

# **TUESDAY** **TAILGATE TALKS** *JUNE 30, 2020*

Featuring: Dr. Brady Brewer & Dr. Dave Downey



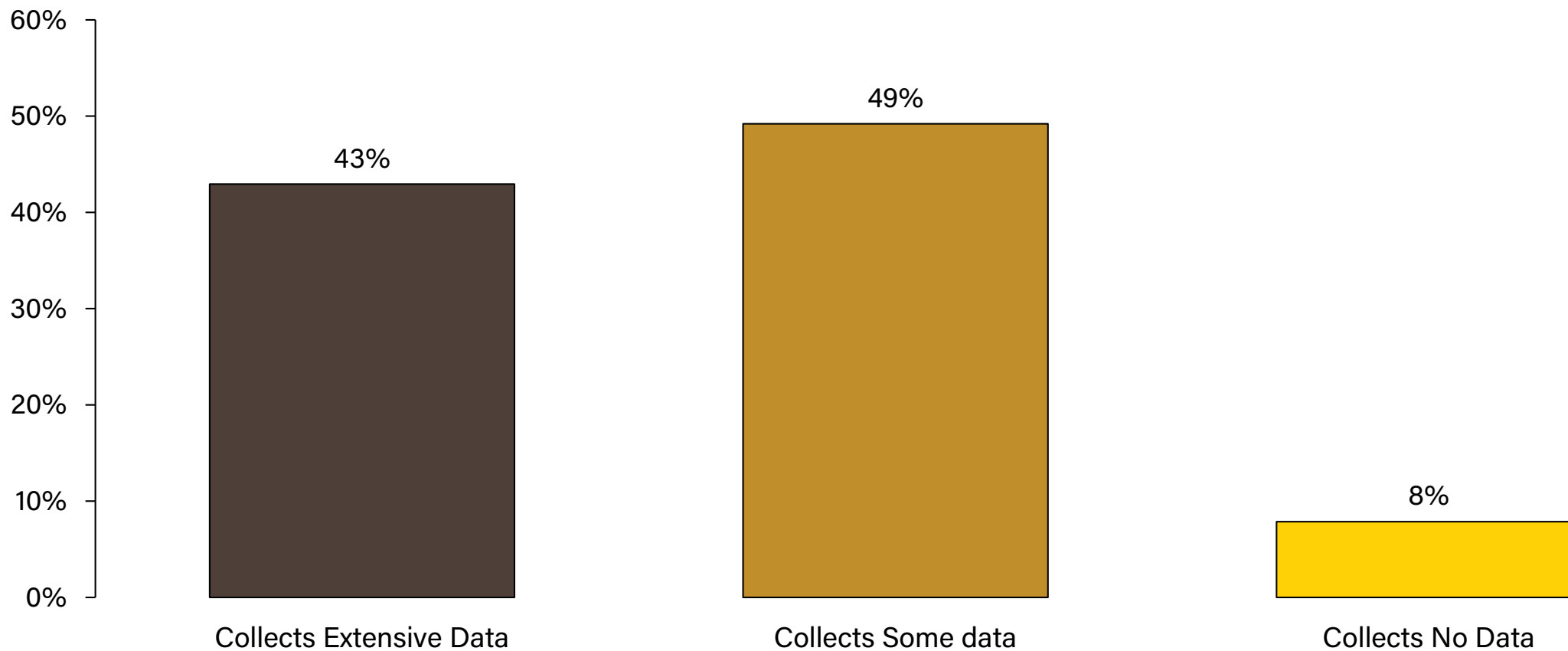
**Forbes**

## How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did



# Data