

Data ownership and sharing in broadacre agriculture

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(Bild: ETH Zürich / Colourbox)

Ag Data Legal & Regulatory Landscape

Legal and regulatory frameworks around ag data are **'ad hoc and piecemeal'**

So **ag-data contracts (or licensing) agreements** govern data ownership and usage



Key concerns

1. Data ownership, control and access
2. Data trust and transparency
3. Data privacy, safety and security, and

”Big ag has been collecting our data for so long, that there’s this attitude that the way we farm carries no value. Well, it does. For farmers, the field is our business and the way we manage it is our formula for success. So, why is it OK for these companies to claim the data as theirs and then sell it without our knowledge?”

Farmer, David Seba, Cleveland Missouri, Evidence presented by Jason Tatge of Farmmobile to **U.S. Senate Committee on Commerce Science and transportation Subcommittee on Consumer Protection, Product Safety, Insurance and Data Security, Hearing: Technology in Agriculture: Data Driven Farming**, Nov 14, 2017

Data ownership, control and access

- **Key concerns:**
- Who owns my data?
- How is my data being used and who has access to my data ?
- Can I get my data back?
- Why is everyone making money from my data except me?



Zhang A, Baker I, Jakku E and Llewellyn R. (2017), *Accelerating precision agriculture to decision agriculture: The needs and drivers for the present and future of digital agriculture in Australia. A cross-industry producer survey for the Rural R&D for Profit 'Precision to Decision'* (CSIRO, Australia),

