

# EIP-AGRI Workshop Data Sharing

April 4 – 5, 2014 – Bratislava, Slovakia



eip-agri  
AGRICULTURE & INNOVATION



funded by



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# EIP-AGRI Workshop 'Data Sharing'

## Tuesday 4 April 2017, Bratislava - Slovakia

- 13:30 – 13:40 Welcome & opening
- *Iman Boot, DG Agriculture and Rural Development*
  - *Karin Radecká, Ministry of agriculture and rural development of the Slovak Republic*
- 13:40 – 13:45 Why we are here?
- Iman Boot, DG Agriculture and Rural Development*
- 13:45 – 13:55 EC Communication on Building a European Data Economy
- Stefano Bertolo, DG CONNECT*
- 13:55 – 14:30 Keynote presentation: What does effective data sharing mean?**
- Nikos Manouselis, Agroknow*
- 14:30 – 14:45 Introduction of next session
- Sarah Watson, EIP-AGRI Service Point*
- 14:45 – 15:30 BREAKOUT SESSION: Trialling and developing the framework questions
- 15:30 – 16:15 Coffee break
- 16:15 – 17:15 BREAKOUT SESSION: Data sharing models: exploring and understanding data sharing issues through case studies
- Study cases introduced by:
- *Klaus-Herbert Rolf, Farmnet365*
  - *Daniel Azevedo, Copa-Cogeca*
  - *Pascual Romera, Hispatec*
  - *Max Schulman, Central Union of Agricultural Producers and Forest Owners (MTK)*
- 17:15 – 18:00 Agreeing best practice across real data sharing case studies  
(Interactive session in plenary)
- 18:00 – 18:15 Wrap up and introduction to next day
- Sarah Watson – EIP-AGRI Service Point*
- 19:30 – 22:00 Dinner



A pair of hands is shown from the top, cupping a large quantity of bright green pine needles. The background is a soft, out-of-focus green, suggesting a natural outdoor setting. The text is overlaid on the center of the image.

**What does (effective)  
data sharing mean?**

**Nikos Manouselis**

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Why am I here?



# Nikos Manouselis

CEO at Agroknow

Agroknow • Agricultural University of Athens

Greece • 500+ 

Envisioning a global data ecosystem for agriculture and food

## CEO

Agroknow

Jul 2007 – Present

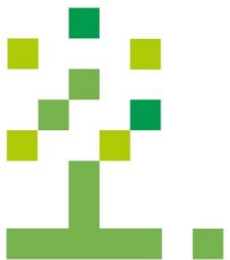
• Athens, Greece and Leuven, Belgium

Leading the company to deliver its mission to find, connect & deliver agriculture and food information worldwide. Strategically positioning Agroknow as a global leader in addressing challenges related to the management, sharing and discovery of agricultural data. Making sure that all employees in the company have the right expertise, responsibility and flexibility to exceptionally support organisations, make online applications, and lead the development of international data infrastructures.





# Agroknow



We find, connect and deliver  
agriculture & food information  
worldwide

(for almost 10 years)







A photograph of a cornfield with rows of green plants stretching towards a line of trees in the distance. The sky is bright and hazy, with several lens flare artifacts visible. In the top left corner, there is a white square containing the number 2.

2

We are in trouble

[HOME](#) / [BLOGS](#) / [FROM THE VIRTUAL TERMINAL](#) / [AMERICA'S FIRST AG DATA CASE](#)

# America's First Ag Data Case

By [Todd Janzen](#) posted on February 9, 2017 | Posted in [Industry News](#)

A number of poultry growers have filed suit against Tyson Foods, Perdue Farms, and other poultry integrators alleging that growers' production data was shared among integrators to depress grower payments. This is the first case where farmers' ag data is the center of the lawsuit.