Collection

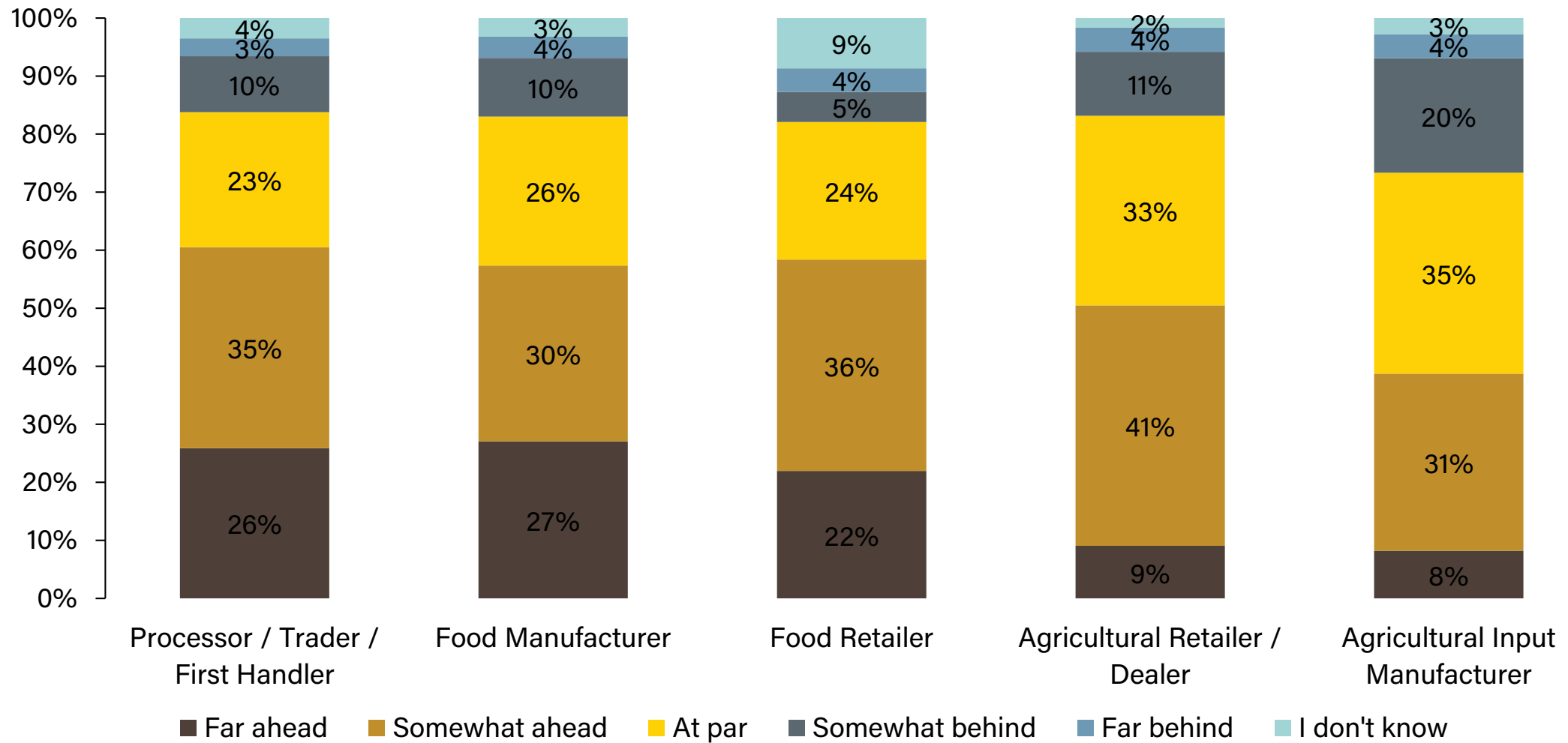
Most companies are collecting data.





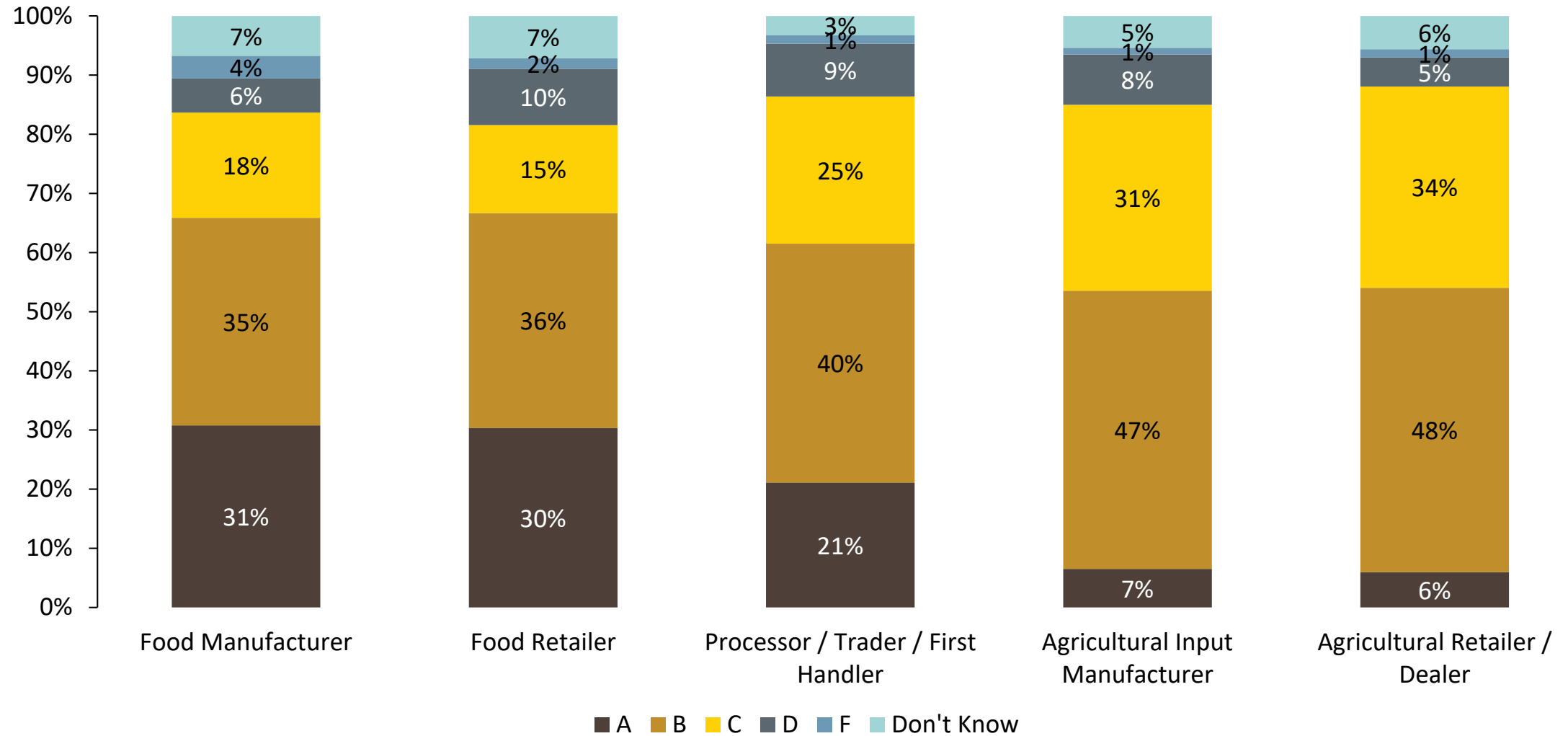
Agricultural input manufacturers and retailers responded they are the behind the competition.

