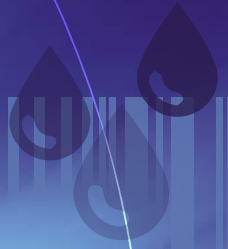
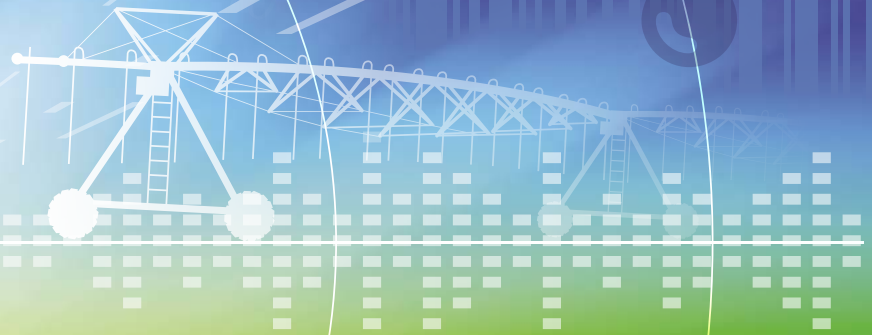




**AgGateway**



**Driving**  
*Digital Solutions*

*“...the power of digital connections allows companies to dramatically jump forward in how they process information...”*

# Driving Digital Solutions

To the membership:

We started 2019 with a vision: Transform AgGateway into a global leader in enabling the transition to digital agriculture. We wanted to be sure AgGateway was positioned as the go-to spot for facilitating the digital solutions that are critical to agriculture's success. To do that, we had to reorganize to make AgGateway a forum where resources are created in an agile, cross-sector manner. That meant no more silos of idea generation; no hesitation in putting ideas into action; and more support to members to turn action into results that can be quickly implemented in the field.

Our theme for 2020 is **Driving Digital Solutions** – which reflects that repositioning, and stresses the imperative to realize digital transformation. We've seen time and again how the power of digital connections allows companies to dramatically jump forward in how they process information, which is key to how you provide service to your customers. As these connections are implemented across the industry, we are also driving efficiency and productivity in agriculture as a whole.

With the help of AgGateway's leadership and members, we're rolling out changes that will continue throughout 2020. The first change is our consolidation with AgGateway Global Network, making AgGateway truly global in scope, which we are confident benefits all of our members. Second, we've launched a new structure that encourages cross-sector idea generation and execution. Third, we are strategically adding a few staff positions and additional staff hours so we can increase the support we give to member work.

We continue to be member-driven, and we continue to be a well-respected partner to standards and trade organizations around the globe. Now we are positioned as a primary global resource and collaborative forum to facilitate digital solutions essential to your business success.

Thank you for your engagement with AgGateway. We are excited about the year ahead and can't wait to get started!



*Tim McArdle*



*Wendy Smith*

**Tim McArdle**

*EVP, COO, Brandt Consolidated, Inc.  
Chair, AgGateway Strategic Board*

**Wendy Smith**

*AgGateway President & CEO*

# Our Mission

To promote and enable the industry's transition to digital agriculture and expand the use of information to maximize efficiency and productivity.

# Our Vision

AgGateway is the trusted leader in facilitating digital agriculture, enabling our members to create value through digital connectivity and seamless exchange of information.

# Global Synergy

As a global organization, AgGateway will:

- Encourage multiple regions around the globe to implement standards
- Promote the consistent implementation of standards across regions
- Seek to understand and accommodate variances in regional requirements and processes
- Leverage synergies between regions – apply resources and lessons learned so that implementation is easier and faster everywhere.