The suit, titled *Haff Poultry, Inc. v. Tyson Foods, Inc.*, was filed in the Eastern District federal court in Oklahoma. The suit alleges that Tyson Foods, Perdue Farms, and other integrators (called a "Cartel" in the complaint) collect and share farmer level data through a third party, Agri Stats, Inc., for the purpose of suppressing grower compensation. The ag data collected and sent to Agri Stats includes a range of production level data, such as:

*a. Grower compensation;*

2. The Cartel illegally agreed to share detailed data on Grower compensation with one another, with the purpose and effect of depressing Grower compensation below competitive levels. By disclosing their highly sensitive and confidential compensation rates to each other, they eliminated competition and drove down farmer compensation. By sharing this information on a frequent and contemporaneous basis, the Cartel has been able to keep farmer compensation lower than it would have been in a competitive market, and to keep the increased profits for themselves. This illegal information exchange drove down base farmer compensation

68. This conspiracy has been effectuated in large part through the collusive dissemination of critical and sensitive business data through Agri Stats. Agri Stats is a “statistical research and analysis firm.” It is a self-described “management reporting and benchmarking company,” that “provides consultation on data analysis, action plan development and management practices of participating companies.” Its mission is “[t]o improve the bottom line profitability of [its] participants by providing accurate and timely comparative data . . . .”



**Do we all have to  
go to the court?**



RIGHT TO REPAIR

# Why American Farmers Are Hacking Their Tractors With Ukrainian Firmware



JASON KOEBLER

Mar 21 2017, 10:17pm

**MOTHERBOARD**

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**Do we all need to  
become hackers?**



**How does peace look like?**



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Don't worry, the experts  
are working on this



**Data sharing frameworks et al**

# FAIR Principles

Make your data:

- **F**indable
- **A**ccessible
- **I**nteroperable
- **R**eusable

## Findable

- Descriptive metadata
- Persistent Identifiers

## Accessible

- Determining what to share
- Participant consent and risk management
- Access status