### Data Collection Compared to Competitors



Agricultural input manufacturers and retailers graded themselves the lowest in terms of data use.

### Overall Grade of Data and Data Analytics



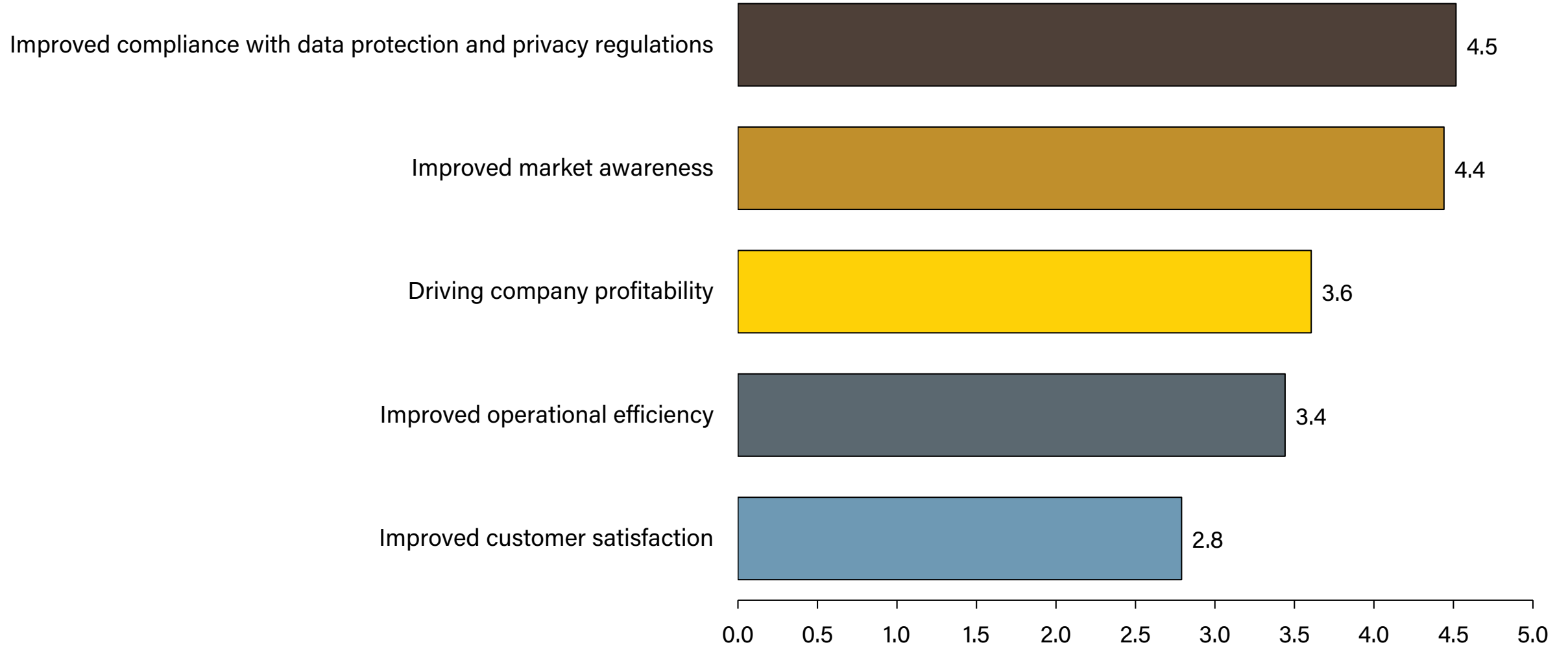
Agriculture ranks 22 out of 22  
industries in terms of digitization of  
the value chain.

