## MONTHLY C BROWN BAG

A new casual online gathering for co-operative professionals to learn from others in the field and exchange information

## **BIG AGRICULTURAL DATA: ARE CO-OPERATIVES A SOLUTION?**

Date: Wednesday, May 4 Time: 12:00 - 1:00 PM Where: on Zoom (free to attend)



Primary production agriculture is changing rapidly due to major developments in digital "smart" technologies, or what is known as big ag data. While big ag data provides value, it also creates a set of problems and challenges, including concerns around privacy, security, data ownership, competition and market power. Informed by his recently published report, "Digital Technologies and the Big Data Revolution in the Canadian Agricultural Sector: Opportunities, Challenges, and Alternatives", in this Brown Bag, Bill Oemichen (Research Fellow at the Canadian Centre for the Study of Cooperatives and Senior Researcher, College of Agricultural and Life Sciences at the University of Wisconsin-Madison) reviews what we know about the issues surrounding big ag data and explores whether co-operatives provide a solution.

