Forbes

How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did
Most companies are collecting data.

- 43% Collects Extensive Data
- 49% Collects Some data
- 8% Collects No Data
Agricultural input manufacturers and retailers responded they are the behind the competition.

Data Collection Compared to Competitors

- Processor / Trader / First Handler
  - Far ahead: 4%
  - Somewhat ahead: 3%
  - At par: 23%
  - Somewhat behind: 35%
  - Far behind: 26%
  - I don't know: 10%

- Food Manufacturer
  - Far ahead: 3%
  - Somewhat ahead: 4%
  - At par: 26%
  - Somewhat behind: 30%
  - Far behind: 27%
  - I don't know: 11%

- Food Retailer
  - Far ahead: 9%
  - Somewhat ahead: 4%
  - At par: 24%
  - Somewhat behind: 36%
  - Far behind: 22%
  - I don't know: 9%

- Agricultural Retailer / Dealer
  - Far ahead: 2%
  - Somewhat ahead: 4%
  - At par: 33%
  - Somewhat behind: 41%
  - Far behind: 9%
  - I don't know: 8%

- Agricultural Input Manufacturer
  - Far ahead: 4%
  - Somewhat ahead: 3%
  - At par: 35%
  - Somewhat behind: 31%
  - Far behind: 8%
  - I don't know: 20%
Agricultural input manufacturers and retailers graded themselves the lowest in terms of data use.
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

- Improved compliance with data protection and privacy regulations: 4.5
- Improved market awareness: 4.4
- Driving company profitability: 3.6
- Improved operational efficiency: 3.4
- Improved customer satisfaction: 2.8
Over 90% said they use farmer data!

Using Farmer Data to Provide Support

Agricultural Retailer / Dealer
- Always: 10.2%
- Most of the time: 40.3%
- Somewhat: 44.5%
- Not at all: 5.1%

Agricultural Input Manufacturer
- Always: 10.6%
- Most of the time: 32.1%
- Somewhat: 49.2%
- Not at all: 8.1%
Majority expect more data to be exchanged in the future.

Future Data Exchange

- Processor / Trader / First Handler: 30.5% substantially increase, 19.3% moderately increase, 6.1% stay the same, 44.2% decrease
- Food Manufacturer: 34.7% substantially increase, 34.2% moderately increase, 10.6% stay the same, 20.6% decrease
- Food Retailer: 43.9% substantially increase, 32.6% moderately increase, 6.1% stay the same, 17.4% decrease
Number of Suppliers Compared When Buying Expendible Products

- 15% of respondents compared 1 supplier
- 46.4% compared 2 suppliers
- 28.4% compared 3 suppliers
- 10.2% compared 4 or more suppliers
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

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.