To the membership:

It’s not always easy to focus on the details. We’re living through a time of enormous challenge and change, buffeted by the global pandemic and its economic reverberations. One thing that has helped us stay focused this year at AgGateway is the knowledge that digital connectivity makes a direct, positive impact in agriculture and ag-related industries. And in these times that work is more important than ever.

In 2020 we put our major reorganization in place, streamlining the work at AgGateway so that global, digital connections can be created and implemented more rapidly. That’s a great foundation for the months ahead.

It’s fitting that the board chose the theme “Create-Engage-Grow” for 2021. These three words underpin our new 5-year strategic plan, as well as our immediate plans for next year. We’re working to “create” the resources and relationships for digital connectivity. We will further “engage” the industry in developing new resources, and to ensure that companies are aware of those resources and are using them. Our “growth” comes as a result of that creativity and engagement. Through that growth we aim to increase the connectivity that brings multiple benefits to your business and to agriculture as a whole.

Thank you for your engagement with AgGateway. We are excited about the year ahead and look forward to working with you!

Jeremy W. Wilson
Sr VP Field Data Solutions,
EFC Systems
Chair, AgGateway Board of Directors

Wendy Smith
AgGateway President & CEO
Our Mission
To develop the resources and relationships that drive digital connectivity in global agriculture and related industries.

Our Vision
Universal connectivity to transform data into value.

Our Values
- **Integrity**: Transparent, impartial, inclusive and safe (anti-trust compliant) environment.
- **Collaboration**: Foster collaborative environment in which all members have an equal place at the table.
- **Innovation**: Pursue creative, workable and globally consistent solutions.
- **Leadership and Expertise**: Seek to provide highest level of expertise, thought leadership and insight.
- **Service**: Strive to provide the highest level of service to each of our members.
- **Commitment**: Driving digital solutions as rapidly and efficiently as possible to benefit the industry.

Who We Are
AgGateways a non-profit organization that helps companies:
- Reduce errors in procurement, inventory, sales and reporting, saving time and money.
- Achieve interoperability among myriad hardware and software systems, to turn data into value.
- Leverage global resources and business relationships needed to enhance productivity, traceability and sustainability.

No other group is doing what AgGateway does: We provide a unique, global forum across industry sectors, where companies come together to solve digital challenges for agriculture and related industries.

AgGateway’s 180 member companies include ag retailers, distributors, manufacturers (equipment, seed, crop nutrition, crop protection, etc.), grain and feed companies, precision ag providers, specialty chemical manufacturers, and software and data service providers. Our associate members include leading industry trade associations, international standards groups, state agencies, and members of academia focused on data exchange issues.

5-Year Plan (2021-2025)
Create, Engage, Grow

Create
We will engage members through identifying, prioritizing and developing resources to address the interoperability challenges faced by businesses in food, fiber, fuel and adjacent industries.

Engage
We will increase participation in AgGateway activities through strategic communications, programs and engagement designed to ensure executives and key decision-makers understand the benefits of engagement with AgGateway and the value of implementation to improve operational efficiency and long-term sustainability.

Grow
We will double membership and increase revenue by 50% by 2025 in order to expand the value of our members’ investment in AgGateway.
Current Activities

**ADAPT - Interoperability in Field Operations:** AgGateway's ADAPT has already been a powerful addition to the digital toolbox. The ADAPT team is now working to prepare the underlying data model to propose as a global standard. We believe this step will increase the adoption of this free, open source software even more. ADAPT enables agriculture-data interoperability, helping ag retailers, agronomists and growers better manage data and apply it to make improvements in their operations.

**Lab Data Standardization:** AgGateway teams are addressing how to standardize data formatting for soil test results, and laboratory tests in general. Today only about 30% of VRT applications for row crops are based on a soil test. This is partly because there is such a variety of data formats in the industry. AgGateway is working on a common soil test data format across regions and platforms, compatible with the ADAPT framework and existing regional standards. The first step involves integrating with the MODUS format. AgGateway has been working with soil labs and lab software companies; in Latin America the team is also working with entities that regulate the quality of soil analysis, including Embrapa Soils and the Agronomic Institute of Campinas, as well as other key groups.

**Channel Integrity:** A group of AgGateway members involved in crop protection is looking at ways to improve product stewardship by increasing their ability to track product. The team is currently looking at the key business processes involved as product flows through the supply chain.

**Product Catalog:** Some cooperatives in North America plan to offer branded online store services to their retail members. Crop protection and seed manufacturers want to ensure that such online stores have complete, accurate and up-to-date information in their Product Catalog. The first phase – providing the minimum data set required to populate a retail-facing eCommerce catalog – has been completed. Specifically, AgGateway’s Standards & Guidelines Committee recently approved the OAGIS Catalog JSON Schema v1.0 profile using the NIST/OAGi Score Tool. As a result of AgGateway’s Product Catalog work, there have been thirteen approved enhancements to the OAGIS standard.

