The Ag Industry Identification System (AGIIS): A Critical Building Block for Digital Agriculture

AgGateway's Ag Industry Identification System (AGIIS) is a robust, interactive database that houses agricultural eBusiness reference data. Ag companies use the database to look up unique identifiers and common data elements that they can then insert into their transactions — either internal or with trading partners — to make communication possible. For example, they can look up the Global Trade Item Number (GTIN), which is the numerical code representing a specific brand and packaging of a given product (e.g., seed, crop protection chemicals, fertilizer, etc.), or the Global Location Number (GLN), which is the unique identifier for the name and address of an organization, individual or location. Because trading partners are able to access and use the same identifiers, the pieces of information fit together, and digital communication is possible.

Contains 5.2 million unique entities, 670,000 licenses for seed, and more than 200,000 product identifiers.

Today, hundreds of companies from multiple industry segments use AGIIS. AGIIS contains identifiers for more than 200,000 agricultural products ranging from crop protection chemicals to seed and fertilizer. These identifiers are used to support key business transactions such as electronic ordering, sales reporting and product tracking. The identifiers (GTINs and GLNs) serve as fundamental building blocks for eConnectivity.

AGIIS is a “living” directory that is constantly being updated and enhanced. AGIIS does not process transactions; it is a directory resource that facilitates electronic communication. Records are added and maintained by the industry-wide, AGIIS user community. A Web interface allows AGIIS subscribers to easily add and maintain entity information. There are also web services that allow companies to communicate with AGIIS seamlessly through computer-to-computer interaction securely and in real time. Subscribers can keep their systems synchronized with AGIIS using available product and entity extracts.

Each year the directory provides a greater expanse of common data elements — universal vocabulary — for companies to access and use to conduct eBusiness.
Promoting eBusiness with a Stronger AGIIS Resource

Expanding Access to Unique Identifiers - GLN & GTIN – AgGateway is encouraging increased usage of unique identifiers to facilitate broader use of eBusiness practices. Specifically, AgGateway has provided open access to unique identifiers within AGIIS to the entire industry, without subscription. This is allowing AgGateway members to maximize the benefits of supply chain efficiencies, meet eConnectivity goals and transform industry segments. It also enables AgGateway to contribute to important industry programs, such as the crop nutrition sector’s Responsible Ag Initiative.

Implementing a Global Standard: Businesses, consumers and locations, as well as products, are enumerated with GS1’s GLN and GTIN identifier codes. This means that your codes will always be unique no matter where in the world you need to use them. By leveraging the relationship with GS1 for the benefit of agriculture, AgGateway’s AGIIS enables consistent enumeration of ag retailers, wholesale facilities, delivery points and farm businesses. AgGateway and its members are exploring ways GLN codes can be assigned at more granular levels, from fields to barns, and from storage bins to bulk tanks.

The implementation of GS1-based identifiers hosted in AGIIS reduces the cost and complexity of maintaining proprietary codes in discrete processes, enables the industry to support international standards and positions all players to participate in traceability initiatives. Access to the identifiers is enabled through a web interface query system as well as through web services and other automated interfaces. System integrators and field operators alike can obtain the identifiers they need for their particular uses and exchange them as they conduct eBusiness.

How Do I Subscribe to AGIIS

Anyone is welcome to search AGIIS for a Global Location Number (GLN). AGIIS non-subscribers can manually access and search for identifiers at no charge at www.AGIIS.org by clicking on the “Identifier Search” link. Web service access for identifiers is also available, allowing AGIIS non-subscribers to perform automated searches.

All AgGateway members receive a search view only subscription to AGIIS as part of their membership. This level of access provides the identifier and point-in-time demographic data. Complete access to AGIIS, along with the ability to create a subset within AGIIS to add and update entities, and to receive extracts, requires a subscription. Dues are based on a combination of corporate revenue and subset size. When considering subscribing, it is more cost-efficient to also become an AgGateway member. For more information, go to the “AGIIS” button under “Get Connected” at www.AgGateway.org, or contact Members Services at Member.Services@AgGateway.org.