## Interoperable

- XML standards
- Data Documentation Initiative
- CDISC

## Reusable

- Rights and licence models
- Permitted and non-permitted use

<http://datafairport.org/>



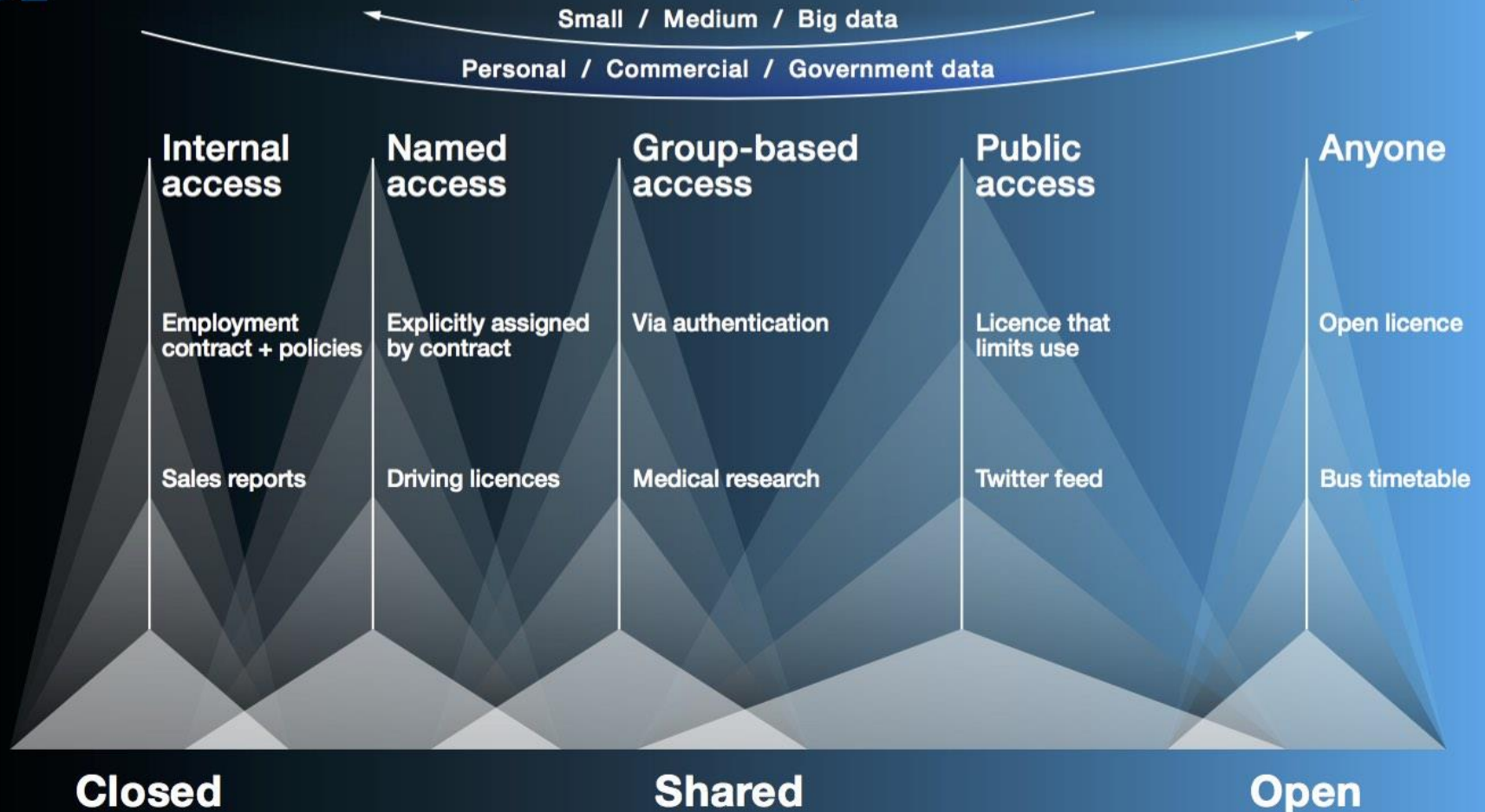
**Data FAIRport**

Find, Access, Interoperate & Re-use Data























# Does it mean giving it away?



## The Data Spectrum



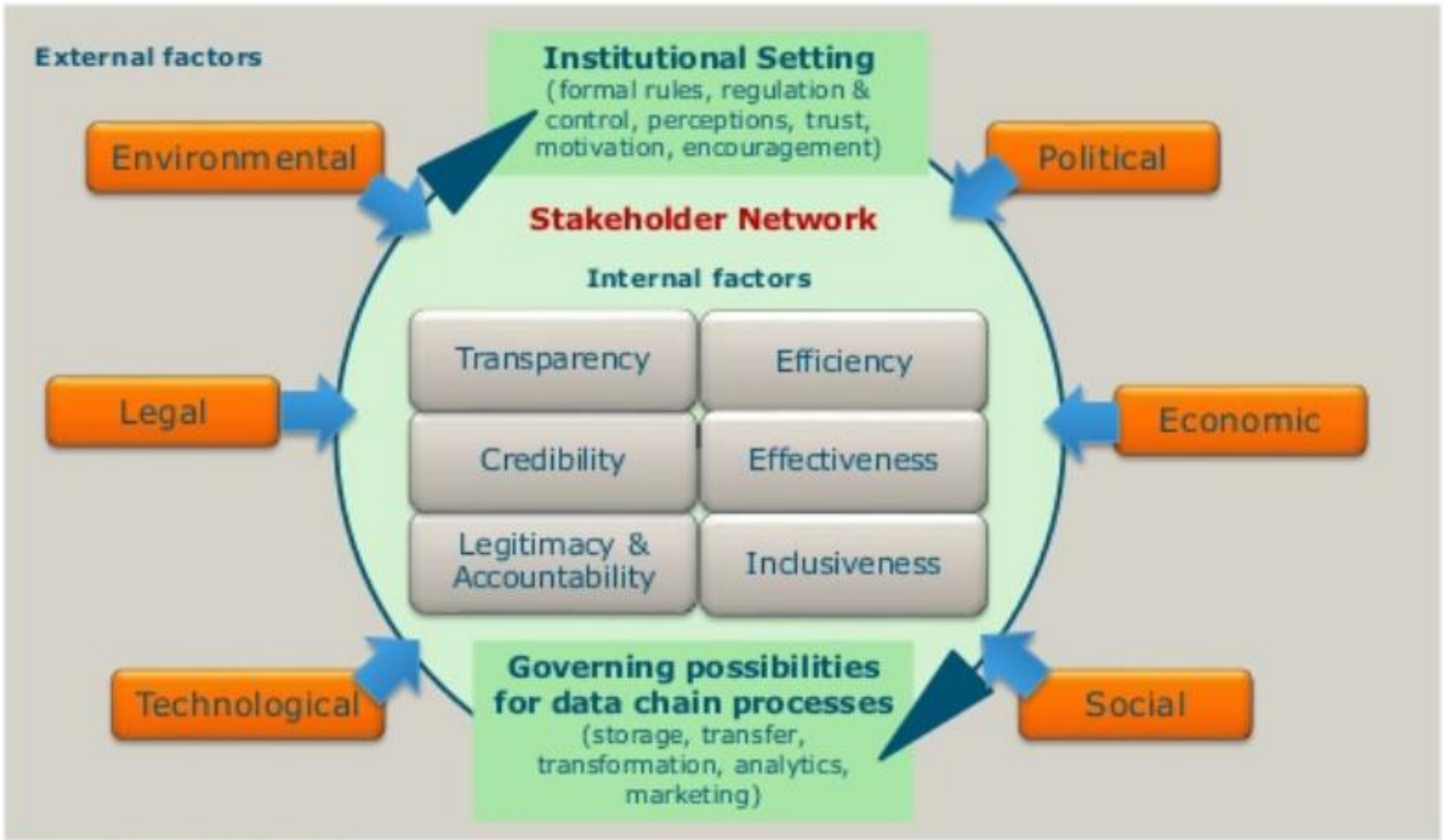
# What do I allow people to do?

