

The Value of Ag Data

North Carolina State University published an article in the fall of 2019 about on-farm data and increase in collection and interpretation of that data. In it, Communications Specialist Jennifer Howard states: *Never before have growers had so much information at their fingertips. From sensors embedded in farm machinery to constellations of satellites taking pictures, data is flowing everywhere. It is estimated that by 2025 an average-sized farm will produce over 1 million data points a day.* Think about that for a second. One *million* data points a day. How can you manage one million data points a day? Is it useful? How can it best be used? If it was stolen, would you pay to get it back?

All of those questions will be intertwined as part of a general discussion entitled *The Value of Ag Data (and how to capture it...)* hosted by the Meadowlark Extension District and Brown County Extension on Wednesday, February 26th, 2020 at the Glacial Hills Business Resource Center. We'll gather for coffee at 10:00 AM at the Center, located at 913 Dakota Street in Sabetha, kicking off the meeting at 10:15 with: *What is Ag Data and How Can We Capture Value From It?* K-State Research & Extension Cropping Systems Economist Dr. Terry Griffin has spent the better part of his career discussing ag data issues. He'll be on hand to share his observations about that data, and how it might be valued. After his presentation, we'll finish the morning with a producer/presenter discussion. We'll wrap up with a light lunch at noon.

For meal and handout count purposes, please RSVP by noon Monday February 24th to the Seneca Office of the Meadowlark Extension District at (785) 336-2184 or by e-mailing me at dhallaue@ksu.edu . It should be a great morning of discussion on all things ag data.