



MyAgData™



Independent Data Management, LLC

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THE OHIO STATE UNIVERSITY

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Department of Food, Agricultural and Biological Engineering

DATA IN AGRICULTURE

Machine Data Generation - Today

- **As-Applied Files (.shp)**
 - Spraying (0.3 MB/ac)
 - NH₃ application (4.3 MB/ac)
 - Planting (5.5 MB/ac)
- **Yield Data (4.3 MB/ac)**
- **Prescription Files (0.01 MB/ac)**
- **Soil/Fertility Data (0.6 MB/ac)**
- **Total - 0.5 KB/plant**

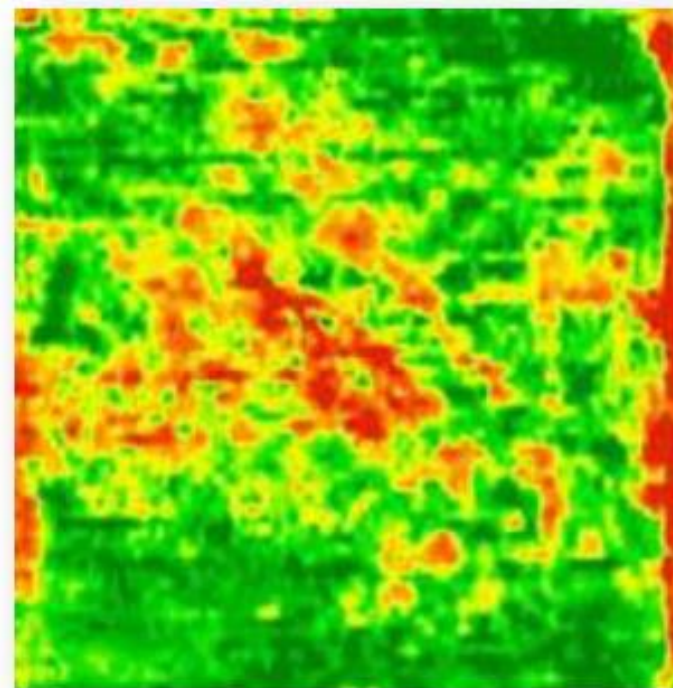


Image Data Generation - Future

- 24 bits per pixel
- 2.0 cm/pixel
- 5 overflights/season
- 4.6 kB/plant of image data



