

FCC Precision Ag Task Force – Adoption & Jobs Work Group
Adoption Subcommittee
Areas of Focus / Priorities

Updated: July 2, 2020

- I. **Connectivity:** A major building block and necessity to promote the adoption of precision agriculture technologies is having adequate connectivity. Connectivity must be deployed that will sustain the capacity needs of the industry for now, but most importantly into the future. Connectivity must also be application-based and must focus on the needs of precision agriculture technologies. **Work Group Leads: Russ Elliott, Dale Artho**

- II. **Interoperability of Precision Agriculture Technologies:** One of the most common topics that has been discussed among the Adoption Subcommittee is the matter of interoperability of precision agriculture equipment technologies. A priority should be focused on how these technologies are interfacing together and having the ability to exchange information across multiple platforms and systems. **Work Group Lead: Dennis Buckmaster**

- III. **Data Collection, Security, Management, & Analytics:** A second topic of discussion was on the broad issue of data collection, security, management, and analytics. Data collection and speed will allow producers to make better decisions in real time. Ample connectivity is a major component of data collection and speed. Additionally, data security and protection of farm data is a concern as precision agricultural applications expand. **Work Group Leads: Mike Gomes, Jose Guevara**

- IV. **Incentives for Farmers to Use Precision Agriculture:** Another major topic identified was the ability to provide incentives for farmers to enhance adoption. Several members of the group suggested the group focus on ways the federal government could provide farmers with financial incentives to adopt precision agriculture technology to promote sustainability, such as NRCS, FSA, and RMA. One idea discussed was a 10% discount on the premium for federal risk management programs for farmers. The payments/benefits would be considered “green box” in the eyes of the WTO. Additionally, the programs would likely be acceptable in the eyes of the taxpayer, as we are promoting sustainability. **Work Group Lead: Robert Blair**

- V. **Existing Funding Mechanisms Should Pivot to Precision Agriculture:** A broad topic of discussion also focused on the need to ensure that funding mechanisms aim toward supporting deployment that enables connectivity throughout cropland and within and among farm structures, facilities, and equipment. In these regards, both stationary and non-stationary assets, including but not limited to structures and mobile working machines, will be viewed as locations that require broadband connectivity and rely upon data traffic communication will be perceived as users whose reliance on broadband warrants regulatory strategies to ensure their connectivity. **Work Group Leads: Mike Gomes, Josh Seidemann**

- VI. **Sustainability & Traceability:** A continued theme of the Adoption Subcommittee was a focus on sustainability, framing the need for precision agriculture technologies

as a solution to environmental stewardship. Traceability and the need for connectivity was also discussed; and how traceability and sustainability would be tied together in framing the argument that farmers are producing Safe/Secure/Sustainable food. Traceability will be a major piece of technology, especially in the specialty crops and livestock industries. **Work Group Lead: Mike McCormick**

- VII. **COVID-19: Broadband Availability & Connectivity:** COVID-19 has changed the conversation on how “essential” connectivity has become in rural broadband. Telehealth and precision agriculture should be leading the discussion on the topic of rural broadband deployment. **Work Group Leads: Russ Elliott, Josh Seidemann**