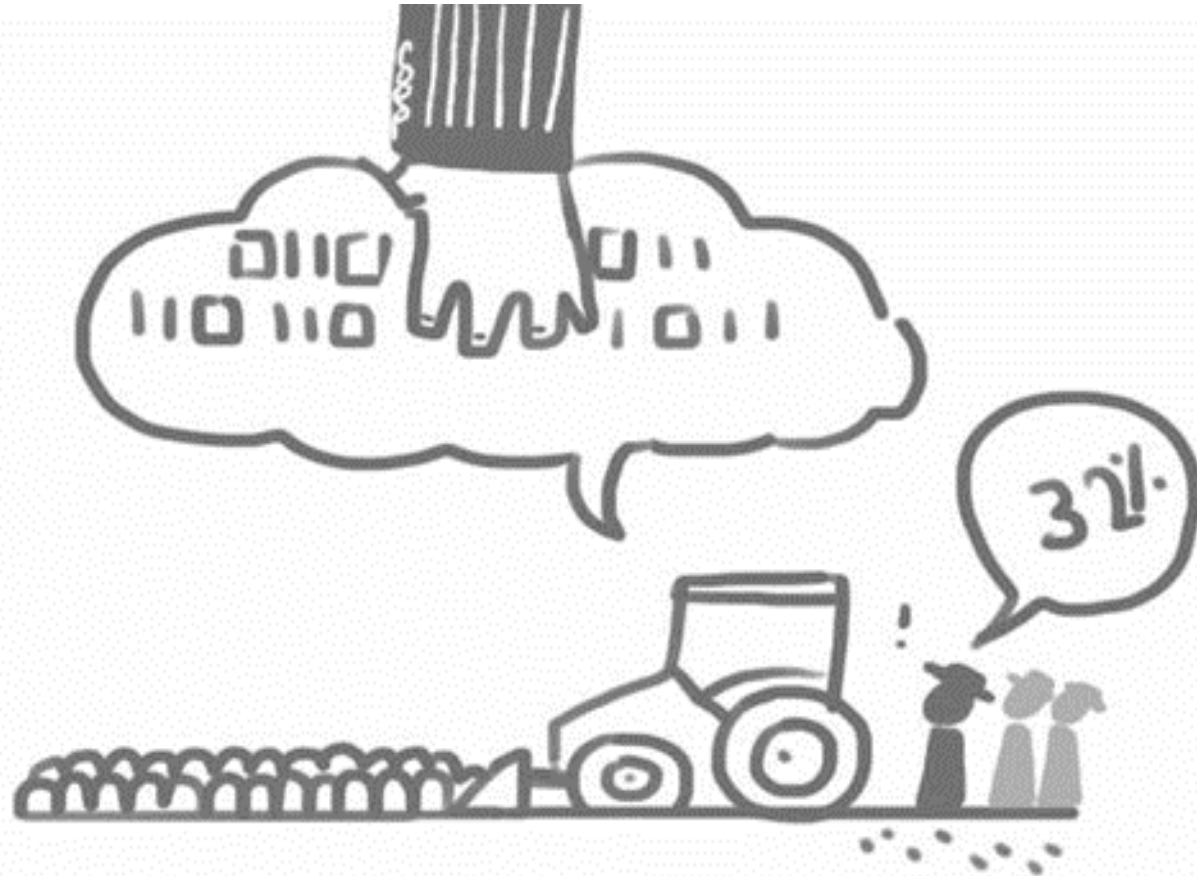
Understanding the T&Cs of data licences

47% of primary producers surveyed say they have **no understanding**

27% said they have **little understanding**



Data privacy, safety and security



32% of producers have no trust that service providers will maintain the privacy of their farming data

- Not all data is treated equally; there is an important (legal) distinction between **personal information** and non-personal information
- There is a gap in the way data is regulated, and a misconception about **privacy policies** and **data**

**Distrust is
not
surprising**

...

*(Haff Poultry v Tyson
Foods Inc. et al) (2017)*

modern farmer

FOOD

ANIMALS

PLANTS

HOW TO

Chicken Farmers Sue Major Producers, Calling Them A "Cartel"

By [Dan Nosowitz](#) on February 7, 2017



Current attempts to 'govern' ag-data & build trust

[Privacy and Security Principles](#) for Farm Data (American Farm Bureau)



Home / Issues / Technology / Data Privacy

Privacy and Security Principles for Farm Data

Privacy and Security Principles for Farm Data (American Farm Bureau)

Ag Data Transparency Evaluator

Ten questions based upon the Data Principles.

Question 1 asks what "types" of data the product or service collects from the farmer.

Questions 2-10 ask what happens to this data after it is uploaded to an ATP.

Ag Data Transparent Seal



NZ Farm Data Code of Practice

(‘NZ Data Code’), Standards and Logo



Possible future reforms?

Productivity Report, *'Data Availability and use in Australia'* (2017)

- Recommended the introduction of a 'new broad-reaching data framework' (personal information)
 - Includes 'a new comprehensive right for consumers (and small business)'
 - Creation of a data-sharing and release structure
- Also EU developments eg GDPR



