



# January 2010 Newsletter

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January 2010

*AgGateway, your source for eBusiness innovation!*



## New Look on AgGateway Website

### Membership & Communications Committee

Have you visited the AgGateway website ([www.aggateway.org](http://www.aggateway.org)) recently? If not, then take a few minutes to browse around. Earlier this month the website underwent a completely new 'look and feel' to allow for easier navigation and better consistency across pages for members and those interested in learning more about AgGateway.

To see all information on the AgGateway website you will need register with a user name and password. It takes less than a minute to complete the process.

Questions? Please send them to [info@aggateway.org](mailto:info@aggateway.org).

## Conference Committee Update

**Darlene Gibson**

Planning for the Annual Conference is well underway. The Conference Committee has split into two groups for planning purposes for 2010. The Annual Conference Committee, responsible for the 2010 Conference, is currently working on refining the meeting theme, identifying sponsorship opportunities, etc. The second group, the Committee, Councils and Projects Meeting Committee (aka the CCP Meeting Committee), has started planning that meeting in earnest. Both groups welcome volunteers who would like to help with the Annual Conference and the CCP Meeting. For more information on the Annual Conference Committee, contact Darlene Gibson at [Darlene.Gibson@AGDATA.NET](mailto:Darlene.Gibson@AGDATA.NET). For information on the CCP Meeting Committee, contact Sheila O' Dea at [Sheila.ODEa@AGDATA.NET](mailto:Sheila.ODEa@AGDATA.NET).

Remember to schedule the dates for the Annual Conference in your calendar, **November 9-11**, in beautiful St. Petersburg, FL at the Renaissance Vinoy Resort and Golf Club. Check out the AgGateway website for all conference updates.

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### Mark Your Calendar!

(all times EST)

#### Conference Committee

- 1/21 @ 3pm
- 2/4 @ 3pm
- 2/18 @ 3pm

#### DOC

- 1/27 @ 2pm
- 2/10 @ 2pm
- 2/24 @ 2pm

#### Emerging Technologies

We hope you will help us ensure the most successful Annual AgGateway Conference ever by becoming a conference sponsor. Watch for upcoming communications which will tell you about our sponsorships and how to take advantage of the opportunity.

## Media Coverage

### Membership & Communications

Check out the links below to see what's being said about AgGateway:

- AgGateway, the agriculture industry eBusiness standards and implementation organization, has launched the Product Cost Information (PCI) Project with a kick-off meeting in Indianapolis. Project participants represent multiple industry segments and include manufacturers, distributors and retailers. ([AgGateway's Product Cost Information \(PCI\) Project](#))
- Richard Sellers spoke about feed safety issues and the Safe Feed/Safe Food Certification Program at a public meeting sponsored by two federal agencies in Washington, D.C., on Dec. 10. The meeting was sponsored jointly by the Food and Drug Administration and the Food Safety and Inspection Service, a division of the U.S. Department of Agriculture. ([Richard Sellers \(AFIA\) article for FDA](#))
- WASHINGTON, D.C., Jan. 13 - AgGateway, a non-profit consortium of businesses serving the agriculture industry, today announced it has awarded GROWMARK, Inc., a regional agricultural cooperative based in Bloomington, Ill., with the sixth annual Ag eBusiness Excellence Award for its pioneering use of technology and implementation of the AgGateway tools and standards. ([eBusiness Excellence Award Presented to GROWMARK](#))
- This past Christmas, consumers were expected to spend \$44.7 billion without ever stepping foot in a store. In the worst retail year in decades, online holiday retail sales were expected to grow by 8 percent. Sales increases like that happen because successful e-business retailers are in constant electronic communications up and down the supply chain. And it isn't just the marketing department that is communicating. Sales, distribution, warehousing and finance are all on the same digital page. ([eBusiness Solutions Good for Ag Business](#))

## Project Updates for January 2010

### Marilyn Hunter

It's been a busy time for the AgGateway projects! Check the links below for complete updates:

- [Enhanced Feed Connectivity \(EFC\) Project](#)
- [Product Cost Information \(PCI\) Project](#)
- [XML Remittance Payment \(XRP\) Project](#)
- [Radio Frequency ID \(RFID\) Guidelines Project](#)
- [Seed Germplasm & Trait Reporting Project](#)

Any questions can be directed to Projects Director, Marilyn Hunter ([marilyn@aggateway.org](mailto:marilyn@aggateway.org)).

- 2/12 @ 10am

### Management Team

- 2/3 @ 10am

### Membership & Communications

- 2/12 @ 10am

### Standards & Guidelines

- 2/11 @ 1pm

## 2010 Council Chairs

### Crop Nutrition

Tim Piper,  
GROWMARK, Inc.

### Crop Protection

Richard Bramhill,  
Dow AgroSciences

### Feed

Scot Mewbuorn,  
MFA, Inc.

### Seed

Jeff Brown,  
Syngenta

### Allied Providers

Keith Bangasser,  
E-Markets, Inc.

## 2010 Committee Chairs

### Conference

Darlene Gibson,  
AGDATA

### DOC

Brent Kemp,  
Southern States

### Education

Denise Nelsen,,  
The Mosaic Company

### Emerging Technologies

Vince Restucci,  
JR Simplot Company

### Membership & Communication

Chip Donahue,  
John Deere

### Standards & Guidelines

Lori Edwards,  
Gmb[ YbHJ