

Real World Ag Big Data

Douglas Hackney
dhackney@egltd.com



Enterprise Group, Ltd.
www.egltd.com

Lessons Learned

- More than 20 years of data experience
- Agriculture Big Data and Analytics Platform
- 2.5 years in production



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Required For Ag Big Data Success

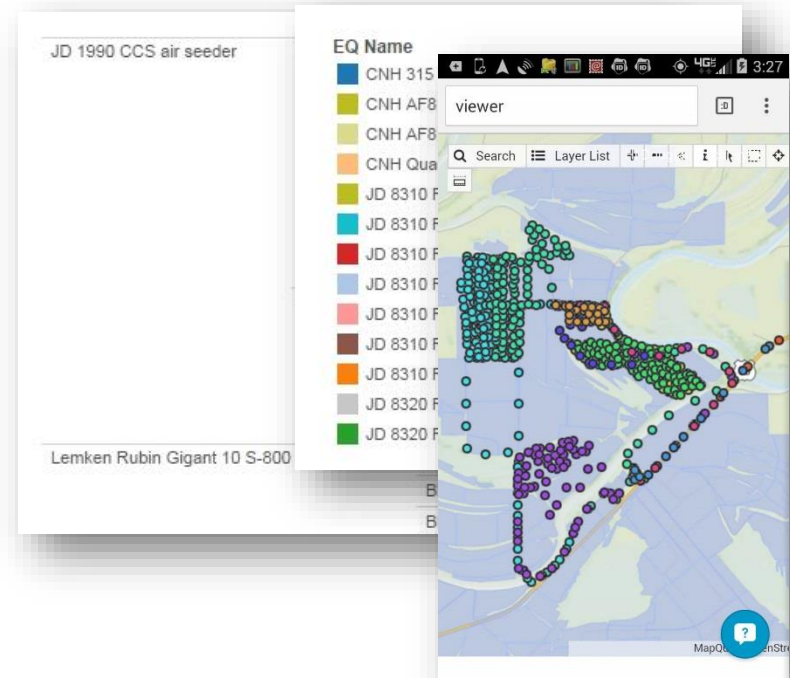
1. Automatic data collection
2. Detail
3. Data integration
4. Context
5. Control

Data Secret #1

You Cannot
Trust The
Humans

Automatic Data Collection

- All brands
- All equipment
- All implements
- All the time



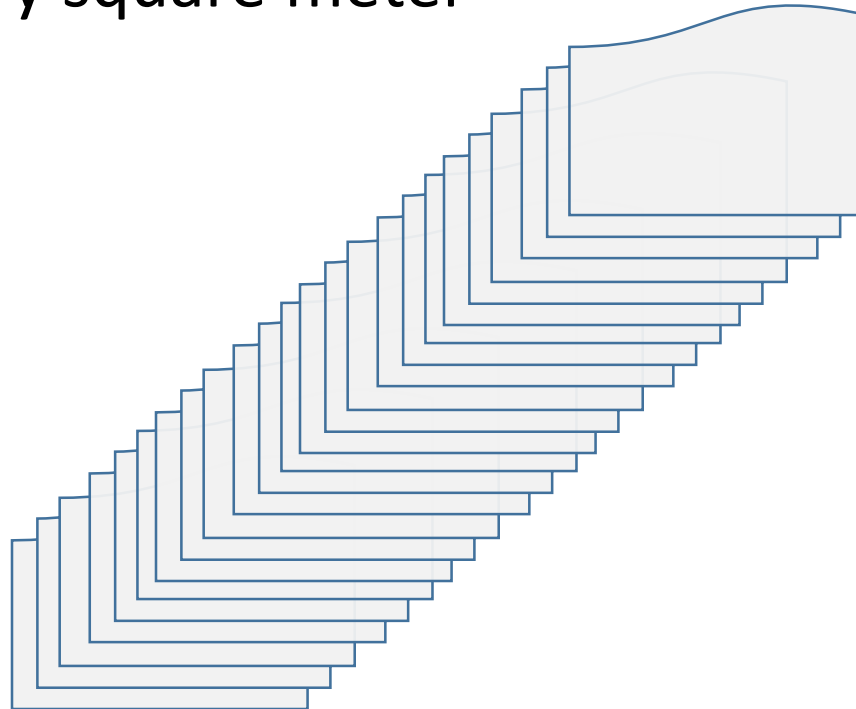
Untouched by human hands

Data Secret #2

The Difference
is in the Details

One Square Meter Resolution

- > 100 layers of data per square meter
- Life story of every square meter



Why this much detail?



