Entrust Agricultural Data Event

Empowering Agricultural Data Technologies through Skills and Policies

Event Overview

This comprehensive 2-day event brought together agricultural professionals, policymakers, technology providers, and researchers to explore the transformative power of data in agriculture. Through expert presentations, interactive workshops, and collaborative discussions, participants gained insights into cutting-edge agricultural data technologies, policy framework considerations and practical implementation strategies.

Acknowledgement: EnTrust funded by the European Commission as our sponsor for the Doctoral Networks (MSCA-DN-101073381–EnTrust HORIZON – MSCA – 2021 – DN) programme under the Horizon Europe (HORIZON) Marie Skłodowska-Curie Actions.

European Commission

Day 1: Training Day

Monday, 10th June 2024

Time: 09:00 - 12:35 GMT
Location: Eolas Building, North Campus, Maynooth University (Hybrid: In-person/Online)

Programme Schedule

09:00 - 09:40: Coffee & Networking

An opportunity for participants to connect and establish professional relationships before the formal sessions began**.**

09:45 - 10:00: Welcome & Opening Remarks

Introduction to the event theme, objectives, and overview of the day's agenda.

10:00 - 10:50: Policy and Regulatory Perspectives, *The role of government policies in promoting data-driven agriculture.*

This session explored how government initiatives and regulatory frameworks support the adoption of data-driven approaches in agriculture. Dr. Catherine Dempsey from the Data Management & Analytics Division at the Department of Agriculture, Food and the Marine presented the current policy landscapes and future directions for agricultural data governance.

10:50 - 11:30: The Value of Data, *The need for quality and standardized data in food animal agriculture*

Daniel Foy, Co-founder and CEO of AGRIGATES, discussed the critical importance of data quality and standardisation in food animal agriculture. This presentation covered current challenges, best practices, and the economic value of implementing standardised data systems across agricultural operations.

11:30 - 11:40: Coffee Break

11:40 - 12:20: FARMEYE's Natural Capital Data *Management and governance in the land & agri-sectors*

Jessica Hicks, EO/GIS Research & Development Project Manager at FARMEYE, presented innovative approaches to natural capital data management. This session covered how earth observation (EO) and geographic information systems (GIS) are transforming data governance in land and agricultural sectors, with practical examples from FARMEYE's implementations.

12:20 - 12:35: Summary & Wrap-up Synthesis of key insights from the day's presentations and preview of Day 2 activities.

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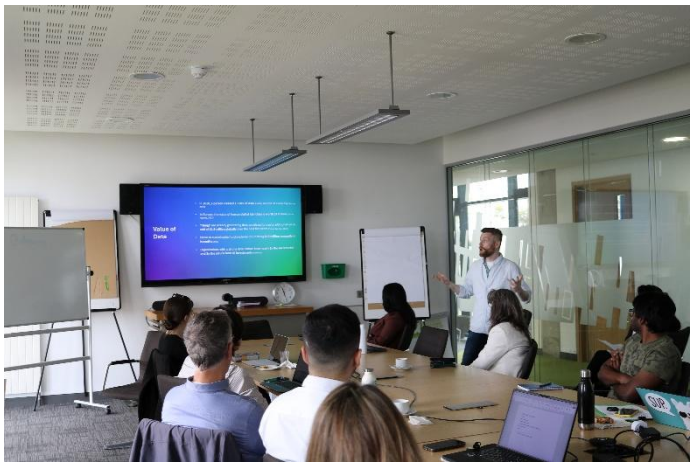
Day 2: IVI Summit Workshop

Tuesday, 11th June 2024

Theme: *The Three Seasons of Agriculture Data: Shall We Talk About the Fourth One?*
Time: 13:00 - 16:00 GMT (3 hours)
Location: IVI Summit Venue
Registration: IVI Summit 2024 Registration

Workshop Features

- Live graphic illustration by Amy Lauren throughout the session
- Interactive panel discussions
- Collaborative workshop activities
- Future-focused agricultural data exploration



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Programme Schedule

13:00 - 13:10: Welcome & Opening

Introduction to the summit theme, the illustrator's role, and an overview of the day's schedule. The session established the conceptual framework of agricultural data "seasons" that guided the day's discussions.

Part 1: Panel Presentations

SEASON 1: AGRICULTURAL DATA TECHNOLOGY: *Harnessing Data Power Through Technology*

13:10 - 13:40: Leveraging Agricultural Technologies *Digital data for user-centric cereal crop decision support systems*

Conor Kehoe, PhD Researcher at University College Dublin, presented his research on how digital technologies and data analytics can be integrated into user-friendly decision support systems for cereal crop management. This presentation covered the latest technological innovations and their practical applications in crop production.

