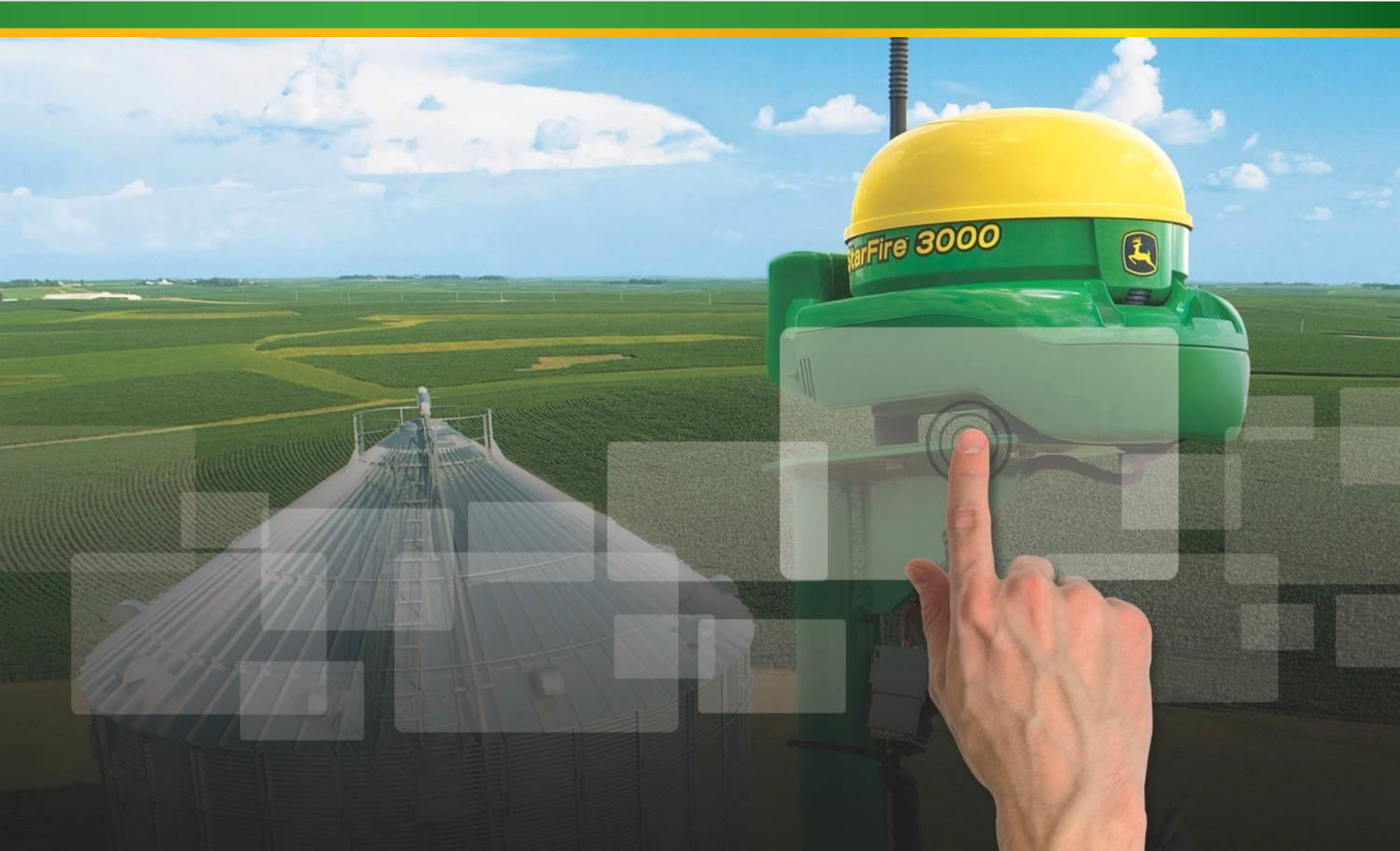# International Food and Agricultural Trade Policy Council

