2022 Mid-Year Meeting Agenda with Descriptions

This content is current as of **10 June 2022**. Items may change, so check back prior to conference.

	Room is not available
	Room is available for a session
	Closed session (talk to leader if you would like an invite)
	Tentative

	Monday, June 13th			
Time	**Session 1**	**Session 2**	**Session 3**	**Session 4**
9:00 – 10:30 am	**Pre-Conference Workshop: Tackling Adoption Barriers Beyond Technology** While the potential benefits of retail automation such as seed and crop protection e-fulfillment are clear, adoption among medium and large retail operations still often falters. Rather than the technology itself, a lack of value understanding by key leadership, poor buy-in from the top, and misalignment of B2B opportunities with current processes often scuttle adoption. In this special workshop, Land O'Lakes managers share their experiences on the front lines, and provide advice and insight on how to move the needle on B2B technical implementation. Workshop participants will have the opportunity to share their own challenges and successes and gain insight from peers on how they are working through these issues. *Facilitated by: Land O'Lakes*	**AEF AgGateway Meet Up** Opportunity to get updated on AEF activities as they relate to AgGateway; next steps for AgIN project. *Presented by: Andrew Olliver, CNH Industrial*	**Executive Committee** (Invitation Only) Closed session to the Executive Committee.	
10:30 – 11:30 am	**AgGateway 101** Recommended for new members and first-time attendees, but all are welcome to attend! This session provides an introduction to AgGateway activities and how we operate. *Presented by: AgGateway Member Services Program Manager Chris Crutchfield*			
11:30 – 12:50 pm	**First Time Attendee Luncheon** (Invitation Only) New to the Mid-Year Meeting? Get ready to hit the ground running! This exclusive luncheon event provides you with the information and contacts you will need to make your first AgGateway Mid-Year Meeting a high-value experience. Please be sure to register as a first-time attendee so you will automatically receive an invitation. **Sponsored by our Silver Sponsors**	**Lunch (On Your Own)**		
1:00 - 2:30 pm	**Opening General Session** – Welcome to the first Mid-Year Meeting in two years! This session will provide an overview of existing, evolving, and planned future projects for AgGateway, and lay out expectations for our three days of work ahead. **Also, take in the featured opening keynote Presentation: The Transformative Power of Connected Data in Ag Retail** **Speaker: Matt Carstens, President and CEO, Landus Ag** To realize the full value of innovation, and express that value to farmer-customers, we must unlock the full potential of ag data. Matt Carstens of Landus shares his perspective on the opportunity costs retailers are experiencing, and how progressive thinking and collaboration with trusted partners can help build streamlined, high-functioning retail organizations.			
2:30 - 3:00 pm	**Break** - Join us for some refreshments!			
3:00 - 4:00 pm	**Seed Meet-Up** Hear the latest about Seed Connectivity messages and implementation successes. This is also a designated time to hear pain points related to seed and discuss what would be most helpful in the next 18 months to further	**In-Field Product Identification (working session)** The working group will review the results of its Spring pilot program to load shipped product instance information into a tractor display at time of field operation. The session	**How to Best Utilize Ag Industry Identification System for B2B Integrations** Many AgGateway members are considering or involved in a B2B integration to streamline their business operations. Unique identifiers play a key role in having a	

