTATION

AgGateway Global Network's role is to bring agribusinesses together in a non-competitive environment to address the challenges that the agriculture industry faces.

Experts from those businesses then collaborate on standards and on guidelines for implementing those standards

Agreeing on standards benefits everyone and is not a competitive advantage to any one company, although standards adoption serves as a foundation for building a competitive advantage.

Agribusinesses that choose not to adopt the agreed upon standards put themselves at a competitive disadvantage.

Collaborative Projects Enable eAgriculture

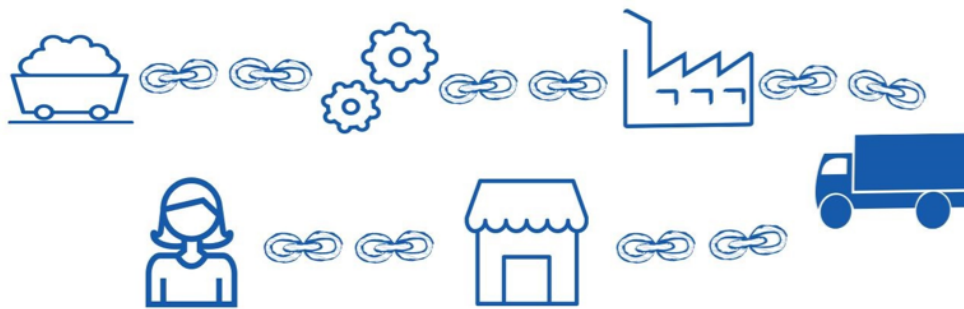
- All members who participate have equal opportunity to influence the direction”
- Everyone agrees on:
 - The issue(s) that the project will address.
 - The desired result
 - The standard to be used
 - The guidelines for implementation of the standard
 - Not deviating from the standard without presenting the need to the project group
- Every member has an opportunity to suggest changes
- Every attempt is made to reach consensus



AgGateway accomplishes its goals by conducting projects that enable eAgriculture. Members join together to define common business processes, to adopt, adapt, or create standards where needed, and then conduct projects to implement the standards that were agreed upon. Depending on the size of the project, this process can take a few weeks, a few months, and for very large projects even a year or more.

The next three slides will give you an idea of some of the projects that have been done in North America and that could be valuable in Latin America as well. You will hear more detail about these projects in webinars #2 and #3.

Inventory and Supply Chain Projects



Four connectivity projects have been completed in North America. These projects were carried-out by three industry segments. The crop protection segment conducted projects in the U.S. and Canada. The seed and crop nutrition segments did projects in the U.S.

These projects provided electronic connectivity for invoices, shipping documents, inventory levels, product movement, and purchase orders.

AgGateway Project Results

OUR MEMBERS HAVE:

- Improved inventory management
- Improved/enhanced business processes
- More readily manage food safety and other regulatory issues
- More effectively and efficiently manage product tracking and traceability.
- Achieved greater recordkeeping efficiency
- Made conducting business easier and more economical for customers
- Created a repository of learning to leverage with others.

The improvements that you see listed on this slide, especially those in inventory and business processes, resulted in hundreds of thousands of dollars in savings annually. Those savings occur year after year, and for the entire industry amount to millions of dollars.

AgGateway members in North America have achieved significant financial benefits from participating in these projects.