Producer Concerns

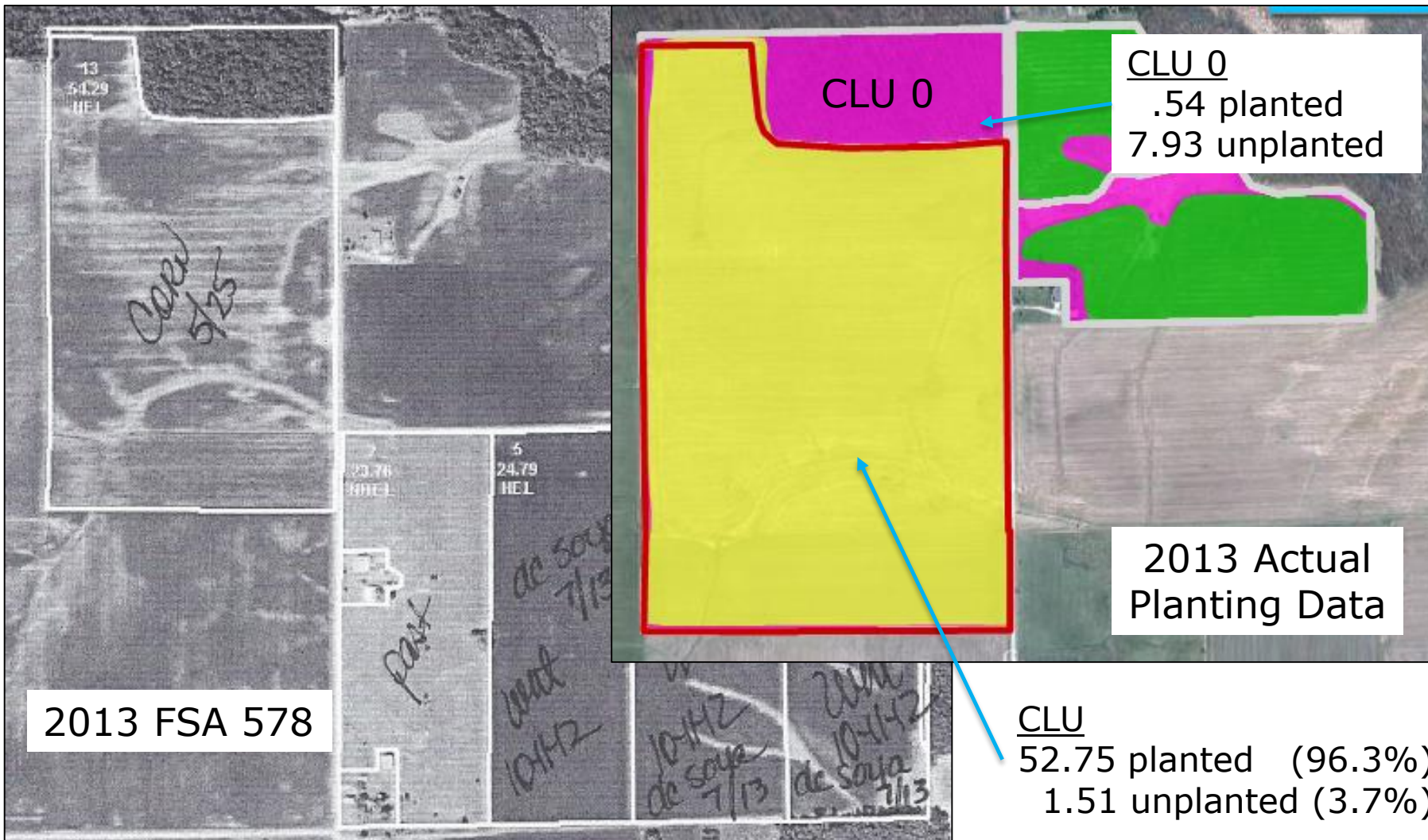
- **Privacy and security**
- **Limited access to their data – contained in proprietary message (CAN) formats**
- **Loss of control once data is uploaded to the cloud – uncertain of how data will be used**
- **Aggregators of producer data will use it to control markets**
- **Unlikely to share in value of data**
- **Government access**

