



Photo: United Soybean Board

The Canadian Centre for the Study of Co-operatives Presents:
**THE BIG AGRICULTURAL DATA REVOLUTION:
KEY ISSUES**

Primary production agriculture is changing rapidly due to major developments in digital “smart” technology. In what is referred to as Big Ag Data, agricultural technology providers are combining data from “smart” devices with weather and soil data to provide farmers with seed, fertilizer, and chemical recommendations designed to improve yields, environmental outcomes and economic return.

While the idea of Big Ag Data is quickly becoming commonplace, its use comes with questions and concerns. Farmers, policy makers, and industry groups are asking: Who owns this data? How is it protected? How is it shared? Who reaps the benefits from its collection and use?

Join us for a lively primer on the opportunities and challenges facing Canadian agriculture from this critically important new technology. This introduction serves as a prelude to [the Big Data Revolution in the Canadian Agricultural Sector: A Symposium on Opportunities, Challenges, and Alternatives](#), which will take place, both in person at Thompson Rivers University and virtually, on March 25, 2022.

FEBRUARY 25
11:00 AM - 12:30 p.m. (Saskatchewan Time)
Event delivered by Zoom
[Register Online Here](#)

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