

DATA COLLECTION AND USAGE

by Torrie Ward, Communication and Marketing Specialist, Center for Food and Agricultural Business

The collection of data, information and analytics are sweeping the world by storm. They are buzzwords likely heard on almost a daily basis, and they are only becoming more and more prevalent in food and agricultural business.

With disruptions such as technology advancements and continuously evolving customer segments and demands, each level of the agricultural and food business value chain is forced to search for a strategic advantage over competitors – many now turning to data analytics for a solution.

Although data and information collection have become a vast phenomenon due to the highly competitive agricultural sector, **Purdue University** faculty experts at the Center for Food and Agricultural Business wanted to know how the collection of data and information relates to the evolution of the agricultural and food business value chain.

THE RESEARCH

In order to gain a better understanding, Purdue faculty members recently conducted farmer and non-farmer survey research studies to obtain input from every stage of the value chain on the extent to which their organizations are collecting data and how it is being used – or not – from farm to fork.

Six levels of the agricultural and food business value chain were surveyed, including:

1. Ag Input Manufacturers
2. Ag Retailers

3. Farmers
4. First Handlers/Food Processors
5. Food Manufacturers
6. Food Retailers

The aim of the research was to document how each stage of the agricultural and food business value chain is evolving in regard to data collection and utilization. In total, 1,412 respondents participated in the non-farmer survey.

THE RESULTS

The following figures feature insights from the non-farmer research study. In the survey, participants were asked the extent to which data is being collected in their organization.

In total, the study found that 43% of respondents believe that extensive data is collected in their organization, approximately half collect some data and 8% of organizations collect no data. The initial results shown in Figure 1 break down these findings to indicate the amount of data collection each level of the value chain is conducting.

While some levels of the value chain are collecting more data than others, they may or may not be using it as a tool to improve decision making. Researchers asked survey participants how heavily they base decisions on collected data analytics. Figure 2 indicates the percentage of decisions made based on data analytics, broken down by value chain level.

NATIONAL CONFERENCE

Purdue faculty will release additional

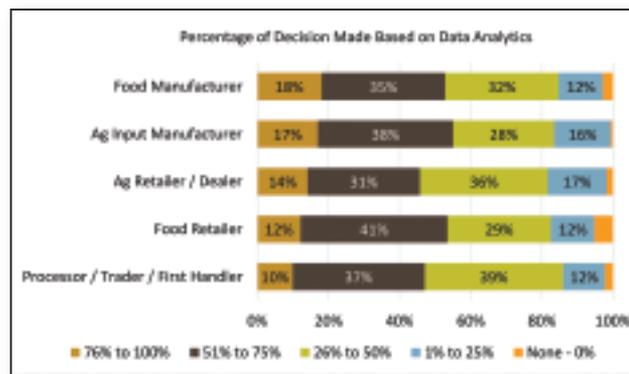


Fig. 2 represents the percentage of decisions made based on data analytics by each level of the value chain.

detailed results of the farmer and non-farmer research studies at the 2019 National Conference for Food and Agribusiness on November 6-7, 2019.

The conference will be held on the university's West Lafayette, IN campus. Professionals from across the value chain will have the opportunity to come together to learn about insights and implications relevant to food and agricultural business, discover solutions to today's challenges and gain knowledge on how to shape their organizations and customer interactions for optimal success.

The full agenda and registration form can be found online at: <https://agribusiness.purdue.edu/nc2019>. For questions about the survey or additional information, please contact Research Project Manager Masi Keshavarz at mkeslava@purdue.edu. **AM**

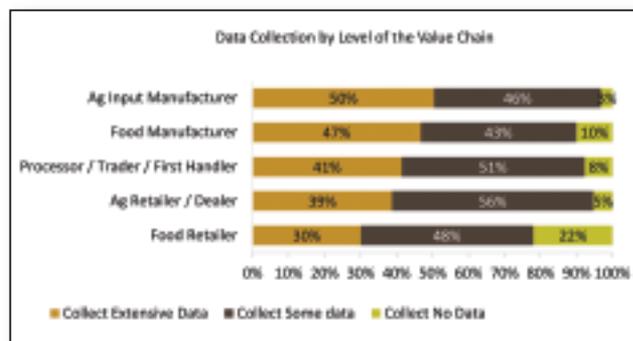


Fig. 1 represents the amount of data collection happening at each level of the value chain.

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