	Can someone use it commercially?	Can someone create new versions of it?
Attribution 		
Share Alike  		Yup, AND they must license the new work under a Share Alike license.
No Derivatives  		
Non-Commercial  		Yup, AND the new work must be non-commercial, but it can be under any non-commercial license.
Non-Commercial Share Alike   		Yup, AND they must license the new work under a Non-Commercial Share Alike license.
Non-Commercial No Derivatives   		



# Framework for Governance of data sharing

*based on literature, a.o. PESTLE framework*





**...and so it goes**

A photograph of a vast field of green corn plants, likely in the early stages of growth. The plants are densely packed and fill most of the frame. In the background, a line of trees is visible against a bright, hazy sky. A prominent lens flare effect is visible in the upper left quadrant, with a bright light source and several rays of light extending across the scene. The overall color palette is dominated by various shades of green and a soft, yellowish-white light from the sky.

4

Did you ever wonder?







## Google reacts to **scandal** over **YouTube** content

[Financial Times](#) - 22 Μαρ 2017

A media storm over extremist content on **YouTube** prompted the UK government and a host of companies to freeze their **YouTube** ads this ...



## Here's how it's possible for Google to sell ads next to offensive ...

[CNBC](#) - 24 Μαρ 2017

The revelation, first reported in early February by The Times of London, led media buying agency Havas to pull all its **YouTube** and Google ...

## Google's **YouTube** Has Continued Showing Brands' Ads With Racist ...

Με τις περισσότερες αναφορές - [Wall Street Journal \(subscription\)](#) - 24 Μαρ 2017

**Προβολή όλων**



## Google Promises Closer Policing of Websites After **YouTube** Ad ...

[Fortune](#) - 21 Μαρ 2017

Google vowed on Tuesday to police its websites better by ramping up staff numbers and overhauling its policies after several companies ...

## Google boycott widens after ad **scandal**

Αναλυτική - [The Australian](#) - 22 Μαρ 2017

**Προβολή όλων**



## Here Are 6 of **Youtube's** Biggest Controversies

[Highsnobiety](#) - 1 Μαρ 2017

# When about to share data, we need to ask the right questions



A photograph of a person singing into a microphone on stage. The person is wearing a dark, sleeveless top and has their right arm raised, holding the microphone. The background is dark, and the lighting is focused on the performer.