[McKinsey]

Customer satisfaction is the number one reason for improving data function.

## Most Important Benefits of Data Analytics Ranking

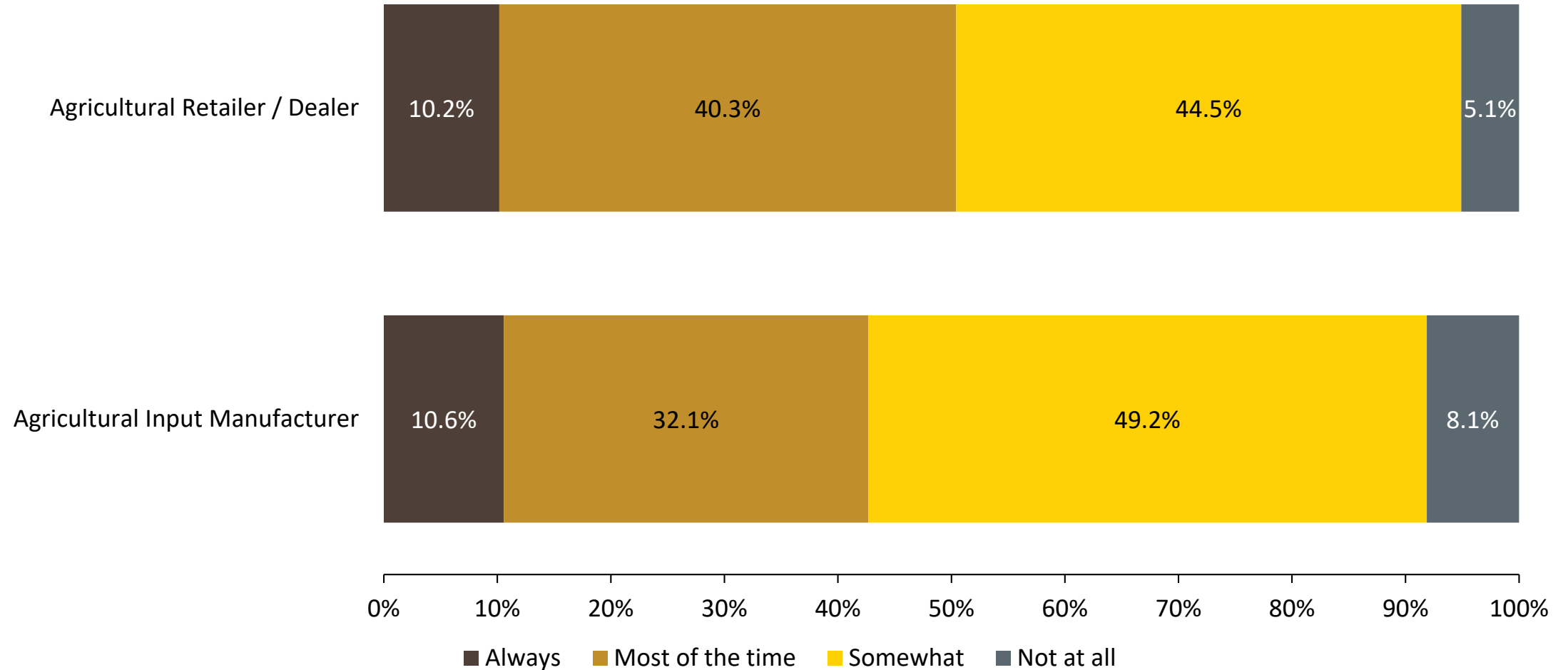
1=Important, 5=Not Important





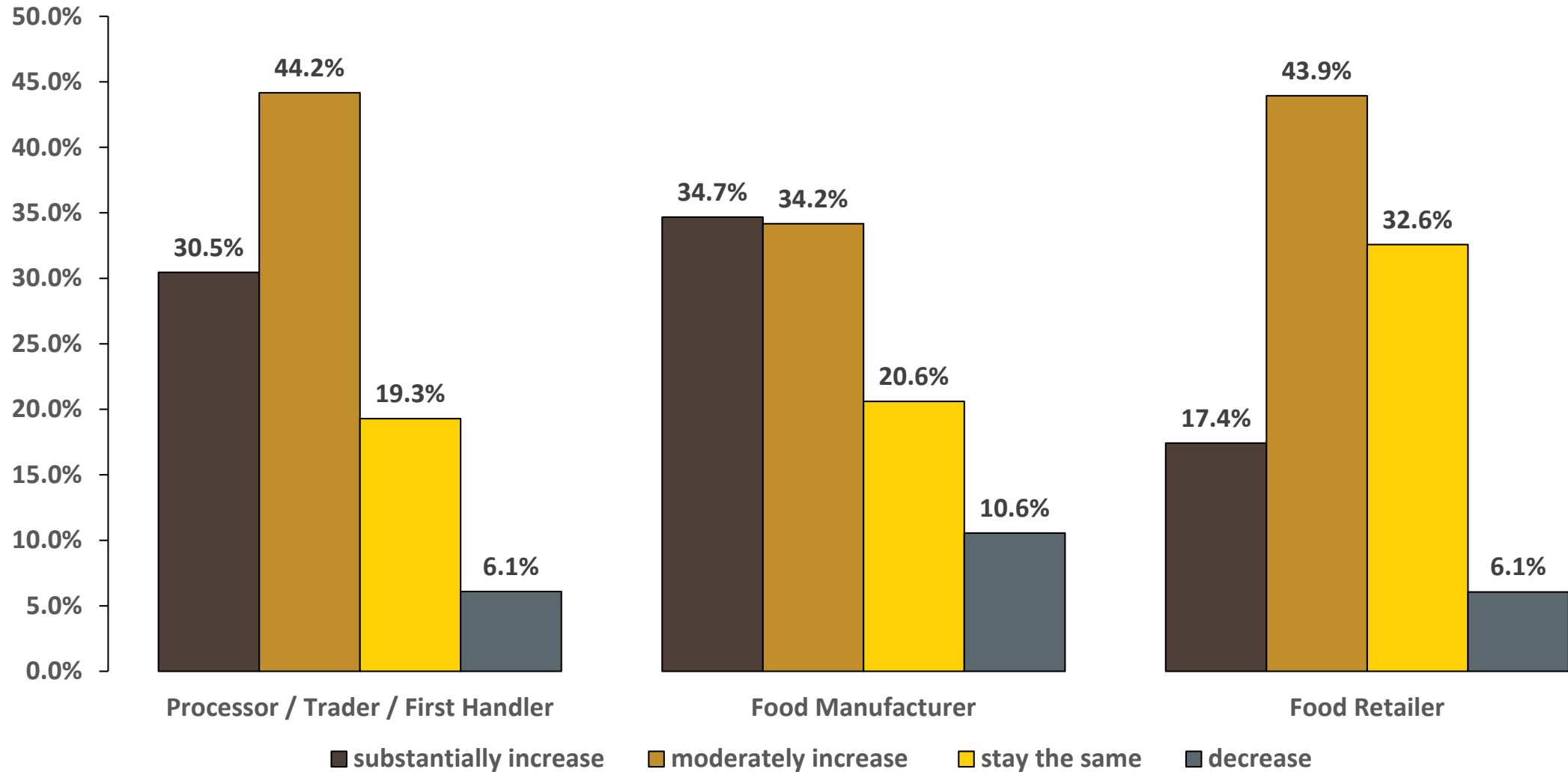
Over 90% said they use farmer data!

