

## New Changes at AgGateway Give Companies More Support in the Transition to Digital Agriculture



*Below are some recent AgGateway initiatives related to digital ag in crop protection.*

**We are a non-profit organization that develops standards and other resources so that crop production, specialty chemical, and other ag companies can rapidly access information. The result:**

- Efficient product tracking
- Stronger engagement with producers on sustainability initiatives
- Improved accuracy and reliability in reporting and customer transactions.

### ***AgGateway 2020: Global, Agile, Impactful***

Beginning January 1, 2020, AgGateway will approach global project work in a more agile manner, addressing critical areas such as traceability, sustainability, interoperability between systems, supply chain efficiencies, and more. One exciting change is that we are consolidating AgGateway's North American, European and Latin American regions into one organization, making us truly global in scope – even as we continue to expand into additional regions. We are also establishing a new Digital Resource Center and Portfolio Management Center so that we can be more agile in helping companies develop and implement digital resources. Leadership from AgGateway's 180 member companies will continue to drive the priorities and project work within the organization. It's a great time to be part of AgGateway!

# 2020

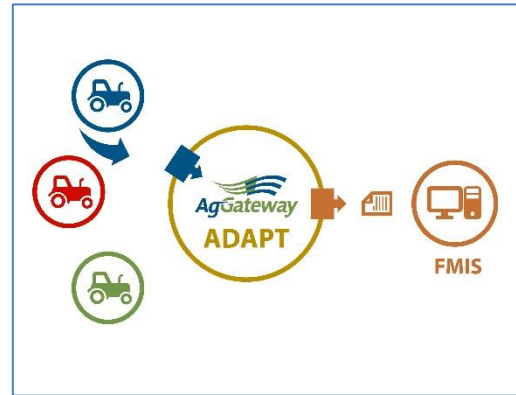
**Tightening Up Traceability and the Rebate System:** A new AgGateway team is working on a Channel Integrity initiative that would allow companies to provide better product stewardship, and significantly boost inventory control and track-ability of product. Several leading manufacturers are working on organizing the first stage of the initiative and are putting out a call for participation to others in the industry.



**Product Catalog:** Some cooperatives plan to offer branded online store services to their retail members. Crop protection and seed manufacturers want to ensure that such online stores have complete, accurate and up-to-date information. AgGateway is working to define the data

requirements and data standards to support that objective. The team is focusing on crop protection products first, working towards a minimum viable product (MVP) catalog format and building out seed and other segment data from there. The goal is to have the MVP complete and presented to AgGateway's Standards & Guidelines Committee by the end of October 2019.

**Interoperability in field operations:** AgGateway's ADAPT and ISOXML Plugin have been awarded the 2019 Davidson Prize, selected as one of the top three innovations of 2019 by the Association of Equipment Manufacturers (AEM) and American Society of Agricultural and Biological Engineers (ASABE). ADAPT and other AgGateway work in field operations data standards sets the stage for better visibility of crop protection product movement, application and use, enabling stewardship programs and market analysis.



**Soil Testing Group:** AgGateway's Soil Testing Standardization Working Group is addressing standardization of the nomenclature and data formatting for soil test results. In future the group might look at the capture and exchange of chemical application and residual presence data.



**Case Studies and "Communications Kit":** AgGateway's series of 2-page case studies provide a quick overview of the benefits of making digital connections with trading partners. Companies featured include WinField United, CF Industries, GROWMARK, Key Cooperative, and more, as well as a recent profile on Nutrien and its work with SePRO and Nufarm to increase efficiency in its Specialty business. Find these resources, plus the AgGateway Annual Report and other helpful information, on the AgGateway website in the Newsroom section, under "Communications Kit" ([www.AgGateway.org](http://www.AgGateway.org)).



AgGateway is a non-profit organization with the mission to promote and enable the industry's transition to digital agriculture, and expand the use of information to maximize efficiency and productivity.



**For more information:**

- Contact President & CEO Wendy Smith at (919) 435-0435, [Wendy.Smith@AgGateway.org](mailto:Wendy.Smith@AgGateway.org).
- Attend the 2019 **AgGateway Annual Conference**, Nov. 4-6 in New Orleans.
- Check out the **Case Studies** in the Newsroom "Communications Kit" at [www.AgGateway.org](http://www.AgGateway.org).