AgGateway 2020 - Summary
(as of June 10, 2019)

AgGateway is modifying and strengthening its organizational structure to better deliver on its mission: “To promote and enable the industry’s transition to digital agriculture, and expand the use of information to maximize efficiency and productivity.”

Beginning January 1, 2020, AgGateway will approach its global project work in a more agile, cross-sector manner, addressing critical areas in agriculture and ag-related industries such as traceability, sustainability, interoperability in field operations, supply chain efficiencies, and more.

AgGateway and AgGateway Global Network have agreed in principle to consolidate operations, creating one global AgGateway organization that currently includes North America, Latin America and Europe, with interest from companies in Australia/New Zealand and Asia.

As always, our volunteer leaders are critical to our success and will continue to drive the priorities and project work within the organization, overseen by the Board of Directors.

AgGateway “Working Groups” will now be the primary engines for conducting project work and creating digital ag resources, guided by a Portfolio Management Center and Digital Resource Center.

The new organization is expected to increase participation across industry sectors from business and technical executives focused on data challenges and opportunities in the industry.

AgGateway will continue to work closely with global standards and agricultural organizations to deliver resources that benefit the industry.

AgGateway 2020, providing value by:

- Fostering initiatives across sectors
- Facilitating better use of time and resources
- Creating solutions more quickly
- Effectively enabling the industry’s transition to digital agriculture

AgGateway is a non-profit organization with the mission to promote and enable the industry’s transition to digital agriculture, and expand the use of information to maximize efficiency and productivity.

Our members develop standards, guidelines and other resources to help companies make business decisions driven by actionable data that is timely, relevant, accurate and complete.
Key Organizational Elements

- **Working Group**: Because the value AgGateway provides members and the industry is in the work we do to get companies connected, the Working Group has a central place in AgGateway 2020. It is the primary engine for activity, formed around an area of activity that members want to pursue (e.g., Traceability Working Group).


- **Portfolio Management Center (PMC)**: Provides a helpful, centralized point to track AgGateway’s project work, adding transparency and efficiency for the members and industry. Provides reporting and tracking templates to manage a dashboard of Working Group activities, and budget oversight as needed.

- **Digital Resource Center (DRC)**: A centralized point for publishing and maintaining AgGateway’s digital resources, adding transparency and efficiency. The DRC will work closely with the Portfolio Management Center to make sure new digital resources are ready for publication, to call for public review, and other steps in managing AgGateway’s digital resources.

- **Communities**: During the transition, a Community is a group of members that meets to determine how to move activities of the councils forward. A Community requires at least one member leader.

- **Committees**: Will operate much as they do today. Some will now have a global context.

- **Regional Steering Committees**: Each region’s Steering Committee will provide oversight and strategic planning for its region. Each region will continue to have autonomy in how it executes its work. The Board is still working on the details regarding Steering Committee composition and responsibilities.

AgGateway 2020 Structure
AgGateway has no paid employees; All staff positions are part-time contractors. In terms of full-time equivalent positions (FTEs), AgGateway currently has fewer than 9 FTEs; AgGateway Global Network has less than 1.5 FTEs. Together the consolidated organization would have about 10 FTEs.

The 2020 Plan will increase our FTE from about 10 people today (including the AGIIS and Member Services contract with DXC), to about 12.5 in 2020, and to about 15 by the end of 2021.

As a result, more support to members in:

- Administrative tasks, like managing meetings
- Managing project work flow
- Providing technical writing/content support
- Finalizing, “packaging” and socializing AgGateway resources in digital agriculture
- Connecting with industry executives and fostering further involvement in AgGateway.

Specifically, in 2020 AgGateway will:

- Expand the Standards Director to Chief Technical Officer
- Increase administrative assistance, web/media support, and accounting
- Increase hours for the Director of Member Relations
- Add Project Manager for Portfolio Management Center
- Add Manager of Digital Research & Educational Programming
- Add Technical Writer to work on documentation

In 2021, AgGateway will:

- Increase hours for the Manager of Digital Research & Educational Programming, web/media support, administrative assistance and accounting
- Add Member Implementation Manager to help members with implementation of AgGateway resources
- Add a Content Manager or increase the hours of the Technical Writer.

Today, AgGateway has three classes of membership:

- **Associate Member:** Not-for-profit organizations or government agencies.
- **Voting Members:** Companies (legal entities)
- **Non-Voting Members:** Small Agricultural Company or individual

In 2020:

- **Regular Member:** Active in ag or ag-related business
  - Voting, dues based on NA ag revenue. Includes small ag companies
- **Specialty Member:** Primarily in specialty business (e.g., turf, ornamental, forestry, pest control); example: a pest control company
  - Voting, dues based on NA specialty revenue
- **Partner Member:** Supports ag or ag-related business but does not actively participate as an ag business; example: a major software corporation
  - Voting, dues structure TBD
- **Associate Member:** Not-for-profit or govt agency, academia
  - Non-Voting, no dues

- **Individual Member:** Person interested in supporting the AgGateway mission who is employed by an organization that is not eligible for membership.
  - Non-voting, Dues based on a flat fee.
Transition Timeline

- Begin 2020 Budget and Plan Development
  - Councils and Committees start developing transition plans

**JUNE 2019**

**JULY 2019**

- Publish new By-Laws, Policies and Procedures
- Nominations for North American Steering Committee, North American Board of Directors
- Begin Search for additional staff contractors (for Jan 2020 start)
  - Solicit Portfolio Management Center representatives

**AUGUST 2019**

**SEPTEMBER 2019**

- 2020 Budget and Plan Approval

**OCTOBER 2019**

**NOVEMBER 2019**

- Elections for NA Steering Committee and Board

**2020**

**JANUARY 2020**

- New part-time hires start: Project Manager for PMC, Manager of Digital Research & Educational Programming, Technical Writer
  - Launch Digital Resource Center
  - Launch Portfolio Management Center
  - Launch new website
  - Begin partial administrative support
  - Begin implementation of new association management system (AMS)

**APRIL 2020**

**AUGUST 2020**

**SEPTEMBER 2020**

- Announce Election Results, 2021 Dues and Fees Published

**NOVEMBER 2020**

- Elections for NA Steering Committee and Board

**2021**

**JANUARY 2021**

- Transition to AgGateway 2020 Complete
  - New hires start — Member Implementation Manager, Content Manager (or increase Technical Writer)
  - Full administrative support begins

For more information—
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