

Farm Data in the Wild: Implications of Maturing Agricultural Technology Industry

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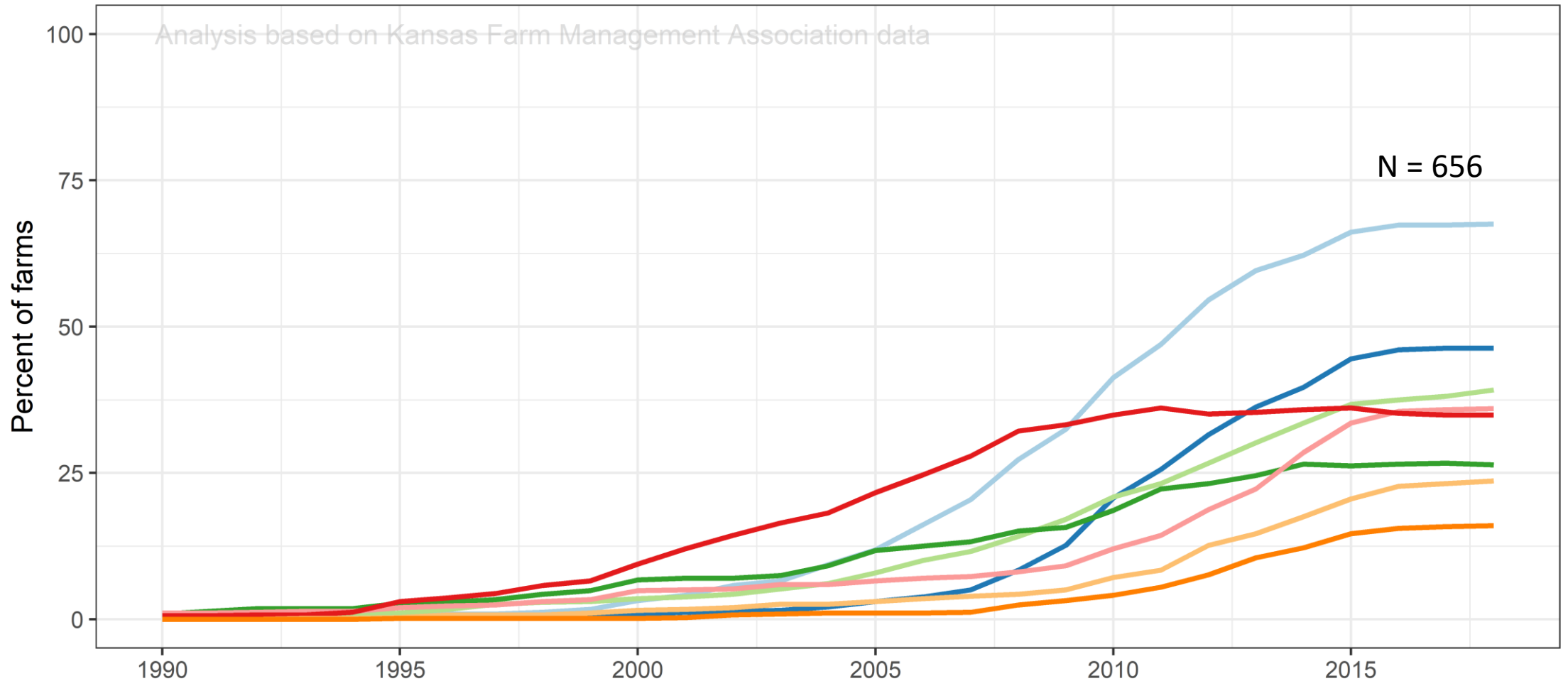
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Farm data issues have been abuzz in the media even before the Fieldview and Tillable issues arising in February 2020. Substantial levels of emotion filled social media that quickly caused the two companies to seemingly part ways. The value of farm data and how farm data can be treated is presented through the perspective of an agricultural economist. The litmus test of categorizing intangible goods to private versus public goods are presented in addition to cooperative games that are driving many decisions across the agricultural industry today and into the future. These and other farm data issues will be presented from economic theory. ***Track: Policy (Session 7A)***

