

# Summary of key outcomes

DAC session 25 April 2024

We shared back the reflections of our discussions with DAC members on the relevance of this year's activities prior to the meeting as well as results from a short online discussion. With the group we tested whether our conclusions were valid. In these discussions we saw there was still an interest in the topic of data governance and informed consent, also particularly around data sharing. We further saw an appreciation for trying things out, getting practical and piloting. Finally, we identified a practical learning question to identify current models to collect informed consent from farmers.

- In the workshop discussion it became clear that defining the scope of the DAC activities is very important as data governance is a very broad topic and interconnected with many issues, such as data democratization and ownership, protection and privacy. We should keep the activity bonded and focused on governing the relationship of informed consent and the role it plays in (farmer centric) business models and service delivery around data sharing.

Yielder presented the results of the pilot training on data & consent among 3900 Kenyan farmers. While all farmers received a detailed consent form, 70% of farmers were given a 30 minute training to explain its relevance, while the remaining 30% did not receive this training. A phone survey to +- 600 farmers followed up to explore the impact and relevance of this (response of 399).

- 95% of farmers that received training gave consent for Yielder to use the data, 73% for data to be shared with third parties. 65% of farmers that did not receive training on consent gave consent, while 63% of untrained farmers allowed data to be shared with third parties.
- The results of Yielders pilot training and subsequent phone survey demonstrate the large role that trainers play in exporting trust. Only 3% of farmers took the opportunity to fill out the form by giving choices per type of data to be shared. The rest of the farmers likely followed instructions of the trainers to all fill it out in the same way. Trust in Yielder was named as the primary reason for sharing data in the follow up survey.
- Reflection on how to improve such a training include: a training on data and consent is abstract, farmers do not yet see the value of their data, it is not particularly interesting to farmers while 30

minutes is too long for this training. Advisory power of the trainers is too high and consent forms should be simplified.

The group then discussed what could practically follow the consent training pilot. Reflecting on the previous pilot the conclusion was that farmer interest may have been low because there was no clear use case for data to be shared. Many farmers asked the trainers how they would benefit from this data sharing consent and lost interest when there was no clear answer. Having a clear use case would also allow a more tangible (less abstract) story to be developed around data and consent. Members reflected that DAC should collectively decide on a dot on the horizon for this data governance topic, there was agreement that a data sharing use case would be most interesting. Among the group there was a drive to realize farmer centric data principles to be applied by practitioners, making data sharing possible in a farmer centric way. The following practical recommendations were made:

- DAC members can create a pooled database of farmers where service providers share data, preventing farmers from needing to register again and again.
- Before promoting data sharing and interoperability between DAC members we should gain clarity on the data ecosystems in which this exercise would sit, first we should look at the context and farmers, then develop principles and requirements, then move to pilot exercise.
- The collective objective should relate to building relations with, adding value for and showing importance of data sharing to farmers. A use case like ACORN would be ideal, where there are clear benefits for farmers.

**See Miro slides of the session below**

## EXPLORATORY AND VALIDATION DISCUSSIONS

RVO

IDH

BopInc

Maastricht  
University

Rabobank

ITC

Yielder

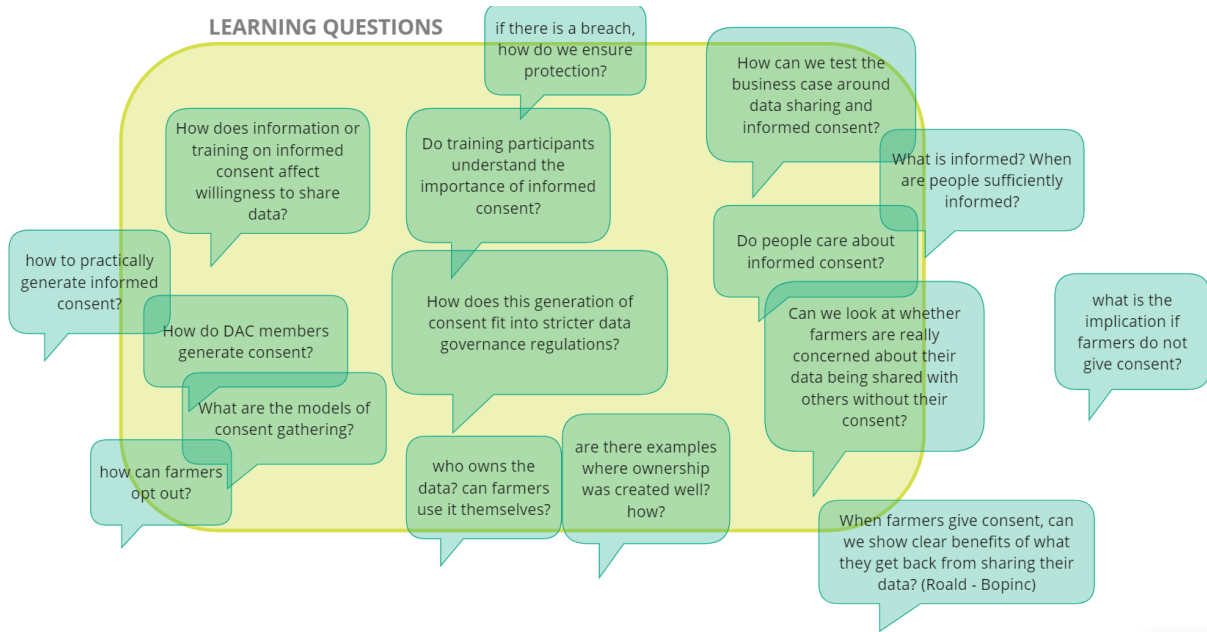
- Learning more about data governance and informed consent is still relevant for DAC members
- There is an issue of scale;
  - how can we scale up current trainings?
  - how can share larger amounts of farmer data?
- Members have an appreciation for trying things out, getting practical and piloting
- Questions around what are the current methods being used to collect consent from farmers
  - how can we move toward farmer centric data governance in the models?

## REFLECTIONS FROM LINKEDIN DISCUSSION

**Do you think it's a good idea to spend more time talking to farmers about data and consent?**

- Sufficiently informing farmers on use cases for their data will improve trust and willingness to share data
- Need to guide farmers toward maintaining their focal point of the agri-data ecosystem
  - Needs assessment to understand the knowledge gap
  - Train farmers to give data correctly
- Discussing data and consent with farmers is more crucial than ever
- Reducing the data gap means collecting quality data from farmers
  - Having genuine concern for farmers as an icebreaker

## LEARNING QUESTIONS



## PANEL DISCUSSION

