

# Standards Role in Smart Farming

Tim West – Deere & Company



JOHN DEERE



# Definition of Smart Farming

Using data, positioning, and connectivity to enable efficiency and sustainability in all aspects of the Agriculture Supply Chain

- Precision
- Connected
- Sustainable

# Benefits of Smart Farming

- Benefits
- Decisions
- Resources
- Minimize the impact
- Feed the world

UNFAO - United Nations Food and Agriculture Organization

# What it is not

- Industrialization of agriculture
- Just for the largest farms

# Where is it?

Will be adopted in all markets of the world

- Accessible to all
- Prices decreasing
- Availability increasing
- Retrofitting

# Role of Standards

Already on the path

- Sustainable
  - Greenhouse gasses
  - Food safety
  - Chemicals and soil
  - Water standards
  
- Connected
  - Standards for data interchange
  - More in process
  - Variety of sources
  
- Precision
  - Ag equipment business
  - Fully integrated? No
  - Future standards work that will move in this direction

# Regulations

- Line between standards and regulations
- Encourage the use and creation of voluntary consensus standards
- Not regulations
- Market and the customers drive – Not regulators

# Smart Farming does not exist in a Vacuum

- Understand the need for some regulation
- Have to exist in “other spaces”
  - On Road
  - Internet of Things
  - Big Data



# Agricultural Supply Chain

We will be driven to use data, precision, connectivity, sustainability, and more to enable efficiency not just in agricultural equipment, but in all aspects of the Agricultural Supply Chain

- Standards are essential, and
- Inevitable

It is our responsibility!



**JOHN DEERE**