Improving Farm Management Projects



PRECISION FARMING



BIG DATA



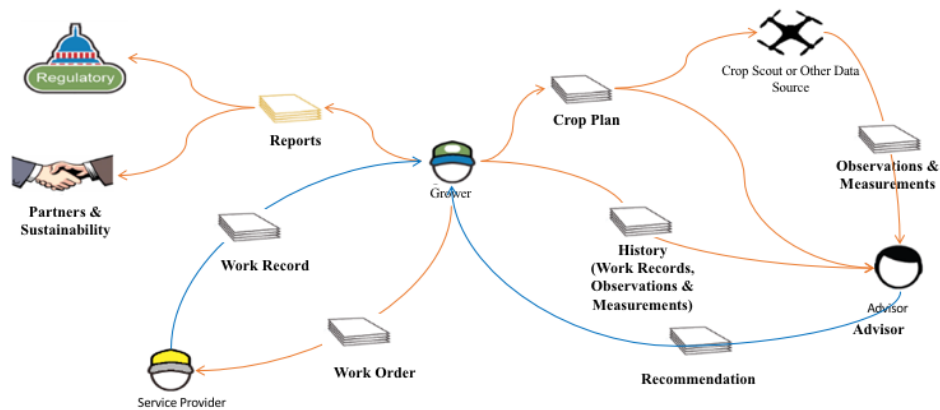
WATHER & SOIL
MANGEMENT



DECISION SUPPORT

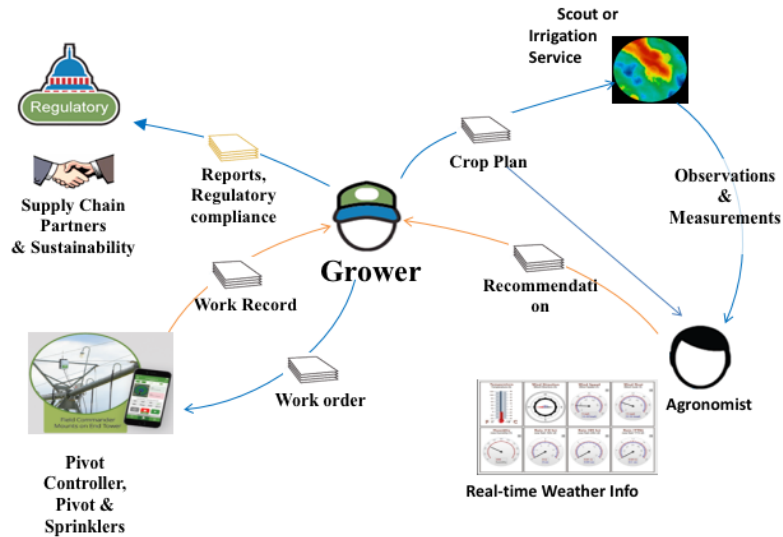
AgGateway members have worked together and continue to work together to develop resources to address various field operations data requirements including seeding, crop protection application, crop nutrient application, harvest, grain transport, and irrigation.

Field Operations - SPADE



The SPADE project created standards for field operations data. You can see in the diagram that standard electronic documents for crop planning, work orders, work records, and observations and measurements were created in this project. A farmer that uses a computer system to manage his operation can use these standards to communicate with a variety of different machines, both to send data to the machines and to receive data from the machines. The project also provided standards for these documents to be exchanged with other computer systems that use the standard.

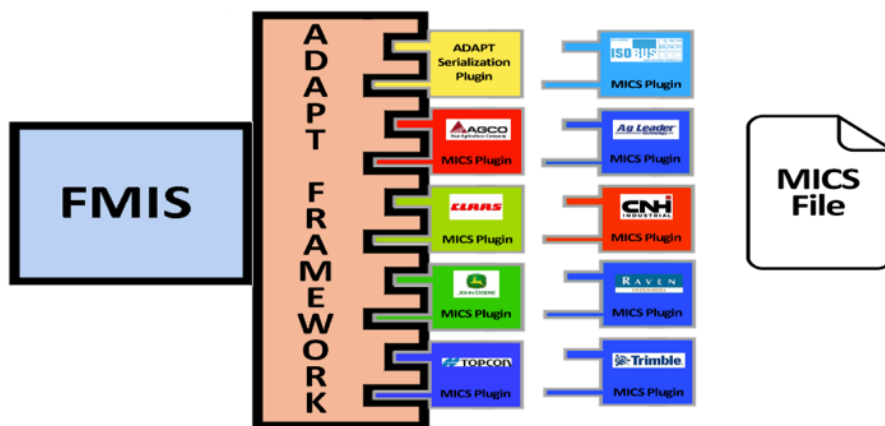
Irrigation - PAIL



In the same way that SPADE was about communication with tractors, combines and other equipment used in field operations the PAIL project focused on irrigation. Effective water management is a critical agricultural practice today and will become even more important in the future.

PAIL created specific standards for communication with irrigation equipment to make more efficient use of valuable water and electricity resources.

Software Implementation - ADAPT



ADAPT is an Open source project to help solve the problem of different file types and formats

This project resulted in software being developed within AgGateway, which is not always the case with our projects.

The goal of ADAPT is interoperability. That is, to make it easy to move the appropriate data from machines to and from farm management software and also from software to other software.

Farmers can then focus their efforts on creating insights from the data, not just moving the data from one place to another.

Future Webinars #2 -#4



PRECISION FARMING DATA WATHER & SOIL DECISION SUPPORT
MANAGEMENT



2. The Importance of Data, Standards and Connectivity
3. What is ADAPT? How does it help farmers? Machine manufacturers? Software developers?
4. How will AgGateway Latin America be Organized? How will it operate? How do I join?

You will hear a lot more detail about the projects that provide benefits to members in the upcoming webinars.. If you received an invitation from GoToWebinar, you will receive

Invitations to the next three. If you want a reservation for yourself or a colleague, please send a request to **member.services@aggatewayglobal.net**.

Copies of this and future webinars will be posted to the AgGateway Global Network YouTube channel. Translations of this webinar in Portuguese and Spanish, will be posted on our website

www.aggatewayglobal.net.



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<http://AgGatewayGlobal.net>

.Thank your for your kind attention. Your participation in AgGateway Latin America will help to make the organization strong.