# Who We Are

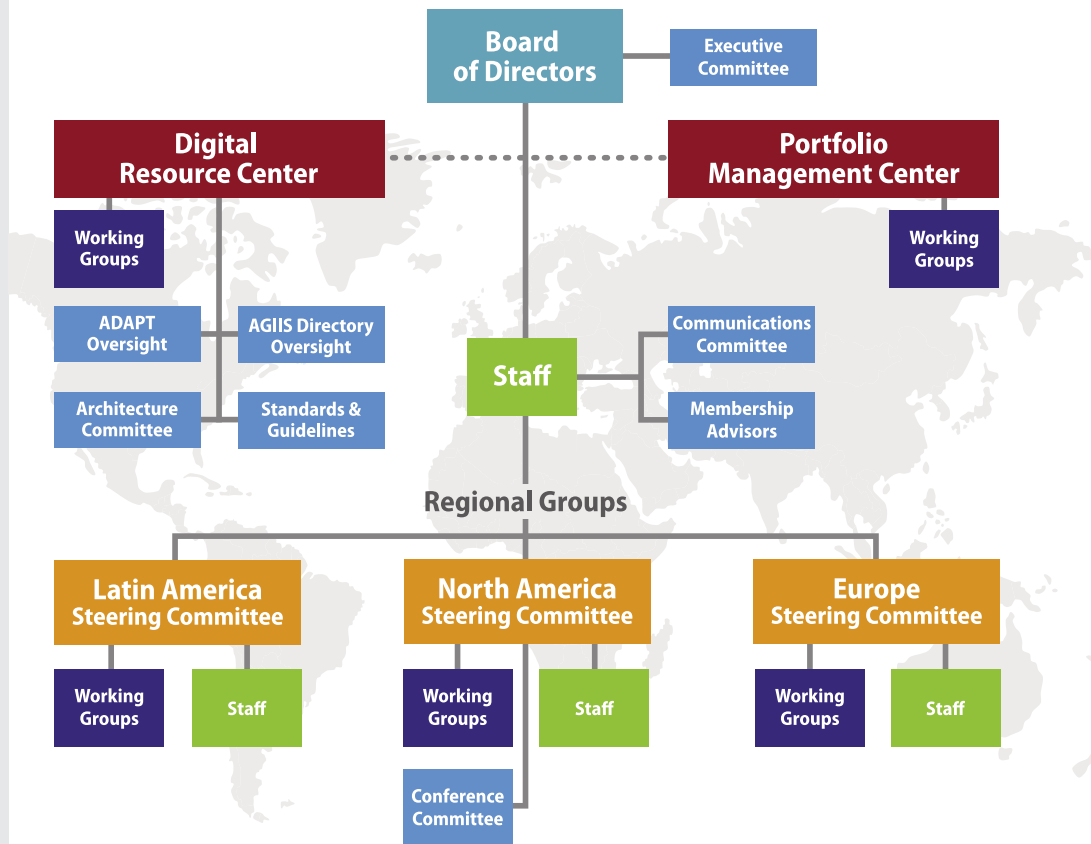
AgGateway is a non-profit organization that helps agri-businesses expand their ability to exchange and use data. Our members develop standards and other resources so that companies can rapidly access information.

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. The result:

- More efficient supply chain processes;
- Producers and their partners can better leverage data to increase profitability, traceability and sustainability;
- Companies can optimize service to customers and their advisors.

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.

# Our New Structure



AgGateway has reorganized to facilitate agile, cross-sector, global solutions. The new Digital Resource Center and Portfolio Management Center will provide ongoing leadership and information to members about AgGateway initiatives and resources. Working Groups will provide the engine where ideas grow into new standards and other resources that make digital agriculture a reality.



# AgGateway in **Action**

*Here are some highlights of activities across the three regions that will make up AgGateway starting January 1, 2020: North America, Europe and Latin America.*



## North America

**Interoperability in Field Operations:** AgGateway's open-source ADAPT software enables agriculture-data interoperability, helping ag retailers, agronomists and growers better manage data and apply it to make improvements in their operations. Last year ADAPT (Agricultural Data Application Programming Toolkit) and the ADAPT ISO plugin were collectively named one of the top three innovations of 2019 by the American Society of Agricultural and Biological Engineers (ASABE). Version 2 was released this year, and the ADAPT team is preparing upcoming releases of the ADAPT Framework, the ADAPT Plugin, and the ISOXML Plugin.

**Traceability (Crop Protection, Seed and Grain):** AgGateway's Traceability Working Group has identified numerous points in the supply chain to improve digital connections for traceability. Current sub-groups include Seeding & Crop Protection, and Provenance (which includes grain traceability). The teams have documented processes and have begun to identify data requirements.

**Channel Integrity and Product Traceability:** A group of AgGateway members involved in crop protection are working on a Channel Integrity initiative that would allow companies to provide better product stewardship, and significantly boost inventory control and ability to track product. A key component of the program is a shared network that would include manufacturers, distributors and ag retailers. The team has started work on the first stage of the initiative and has issued a call for participation to others in the industry.