## Using Farmer Data to Provide Support

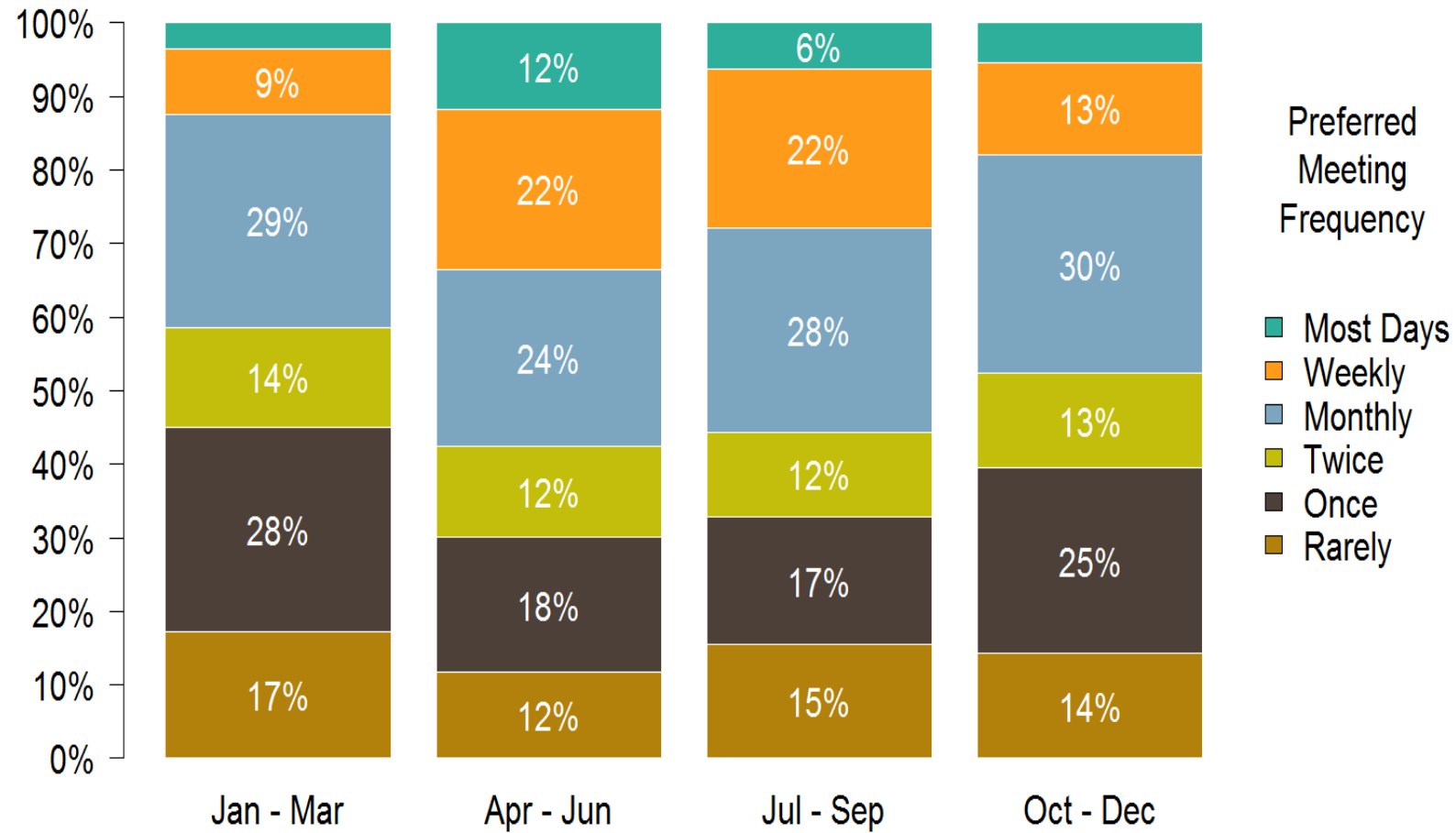


Majority expect more data to be exchanged in the future.