**What kind of data do I share?**

**Who owns data shared there?**

**Is it safely stored & managed?**

**Can I trust this platform?**

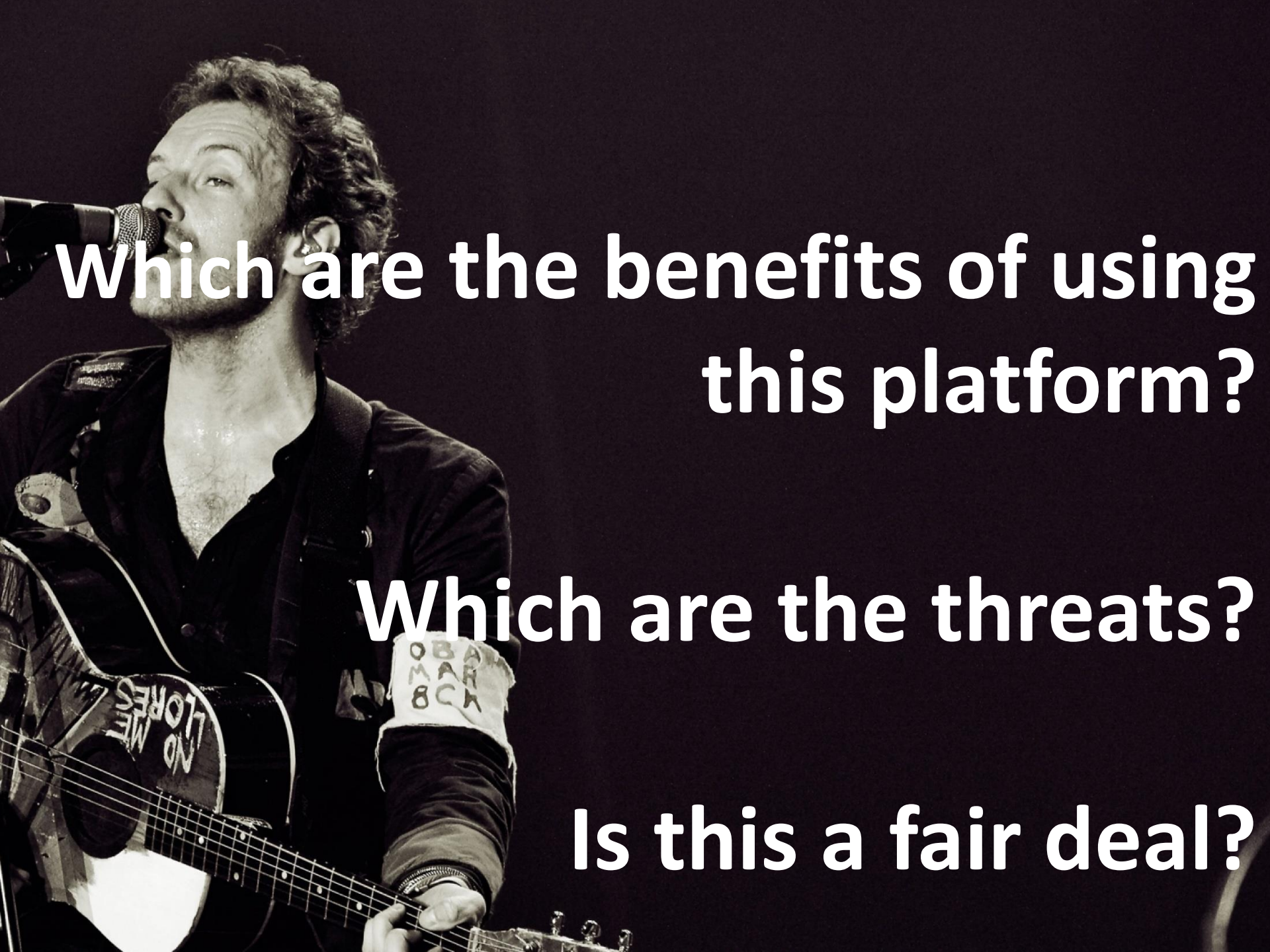


**Who can access my data?**

**Who can reuse my data?**

**Can I reuse others' data?**

**Is commercial use allowed?**



**Which are the benefits of using  
this platform?**

**Which are the threats?**

**Is this a fair deal?**

5

Today, is the day

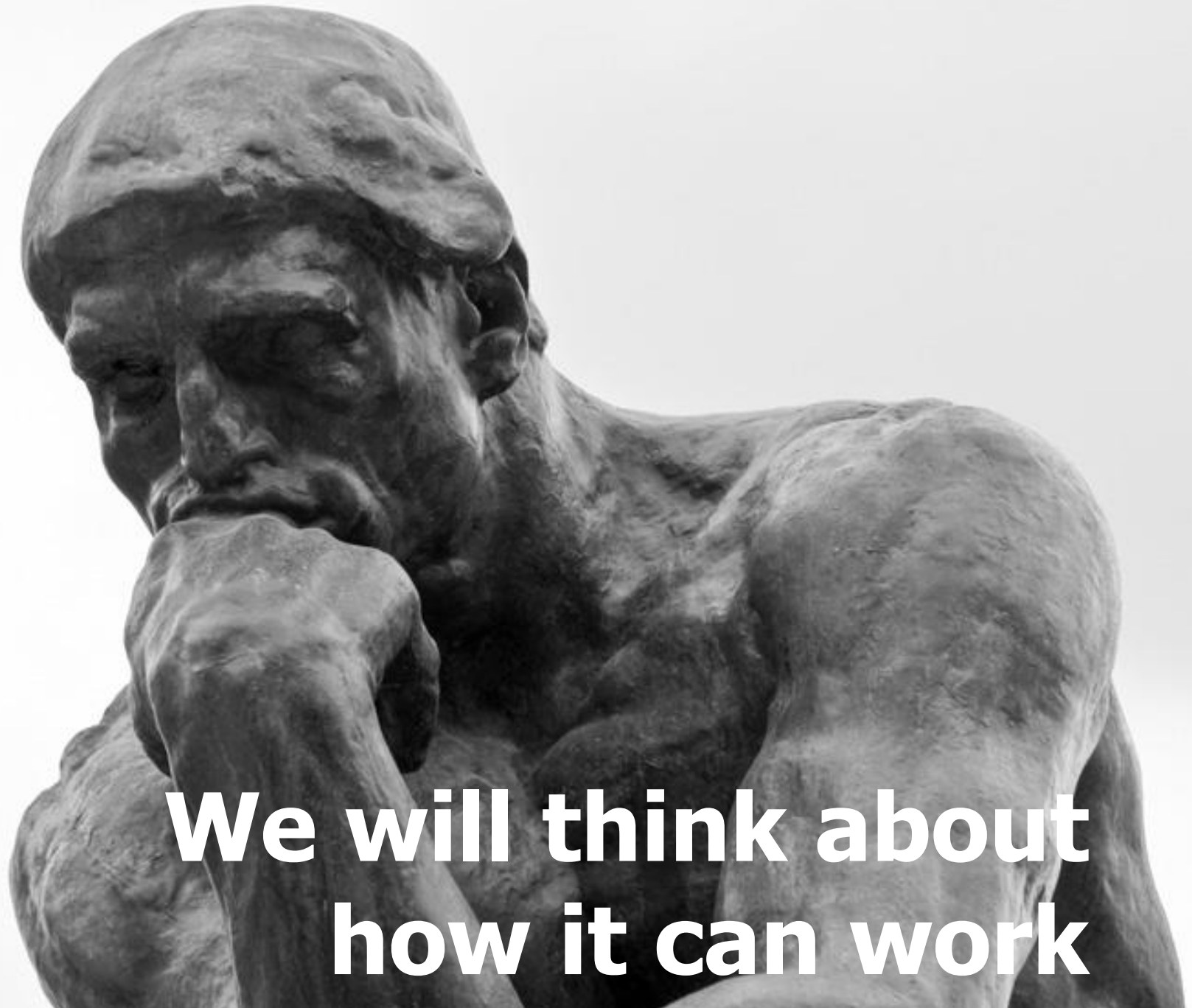


**We will ask good questions**



**We will read fine prints**



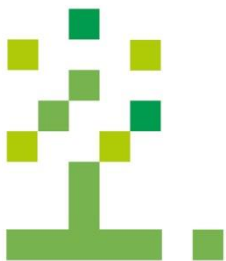


**We will think about  
how it can work**

# We Can Do It!



<http://www.change.org/petitions/justice-for-13-yr-old-jordan-brown>



A pair of hands is shown from a top-down perspective, cupping a heart-shaped arrangement of fresh green pine needles. The needles are vibrant green and have a fine, needle-like texture. The hands are light-skinned and positioned to hold the needles gently. The background is a soft, out-of-focus green, suggesting an outdoor setting with foliage. The text "Thank you" is overlaid in white, centered over the heart of needles.

Thank you

# EIP-AGRI Workshop 'Data Sharing'

**ALL PRESENTATIONS & BACKGROUND DOCUMENTS ARE AVAILABLE ON THE [EVENT WEBPAGE](#)**

**[WWW.EIP-AGRI.EU](http://WWW.EIP-AGRI.EU)**