**Smarter Irrigation:** AgGateway's irrigation work is helping growers evaluate weather, soil and crop data, to make more informed decisions for smarter energy and water use. The first two parts of the project have been approved by ASABE (ANSI ASC) as a U.S. national standard and were submitted to ISO to become a global de jure standard. The third part is in final review by the AgGateway working group.

**Testing Group:** Timely and effective soil, tissue, nematode and water testing are key agricultural success factors. AgGateway's Soil Testing Working Group is addressing standardization of the nomenclature and data formatting for soil test results. In future the group might look at the capture and exchange of chemical application and residual presence data.

**Product Catalog:** Some cooperatives 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. AgGateway is working to define the data requirements and data standards to support that objective.

**Aerial Imagery:** Images from satellites, airplanes and drones can be used to detect drought, pest damage and other field characteristics. AgGateway's PICS standard helps growers bring the images into their farm management information systems and convert them into actionable information, regardless of the system manufacturer.

**Seed Transfer:** The Seed Transfer Working Group has documented processes and data requirements to support seed transfers, seed replants and license management, supporting efficiency and customer service. The work will soon be posted for public review.

**Data on Blend Work Orders:** AgGateway's Mix Ticket Working Group has developed standards to support blending processes, particularly for fertilizer blending. The group has developed version 1 of a standard for dispensing work orders and work records, facilitating data exchange between blending equipment and a company's back office accounting processes, to drive further business efficiencies.

## Europe

*As in North America, European teams are pursuing field operations data interoperability and traceability projects. A variety of other initiatives are also underway.*

**Farm and CropField Identification:** AgGateway is standing up a special interest group on Farm and CropField identification, with the goal to enable the linkage of crop-related data from different industry sources through standardized identifiers.

**Soil and Weather Data:** The Soil & Weather DDEs (Data Dictionary Entry) project 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 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.

**Potato Production Chain Data Exchange:** AgGateway will support machinery manufacturers in implementing data sharing in the potato production chain. The goal is to support precision farming in the growing, harvesting and storing of potatoes through implementation of machine-to-machine data exchange standards.

**Milking Robots:** Farmers will benefit from easier exchange of data between milking and feeding equipment as AgGateway develops a standard interface for this exchange, in alignment with the initiative of the International Committee for Animal Recording (ICAR). We expect the work to also improve individual cow management, which can in turn lead to higher productivity and animal well-being.

**Climate Computers:** AgGateway teams would like to develop a standard interface to exchange data with process computers used in pork and poultry production, such as climate computers and systems for feeding, weighing and counting. The goal is to support sensor-based monitoring of animal and plant production. The work will also enable compliance with the food industry's demands for transparency.

**Slaughter Results:** AgGateway is also organizing interest to develop a standard for exchanging slaughter reports from slaughterhouses to farmers and accountancy, for broilers, pork and bovine animals.

## Latin America

**Interoperability:** A working group is assessing how AgGateway's ADAPT software for interoperability in field operations can be implemented to support crop production in Brazil, including for sugar cane.

**Data Soil Labs Integration:** AgGateway is creating a working group to explore ways to better integrate and convert data units that come from the 200 soil laboratories in Brazil, which produce about 4 million soil analyses a year. Discussions have included the entities that regulate the quality of soil analysis (Embrapa Soils and IAC - Agronomic Institute of Campinas), soil laboratories, and soil laboratory software companies. The group will focus on integrating data from participating labs so that companies can better use this critical data in making decisions and recommendations.

***See the AgGateway website for information on other initiatives in all AgGateway regions!***



# A **Focal Point** for Implementation

## AgGateway Resources

In 2019, AgGateway continued to develop or refine a wealth of resources to help companies implement electronic connections.



## Meetings

Our two 2019 conferences provided valuable networking opportunities, insightful educational speakers and productive work sessions.

Here are the details of our major 2020 meetings:

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.

- **Concise Case Studies summarize value/ROI:** These informative 2-page case studies, located on the AgGateway website, make it easy to see the value and return-on-investment in working with AgGateway standards and resources.
- Updates and improvements to AgGateway's **Ag Industry Identification System (AGIIS)**, an interactive, robust database that houses connectivity data for agriculture. These data elements are the essential building blocks for electronic communication. Thanks to strong participation from membership, the AGIIS team was able to move forward on GLN, GTIN and interface enhancements, including implementation of RESTful API access to AGIIS data.
- 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 new Implementation Notes and implementation guidelines, web services and messaging guidelines, barcoding & RFID guidelines, project implementation tools, and much more. Visit [www.AgGateway.org](http://www.AgGateway.org) to explore these resources.