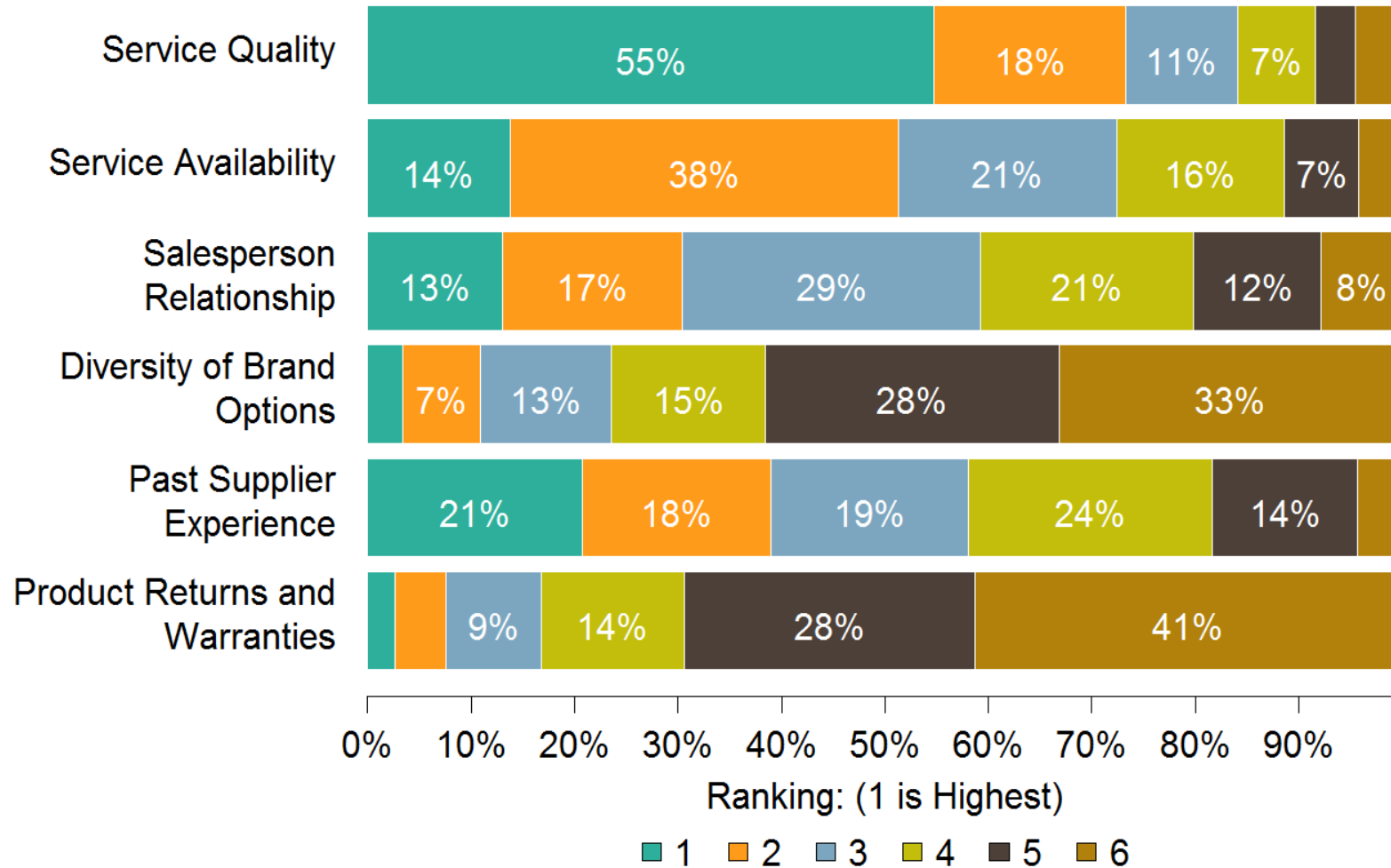
### Future Data Exchange