SEASON 2: SKILLS DEVELOPMENT FOR DATA LITERACY: *Statistics, Visualization, Analysis*

13:40 - 14:10: Improved Digital Literacy Strategy: *A path to data value in food animal agriculture*

Daniel Foy, Co-founder and CEO of AGRIGATES, returned to explore how enhanced digital literacy can unlock data value in agricultural operations. This session focused on practical strategies for developing analytical skills, data visualisation capabilities, and statistical understanding within agricultural organisations.

SEASON 3: POLICIES EVOLVING AROUND AGRICULTURAL DATA: *Agricultural Data and Agri Data Sharing*

14:10 - 14:40: Pesticides Data: *A quest to make it better in Europe*

Edward Straw, Senior Researcher at Trinity College, examined the current state of pesticide data management across Europe and identified opportunities for improvement. This presentation addressed regulatory challenges, data quality and interoperability issues, and collaborative approaches to enhancing pesticide data systems.

14:50 - 15:20: Value Creation Through Data: *The forestry case*

Michelle Zendonadi, Financial Expert at Timber & Agrilands, presented a case study on how data-driven approaches create economic value in forestry operations. This session demonstrated practical applications of data analytics in natural resource management and financial decision-making.

15:20 - 15:30: Coffee Break

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Part 2: Interactive Workshop

15:30 - 15:35: Workshop Introduction

Transition from panel presentations to collaborative activities, with explanation of the interactive format and participant roles.

15:35 - 15:45: Collaborative Session - The Fourth Season

Participants discuss synergies and forecast the future of agriculture. This unique collaborative session brings together all participants to explore the interconnections between the three presented "seasons" of agricultural data. Participants engaged in facilitated discussions to identify emerging trends, potential synergies, and future directions for agricultural data technologies. Throughout this session, the illustrator captured key insights and concepts visually, building toward the conceptualisation of a "fourth season" representing the future evolution of agricultural data.

15:45 - 16:00: Fourth Season Presentation & Wrap-up

The session concluded with the reveal of the complete illustration representing all four seasons of agricultural data, including the collaboratively developed fourth season. Final remarks synthesised the day's insights and outlined next steps for continued collaboration in agricultural data advancement.

Target Audience

- Farmers and agricultural managers
- Agricultural data scientists
- Policy makers in agriculture
- Agricultural technology developers
- Researchers and academics

Key Learning Outcomes

- Understand current government policies promoting data-driven agriculture
- Learn about quality standards and data interoperability in agricultural systems
- Explore natural capital data management and governance frameworks
- Discover cutting-edge agricultural technologies and decision support systems
- Develop digital literacy strategies for agricultural data value creation
- Examine policy evolution around agricultural data sharing
- Collaborate on future-oriented, interoperable agricultural data infrastructures

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Event Highlights

- **Expert Speakers:** Industry leaders, government officials, and academic researchers.
- **Interactive Format:** Q&A sessions, networking opportunities, and collaborative workshops
- **Live Illustration:** Visual documentation of discussions and insights.
- **Hybrid Delivery:** Flexible attendance options for Day 2.
- **Future Focus:** Forward-looking discussions on the evolution of agricultural data.

