THE BRITISH FARM DATA COUNCIL

Transparency and Trust in Farm Data Sharing

An independent group to catalyse progress: the initial Council

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Our Aims

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1. **Accelerate the digitisation of the industry, and associated benefits in productivity, sustainability and performance, by building trust and participation - especially on farm**

2. **Enable clear recognition for farms, companies, and organisations across the agricultural industry who champion fair and appropriate data rights, leading the industry forward**
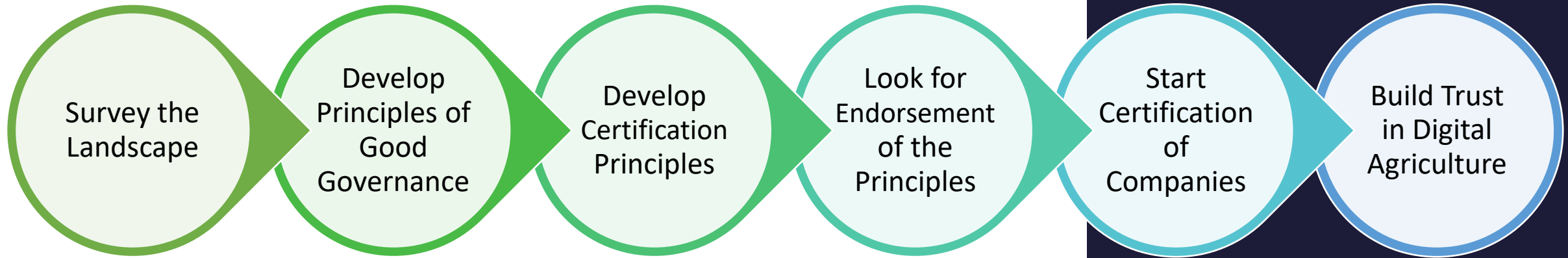
Why are we having this conversation?

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- We are not unleashing the value of data as a sector

- Broad agreement we need to take farm data governance more seriously

- Approaches are fragmented, non-standard, with little or no safeguards

- Lacking trust & confidentiality: agrifood is wary of data participation

- **NEED a clear trusted standard set by a voluntary 'gold standard'**

- **NEED some action in this space to progress the sector**

Our Process

Survey the Landscape → Develop Principles of Good Governance → Develop Certification Principles → Look for Endorsement of the Principles → Start Certification of Companies → Build Trust in Digital Agriculture

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Our short term actions

- Survey of what work has been done on farm data governance nationally and internationally

- Understand "what good looks like", and shape and disseminate the gold standard ambition for UK farm data standards, underpinning good governance

- Develop, share, and award certification against this gold standard

- Promote those organisations which meet the standards as examples, to build trust and to keep raising industry expectations

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Principles for good farm data governance

YOUR DATA IS YOUR DATA

- ✔ The Data Originator, normally the farmer, owns and controls the data

- ✔ The Data Originator can access, edit, delete, and migrate data easily

- ✔ Data is not accessed or store data without explicit opt-in permission

- ✔ Data is not shared or sold without explicit opt-in permission

- ✔ There is clarity as to what parties are involved processing the data and why

WE ARE CLEAR ABOUT THE VALUE AND BENEFIT OF DATA SHARING

- ✔ Value will sometimes be monetary, and other times will be actionable insights

- ✔ There is clear explanation from the outset regarding what raw data is used and how; and where value is generated, it is clear what that value is and who benefits

- ✔ We clearly explain how we aggregate data, and what value it generates, and to whom

WE KEEP YOUR DATA SAFE

- ✔ The security of users' data is essential

- ✔ Appropriate data security standards for an organisation's activities are adopted, and there is a clear explanation of why it is appropriate.