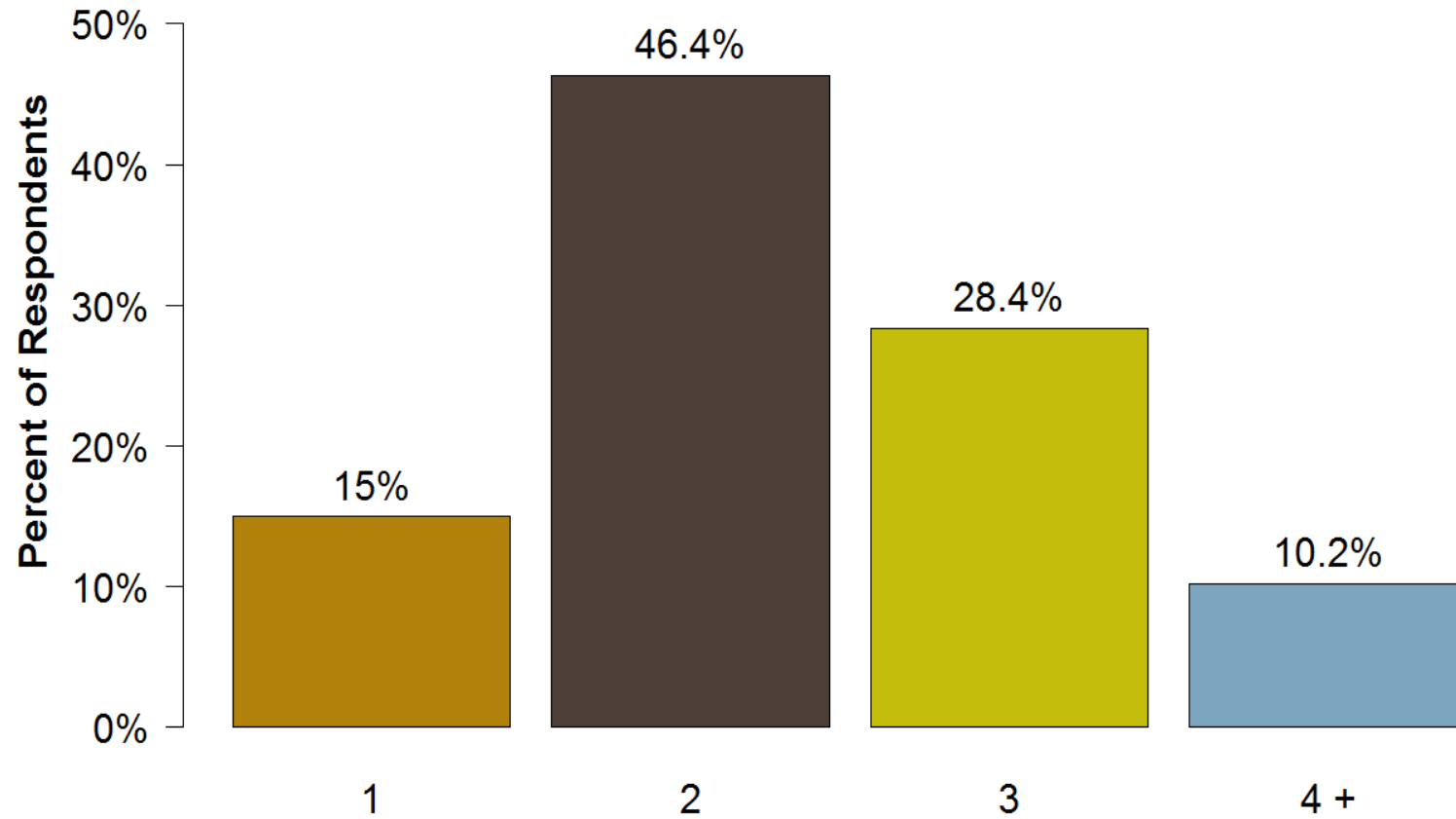
## Preferred Meeting Frequency By Quarter



