



Federal Reserve Bank

**2014 Agricultural
Symposium**

Chuck Studer

Director, Industry Relations



JOHN DEERE

Core Focus: Value to Producer

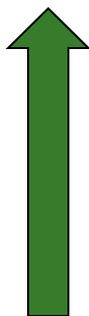


John Deere is focused on returning value to the farmer throughout the year and across the entire crop production system

Deep Customer Understanding

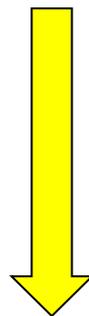


INCREASE



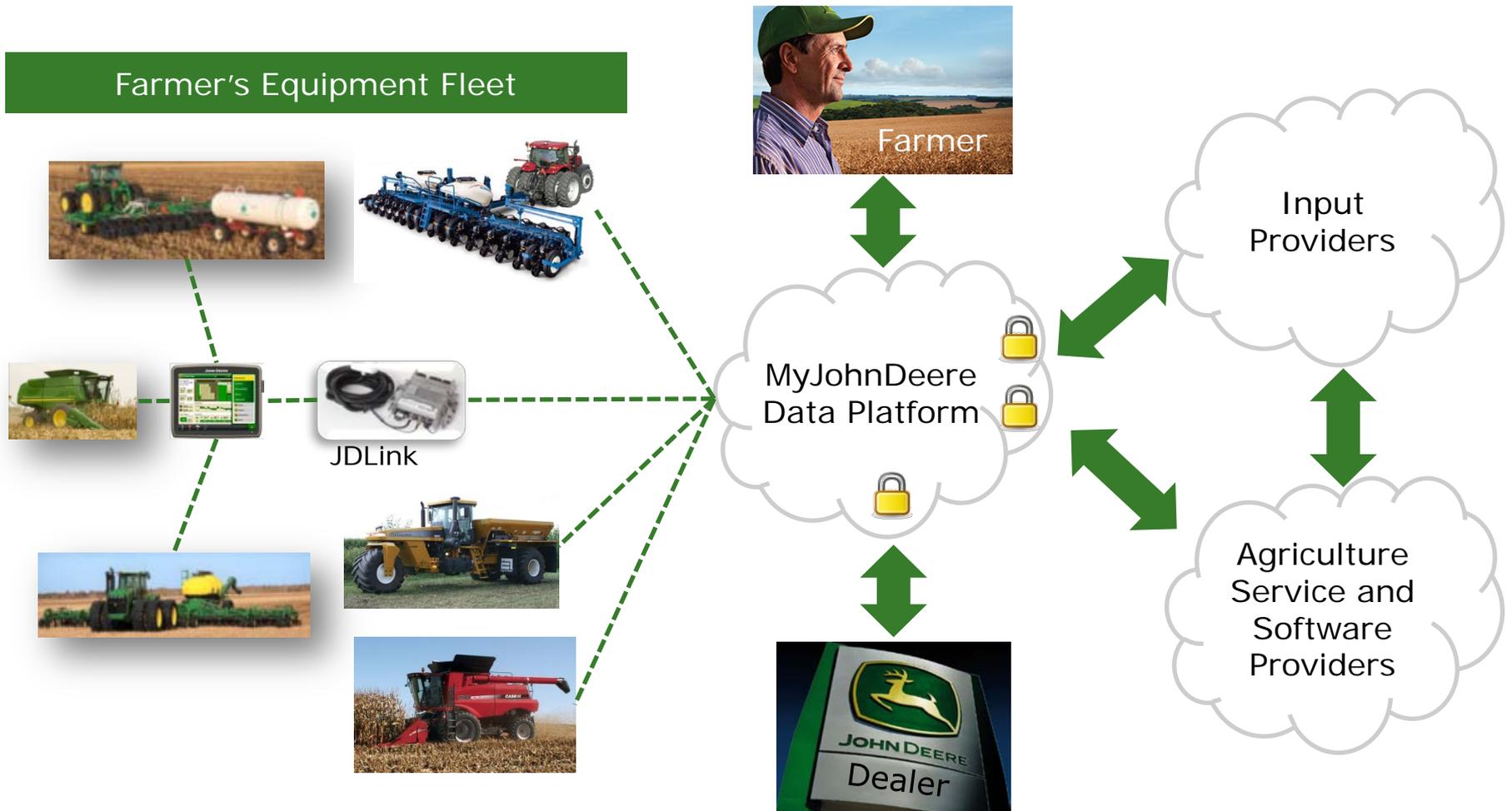
Yield
Efficiency
Productivity
Safety
Sustainable

DECREASE



Environmental Impact
Societal Impact
Costs
Labor

John Deere Data Ecosystem



Types of Data in the Agricultural Ecosystem

Machine Data

Machine Data are data that generally relate to how the equipment is functioning. Examples include fuel consumption, machine health indicators, vehicle diagnostic codes and engine performance.