Ron Zink, Director On-Board Applications, Deere & Co.
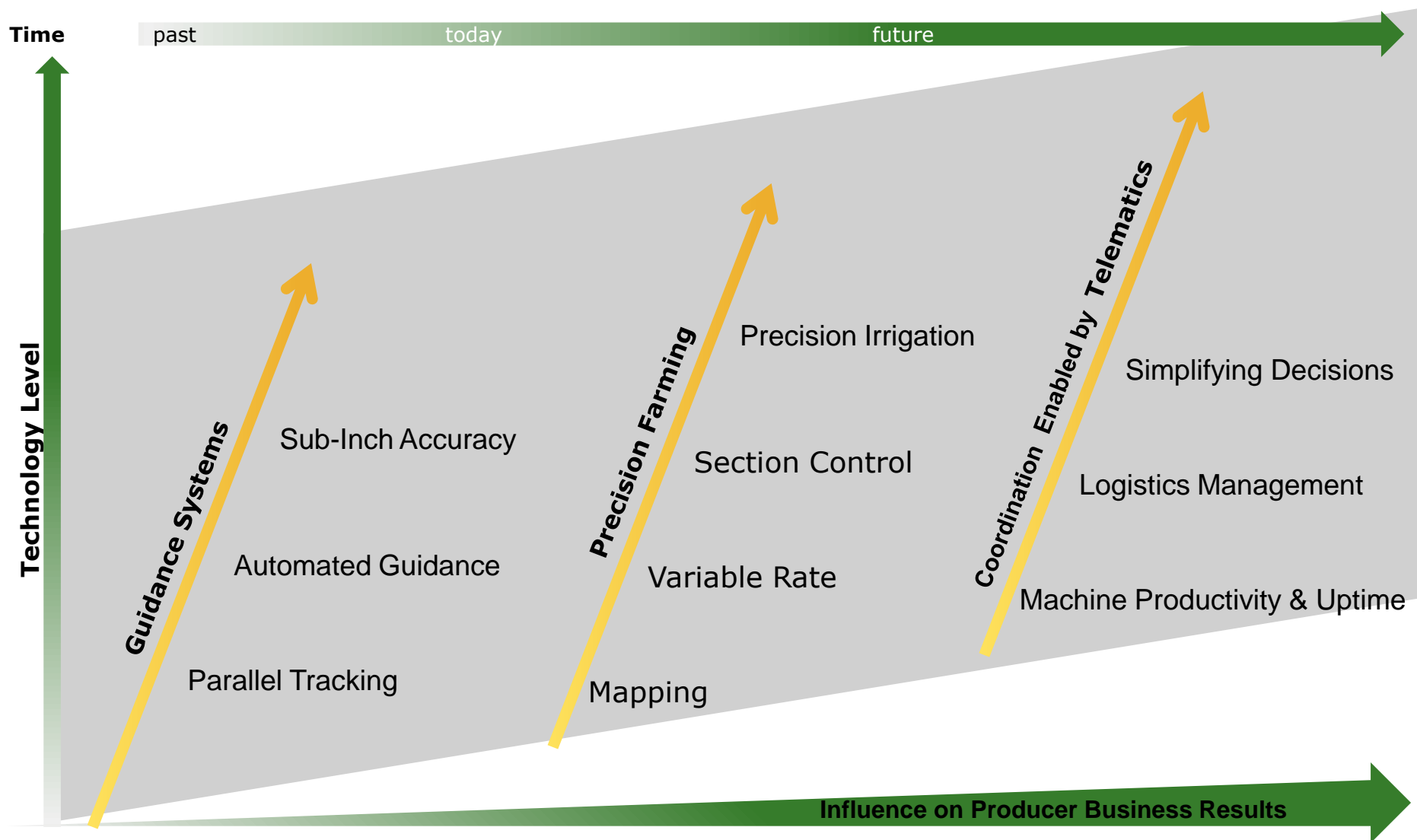
7 May 2014
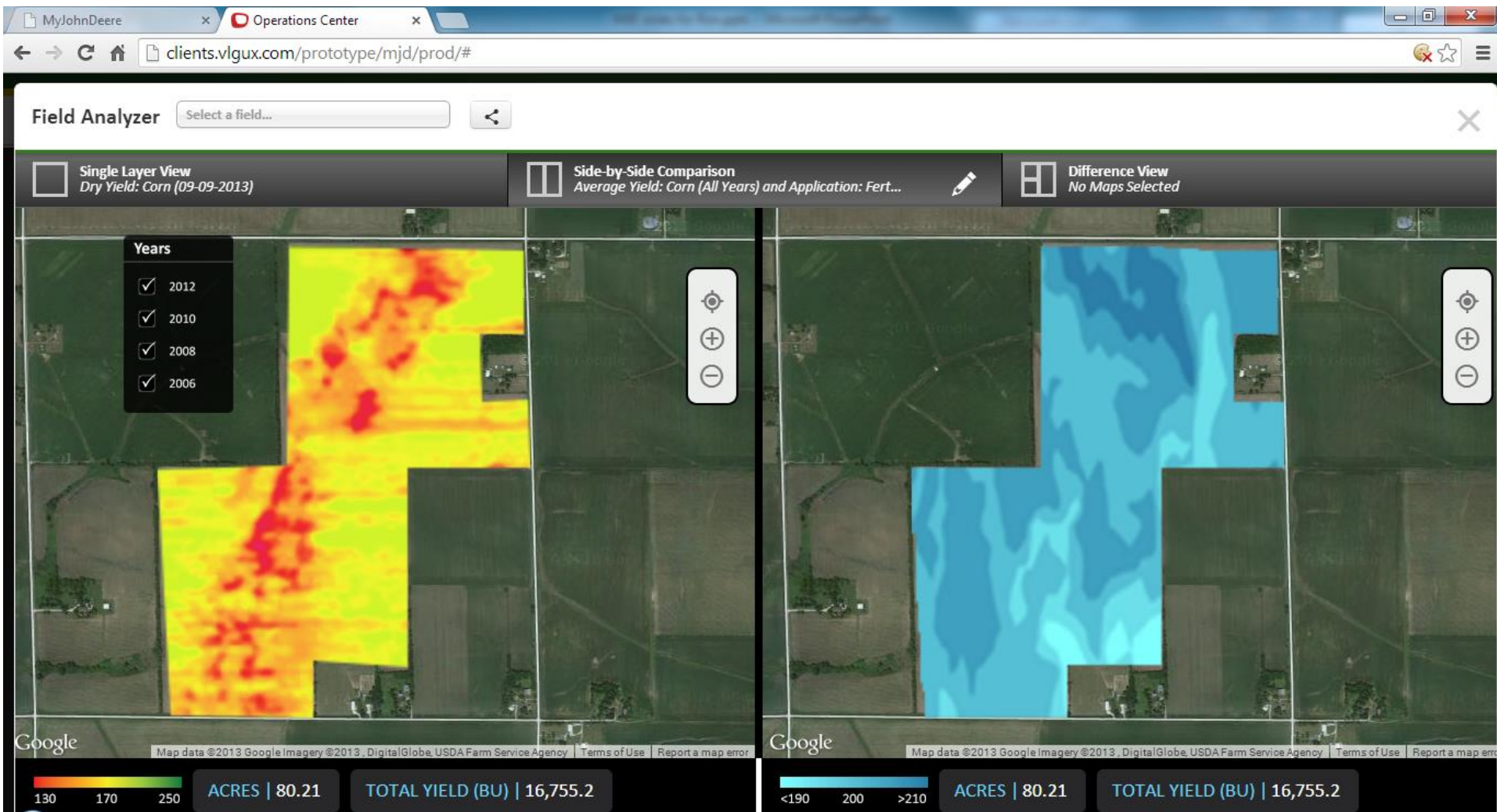
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Technology Evolution in Agriculture

