



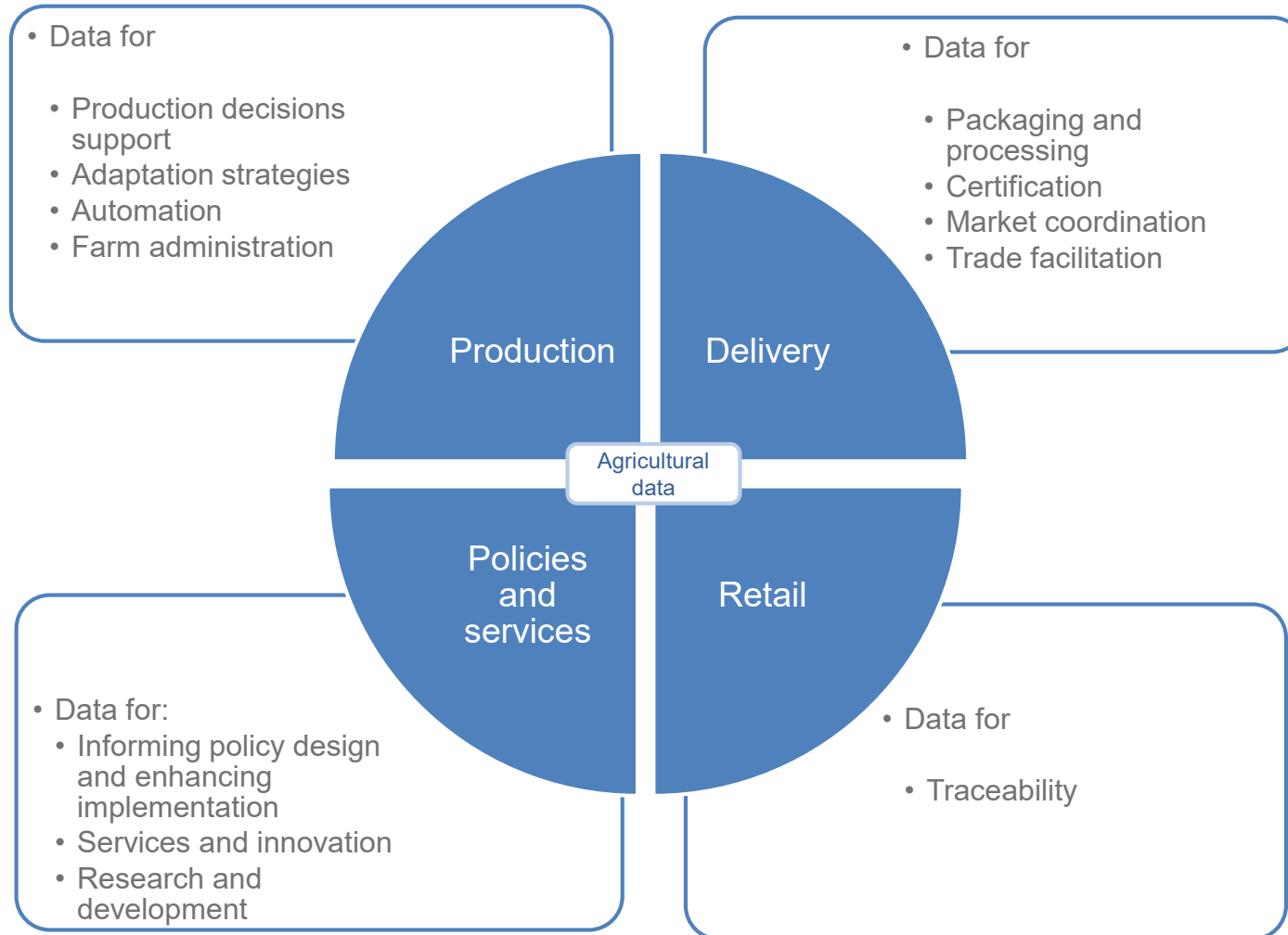
ISSUES AROUND AGRICULTURAL DATA GOVERNANCE – THE FARMERS' PERSPECTIVE

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'Digital agriculture' is all about the use of data in agro-food sectors



Agricultural data includes: Farm administrative data and farm production data (e.g. agronomic data, farmland data, farm management data, farm machinery data)



An enabling data governance is important for growth and innovation in agriculture

- But surveys highlight **farmers' concerns** about the governance of agricultural data, that may **hinder data collection, sharing and use**:
 - Control, access, use and re-use of data by third parties
 - Who benefits from using agricultural data collected on and about their farms?
 - Improper use of personal and commercially sensitive data
 - Lock-in effects and 'right to repair'

➡ OECD paper explores how existing data governance arrangements shape how agricultural data can be accessed, shared and used



Mapping the policy landscape, challenges and uncertainties

- The relationship between farmers, and machinery and service providers, is defined through **contracts**
- These often set the conditions around farm data
 - They define with whom the service provider may share the data, or what occurs to the data once contract comes to an end.
- But there may be **imbalances** in contractual relationships
 - Contracts may be offered on a ‘take it or leave it’ basis, the terms of use for the data may be buried within long and complex legal documents



Do privacy rules apply to agricultural data?

- Sometimes farming activities are closely linked with farmers' households, and privacy frameworks could apply
- But when is agricultural data personal data?
 - This is unclear and may vary by country
- And are privacy rules the most **appropriate** to govern agricultural data?



Don't farmers just 'own' their data?

- Many claim that they do, but it is more complicated than it seems..
- What does it mean to own data?
 - No existing legal arrangement corresponds to 'owning' data
- Policy makers could create such right, but is it a good solution?
 - What really matters is the conditions for access, share and use of data



Sectoral initiatives to address concerns – codes of conduct

- Agricultural data **codes of conduct**
 - Developed by industry bodies, sometimes with governments
 - Define principles and good practices around farm data for service providers to follow
 - They encourage transparency, openness, the possibility to transfer data between providers, etc
 - They are self-regulatory in principle, but certification mechanisms exist to provide signals to farmers
 - Examples: United States' Privacy and Security Principles for Farm Data and Ag Data Transparency Evaluator; New Zealand Farm Data Code of Practice, Standards and Accreditation, others..
- Because they are only **voluntary** in nature → difficult to understand their impact



Sectoral initiatives to address concerns – data cooperatives

- Farm **data cooperatives** as alternative model for sharing data
 - Cooperative members pooling data
 - They allow members to generate ‘big data’ insights...
 - .. while giving farmers more leverage to negotiate contracts and data sharing arrangements
 - Examples: Ag data coalition; Grower Information Services Cooperative, others..
- Still some challenges, due to **confidentiality**, technical **interoperability**, etc.



Beyond farmers' concerns...

- Facilitating access to publicly and privately-held data may also yield benefits
- To foster access to agricultural data:
 - Open data approaches
 - Data markets and platform
- Key **challenges** to overcome : Confidentiality; data quality; data interoperability; cross-border data restrictions..



Conclusion

- Effective policy-making for digitalisation in agriculture goes **beyond agriculture** policy circles
 - Important to secure seat at the table, ensuring that wider decisions on the regulation of data take into the account the needs and potential effects of regulation on agriculture
 - Important to consider concerns and needs of ***all stakeholders***
- Need to **improve farmers' understanding** of policy environment
- **International dialogue** to ensure flow of knowledge and services across borders



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