**Smarter Irrigation (PAIL):** AgGateway’s irrigation work addresses processes and data requirements that enable more effective water management, thus conserving both water and energy. Members of the precision ag irrigation team have successfully tested implementation of Part 2 of the PAIL data exchange standard. This part of the standard deals with the observations and measurements data. Parts 1 and 3 of the PAIL work are already a national standard.

**Traceability:** Our In-Field Product Identification team is working on improving product identification within field work records, so that digital connectivity is possible. This has enormous benefits for traceability and sustainability.

**Fertilizer Blend Work Orders (Mix Ticket):** An AgGateway team of companies that produce or use fertilizer blending equipment has developed standards to support blending and dispensing processes. This year the group completed an enhanced version of a standard for dispensing work orders and work records.

**Reference Data API:** Reference data refers to such data as code lists, identifiers, product information and configuration parameters. The Agrisemantics Working Group is focusing on documenting and recommending extensions to data in order to define interoperable meanings for data. The working group has agreed to basic API principles and has stood up a proof-of-concept service.
Crop Protection Connectivity in Canada: By implementing digital connections between crop protection product manufacturers, distributors and retailers, companies can greatly improve the order process and sales reporting – often with direct and significant impact on the bottom line. Endorsed by CropLife Canada, the Canadian connectivity project is working to create digital connectivity between trading partners. The work builds on AgGateway’s successful and proven approach already in wide use in the U.S. crop protection industry.

Standard Reference Data for Crop Protection Products: In Europe, Lexagri’s Homologa contains information regarding plant protection products from more than 70 countries. An AgGateway team is working to develop a standard REST JSON interface to exchange the standard master data (reference data) for crop protection products. Users will be able to link to the Homologa database via an FMIS.

Farm inputs - Standard Crop Protection Recommendation: Another team in Europe is bringing together companies and ag data specialists to standardize data exchange concerning the use of farm inputs such as seed, fertilizer and crop protection products (Work Order/Work Record). The focus is on exchanging crop protection recommendations between advisory systems and a user’s FMIS, and to exchange recordings of applied crop protection products at the crop/field level. By setting a data exchange standard, companies can better support sustainable agriculture, increase transparency and improve interoperability.

Planned Activities

EU IoF 2020 program: As a participant in the Internet of Food & Farm program of the European Union, AgGateway will bring forward ADAPT solutions in several proof-of-concept implementations in data sharing in arable farming. The goal of participation is to promote AgGateway solutions and to support new initiatives on data sharing.

Engage with GS1 Global: GS1 is the global leading initiative in developing and promoting standards for key identifiers for data exchange in supply chains, such as the GLN (Global Location Number), GTIN (Global Trade Item Number) and GPC (Global Product Classification). GS1 and AgGateway will take the initiative to meet with Copa Cogeca (the European farmers organization) to discuss the need for, and feasibility of a global standard for farm (farmers) identification, using the GS1-GLN.

Soil and Weather Data: The Soil & Weather DDEs (Data Dictionary Entry) project in Europe will assist growers in recording the weather and soil conditions using the tractor cab terminal in the field during spraying. Alignment with the ISO machine standard (ISO11783-11) will leverage relationships with the Association of Equipment Manufacturers (AEM) and Agriculture Industry Electronics Foundation (AEF). This work will also allow compliance with United Kingdom legislation regarding the recording of this type of data.

Biodiversity: AgGateway is looking into options to support the industry in Europe with digital tools to improve sustainable production at the farm level and to improve biodiversity. One idea is to develop a pan-European network of fully automated sensors to capture data on pollinator populations, as a way of monitoring biodiversity. AgGateway is also discussing biodiversity with the Cool Farm Alliance, which develops metrics, key figures and tools for farmers to benchmark their operations in terms of sustainable production; biodiversity is one of the topics to monitor.

Slaughter Results: AgGateway’s Europe region is organizing interest to develop a standard for exchanging slaughter reports from slaughterhouses to farmers and accountancy, for broilers, pork and bovine animals. A first draft for such a standard is being developed by AgGateway’s associate Dutch member AgroConnect, in cooperation with European industries.

You can also contact us at Member.Services@AgGateway.org.
AgGateway works closely with other organizations to adopt or adapt the best existing standards and guidelines, to foster digital agriculture. These include standards groups (e.g. GS1, ASABE, AEF, OAGi, etc.), trade associations and government agencies.

- **Ag Industry Identification System (AGIIS):** AgGateway’s AGIIS is an interactive, robust database that houses basic agricultural eBusiness reference data used daily by hundreds of businesses. These data elements are the essential building blocks for electronic communication. The committee that oversees AGIIS is examining such issues as data privacy regulation, and is also evaluating user enhancement requests related to availability of product and entity data, maintenance of subscriber information, and more.