### 2020 Mid-Year Meeting

June 8-11  
Prairie Meadows  
Altoona, IA



### 2020 Annual Conference

November 16-18  
Wyndham Grand Clearwater Beach  
Clearwater, FL

# Financial Statement

## 2019 AgGateway Balance Sheet

	As of Sep 30, 2019	As of Sep 30, 2018 (PY)	As of Dec 31, 2018
<b>ASSETS</b>			
Total Cash	\$766,156	\$610,497	\$657,622
Net Accounts Receivable	182,394	222,373	619
Prepaid Expense	1,000	0	10,000
<b>TOTAL ASSETS</b>	<b>\$949,550</b>	<b>\$832,870</b>	<b>\$668,241</b>
<b>LIABILITIES AND EQUITY</b>			
<b>Liabilities</b>			
Total Accounts Payable	\$11,395	\$0	\$58,683
Project and Trust Liabilities	137,823	149,228	160,269
<b>Total Liabilities</b>	<b>\$149,218</b>	<b>\$149,228</b>	<b>\$218,952</b>
<b>Equity</b>			
Opening Balance Equity	\$30,100	\$30,100	\$30,100
Retained Earnings	419,189	288,475	288,475
Net Income	351,043	365,067	130,714
<b>Total Equity</b>	<b>\$800,332</b>	<b>\$683,642</b>	<b>\$449,289</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$949,550</b>	<b>\$832,870</b>	<b>\$668,241</b>

## 2019 Profit & Loss

	Total YTD September 2019	Projected Year-End 2019*	Annual Budget 2019	Total Year 2018
<b>INCOME</b>				
Membership Dues	920,950	1,046,840	1,130,698	870,856
AGIS Fees	1,040,846	1,040,396	1,063,979	1,091,700
Conference Income	136,289	212,564	252,525	200,835
All Other Income	6,850	9,850	0	11,805
<b>TOTAL INCOME</b>	<b>2,104,935</b>	<b>2,309,650</b>	<b>2,447,202</b>	<b>2,175,196</b>
<b>EXPENSES</b>				
General & Admin	274,409	378,509	393,209	389,374
Marketing	301,838	491,854	544,808	366,647
Operations	1,178,087	1,374,225	1,423,501	1,288,875
<b>Total Expenses</b>	<b>1,754,334</b>	<b>2,244,588</b>	<b>2,361,518</b>	<b>2,044,896</b>
<b>Net Operating Income</b>	<b>350,601</b>	<b>65,062</b>	<b>85,684</b>	<b>130,300</b>
Interest Income	442	900	250	414
<b>NET INCOME</b>	<b>351,043</b>	<b>65,962</b>	<b>85,934</b>	<b>130,714</b>

\*Based on 9/14/2019 Estimates

## 2019 Strategic Board of Directors

<i>Chair</i>	<b>Tim McArdle</b>	<i>Brandt Consolidated</i>
<i>Vice-Chair</i>	<b>Jeremy W. Wilson</b>	<i>EFC Systems</i>
<i>Past Board Chair</i>	<b>Doug Farrington</b>	<i>BASF</i>
<i>Treasurer</i>	<b>Karen Thomas</b>	<i>Southern States Cooperative</i>
	<b>Teddy Bekele</b>	<i>WinField United/Land O' Lakes</i>
	<b>Jeff Belding</b>	<i>RiceTec, Inc.</i>
	<b>Dennis Daggett</b>	<i>Enterprise Ag Strategies LLC</i>
	<b>Chris Langley</b>	<i>Syngenta</i>
	<b>Marcy Morris</b>	<i>CHS</i>
	<b>Dan Willey</b>	<i>Wilbur-Ellis</i>
	<b>Wendy Smith</b>	<i>AgGateway</i>

