

Feed Council
Tuesday, 11/6/12 (1:15pm – 3pm)



Collaboration for eConnectivity

- Antitrust Agreement
- Welcome
- Minute taker assigned
- General Housekeeping

- Approval of Minutes – 6/12/12 Feed Council Mtg

- Directory Oversight Committee (DOC)
- Emerging Technologies
- Education
- Membership & Communications
- Standards & Guidelines
- Conference Committee

AGIIS FVTF Progress Update

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W. SMITH



- ❑ Cross-council task force evaluating current needs and future needs of AgGateway's members for e-business and business
- ❑ Objective: By November 2012, identify what the Agricultural industry needs to foster e-business today and in the future, define the key eBusiness requirements that address the identified needs, assess AgGateway's current capabilities against those requirements, and determine what will be needed to enable them resulting in a business requirements document.



Presented High Level Concept to Councils:

Platform to enable and support business today and into the future

- Combination of centralized and distributed databases
 - Entities maintained in “central” directory with push towards “entity self verified data”
 - Locations maintained in “central” directory
 - Products may exist in distributed databases
 - Other industry data may or may not be distributed based on what’s best for industry segment
- AgGateway sets standards, formats, access protocols, and approves and verifies API’s for data not centrally stored

Developing additional detail

- Assumptions
- Overall Value Proposition
- Access Structure/Service
- Application Programming Interface (API) Use
- Broker Messaging System
- Business Processes Enabled
- Data Provider/Source Certification
- Data Connectivity Formats
- Data Linkages/Relationship Management
- Forum/Discussion Thread Capability
- Glossary/Definition of Terms
- Identification Fundamentals
- Industry Expectations (service levels)
- Logistics Integration
- Security (system/data)
- Self Validation (entity)
- SPADE & SCII considerations
- Standards Tables Incorporation
- Testing Capability (eConnectivity)
- Training
- User Portal

- Requesting input

- Future Vision Task Force

- Input Feedback Group

- Councils

- All Stakeholders (AgGateway Membership)

- Challenges – Resources and Participation

- Consistent participation by Council representatives

- Not all Councils represented

- Getting time on Council meeting/conference calls for this topic

- Lackluster participation from those who should be providing feedback and input – example:

- Business Processes sent to Input Feedback Group AND entire AgGateway membership – three (3) responses out of 488 solicitations



- 4 more FVTF meetings scheduled (including face to face meeting at conference)
- May reach out to IF Group for additional feedback on a few specific areas
- Due to limited feedback received to date
 - Plan to take what we have and have a smaller group create a draft document outlining what we believe the industry needs
 - Will provide this document for feedback and review
 - Initially to FVTF
 - Then to AgGateway Membership
- If you want to ensure that your Council provides feedback on this critical and important project

Tell Your Councils



- Participation in Input Feedback Group open to any AgGateway member.
- To participate, use the following link to enroll:
<http://aggateway.bizodo.com/f/FVTF>
- Committee activities and notes are available to all AgGateway members at:
<http://www.aggateway.org/AboutUs/TaskForces/FutureVisionTaskForce.aspx>
- Contact Wendy Smith at wendy.smith@aggateway.org or Dave Surber at dasurber@comcast.net

The state of Connectivity in AgGateway

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Legend - Connectivity



Legend:	
+	Estimated more than 50% US sales for segment
√	Estimated 10-50% US sales for segment
•	Estimated less than 10% US sales for segment
IP	"In Progress" - some should be connected soon
NA	Not aware of any connectivity for segment
	Start up - initiation
	Easier messages to implement
	More difficult/complex messages to implement
	Most difficult/complex or cost higher to implement