Ask Any Question...

Boring!

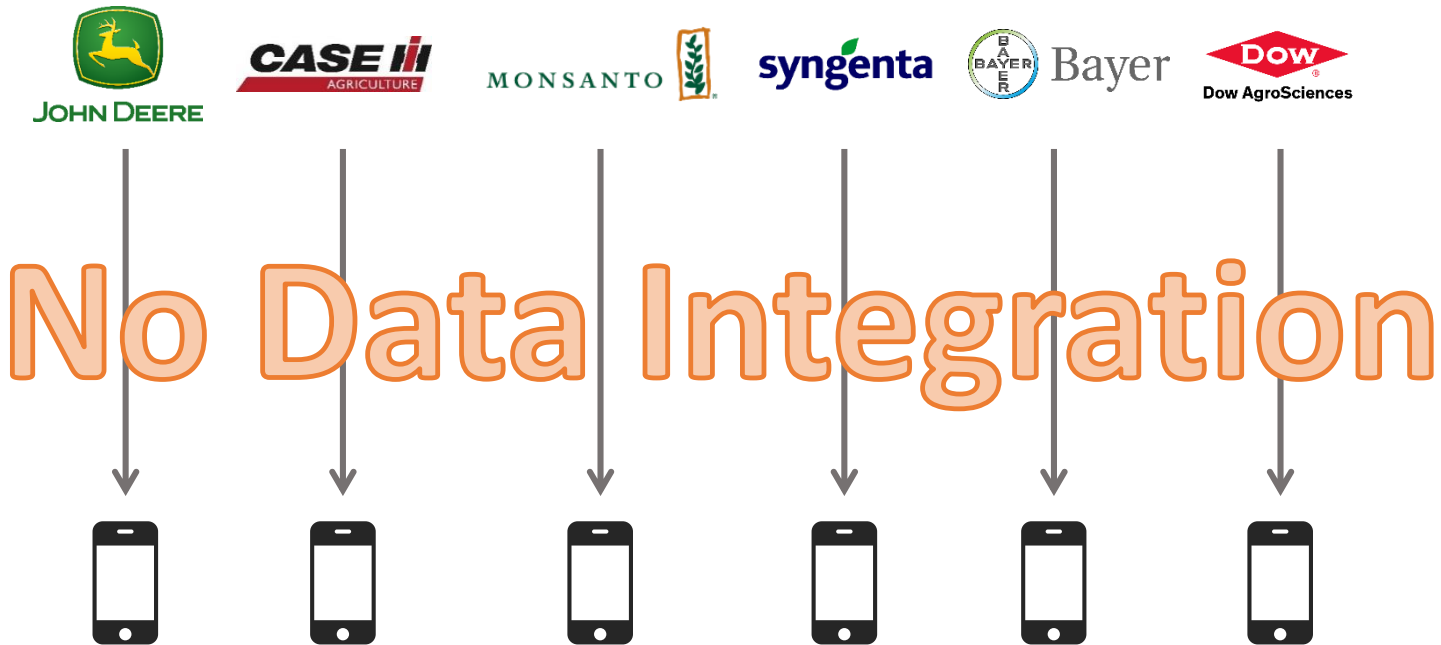
- About any square meter
- About any combination of square meters...
 - Owner
 - Grower
 - Crop / Variety
 - Soil type
 - Soil moisture
 - Tillage practices
 - Emergence dates
 - Etc.

Powerful!

