

Ag Data Transparent

Board of Directors Meeting

March 19, 2025

MEETING MINUTES



Attendees highlighted in yellow

Emily Buckman, American Farm Bureau Federation, ADT President

Carson Fort, American Soybean Association

Jarah Hauger, John Deere

Darcy Herauf, Farm Credit Canada

Dan Lussier, EMILI Canada, ADT Vice President

Dan Mongeau, Indigo Ag

Michael R. Wenkel, National Potato Council

Tom Sell, National Sorghum Producers

Aaron Shier, National Farmers Union

Patrick Lee, Combyne

Laura Lee, Combyne

Billy Tiller, GiSC

Jacob Westlin, National Association of Wheat Growers

Laura Gentry representing NCGA, with Illinois Corn Growers, ADT Secretary/Treasurer

Deb Atwood, AGree

ADT Administrator: Todd J. Janzen, Janzen Schroeder Ag Law LLC

Kenda Resler Friend: KRF PR, ADT marketing

Administrator's Report - Todd Janzen

- **Pipeline**

- Two new members in Q1 Bluefield Seeding and Incite Ag
- Prospects – 4 started 1 paid

Discussion about reaching out to Venture Capital groups like Thrive which is a funder of Ag Startups, Darcy has connections with VC funds in Canada. A barrier being founders often want to join for free. We'll think about how to connect with those groups. We also would like bigger companies.

- **Renewals**

- 25 complete (certified and supporting)
- 10 not yet renewed, have been reached out to
- 1 unlikely to renew (merger situation, Conservis now part of Traction Ag)

- **Financials**
 - Todd shared financial details; most income comes in the first part of the year with renewals.
 - Financials looking good thanks to renewal process being more automated.
- **Committee for Model Agreement Review**
 - Four people on the committee with Todd, more of a legal project
- **Commodity Classic**
 - Recap – Todd was there in Denver, walked trade show floor and talked with NASA Acres about ADT spreading the word, good conversations with members

Marketing Report – Kenda Resler Friend

Kenda shared updates on marketing metrics, including:

- Feb newsletter had 43% open rate
 - Previewed Model Data Use Agreement
 - 2025 Officers, dates for 2025 Background and Benefits Webinars
 - Shout out for EMILI blog on ADT, encourage Commodity Classic connection
- Weekly social media strategy includes tagging people and companies/organizations every week to expand reach
 - Almost 2,000 impressions for Feb 8 – March 8 (Commodity Classic helps!)
- Videos work
 - Todd’s “What is ADT” video got almost 800 views
- ADT Logo was translated into French by FCC Canada – it will be highlighted in newsletter, shared with the board and posted on the website
- Active engagement with website – signing up for newsletter, downloading model agreement, clicking on member certifications
 - Average 97 seconds on the page

Motion:

- 2025 Talking Points updated and distributed to Board and Marketing Committee
- Videos from 2024 Board meeting good for social and available for your use
 - On the member portal, we will send instructions on how to access
 - Short and topic specific
 - What is ADT - Quick Soundbite
 - Contracts are Important - Farmer Focus and Process
 - Membership explained - Encourage to Join
- Marketing Committee met in February, robust input
 - Committee represents 16 members across all categories
- Marketing Calendar and Plan in place; Model Data Use Agreement will be a headline when done, considering how to best reach farmers (through commodity groups)
- Thinking about a Prospect Strategy using MemberClicks platform

She asked the board for their continued support in amplifying ADT social media and messaging. Be sure to let Kenda know if you have content from your company we can amplify or any other marketing ideas you may have.

Other News:

- Todd presented virtually to Australian data converse about ADT
- EMILI doing some summer event, Dan L. will provide connections and also thinking ahead to events in winter of 25'26
- Combyne is going to be AgSmart in July – possible outreach/speaking

Upcoming Meetings

- Quarterly Board/Member Meetings
 - March 19, 2025, at 11 am EST
 - June 18, 2025, at 11 am EST
 - September 18 at 11:00 am EST
- New Member/Background and Benefits Webinars
 - January 16, 2025, at 11 am EST
 - April 16, 2025, at 11 am EST
 - July 16, 2025, at 11 am EST
 - October 22, 2025, at 11 am EST
- Marketing Committee Meetings
 - February 18, 2025, at 11 am EST
 - June TBD
 - November TBD
- **Annual Meeting 2025 –November 19 – 9 to 4 a.m. – Location TBD**

Meeting was adjourned at 11:33 a.m.