## 2019 Operational Management Board

<i>Chair</i>	<b>Randy Kasparbauer</b>	<i>John Deere</i>
	<b>Corina Ardelean</b>	<i>AGCO</i>
	<b>Mike Carrabine</b>	<i>IRM</i>
	<b>Stephanie Frazier</b>	<i>Corteva</i>
	<b>Eric Hoefing</b>	<i>ACS</i>
	<b>Sarah Moster</b>	<i>BASF Corporation</i>
	<b>Mike Thronson</b>	<i>Control Systems Software, LLC</i>
	<b>Ann Vande Lune</b>	<i>Key Cooperative</i>
	<b>Jeremy W. Wilson</b>	<i>EFC Systems</i>
	<b>Brent Kemp</b>	<i>AgGateway</i>

## 2019 AgGateway Staff

<b>Wendy Smith</b>	<i>President &amp; CEO</i>
<b>Brent Kemp</b>	<i>Executive VP &amp; COO</i>
<b>Marilyn Hunter</b>	<i>Director of Member Relations</i>
<b>Jim Wilson</b>	<i>Standards Director</i>
<b>Susan Ruland</b>	<i>Communications Director</i>
<b>Josh Wall</b>	<i>AGIS Product Manager</i>
<b>Chris Crutchfield</b>	<i>Member Services Program Mgr</i>
<b>Nikki Marshall</b>	<i>Member Services</i>
<b>Meri Kotlas</b>	<i>Web Media Support Specialist</i>
<b>Paula Shaw</b>	<i>Accounting</i>
<b>Susan Summers</b>	<i>Accounting</i>
<b>Karen Ruprich</b>	<i>Administrative Assistant</i>

## Additional 2020 Staff/Positions

<b>Conny Graumans</b>	<i>Europe Regional Director</i>
<b>José Loyola</b>	<i>Latin America Regional Director</i>
<b>To Be Hired</b>	<i>Portfolio Manager</i>
<b>To Be Hired</b>	<i>Content Manager</i>
<b>To Be Hired</b>	<i>Technical Writer</i>

## 2020 Board of Directors

<i>Chair</i>	<b>Jeremy W. Wilson</b>	<i>EFC Systems</i>
	<b>Adriano Becker</b>	<i>CNH</i>
	<b>Teddy Bekele</b>	<i>Land O' Lakes, Inc</i>
	<b>Doug Farrington</b>	<i>BASF</i>
	<b>Hans Hulzebosch</b>	<i>ForFarmers</i>
	<b>Bruno Albuquerque Lucio</b>	<i>Topcon</i>
	<b>Marcy Morris</b>	<i>CHS</i>
	<b>European Representative</b>	<i>TBD</i>

## 2020 Steering Committee – North America

<b>Jeff Belding</b>	<i>RiceTech, Inc.</i>
<b>Mike Carrabine</b>	<i>IRM</i>
<b>Dennis Daggett</b>	<i>Enterprise Ag Strategies</i>
<b>Dan Danford</b>	<i>CNH</i>
<b>Stephanie Frazier</b>	<i>Corteva</i>
<b>Randy Kasparbauer</b>	<i>John Deere ISG</i>
<b>Chris Langley</b>	<i>Syngenta</i>
<b>Ann Vande Lune</b>	<i>Key Cooperative</i>
<b>Dan Willey</b>	<i>Wilbur Ellis</i>

## 2020 Steering Committee – Europe

<b>Gilles Begue</b>	<i>SMAG</i>
<b>Paul Frost</b>	<i>Frontier Agriculture Ltd</i>
<b>Patrick Honcoop</b>	<i>365FarmNet</i>
<b>Udo Kaempf</b>	<i>BASF SE</i>
<b>John Lord</b>	<i>Iteris</i>
<b>Francesco Martire</b>	<i>Tierra - Topcon</i>
<b>Jens Moeller</b>	<i>Agrirouter</i>
<b>Andrew Olliver</b>	<i>CNH Industrial</i>
<b>Bernhard Schmitz</b>	<i>AGCO Corp</i>
<b>Fritz Schuster</b>	<i>Lexagri</i>
<b>Feroz Sheikh</b>	<i>Syngenta</i>
<b>Paul Thomas</b>	<i>Muddy Boots</i>

## 2020 Steering Committee – Latin America

<b>Adriano Becker</b>	<i>CNH</i>
<b>Ariadne Caballero</b>	<i>Syngenta</i>
<b>Marcio Duarte</b>	<i>InCeres</i>
<b>Bruno Albuquerque Lucio</b>	<i>Topcon</i>



**Find out more —**  
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**+1 (866) 251-8618**  
**www.AgGateway.org**