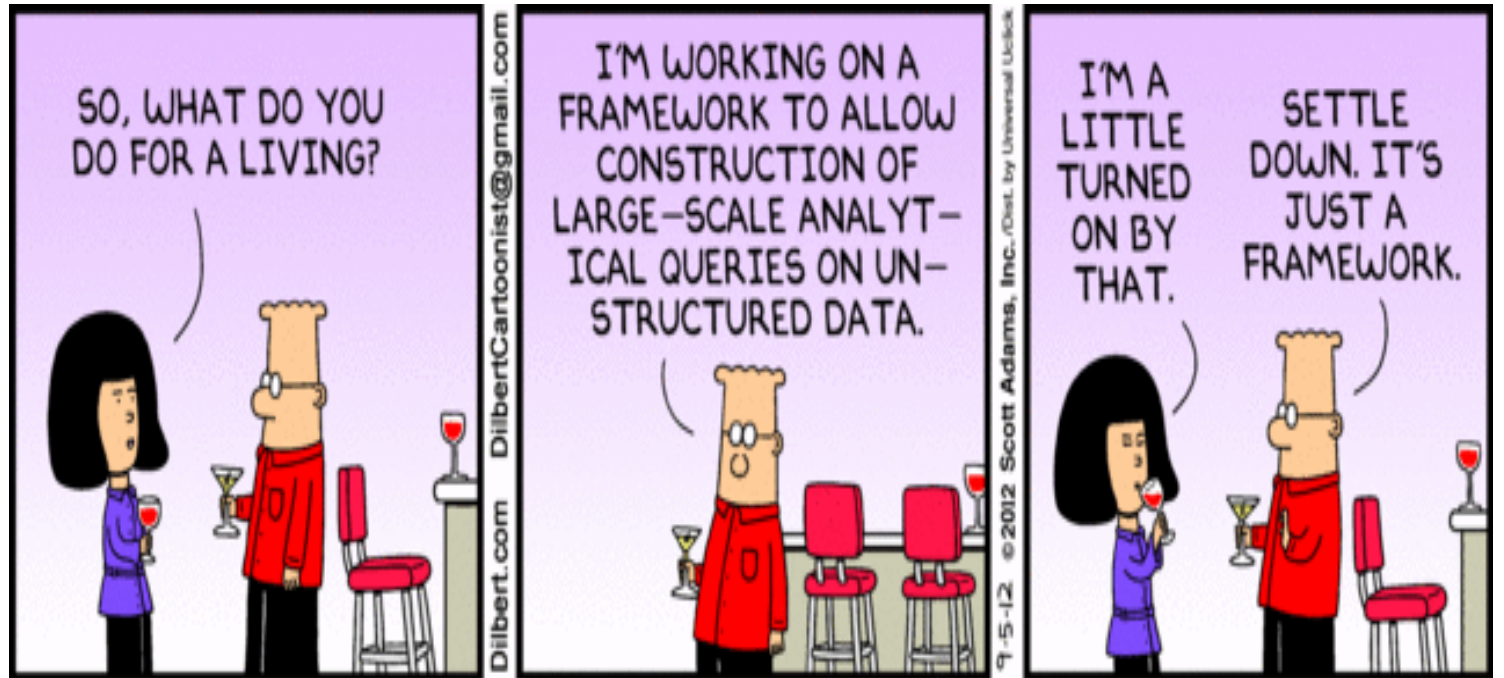
Australian Government
Productivity Commission

Data Availability and Use

Productivity Commission
Inquiry Report

No. 82, 31 March 2017

**Governance
and business
models around
agricultural
digital
technologies
and their data
are key...**



Data co-operatives and other collaborative models

Just a few examples:

The Grower Information Services
Cooperative (GiSC)

WinField Data Silo

The Ag Data Coalition (ADC)



**FOR GROWERS,
BY GROWERS.**

**Creating opportunity in the
agriculture industry**



[ABOUT ADC](#)

[FAQ](#)

[NEWSROOM](#)

[ADC ADVISORY BOARD](#)

Agricultural Data Coalition: Putting Farmers in the Driver's Seat

A Nonprofit organization focused on connecting the data dots across
food & agriculture with the following objectives:

SUMMARY REPORT FOR
STAKEHOLDER CONSULTATION

ACCELERATING PRECISION AGRICULTURE TO DECISION AGRICULTURE

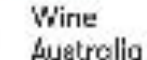
Enabling digital agriculture in Australia

This Project is
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CO-FUNDERS



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Accelerating Precision Agriculture to Decision Agriculture (P2D) :Enabling digital agriculture in Australia

6 Reports

- 1. Producer survey of digital agriculture**
CSIRO and CRDC
- 2. Data connectivity for digital agriculture**
UNE and CRDC

Available at www.farminstitute.org.au/p2dproject

- 3. Legal aspects of digital agriculture and trust**
Griffith University, USC Australia and CRDC
- 4. Data sources for use in digital agriculture**
CSIRO and CRDC.
- 5. A big data reference architecture for digital agriculture**
Data to Decisions CRC and CRDC
- 6. Economic benefit and strategies for digital agriculture**
AFI and CRDC

All reports and Summary report available at
www.farminstitute.org.au/p2dprojectforums

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