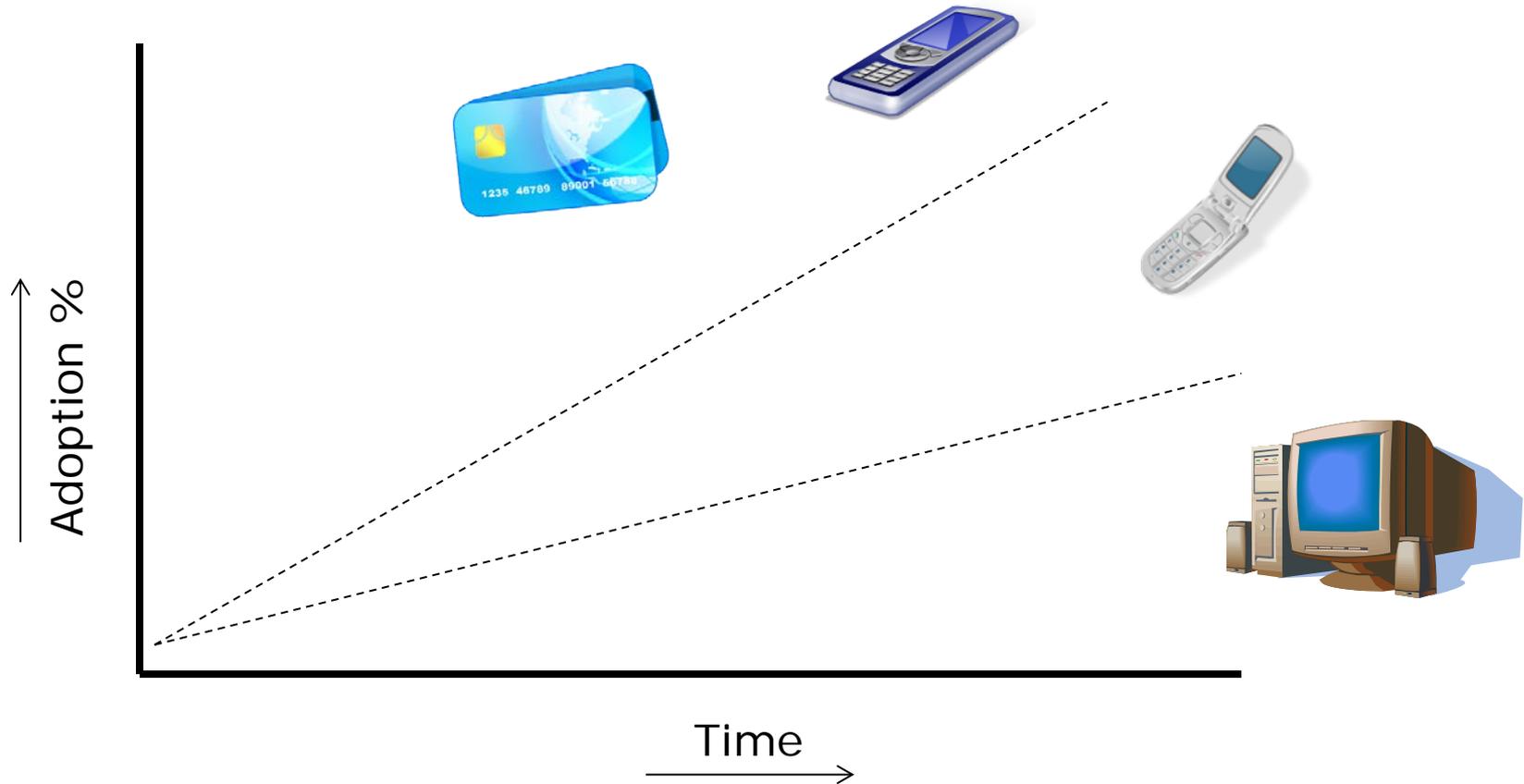
Production Data

Production Data are data that generally relate to the work done with the equipment and the land on which the work is performed. Examples include field task details, material moved, trees or crop harvested (yield), and agronomic inputs applied.

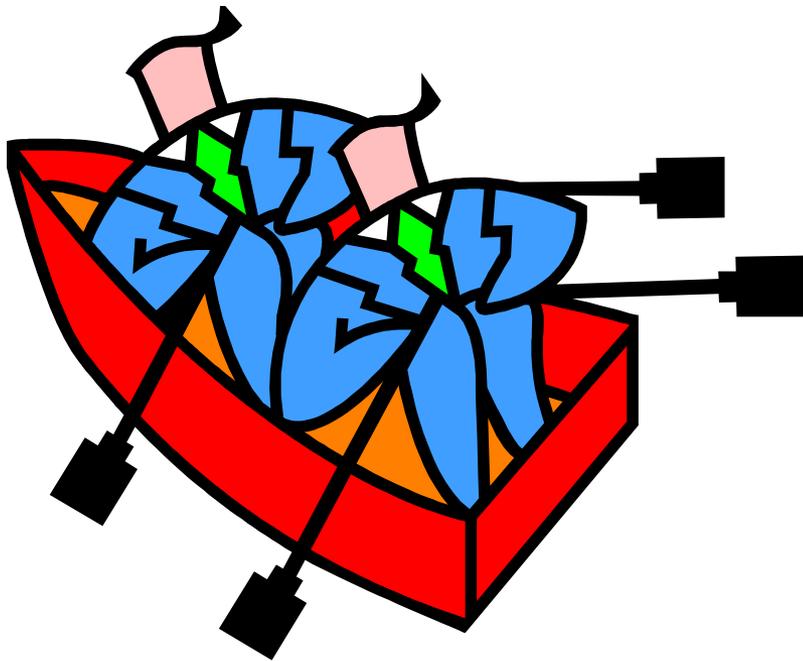
Other Data

Other Data are data that we identify for special handling. Examples include variable rate prescriptions, user-entered notes and user-formatted reports.

Adoption Speed – Confidence vs Risk



Speaking with a Common Voice





JOHN DEERE

John Deere's Data Principles

John Deere believes that insights from data about machines and the land will be a key element of our industry's collective goal to increase food production and to build the infrastructure required to sustain nine billion people by 2050.

We also believe that companies providing data services should administer strong processes that ensure privacy, security and control.

Core Principles

Value

John Deere will enhance value for our customers by providing services and features that improve performance, uptime, cost of operation and yield.

Transparency

John Deere will be fully transparent with how individual, anonymized and aggregated data is used, managed and shared.

Control

John Deere gives customers control over how data is shared and allows customers to opt out of third party sharing of aggregated production data.