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	connectivity and make processes more efficient related to seed. Come and bring your connectivity questions and your pain points! *Facilitated by: Ann Vande Lune* **Sponsored by AgVantage Software**	will identify connections with other working groups and next targets *Facilitated by: Scott Nieman*	successful B2B integration. During this session, the AGIIS Team will provide an overview of the tools available to AgGateway members and AGIIS Subscribers that can assist with B2B integrations. They will address questions such as: How to obtain Industry Identifiers? How to keep identifiers updated and current? How to stay synchronized with trading partners? And much more! If you are considering embarking on a B2B Project soon, this is the session you do not want to miss. *Presented by: AGIIS Product Manager Josh Wall* **Sponsored by DXC Technology**	
4:00 - 5:00 pm	**Ag Retail Meet Up** Join this interactive group to brainstorm what challenges Ag Retail faces today and help drive what we want to start working on tomorrow. Open to all member organizations not just Ag Retailers. Come join the discussion! *Facilitated by: Natasha Lilly* **Sponsored by The Equity**		**Wiki 101** Learn how we collaborate in AgGateway using the AgGateway Wiki! In this session you will learn the basics to not only find AgGateway resources, but also create them yourself! You will learn how to create meeting agendas, add meeting minutes, copy pages, view page history, import documents, link to documents, add dynamic content and more! *Presented by: AgGateway Member Services Program Manager Chris Crutchfield*	
5:30 - 7:00 pm	**Welcome Reception** - Don't miss this opportunity to network with other members, vendors, customers, and staff! **Sponsored by our Silver Sponsors**			

Tuesday, June 14th				
Time	Session 1	Session 2	Session 3	Session 4
8:30 – 9:00 am 9:00 – 10:00 am	**ADAPT Oversight Committee (Business)** The session will provide an update on ADAPT ADM standardization and discussion on ADAPT usage and opportunities. *Facilitated by: Chair Dan Danford* **Sponsored by Proagrica**	**Crop Protection Meet Up** AgGateway members with interests in crop protection are invited to come out for a conversation on issues and needs in the segment. Topics are expected to include product identification and regional alignment, B2B needs and challenges, and other pain points and prioritization. Grab a cup of coffee and bring your ideas! *Facilitated by: AgGateway CEO Brent Kemp* **Sponsored by Co-Alliance**	**AGIIS – What's New?** This session will cover recent Ag Industry Identification System (AGIIS) enhancements and initiatives. The session will cover how AGIIS Subscribers can submit enhancement requests to the AGIIS Directory Oversight Committee. There will also be time for open discussion for AGIIS Subscribers to ask questions or brainstorm new ideas. We look forward to seeing you there. *Presented by: AGIIS Product Manager Josh Wall*	
10:00 - 10:30 am	**Break -** Join us for some refreshments!			
10:30 - 12:00 pm	**ADAPT Technical Workshop** Looking beyond current work to standardize the ADAPT Application Data Model, we will dig into the subject of an updated serialization format for ADAPT in a post-C#, post-Plugin context. Join us to discuss your ideas and help us identify how we can use our emerging standard to best define	**Crop Nutrition Meet Up** AgGateway members with interest in crop nutrition are invited to a working session to document processes and messages for an implementation guideline addressing third-party storage and handling of product. There will be a primer session on how AgGateway working groups are formed, what resources are available to support	**Member Advisory Panel** All members are encouraged to participate in this interactive session that will focus on how AgGateway can better engage and communicate with its members. *Facilitated by: AgGateway Director of Member Relations Leslie Hedges*	