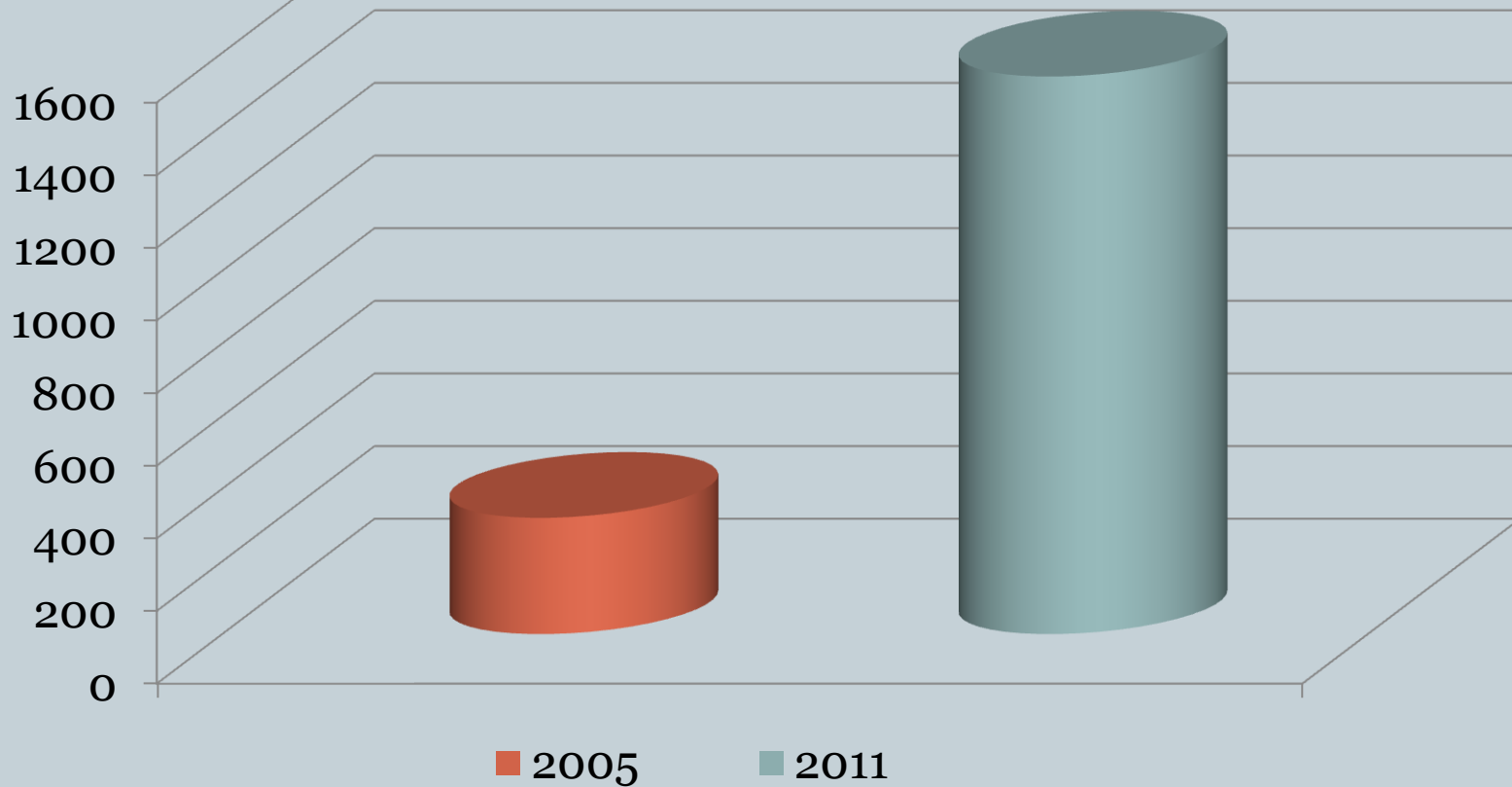
Segment Connectivity

XML Connectivity by Segment	Messages/Tool	Ag	Allied	Crop	Crop	Feed	Ornamental	Precision	Seed
		Retailers	Provider	Nutrition	Protection		Hort	Ag	
Connectivity Initiation	AGIIS Synchronization	•	•	√	+	•	NA	NA	√
	Connectivity P2P or Web Services	•	•	√	+	•	√	NA	√
Order to invoice	OrderCreate/OrderResponse	•	•	√	√	IP	•	NA	NA
	ShipNotice	•	•	√	√	IP	•	NA	√
	Invoice	•	•	√	+	•	NA	NA	•
Reporting	InventoryActualUsage	•	•	NA	√	NA	NA	NA	NA
	ForecastedProductMovementReport	•	•	NA	NA	NA	NA	NA	•
	ProductMovementReport	•	•	NA	+	NA	NA	NA	√
Payment Information	PaymentDetails	NA	NA	•	NA	NA	NA	NA	NA
Pricing	PriceSheet	NA	NA	NA	•	NA	NA	NA	√
Contracts	Contract/ContractResponse	NA	NA	√	NA	NA	NA	NA	NA
Logistic status	ShipmentStatus	NA	NA	•	NA	NA	NA	NA	NA
Auto data capture	Bar Code	•	NA	NA	√	NA	√	NA	√
Order Change	OrderChange	NA	NA	•	NA	NA	NA	NA	NA

Connectivity Growth

1215 Connections since 2005

2012 Numbers not yet available



Feed Council Mission and Goals



- ❑ As established by Council's AgGateway Charter:
- ❑ **Mission:** It is the mission of the Feed Council to promote food chain safety and confidence through review and recommendation of improved business processes and standards thereby reducing supply chain costs and increasing profitability. The Feed Council will expand eBusiness participation and drive business value within our industry segment by sponsoring projects, growing membership and promoting the value of eBusiness.
- ❑ **Goals:** There are several key focus areas for the Feed Council that includes Standards, Safety, Projects, and Best Practices that fall within the scope of the Feed Council's Mission.

Feed Council Mission and Goals





- Standards
 - Influence & promote Cross industry and global e-business standards
 - Communicate developed standards and key council initiatives to industry
 - Educating on opportunities and value of implementing common standards
- Safety
 - Enhancing food safety through the appropriate use of technology
 - In coordination/conjunction with other food chain industry groups increase confidence in the safety of the feed industry