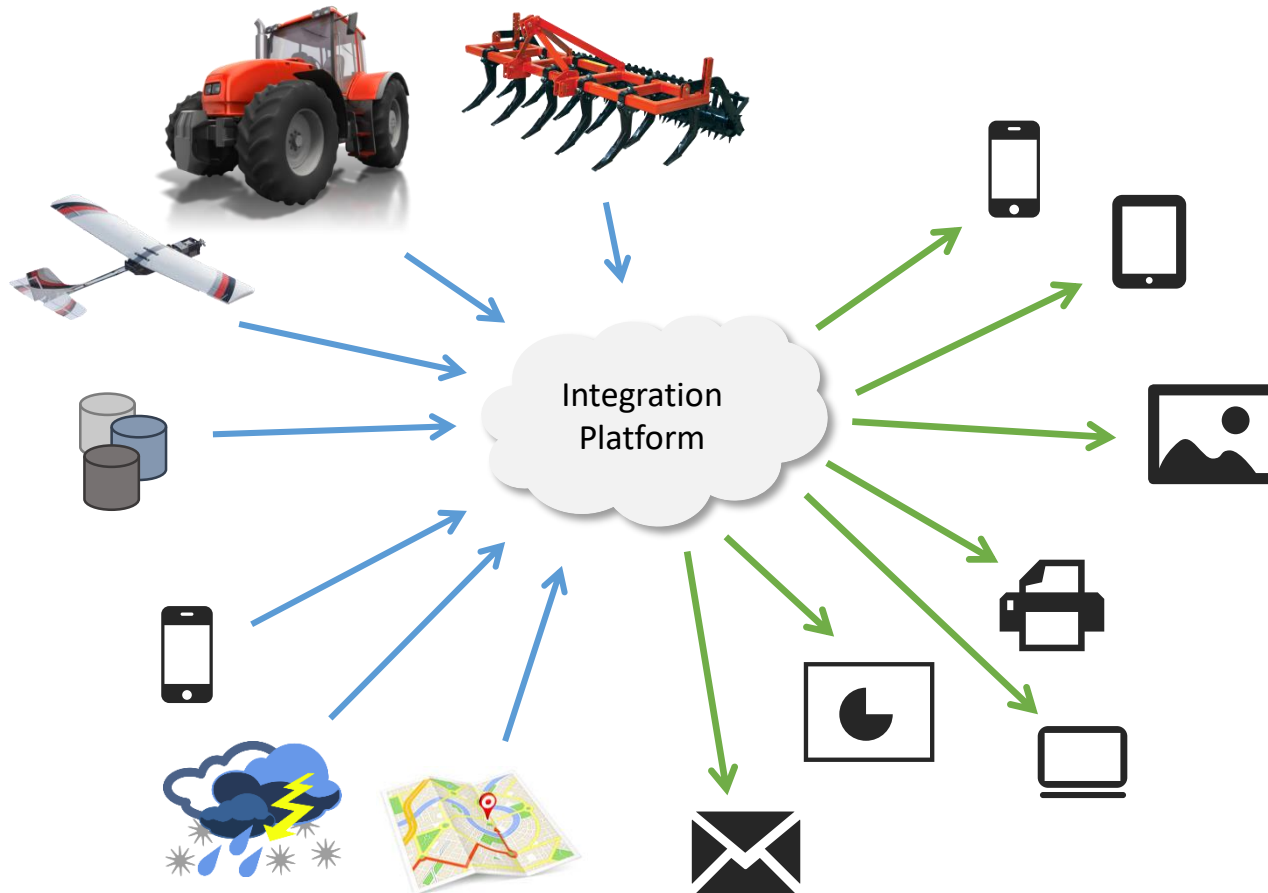
Data Secret #3

Integration Unlocks Value

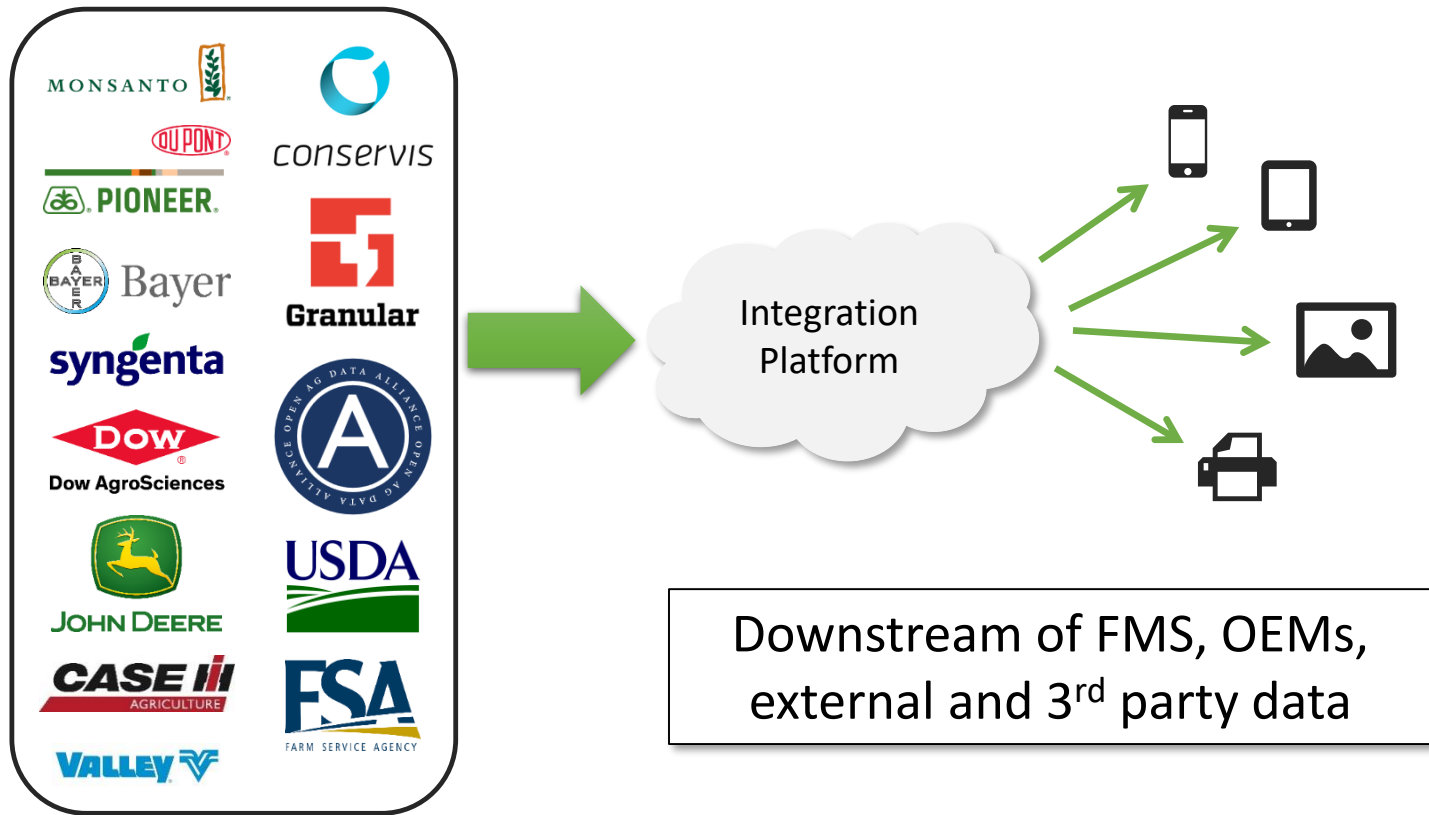
Current Ag Market Data Model



Integrate and Distribute Ag Data



Integration - Downstream



Data Secret #4

Context
Enables
Perspective

Context

Events



Rainfall, Irrigation & Soil Moisture – Sunlight & Radiation – Soil & Ambient Temp

Input, Fuel, Labor, Finance, Overhead, Taxes, Logistics & Other Costs

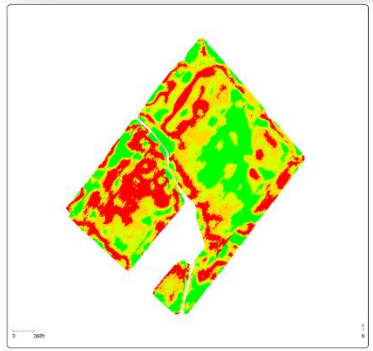
Inventory, HR, Purchasing, Maintenance, Land, Markets, Benchmarking, Etc.

