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ARA Encourages Equipment Manufacturers and Software Developers to Integrate AgGateway's ADAPT To Help Retailers Leverage Data

Washington, D.C., December March 7, 2017 – One of the toughest challenges ag retailers and agronomists have faced in using precision ag technologies is that different software and hardware systems haven't been able to "talk" to each other, hampering the ability to help producers manage valuable data. Now that is changing with the introduction of AgGateway's ADAPT software toolkit. ADAPT is an industry initiative that addresses one of the main pain points for retailers – converting multiple data formats and easily using data in different software applications.

The Agricultural Retailers Association (ARA) supports adoption of the ADAPT toolkit, and recommends that equipment manufacturers and software developers move expeditiously to incorporate ADAPT into their systems.

"We encourage manufacturers to integrate the ADAPT framework in their offerings, and to leverage the many resources available through AgGateway to provide this benefit to ag retailers and producers as soon as possible," said ARA President and CEO Daren Coppock. "The AgGateway teams worked with ag retailers in developing ADAPT to make sure their needs were addressed. ADAPT will help ag retailers and agronomists more easily manage data, saving an enormous amount of time and resources, and leading to more satisfied producer customers with stronger tools to manage their operations."

Equipment manufacturers and software companies are encouraged to go to www.ADAPTFramework.org for more information.

Farm data is collected by the equipment farmers use to plant, harvest, spray, irrigate and manage their farming operations. Each piece of software, each monitor and each equipment manufacturer has its own unique file format. As a result, many producers report that it is difficult to compile and analyze data from various sources.

One of the strengths of ADAPT is that a number of leading companies worked collaboratively through AgGateway to tackle the interoperability problem. The ADAPT solution will allow each equipment manufacturer to keep its own proprietary software and technology in the cab and monitor, but will allow participating companies to “export to” and “import from” a common, open-source ADAPT file format. This will allow Farm Management Information Software (FMIS) companies to program once and be able to receive data from all companies using the ADAPT format, including other FMIS companies. It also will allow an FMIS to export a prescription to any monitor that is using ADAPT.

Several major original equipment manufacturers (OEMs) and software companies with specialized services have made formal commitments to release plug-ins for many of their proprietary data formats to convert them to the ADAPT format. Companies committed to date include AGCO Corporation, Ag Leader Technology, CLAAS, CNH Industrial, Deere & Co., Independent Data Management, Praxidyn, F4F (part of Proagrica), Raven Industries, Software Solutions Integrated, Topcon Precision Agriculture and Trimble Navigation.

More on AgGateway activities, including information on how to become involved, can be found at www.AgGateway.org.

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AgGateway is a non-profit consortium of businesses serving the agriculture industry which helps member companies improve their profitability and productivity by promoting, enabling and expanding eBusiness in agriculture. www.AgGateway.org

The Agricultural Retailers Association (ARA) is a nonprofit trade association representing the interests of retailers across the United States on legislative and regulatory issues on Capitol Hill. As the political voice of agricultural retailers, ARA not only represents its membership but also educates members on the political process and important issues affecting the industry. For more information on current legislative and regulatory issues impacting agricultural retailers, visit www.aradc.org.