- **Communications Kit:** AgGateway offers numerous tools to help communicate the importance of digital connectivity. A new graphic video, “Process Efficiency”, gives a 2-minute overview of what AgGateway does in this area and how it helps the industry. Two other new videos provide member testimonials. And our series of concise 2-page case studies summarize the value and return-on-investment as specific companies work with AgGateway standards and resources.

- **Continued refinement and implementation efforts** for AgGateway’s ADAPT toolkit, an open source precision agriculture resource that allows different software and hardware systems to seamlessly connect.

- **Ongoing contributions to AgGateway’s AgGlossary** (AgGlossary.org), a one-stop location for agriculture terms, definitions, acronyms, key words and synonyms.

- **CLICK:** A tool available to AgGateway members to help business analysts and developers comprehend and implement AgGateway standards (message standards).

- **Other resources** include implementation guidelines, web services and messaging guidelines, barcoding & RFID guidelines, project implementation tools, and much more. Visit www.AgGateway.org to explore these resources.

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**Meetings**

(\Dependent on status of the pandemic\)

Our 2020 Mid-Year Meeting and Annual Conference, both virtual, were well-received. They provided valuable opportunities for education, discussion and teamwork. Here are the details of our 2021 meetings:

**2021 Mid-Year Meeting**  
June 14-16  
Prairie Meadows  
Altoona, Iowa, USA

**2021 Annual Conference**  
November 8-10  
Hilton Nashville Downtown,  
Nashville, Tenn., USA
Financial Statement

2020 AgGateway Balance Sheet

<table>
<thead>
<tr>
<th></th>
<th>As of Oct 31, 2020</th>
<th>As of Oct 31, 2019 (PY)</th>
<th>As of Dec 31, 2019*</th>
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<td>$801,875</td>
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<td><strong>LIABILITIES AND EQUITY</strong></td>
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<tr>
<td>Liabilities</td>
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<td>Total Accounts Payable</td>
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<td>Project and Trust Liabilities</td>
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<td><strong>Total Liabilities</strong></td>
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<td>Opening Balance Equity</td>
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<td>Retained Earnings</td>
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<td>Net Income</td>
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<td><strong>Total Equity</strong></td>
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<tr>
<td><strong>TOTAL LIABILITIES AND EQUITY</strong></td>
<td>$1,060,315</td>
<td>$958,321</td>
<td>$801,875</td>
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All amounts are in USD
* North America only

2020 Profit & Loss

<table>
<thead>
<tr>
<th></th>
<th>Total YTD October 2020</th>
<th>Projected Year-End 2020¹</th>
<th>Annual Budget 2020</th>
<th>Total Year 2019²</th>
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<tbody>
<tr>
<td><strong>INCOME</strong></td>
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<td>Membership Dues</td>
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<td>Database Fees</td>
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<td>1,064,193</td>
<td>1,040,102</td>
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<td>Conference Income</td>
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<td>137,203</td>
<td>264,495</td>
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<td>All Other Income</td>
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<td><strong>TOTAL INCOME</strong></td>
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<td><strong>EXPENSES</strong></td>
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<td>Global</td>
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<td>North America</td>
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<td>1,714,024</td>
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<td>Latin America</td>
<td>29,933</td>
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<td>Europe</td>
<td>47,812</td>
<td>62,760</td>
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<td><strong>Total Expenses</strong></td>
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<td>$2,655,604</td>
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<td><strong>Net Operating Income</strong></td>
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<td>Interest Income</td>
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<td>250</td>
<td>250</td>
<td>521</td>
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<tr>
<td><strong>NET INCOME</strong></td>
<td>$347,633</td>
<td>-$7,293</td>
<td>-$201,613</td>
<td>$74,971</td>
</tr>
</tbody>
</table>

All amounts are in USD
* Based on 10/31/20 estimate
²North America Only
2021 Board of Directors

Chair: Adriano Becker, CNH Industrial
Past Chair: Jeremy W. Wilson, EFC Systems
Treasurer: Karen Thomas, Southern States Cooperative
Teddy Bekele, WinField United
Jeff Bradshaw, Proagrica
Scott Charbo, Nutrien Ag Solutions
Jacob Crow, GROWMARK
Doug Farrington, BASF
Bruno Albuquerque Lucio, Topcon
Feroz Sheikh, Syngenta
Wendy Smith, AgGateway

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Felipe Santos, John Deere
Warsis Slywitch, Tecgraf
Paulo Vianna, Syngenta Digital

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Brent Kemp, Executive VP & COO, NA Regional Director
Jim Wilson, Chief Technology Officer
Conny Graumans, Europe Regional Director
José Loyola, Latin America Regional Director
Susan Ruland, Marketing Communications Director
Leslie Hedges, Director of Member Relations
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Chris Crutchfield, Member Services Program Mgr
Nikki Marshall, Member Services
Meri Kotlas, Web Media Support & Graphics
Kimberly Kotlas, Administrative Assistant
Paula Shaw, Accounting
Susan Summers, Accounting

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