

# Crop Protection Canada



AgGateway is a global, non-profit organization that develops standards and other resources so that crop protection and other ag companies can rapidly access information. The result:

- Efficient product tracking
- Stronger engagement with producers on sustainability initiatives
- Improved accuracy and reliability in reporting and customer transactions.

#### Companies active in Crop Protection Connectivity Canada:

Bayer  
BASF  
Corteva  
FMC  
Nutrien  
Richardson  
Syngenta  
UFA  
WinField United

For more information contact  
AgGateway at  
[Member.Services@AgGateway](mailto:Member.Services@AgGateway)  
+1 866-251-8618



## Save Time and Cut Costs: Join the Digital Movement for Crop Protection in Canada!

AgGateway's Crop Protection Canada Connectivity (CPCC) project is working to use digital connectivity to increase efficiency and accuracy of orders-to-sales reporting. By implementing digital connections between crop protection product manufacturers, distributors and retailers, companies can greatly improve the order process, often with direct and significant impact on the bottom line.



By working to create digital connectivity between trading partners, the project is streamlining crop protection supply chains and creating an industry standard for messaging tools and web services.

Endorsed by CropLife Canada, the Canadian connectivity project builds on AgGateway's successful and proven approach, which is already in wide use in the U.S. crop protection industry.

#### What benefits can you expect from CPCC?

- Increase order accuracy and reduce errors.
- Reduce time during the purchase order generation process.
- Increase efficiency for the distributor/retailer by reducing phone calls and emails needed to generate purchase orders.
- Maintain all orders and changes in the distributor/retailer point-of-sale systems, reducing the need to access multiple systems to view.
- Reduce the time required to manually enter shipments into inventory.
- Reduce the time needed to reconcile original purchase orders against what was actually shipped.
- More accurate invoicing.
- Save time collecting and verifying sales information, for both distributors and manufacturers.

#### Three direct ways the CPCC project can benefit your company now:

1. Participation guarantees your company's influence in the decisions of the project group, and you will benefit from the experience and knowledge of established eCommerce-ready partners.
2. Share implementation and best practices with other participants.
3. Improve your business processes and reduce costs sooner.

Some Canadian trading partners are already successfully connecting, with positive results!



## About AgGateway

AgGateway is a non-profit organization with the mission to promote and enable the industry's transition to digital agriculture, and expand the use of information to maximize efficiency and productivity.

For more information:

- Go to [www.AgGateway.org](http://www.AgGateway.org)
- Attend the AgGateway Mid-Year Meeting in June or Annual Conference in November.
- Check out the Case Studies in the Newsroom "Communications Kit" at [www.AgGateway.org](http://www.AgGateway.org).
- Contact Member Services at [Member.Services@AgGateway.org](mailto:Member.Services@AgGateway.org) or +1 866-251-8618

**Here are some recent AgGateway initiatives related to digital ag in crop protection.**

**Tightening Up Traceability and the Rebate System:** An AgGateway team is working on a Channel Integrity initiative that would allow companies to provide better product stewardship, and significantly boost inventory control and track-ability of product. Several leading manufacturers are working on the first stage of the initiative.

**Product Catalog:** Some cooperatives plan to offer branded online store services to their retail members. Crop protection and seed manufacturers want to ensure that such online stores have complete, accurate and up-to-date information. AgGateway is working to define the data requirements and data standards to support that objective. The team is focusing on crop protection products first, working towards a minimum viable product (MVP) catalog format and building out seed and other segment data from there.

**Interoperability in field operations:** AgGateway's ADAPT and ISOXML Plugin were collectively named one of the top three innovations of 2019 by the Association of Equipment Manufacturers (AEM) and American Society of Agricultural and Biological Engineers (ASABE). ADAPT and other AgGateway work in field operations data standards set the stage for better visibility of crop protection product movement, application and use, enabling stewardship programs and market analysis.

**Soil Testing Group:** AgGateway's Soil Testing Standardization Working Group is addressing standardization of the nomenclature and data formatting for soil test results. In future the group might look at the capture and exchange of chemical application and residual presence data.

### Case Studies and "Communications Kit":

AgGateway's series of 2-page case studies provide a quick overview of the benefits of making digital connections with trading partners. Companies featured include WinField United, CF Industries, GROWMARK, Key Cooperative, and more, as well as a recent profile on Nutrien and its work with SePRO and Nufarm to increase efficiency in its Specialty business. Find these resources, plus the AgGateway Annual Report and other helpful information, on the AgGateway website in the News section, under "**Communications Kit**" ([www.AgGateway.org](http://www.AgGateway.org)).

