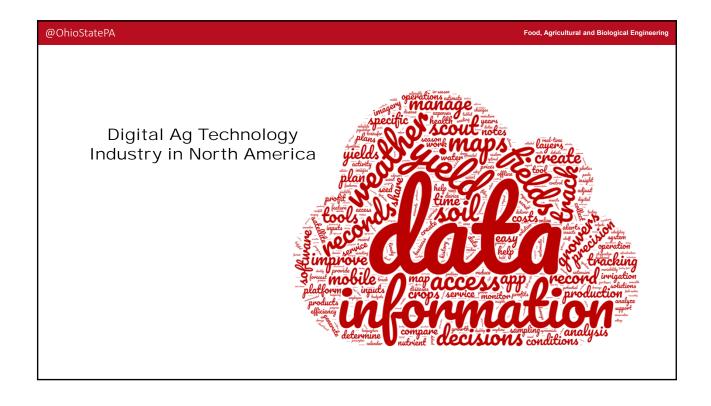
THE OHIO STATE UNIVERSITY

Potential Power of Data Management

John Fulton, Trey Colley & Jenna Lee

2018 Precision Ag: Data Management & Integrated Ag Field Day, Milford Center, Ohio







Food, Agricultural and Biological Engineering

COMPANY RESEARCH

113 unique companies / tools identified (2017). Each company was grouped into at least one of the categories listed below.

	<u>Digital Tool Category</u>	Number of Companies Identified
1	Data Warehousing	35
2	Production Analysis	32
3	Production Benchmarking	15
4	In-Season Monitoring	19
5	Crop Modeling	6
6	Recommendations	13



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Digital Tech Adoption by Farmers

90% Sharing Data today

- o 66% sharing data with 2 or more people
- Seed Rep and Agronomic Consultant (>60% sharing with both)

50% find value in data warehousing and recommendations (Rx)



(2017 USB farmer survey on Digital Technologies)

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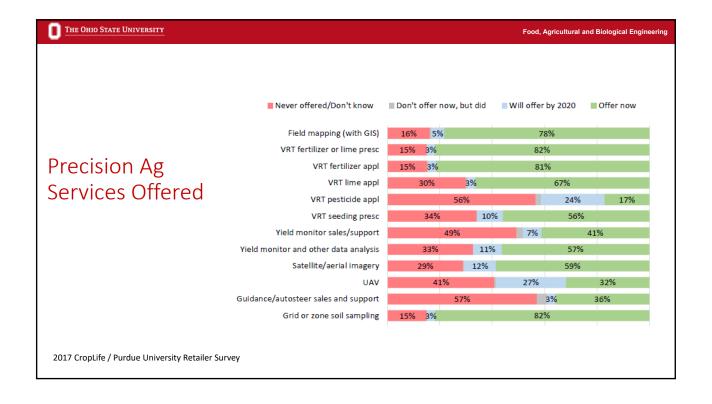
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FARMER RESPONSES

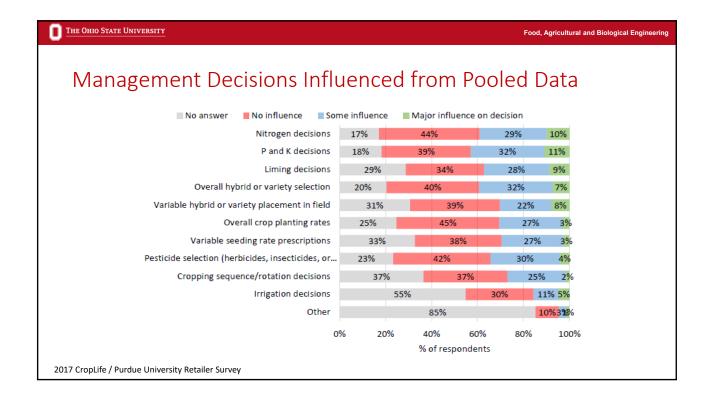
Farmers are actively using technology in soybean production.

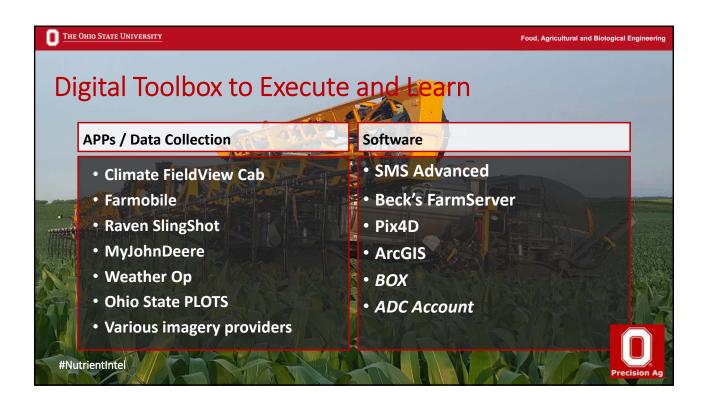
- 77% view variety results online (67% with a smartphone or tablet).
- 96% are using data collected as a direct input for management decisions.
- 91% are using some type of digital tool or service.
- 88% use prescription maps for managing inputs such as seeding or fertilizers.















- 2. Stored data is organized (Year, Crop, Farm, Field)
- An original copy of data is able to be stored both on-farm and off-farm, so that a backup is available.
- Data can be accessed from a convenient location (from the cloud, on a phone or tablet, at a desktop computer, etc.) and updates offline information when a connection is available if required.
- All data collected is complete and of sufficient quality to execute desired analyses.
- Collected data should be protected with secure passwords and not shared without permission.
- Determine a strategy to share files on and off the farm to capture new insights and learnings.
 - Data is in a format that is easy to copy and/or share with trusted advisors and precision ag services.

Value comes from using data.