Context

Context – Analytics

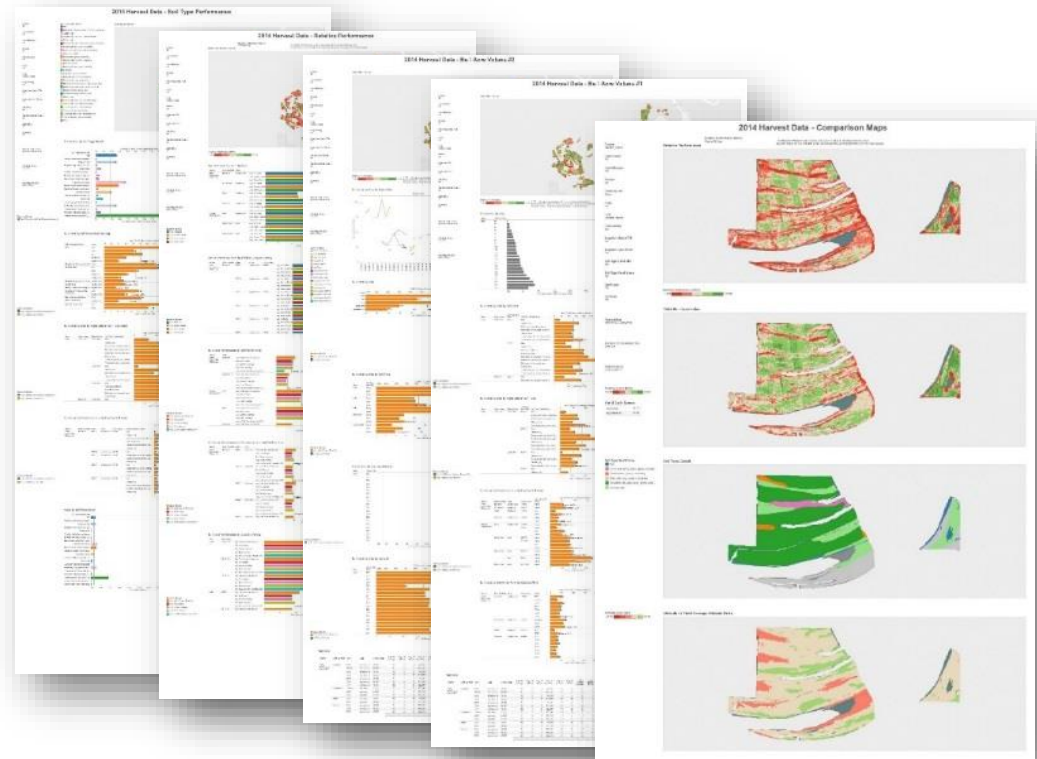
Then

- Single variable



Now

- Multivariate



Data Secret #5

With data:

Visibility = Ownership

Visibility = Control

Visibility = Destiny

The Internet Rule

If the product is free,
then **you** are the product

Destiny

What if your...

- Landlords
- Bankers
- Vendors
- Neighbors

The Fine Print:

...sell, sublicense or transfer any and all information you submit to us, including your data...

...could **pay to see your data?**

Control Your Destiny

Own and control your data

Ag Big Data Is >Not< The Future

One farming operation:

- 1.4 trillion data points
- 152 million test plots

How many facts did you base your
2016 decisions on?

Ag Big Data Is >Not< The Future

“The future is already here –
it's just not evenly distributed”

- William Gibson

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