

Online Seminar Series: “Sovereign Data Ecosystems in the Agri-Food Sector – Creating Transparency, Enabling Innovation”

1. Background and Motivation: Sharing Data Creates Value

Initiatives such as **JoinData (NL)**, **AgrispAI (ES)**, **djustconnect (BEL)**, the **Common European Agricultural Data Space (CEADS)**, as well as sector-specific solutions (QS, Dairy Industry Association, AgIN, NFDI, BonaRes) demonstrate one thing clearly: **those who share data create added value.**

Cross-industry harmonisation efforts – for example, in the dairy and meat sectors for **GHG emissions assessment**, or the integration of **government data platforms (Amsel / Data Hub Agriculture)** – make it possible to recognise synergies, share resources, and secure sustainable value creation in the medium and long term.

2. Objectives of the Seminar Series: Sharing Information

- **Create transparency and share information:**
 - What practical offerings already exist abroad?
 - What approaches are currently being developed in Germany?
- **Identify use & business cases** (see speaker briefing attached):
 - Why was the initiative launched (incl. requirements, functions)?
 - What is the benefit for users and farmers?
 - Which data is being shared (e.g. “food product passport”)? Who invests?
 - What is the business case?
 - Who makes decisions (governance)?
 - *Out of scope:* Technical implementation details.
- **Provide a practical foundation for strategic discussions.**
- **Develop use & business cases as a compass** for decision-making and potential partnerships.

3. Outcome: Understanding Requirements and Comparing Approaches

- Compilation of requirements and a **map of relevant platforms and initiatives.**

4. Target Group: Invited Stakeholders from Agri-Food

- Decision-makers from **agriculture, the agri-food industry, and retail** – including business, science, and public administration.
 - Specialist networks of participating and interested associations (e.g. IVA, Bitkom), particularly regarding **digitalisation, sustainability, product passports, traceability**, etc.

5. Approach: Seminar Series with Impulse and Discussion

- **8 events total:** 6 online, 2 in-person (Anuga, Agritechnica).
- Each seminar features **1–2 specific offerings/initiatives**, presented by a responsible stakeholder, followed by a joint discussion.
- **Patrons:** Each seminar has a patron responsible for content organisation, selecting relevant participants for discussion, and preparing the topics.
- **Moderation:** Each event is moderated.

Format: 75 minutes (60 min + 15 min buffer and follow-up)

- 5 min – Introduction (objectives, introduction of speakers)
- 25 min – Impulse presentation of an innovative solution (see attached “Speaker Briefing”)
- 25 min – Moderated discussion with selected representatives from agriculture & food; online Q&A possible in parallel
- 5 min – Closing remarks
- Moderation: **Friends of Digital Farming**
- **Platform:** Microsoft Teams (using conferencing features)
- **Recording:** Sessions recorded for internal sharing and academic analysis
- **Language:** German (except for international presenters)

7. Team

Organising Team

Dr. Kristian Möller / Appellando EHI
Prof. Nils Borchardt / DLG
Klaeri Schelhowe / Scheddebrock
Prof. David Rygl / Friends of Digital Farming
Prof. Daniel Werth / FDF
Dr. Matthias Nachtmann / FDF

Industry Supporters

Dr. Christian Grütters / DRV
Johann Meierhöfer / DBV
Dr. Nicolas Hummel / VDMA
Prof. Horst Lang / Globus
Matthias Jäger / BVLH
Dr. Bernd Büker / GS1

Annex: Background

Joint Future-Proof Value Creation in Sovereign Data Ecosystems of the Agri-Food Sector

The digital transformation of agriculture and the food industry opens enormous opportunities for **sustainable and competitive value creation**. By networking stakeholders across the entire value chain – from farming to processing to retail – new possibilities emerge to use data efficiently, drive innovation, and create both societal and economic added value.

Key success factors for sustainable, joint value creation include:

- **Sovereignty and fairness:** Addressing the strategic asymmetry between financially strong players and often structurally disadvantaged farms, ensuring fair participation and sovereign partnerships.
- **Active stakeholder engagement:** Mobilizing companies, associations, and public institutions to unlock synergies and develop sustainable solutions.
- **Interoperability and collaboration:** Establishing a common framework for cross-stage, cross-sector digital interoperability, enabling secure and efficient data exchange. Linking German initiatives with the **European Data Space** lays the foundation for innovative business models and strengthens competitiveness.
- **Transparency and trust:** Open platforms and transparent processes foster trust and facilitate the development of scalable use cases.
- **Focus on tangible value:** Identifying and implementing use and business cases with clear economic and societal benefits ensures long-term acceptance and success of data-driven innovation.

By fostering close cross-sector collaboration and creating **interoperable, open data spaces**, the agri-food sector of the future can be shaped to be **sustainable, innovative, and competitive**. Joint work on digital solutions forms the foundation for a resilient and value-creating agri-food economy within the European context.