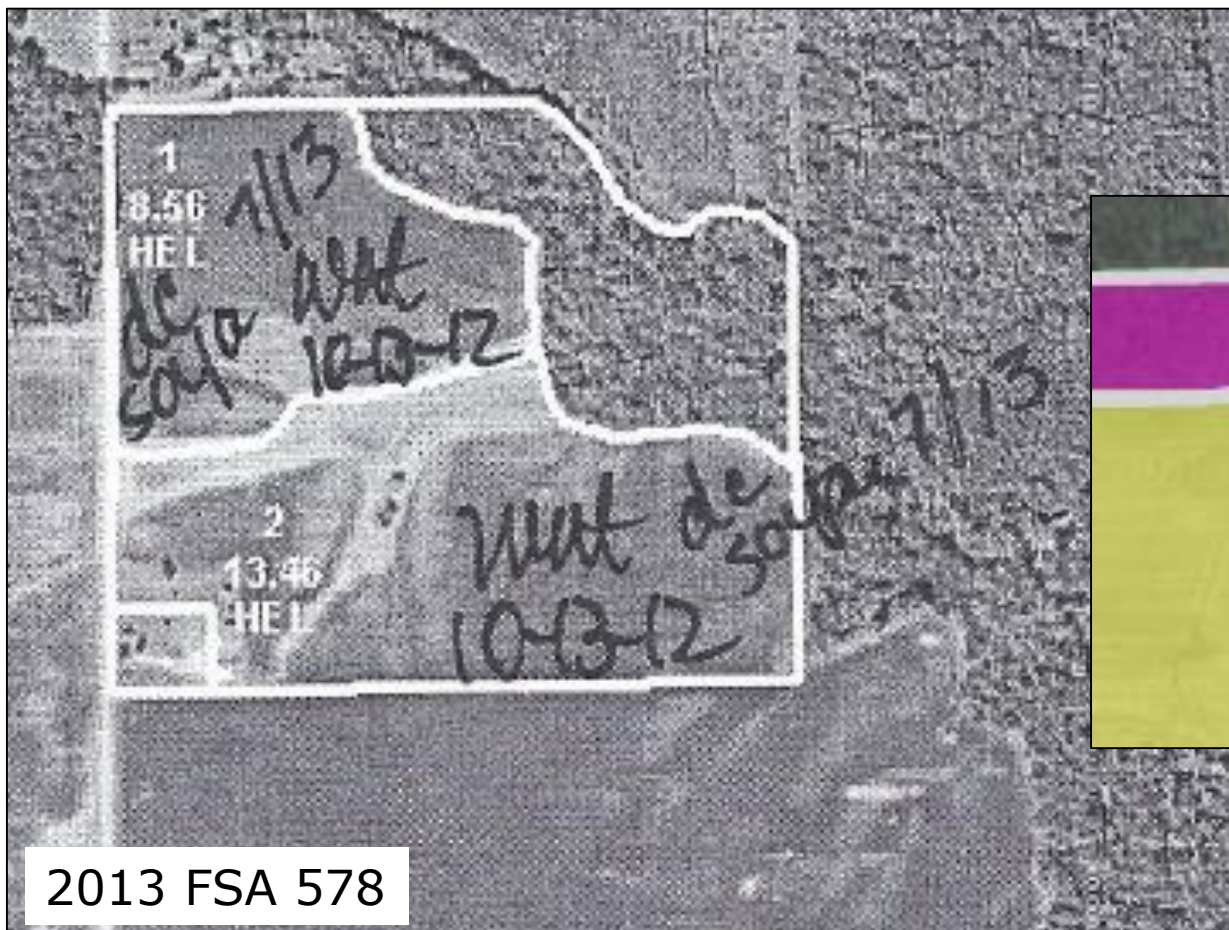


WHY SHOULD YOU CARE?

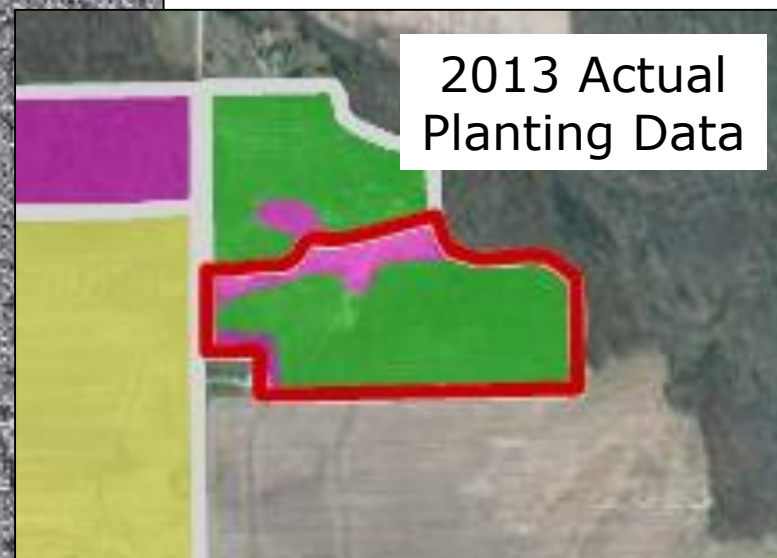
The “Big Data” Impact

- Farming practices are digitized.
- Growers capture precise field boundaries.
- The USDA is thinking about it ... you should think about it.
 - USDA programs can be based on precise acres.
 - It’s a tradeoff between premium and indemnity.
 - Insured acres will decrease
 - Revenue will change
 - Loss will be impacted
- Unknown and no direct correlations can be drawn ... yet.
- It brings some uncertainty to the future figures, less predictability.





2013 FSA 578



CLU
10.35 planted (77.3%)
3.05 unplanted (22.7%)

Thank You

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