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	a cross-platform serialization format. *Facilitated by: Chair Stuart Rhea*	them, and how digital resources are turned over for publication and implementation. There will be time for participants to raise their own issues and identify potential needs in a roundtable conversation. *Facilitated by: AgGateway CEO Brent Kemp*		
12:00 – 1:30 pm	**Lunch (On Your Own)**			
1:30 - 3:00 pm	**Field Boundaries Working Group** Member volunteers have been developing user stories and use cases on this topic. This working session will review the results and define new working groups to move forward. *Facilitated by: AgGateway EVP/COO Jeremy Wilson* **Sponsored by EFC Systems**		**Introduction to MyAgGateway** Bring your laptops and come learn about AgGateway's new member management system. Topics covered will include how to access the member directory, how to update your profile, how to review and pay an open invoice, and much more! *Presented by: AgGateway Director of Member Relations Leslie Hedges*	
3:00 – 3:30 pm	**Break -** Join us for some refreshments!			
3:30 - 4:30 pm	**North America Steering Committee (Closed)**	**Allied Providers Meet Up** This session will be an interactive discussion with Allied Providers to see where AgGateway can continue to provide support and assistance to make the most out of the AgGateway Experience. We will review how Allied Providers can get involved in Working Groups and get signed up for the AgGateway Newsletter. Time will also be spent discussing past initiatives such as the Enabled By Logo and Innovation Profiles to see if there is benefit of highlighting these tools with Members in the future. There will also be an overview of a new tool, the AgGateway Service Provider Directory. We look forward to seeing all Allied Providers in this session. *Facilitated by: Josh Wall, AGIIS Product Manager*	**Communications Committee** Review first half communications activities and build out plan for the remainder of 2022, including promotion of Annual Conference. *Facilitated by: AgGateway Director of Marketing and Communications Paul Schrimpf*	**Agrisemantics** AgGateway's Working Group 00 has the important mission of managing and developing semantic infrastructure (controlled vocabularies, data, data quality, ContextItem and metadata type definitions, as well as the online registries used for their distribution) for AgGateway and the industry. This session will provide a quick overview of the existing processes and the ContextItem infrastructure, recent work including an enhanced definition of a standardized idea of Crop (one of the gaps in the current digital agriculture landscape), and set the stage for a future roadmap. *Facilitated by: Andres Ferreyra*
5:30 - 7:00 pm	**Networking Reception** - Don't miss this opportunity to network with other members, vendors, customers, and staff! **Sponsored by BASF**			

Wednesday, June 15th				
Time	**Session 1**	**Session 2**	**Session 3**	**Session 4**
8:30 – 9:00 am		**Quick Connect Task Force** This meet-up is for members to share ideas and start planning for the next Quick Connect, which will be held at the 2022 Annual Conference, November 14-16 in Clearwater, Florida. *Facilitated by: Ann Vande Lune* **Sponsored by Key Cooperative**	**Animal Nutrition, Feed and Grain Meet Up** AgGateway will facilitate a forum on issues relevant to feed and animal nutrition-oriented organizations. Topics will include livestock sustainability, data needed to support such sustainability efforts, and supply chain process data leading into feed ingredient supplier companies. There will be time for participants to raise their own issues and identify potential needs in a roundtable conversation.	**AgGateway Board of Directors** (Closed)
9:00 - 10:00 am	**Product Catalog Working Group** This session will review the background and latest version of the catalog. The team will show the latest Digital Resource Public Page, as well as the GitHub repository. The team will review how the Product Catalog can aid the Closed Loop Spray project. The session will conclude with a call to action.			

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	Presented by: Scott Nieman and Ryan Weland		*Facilitated by: Josh Wall, AGIIS Product Manager*	
10:00 – 10:30 am	**Break** - Join us for some refreshments!			
10:30 - 11:30 am	**AGIIS Directory Oversight Committee** This is a regular meeting of the Directory Oversight Committee (DOC). *Facilitated by: Vice Chair Matt Garcia*	**Data Linking Subcommittee** The subcommittee will review its work on Metadata models and use cases focused on tracing harvested commodities back through the ag value chain. Attendees may suggest other use cases. *Facilitated by: Joe Tevis*		**CONTINUED AgGateway Board of Directors** (Closed)
11:30 - 1:00 pm	**Networking Lunch** - Come and network with others while enjoying lunch!			
1:00 – 2:00 pm	**Standards and Guidelines Committee** Participants will review and approve digital resources produced by Working Groups. *Facilitated by: Chair Charles Hillyer*		**Conference Committee** We will discuss plans and next steps for the 2022 Annual Conference in Clearwater, Florida. All individuals interested in helping to improve our face-to-face meetings, please join us! *Facilitated by: Chair Scott Meredith*	
2:00 – 3:00 pm	**Architecture Committee** Participants will list and then prioritize architecture-related issues facing the agriculture industry and plan a face-to-face meeting to discuss them. *Facilitated by: AgGateway CTO Jim Wilson*			
3:00 – 3:30 pm				
3:30 – 4:30 pm				
4:30 – 5:30 pm				
Thursday, June 16th				
8:00 am – 3:00 pm	**AgCIO Roundtable** (Invitation Only)			