



Leveraging Big Data in Agriculture Production

IFAMA 25th Annual World Conference

St. Paul, MN, USA

June 2015

You are participants in this
conversation

Your Assignment

Take Notes — there will be a quiz!

Ask Questions — we might not be able to answer!

Key Takeaways — each table present one Big Idea learned

Suggested follow up — how can we improve this conversation?

Conservis: Decision Support as a Service TM

We help family, corporate and institutional farming operations collect and use information to manage their operations and interact with their trusted advisors, commercial partners and regulators.

- Real-time process management
- Activity and asset tracking
- Enterprise architecture and infrastructure
- Comprehensive reporting and data views
- Mobile and remote data capture
- Integration with other systems and databases

The Data Hub.

Single location

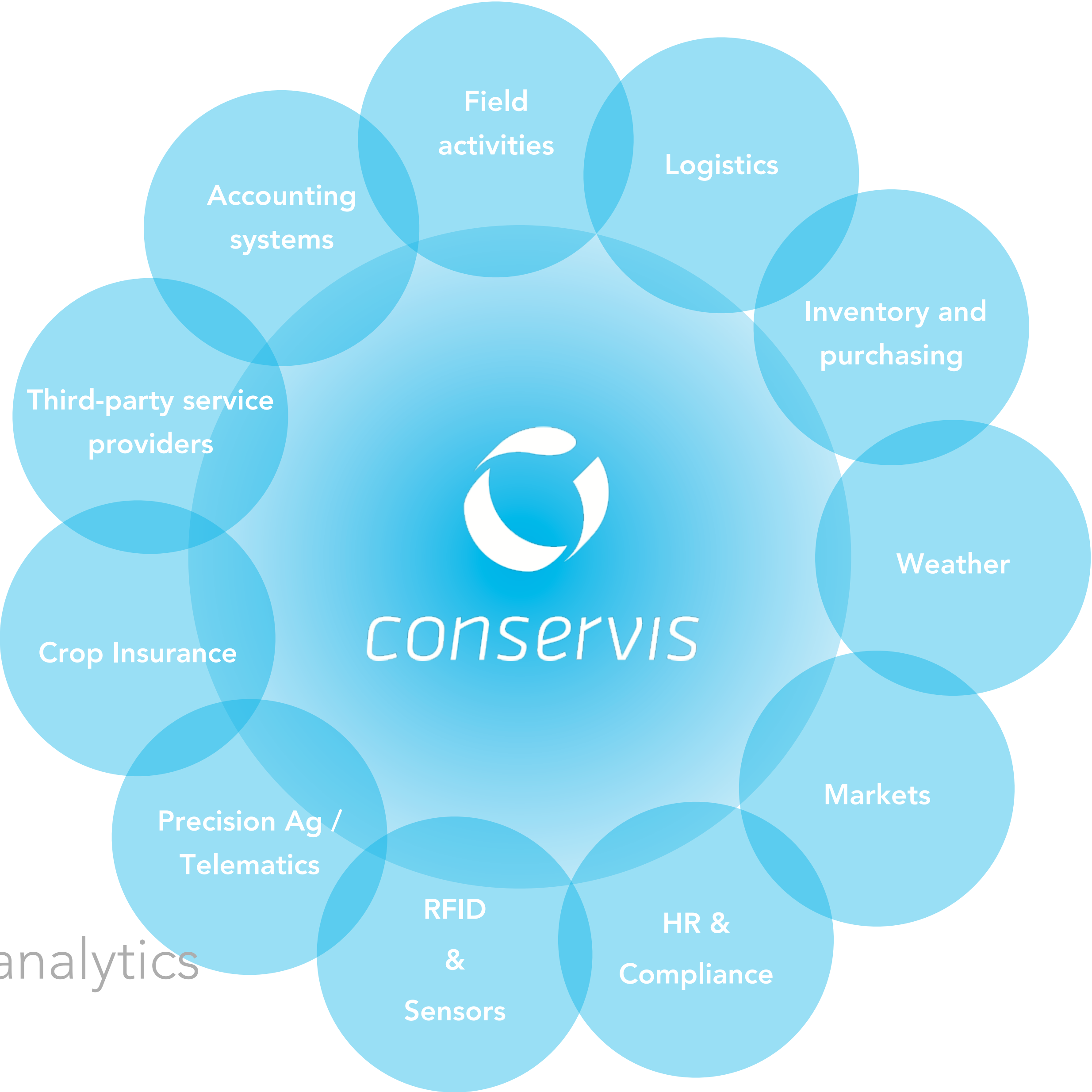
Common format

Integrity and consistency