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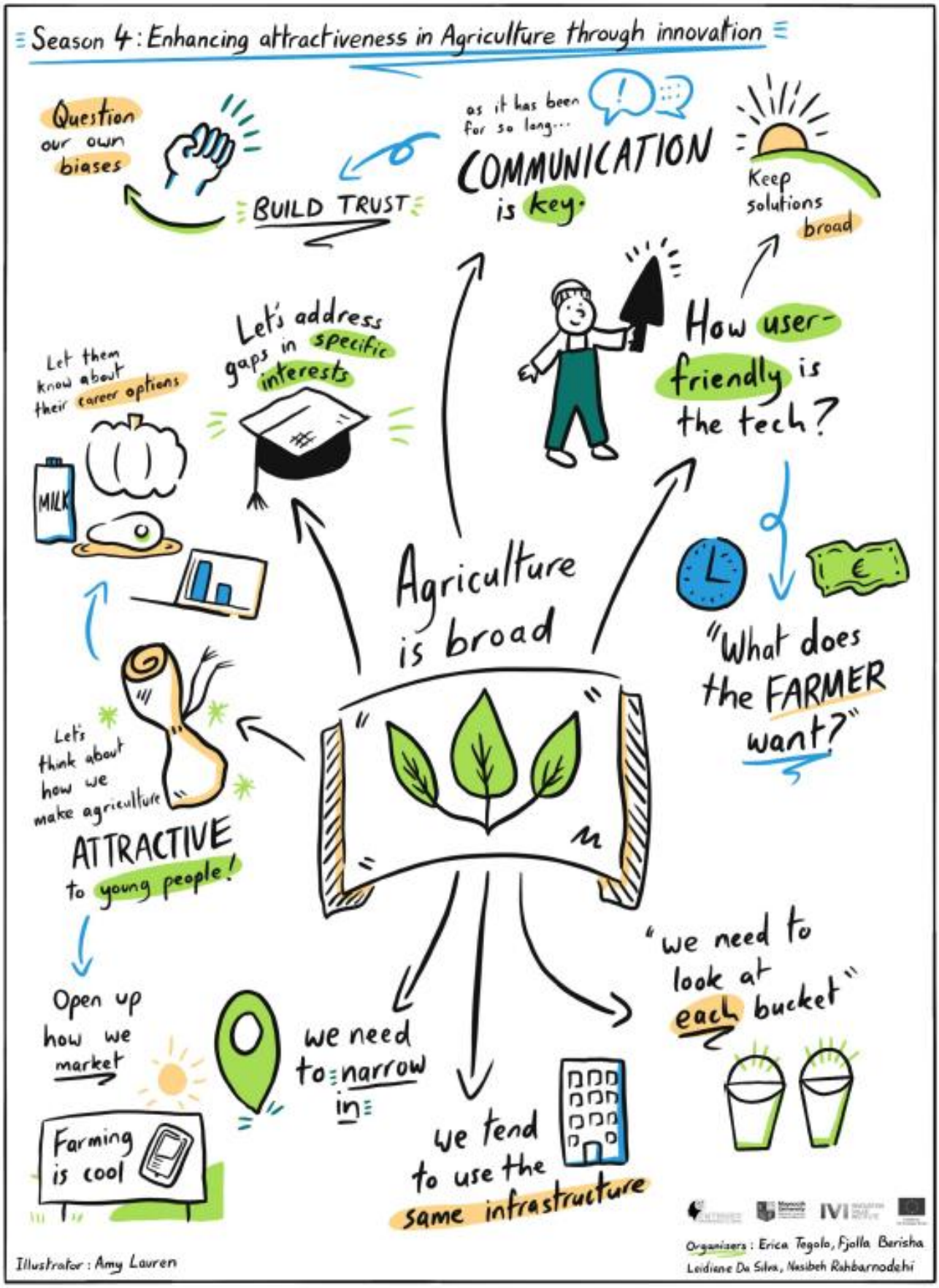

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Description of Organisers

Erica Tegolo: Erica Tegolo holds a Bachelor in Administration and Organisation Science and Labor Consultancy at the University of Palermo. She has received the MBA degree from IAE, University of Bordeaux. She's currently pursuing the Ph.D. degree at the School of Business, National University Ireland Maynooth (NUIM), representing the awarding institution. The Ph.D. is part of the EnTrust Doctoral Network, Marie Skłodowska-Curie fellowship, which aims to train a cohort of 11 Doctoral Candidates (DCs) to establish a new generation of Data Executives. She is representing DC09, and the objective is represented by the development of a Fair data exploitation principles and framework. The host organisation is Teagasc, the Agriculture and Food Authority in Ireland and I am currently based at the department of Rural Economy and Development Program (REDP).

Fjolla Berisha: Fjolla Berisha completed her Bachelor and Master studies in Computer Engineering at the University of Prishtina, "Hasan Prishtina. She worked for 4 years as a computer science teaching assistant at the same university. Fjolla is the author of a scientific paper related to neural network algorithms in recommender systems. She is currently pursuing doctoral studies at the National University of Ireland, Maynooth with a focus on digital data ownership.

Leidiane Da Silva: Received the B.Sc. degree in business administration from the Universidade Paulista (UNIP), Brazil, and the M.Sc. degree in business analytics from the National University Ireland, Maynooth (NUIM), in 2023. She is currently pursuing the Ph.D. degree in business with the National University Ireland, Maynooth. She is a part of the EnTrust Ph.D program and works in the education and research office at Airfield Estate. Her work and interests include data quality and trustworthiness assessment, machine learning techniques, agri-data and business analytics.

Nasibeh Rahbarnodehi: Obtained a B.S. degree in Software Engineering from Zanjan University / Iran in 2008, and gained her Master's degree in Information Technology Management at Farabi University / Iran in 2015. She is currently pursuing a Ph.D. degree in business with the National University Ireland, Maynooth. She is a part of the EnTrust PhD program, Marie Skłodowska-Curie fellowship, and will work in the R&D department of Maggioli in Italy. Her research and study include Cybersecurity and Risk assessment, related Maturity Models, and agri-data Governance.

Acknowledgement

This event is part of the broader initiative to advance agricultural data technologies through enhanced skills development and supportive policy frameworks within the "EnTrust: Next Generation of Trustworthy Agri-Data Management" project, which is funded by the European Commission through the Doctoral Networks Programme (MSCA-DN-101,073,381–EnTrust) under the Horizon Europe (HORIZON) Marie Skłodowska-Curie Actions.