Time

past   today   future

Technology Level

Guidance Systems

Sub-Inch Accuracy

Automated Guidance

Parallel Tracking

Precision Farming

Precision Irrigation

Section Control

Variable Rate

Mapping

Coordination Enabled by Telematics

Simplifying Decisions

Logistics Management

Machine Productivity & Uptime

Influence on Producer Business Results

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2

Production System Approach

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Field Analyzer

Policy Considerations for Data-Enabled Agriculture

- Ownership
- Privacy
- Security

- Connectivity

- Quality
- Interoperability
- Management
- …

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Deere Business Data Principles

Policies and Statements

→ **Business Data Principles**

  Frequently Asked Questions

Business Data Principles

These principles apply to data and related end-user application services offered in Australia, Canada, New Zealand and the United States.

1. Data Services

We provide a data and related end-user application services to support your and our business needs.

- We are committed to applying our core values of integrity, quality, commitment and innovation to data management as it becomes a more important part of your and our businesses.
- Your participation in these services will help us provide current and future data services to enable your and our businesses.
- These services are offered by our agriculture, turf, construction, forestry and power systems equipment businesses and not others. For the policies of John Deere Financial and John Deere Insurance Company refer here.

Refer to our Frequently Asked Questions for more details.

2. Data Types

We differentiate business data into machine, production and other data.

- Machine Data are data that generally relate to how your equipment is functioning. Examples include fuel consumption, machine health indicators, vehicle diagnostic codes and engine performance.
- Production Data are data that generally relate to the work you do with the equipment and the land on which the work is performed. Examples include field task details, material moved, trees or crop harvested (yield), and agronomic inputs applied.