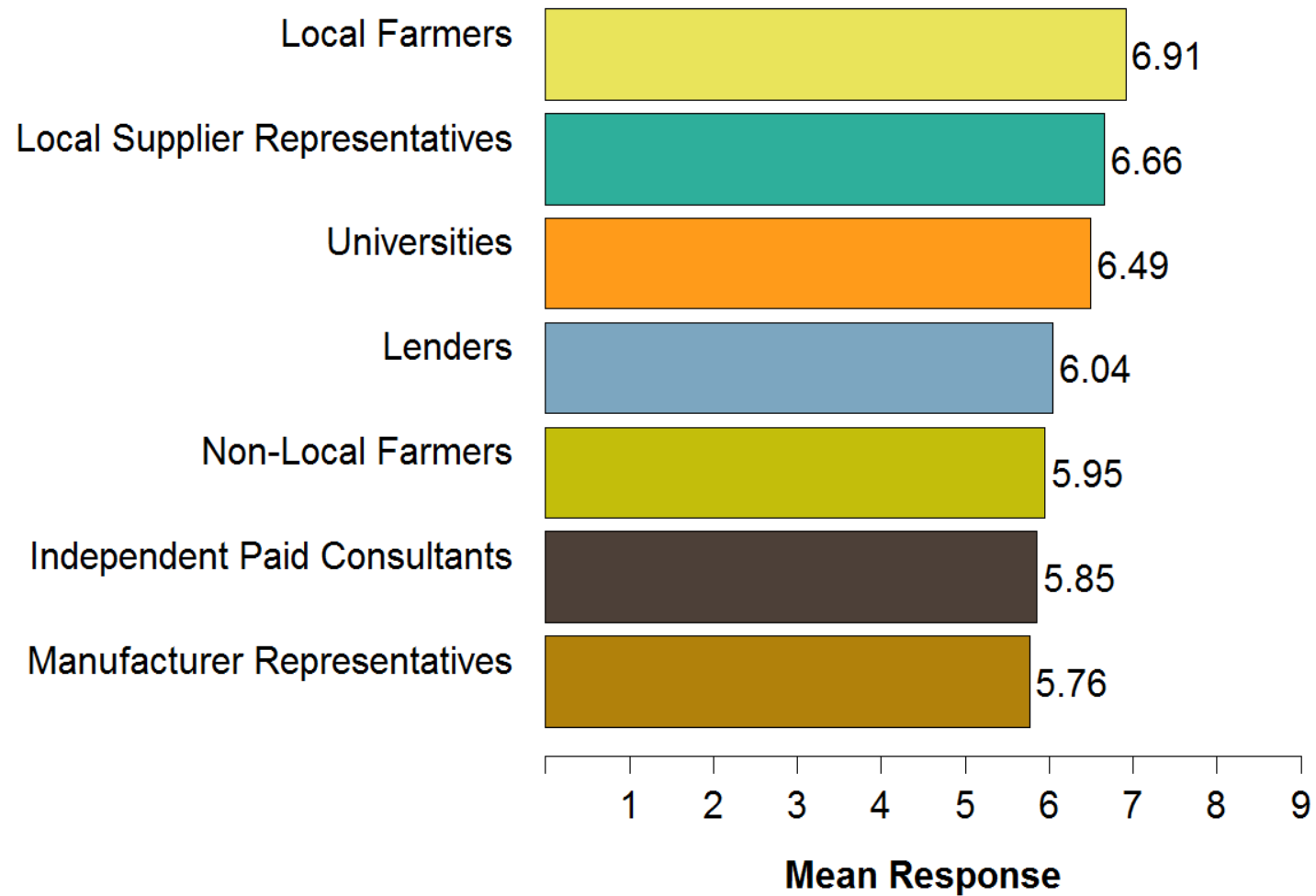
## Importance of Attributes in Selecting Dealers and Retailers



## Number of Suppliers Compared When Buying Expendible Products



## Trust of Information Sources





# ***VISIT AGRIBUSINESS.PURDUE.EDU FOR INFO ON UPCOMING PROGRAMS & EVENTS!***

*FOR MORE INFORMATION ON THE LARGE COMMERCIAL PRODUCER SURVEY, VISIT AGRIBUSINESS.PURDUE.EDU/LCP-2021/*

## ***Tuesday Tailgate Talks***

### **Agriculture and Agribusiness in Brazil**

July 14, 2020 | 4:30p.m. EDT

Dr. Allan Gray, Dr. Luciano Castro &  
Dr. Lourival Carmo Monaco Neto

### **Consumer Corner: Consumer insights you can take home to the farm**

July 28, 2020 | 4:30p.m. EDT

Dr. Nicole Widmar and Dr. Scott Downey

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Agricultural Business

## ***Micro-Courses: Live, 2-hour sessions!***



### **Organizational and Personal Resilience**

July 15, 2020 | 1:00p.m. EDT

Dr. Pete Hammett



### **Financial Implications for Your Business**

August 5, 2020 | 11:00a.m. EDT

Dr. Brady Brewer

*\*All summer open enrollment programs will be  
distance-delivered.*