



Innovating with AgGateway Standards

Working with the Ag Industry Identification System (AGIIS) to Create Industry Solutions

Background

Founded in 1985, AGDATA is one of the largest data collectors in the agriculture industry and operates throughout North America. AGDATA enables

agriculture and animal health industry manufacturers to collect and analyze complex sales data, and develop and manage sophisticated sales and marketing programs. AGDATA is connecting manufacturer and supply chain partners through verified, standardized data. AGDATA is headquartered in Charlotte, N.C.



Challenges

Prior to the development of AGCELERATE, grower seed trait licenses were often managed through custom, time-consuming, paper-based processes across all manufacturers – ultimately resulting in a significant paper trail; enforcement issues; and multiple, manufacturer-specific processes that fell upon retailers to execute.

Recognizing the burdens the paper-based processes placed on retailers, AGDATA saw the opportunity to develop a software-based platform that could consolidate the seed and trait licensing processes to benefit manufacturers, retailers and growers.

Solution with AgGateway Standards

The AGCELERATE platform provides manufacturers and supply chain partners a simple service that facilitates grower licensing, enables compliance activities, and creates accessible digital contracts.

As a part of the AGCELERATE grower registration process, AGDATA matches grower-validated account data to Global Location Number (GLN) identifiers in **AgGateway's Ag Industry Identification System (AGIIS)** directory. AGDATA uses AgGateway's web service integration for near real-time GLN matching, and the information is carried forward as an attribute on behalf of the manufacturer's seed licensing requirements.

AgGateway Resource

- [Ag Industry Identification System \(AGIIS\)](#)

Key Points

- AGCELERATE simplifies signing of seed and trait license agreements.
- It facilitates accuracy of grower matching to enable reconciliation, claims and payments.
- AGDATA provides customer support for growers and retailers.

“The ability to serve the needs of manufacturers, retailers and growers through the implementation of AGCELERATE has driven remarkable adoption of this platform, making what was once a burdensome process more efficient and effective, ultimately benefitting the entire seed and trait channel partners and growers.”

*Paul Petrie, AGDATA
Product Manager*

By leveraging the industry standards championed by AgGateway, AGDATA is able to communicate a consistent GLN to participating manufacturers, which they leverage for data validation processes.

Results

Key features of the platform have resulted in:

- The ability for manufacturers to collect and manage multiple seed trait license agreements
- The ability for users to sign and manage license agreements from multiple manufacturers from a single source
- Regular grower licensing activity data delivered to manufacturers.

Over 80,000 registered growers and over 200,000 seed license agreements have been signed using AGDATA’s online system, and these numbers continue to grow.

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Future Plans

AGDATA continues to work towards creating the best, most connected data solutions that help solve industry challenges.

About AgGateway

AgGateway is a non-profit organization dedicated to the expanded use of information to maximize efficiency and productivity, promoting and enabling the industry’s transition to digital agriculture. www.AgGateway.org