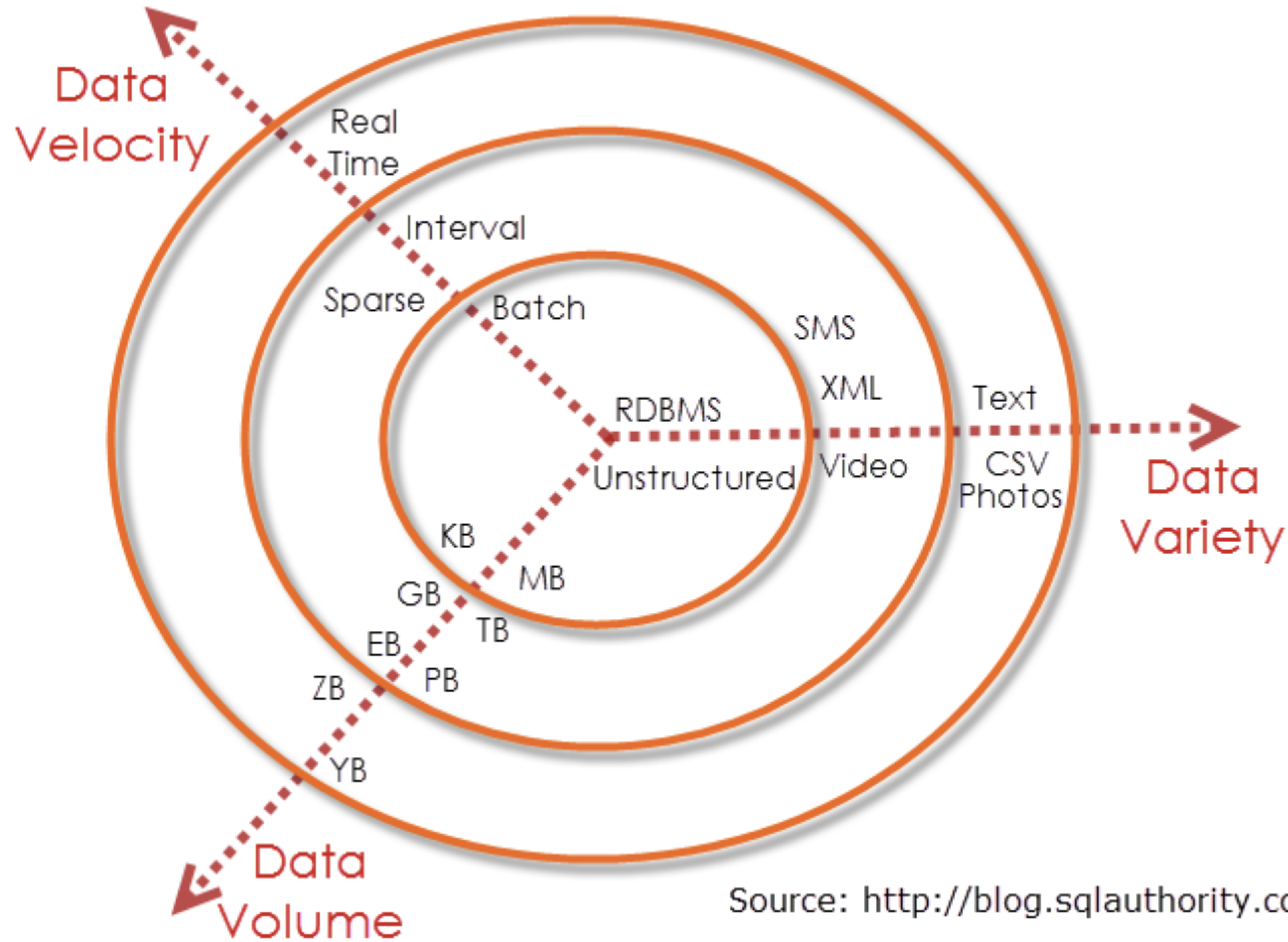
Multiple incoming streams

Multiple outgoing streams

Single source for reporting & analytics



3Vs of Big Data



Source: <http://blog.sqlauthority.com>

This session is about Leveraging Big
Data in Agriculture Production

Ken Zuckerberg — Rabobank

Demystify

Data Technology

Smart Farming

User Adoption

IBM Watson

Data-driven farming

Charlie Linville — Ploughman Analytics

Time Scale of Changes

X as a Service

Scenarios

Small Data and Big Data

Data Fusion

Bayesian Methods

Charles Elworthy — Map of Agriculture

Agroecological + Production + Financial Data

Bloomberg for Agriculture

Map of Agriculture

Centrality of the Geospatial

Fragmentation and Scale

Benchmarking and Collaboration

Michael Boehlje — Purdue University

Wicked Questions

Biological Manufacturing

Fundamental Drivers

Process Control Technologies

Supply Chain

Options Thinking

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