- ✔ There are processes in place to maintain security of users' data in the unlikely event of a data breach

WE STRIVE TO MAKE DATA EASY

- ✔ Simple naming conventions are adopted and common across the organisation's tools

- ✔ Organisations strive to allow systems to talk to each other, and to support other organisations and systems to share data using best practice and conventions

- ✔ There is a proactive approach to providing training on data and data use, appropriate to the organisation's data users

- ✔ The organisation is accessible and responsive to requests, instructions, or complaints

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Principles already fully endorsed by

NFU

AICC

BIAC

Your Data is Your Data

- ✓ **The originator, normally the farmer, owns and controls the farm data**

- ✓ **The originator can access, edit, delete, and migrate data easily**

- ✓ **We do not access or store data without explicit opt-in permission**

- ✓ **We do not share or sell data without explicit opt-in permission**

- ✓ **We are clear as to what parties are involved in processing your data and why**

Please note the "we" in this document is any person/company/organisation "using" farm data

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We are clear in the value of data

✓ **The Value will sometimes be monetary, and other times will be actionable insights.**

✓ **We clearly explain at the outset what raw data we use and how we use it, and where value is generated, we explain what that value is and who benefits.**

✓ **We clearly explain how we aggregate data, and what value it generates, and to whom.**

Please note the "we" in this document is any person/company/organisation "using" farm data

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We keep your data safe

- ✓ **The security of users' data is essential.**

- ✓ **We meet the appropriate data security standard for our activities, and clearly explain why it is appropriate.**

- ✓ **We have processes in place to maintain security of users' data in the unlikely event of a data breach.**

Please note the "we" in this document is any person/company/organisation "using" farm data

We strive to make data easy

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- ✓ **We use simple naming conventions common across our tools.**

- ✓ **We strive to allow systems to talk to each other, and, support organisations and systems to share data using best practice and conventions.**

- ✓ **We proactively provide training on data and data use, appropriate to our data users.**

- ✓ **We are accessible and responsive to requests, instructions, or complaints.**

Please note the "we" in this document is any person/company/organisation "using" farm data

Cross-industry Briefings

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Members of the Council have carried out an extensive briefing of the agricultural industry to gauge support for the Principles:

- ✓ ADAS
- ✓ AEA
- ✓ abc
- ✓ Agrimetrics
- ✓ Agri-TechE
- ✓ AHDB
- ✓ AIC
- ✓ AICC
- ✓ BASIS
- ✓ British Growers

- ✓ BIAC
- ✓ BRC
- ✓ BSI
- ✓ BSPB
- ✓ CLA
- ✓ CropLife UK
- ✓ Environment Agency
- ✓ FDF

- ✓ Food Data Transparency Partnership
- ✓ GAFTA
- ✓ IAgE
- ✓ LEAF
- ✓ NAAC
- ✓ National Beef, Pig and Sheep Associations
- ✓ NFU
- ✓ NOAH

- ✓ RASE
- ✓ Red Tractor
- ✓ UK Flour Millers
- ✓ Ulster Farmers Union

Farm Data Principles – the new name

- The British Farm Data Council has recently incorporated as *Farm Data Principles Ltd*, an independent not-for-profit company, and will transition to calling itself *Farm Data Principles* in the near future.

- We are in the process of applying for a certification mark.

Certification

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- ✓ A register of those who sign up to the principles will be published.

- ✓ Self-declaration is required. A fee of £950 will be payable, and a questionnaire will be completed, signing up to the principles.

Certification by Communagator Ltd

- Communagator, led by Julian Gairdner, acts as the Operator contracted to Farm Data Principles Limited

  - Help to promote and raise awareness of the scheme

  - Review applications and facilitate certification process, including general guidance and support for applicant organisations

  - Oversee the certification process of the scheme

  - Carry out the initial handling of complaints and disputes

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communagator
DRIVING DIGITAL IN AGRIFOOD

CONTACT DETAILS

Via the Website - www.BritishFarmDataCouncil.org/contact

Via our co-ordinator julianlittlecommunications@gmail.com
or via one of the Council Members

Applications and Certification julian.gairdner@communagator.com

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