- Projects
 - Identify, initiate, and coordinate e-business implementation projects to foster improvement of business processes in the industry



Best Practices

- Create and publish implementation Guides or Roadmaps for achieving best industry practices within the scope of the Feed Council's Mission.
- Become a key source of information on benefits and challenges implementing feed industry supply chain support technology and distribute this information through multiple communication channels.

Feed Council Projects Overview - ACTIVE

Completed/In Process Projects & Taskforces :	Transactions:	Timeline: Started – Completed	Status
EFC 	0 (Almost!!)	1/2010	In progress a. SSC/Mosaic – TESTING is UNDERWAY!!! b. Mosaic/VitaPlus – Jan 2013
Feed Tonnage 	0	In Process	Several member companies are participating...

Key Success Factors :

- Connectivity Between Two member groups will mark a milestone for connectivity in the Feed Business area
- SSC is currently communicating Tonnage Tax info for FZ with VA; this file format is being used as a basis for the standard file to be developed with pilot companies & states!!



Completed/In Process Projects & Taskforces :	Timeline: Started – Completed	Status
Education of e-Business	Jan 2012 -	POC Identified; Ongoing; Not Much Activity – We need some successes first!
Product Recall	Sept 2011 -	Collaborating with AFIA IT Council
Connectivity for Small Business	Jan 2012 -	POC Taking Ownership; Optimistic Activities Going on in AP Council

Key Success Factors :

- Mutual ownership/buy-in to tackle priorities is key; just can't seem to gain participation
- Slow starts in various areas.

New Business Welcome to Chair for 2013!

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- Conference Call Schedule

- Face To Face Meetings:
 - Mid Year Meeting – June 17 – 20, 2013
 - John Deere Financial Facility (Johnston, Iowa)
 - Annual Meeting & Conference – November 12 – 14, 2013
 - Vinoy Resort & Golf Club (St. Petersburg, FL)

- Please complete your conference survey – it matters!

Thank You!
See you in 2013!

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