2:15 – 3:15 pm: Session #7: Concurrent Breakouts

Analysis based on Kansas Farm Management Association data

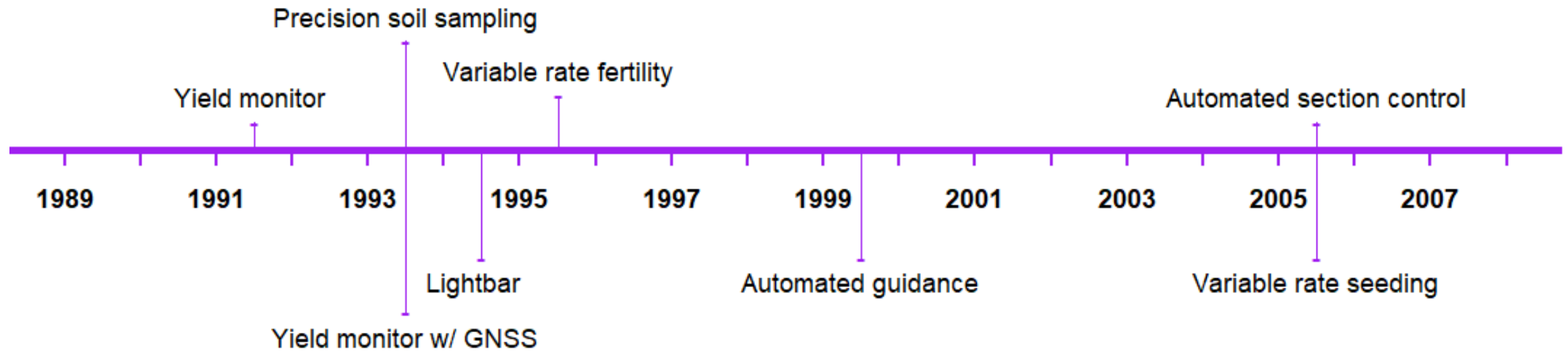


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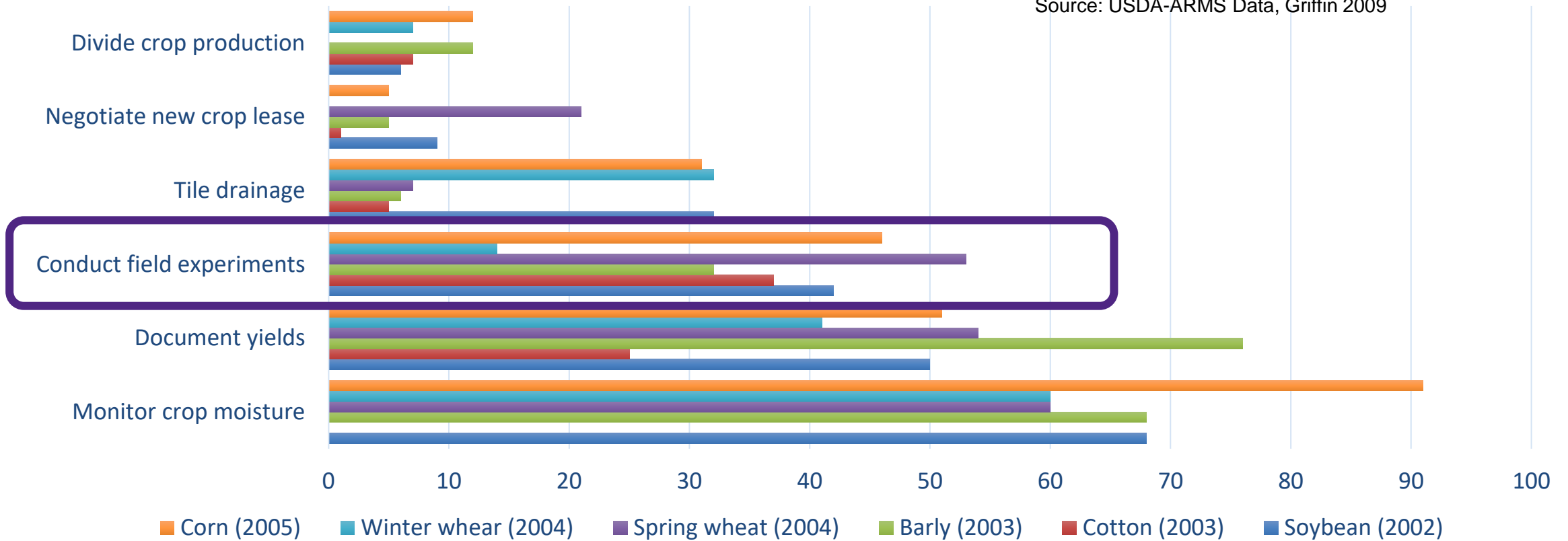
- Automated Guidance
- Automated Section Control
- Combine Yield Monitor (w/ GNSS)
- Combine Yield Monitor (w/out GNSS)
- Grid Soil Sampling
- Lightbar Guidance
- Variable Rate Fertility
- Variable Rate Seeding

