Decoding Trust in Data Management in Canada

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Over the past two years, I have...

- Not changed my comfort level with sharing data with organizations outside the farm: 58%
- Become less comfortable sharing my data with organizations outside the farm: 25%
- Become more comfortable sharing my data with organizations outside the farm: 17%

n=2,001
When considering which technology or service provider to use, how important are the conditions governing the use and treatment of your data by an outside party?

- Extremely important: 29%
- Very important: 42%
- Moderately important: 20%
- Slightly important: 6%
- Not at all important: 2%

n=2,001
Please select the statement that best describes most of your agreement(s)/contracts with respect to data.

- The contract expressly states who owns my data and/or how my data will be used: 26%
- The contract did not state who owns my data and/or how my data will be used: 9%
- I am not sure: 65%
What proportion have requested your prior approval to share your farm data with an off-farm company's third party, business partner or affiliate?

- All of them: 9%
- Most of them: 22%
- Some of them: 32%
- None of them: 12%
- I am not sure: 25%

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Which of the following uses of data do you consider to be beneficial to you and your operation?

- Efficiency increase by lower cost or better yields: 69%
- Improve management control and decision-making: 65%
- Increased opportunity to benchmark my operation: 42%
- Better cope with legislation and paperwork: 37%
- Ability to share my data with other service providers like my agronomist: 31%
- Other: 3%

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Of all the emerging technologies out there, which has the greatest potential to transform the agriculture industry in Canada?

- Precision Agriculture Tools: 36%
- Robotics: 28%
- Farm Management Software: 13%
- Genomics: 10%
- Artificial Intelligence: 9%
- Other: 6%

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