

The future of the current competition over agricultural data

G. Waksman ^{(1)*}, MF Brizard ⁽¹⁾

⁽¹⁾ Académie d'Agriculture de France, 18 Rue de Bellechasse, 75007 PARIS, France

* guy.waksman@laposte.net

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What message to take home for the attendees to this particular session of the French Academy of Agriculture? General approach and case reports.

The value of Intangible Assets (e.g., Technical Data & Customer Data, Computer Programs Patents, Brand value...) in the Standard & Poor's 500 is soaring, from 17% in 1975 to 90 % in 2020. Moreover, as consumers become more sophisticated and discerning in their food purchases, data into how their food is produced is becoming almost as tangible as the product itself. Yet, farm machines are producing more and more data each year. In the current high context of competition data are a key success (and even survival) factor for companies as much as for administrations. Today some people involved in this problematic think that there is just even no more competition. and that the winners are the GAFAM ⁱ. But the conclusion about global farm data is that this might not be the case. European companies have certainly not the size of GAFAM's but the EU is a creative force of useful standards as shown in the past with the protection of our personal data (GDRP ⁱⁱ), and today with the data protection belonging to companies (recent Data Act) that sees the beginning of its application.

The expert of the French farmers' unions (Fnsea ⁱⁱⁱ) presented the Data-agri chart, a set of rules providing farmers with the highest guarantees of security, integrity, management of farmers' consents to share their data with different third parties... and an independent structure called Numagri in charge of the promotion of these rules, their implementation and developments. The expert of the National Cattle Breeders Organizations explained the evolution of their Information System that have to take in charge the explicit consent of the farmers to share, for example, milk control data that will enable to compute genetic index values of bulls.

After these two innovative experiences developed within well-established organizations, a presentation reported a contribution by a company using blockchain procedures to enable the computation of a "recommended" price of milk sold by farmers to their cooperatives in Bretagne region, gathering and processing data from accounting companies and from milk control and insemination organizations.

Finally, the presentation of an App^{iv}: ShaYoFae (Share your farming experience) was proposed. This is a kind of geolocalised social network, the farmers being able to look "what are doing their neighbors", a system enabling to share the most useful data, and only them. This demonstrates that it is possible to share farm data either within systems as well as thanks to third party.

In the final discussion, it was concluded that among other sessions to be organized at the Academy, one should perhaps refer to a session on agricultural serious games, which seem to be an excellent way to teach or train as well young as less young people.

ⁱ GAFAM : Google, Apple, Facebook, Amazon et Microsoft

ⁱⁱ General Regulation of Data protection

ⁱⁱⁱ Fédération nationale des syndicats d'exploitants agricoles

^{iv} App: Web service