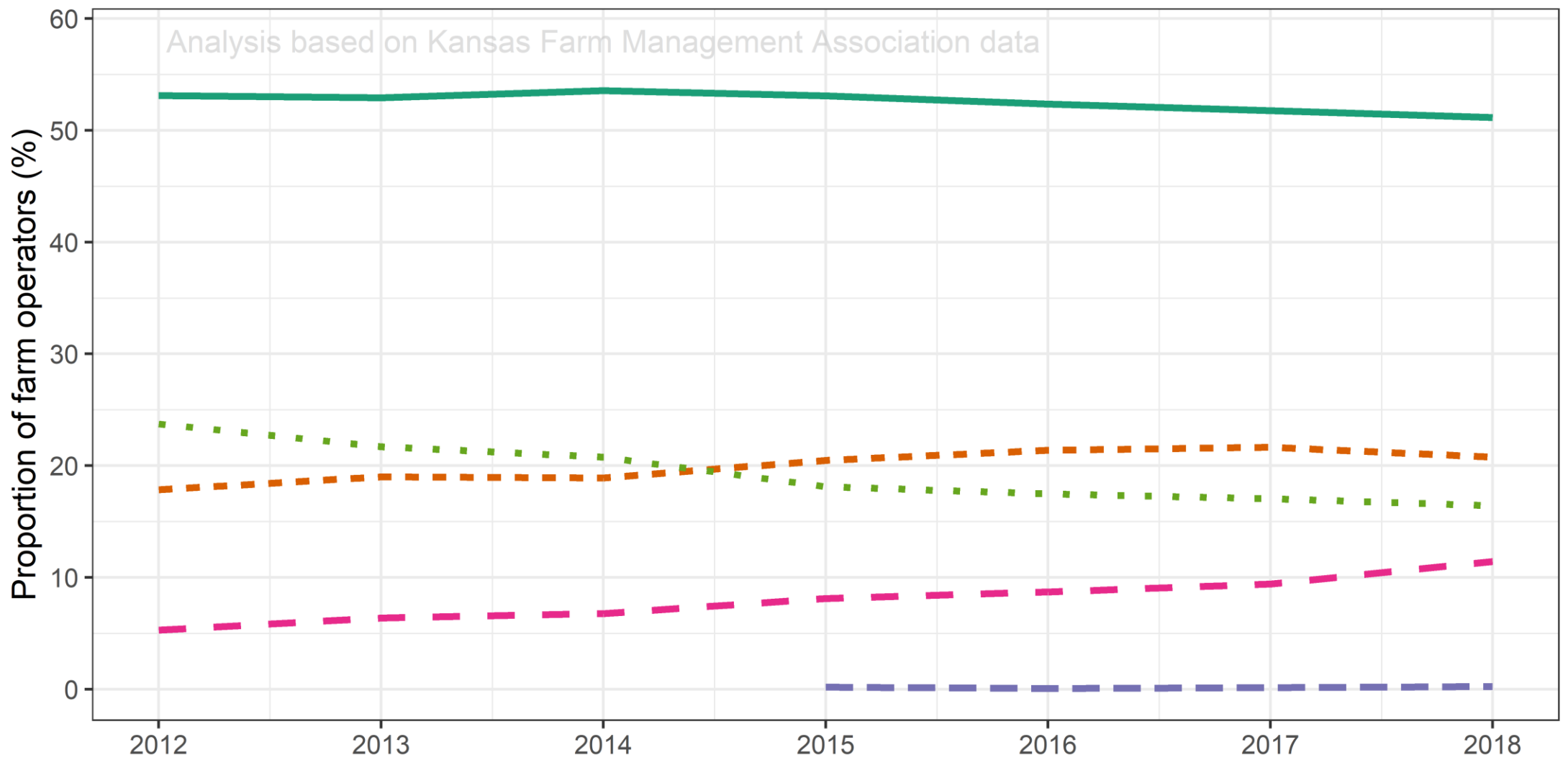
Date of commercial availability



How farmers use yield monitors

Source: USDA-ARMS Data, Griffin 2009





— Baby Boomer
 - - - Generation X
 - - - Generation Z
 - - - Millennial
 - - - Silent

Which are private goods?
Which are public goods?

Public vs private goods

	Rival	Non-rival
Excludable	Pencil House Food	Bridge Westlaw access VIP hospitality suite
Non-excludable	Fish in the ocean Air in the WFH office	National defense

Where does farm data fall into this matrix?

Cooperative games



Your best friend

		Silence	Confess
You	Silence	1,1	3,0
	Confess	0,3	2,2

Contact information

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