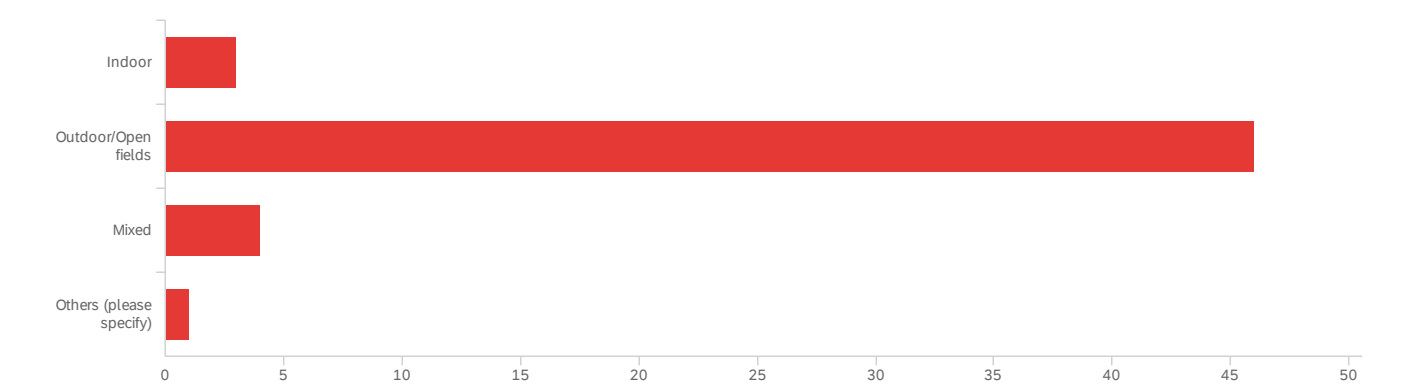


Default Report

Data ownership survey

July 4, 2025 5:29 AM MDT

Q1 - Q1: Which of the following best describes the type of farm you operate?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q1: Which of the following best describes the type of farm you operate? - Selected Choice	1.00	4.00	2.06	0.45	0.20	54

#	Field	Choice Count
1	Indoor	5.56% 3
2	Outdoor/Open fields	85.19% 46
3	Mixed	7.41% 4
4	Others (please specify)	1.85% 1
		54

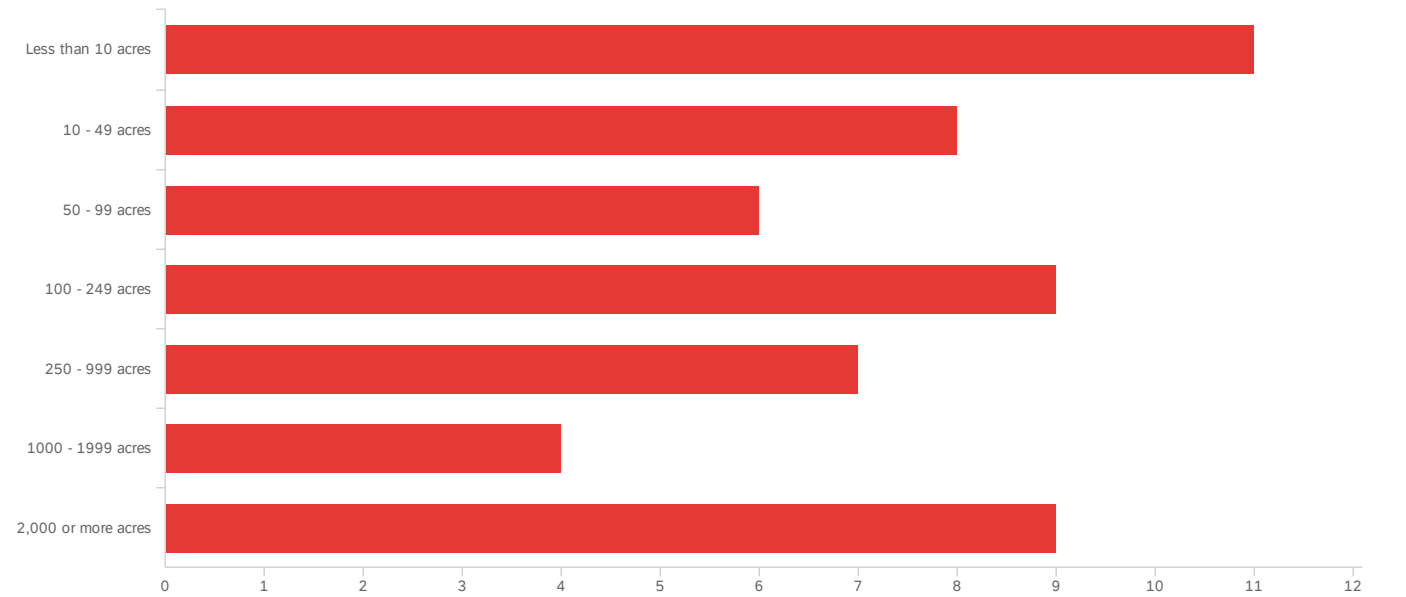
Showing rows 1 - 5 of 5

Q1_4_TEXT - Others (please specify)

Others (please specify)

goat dairy / poultry farm

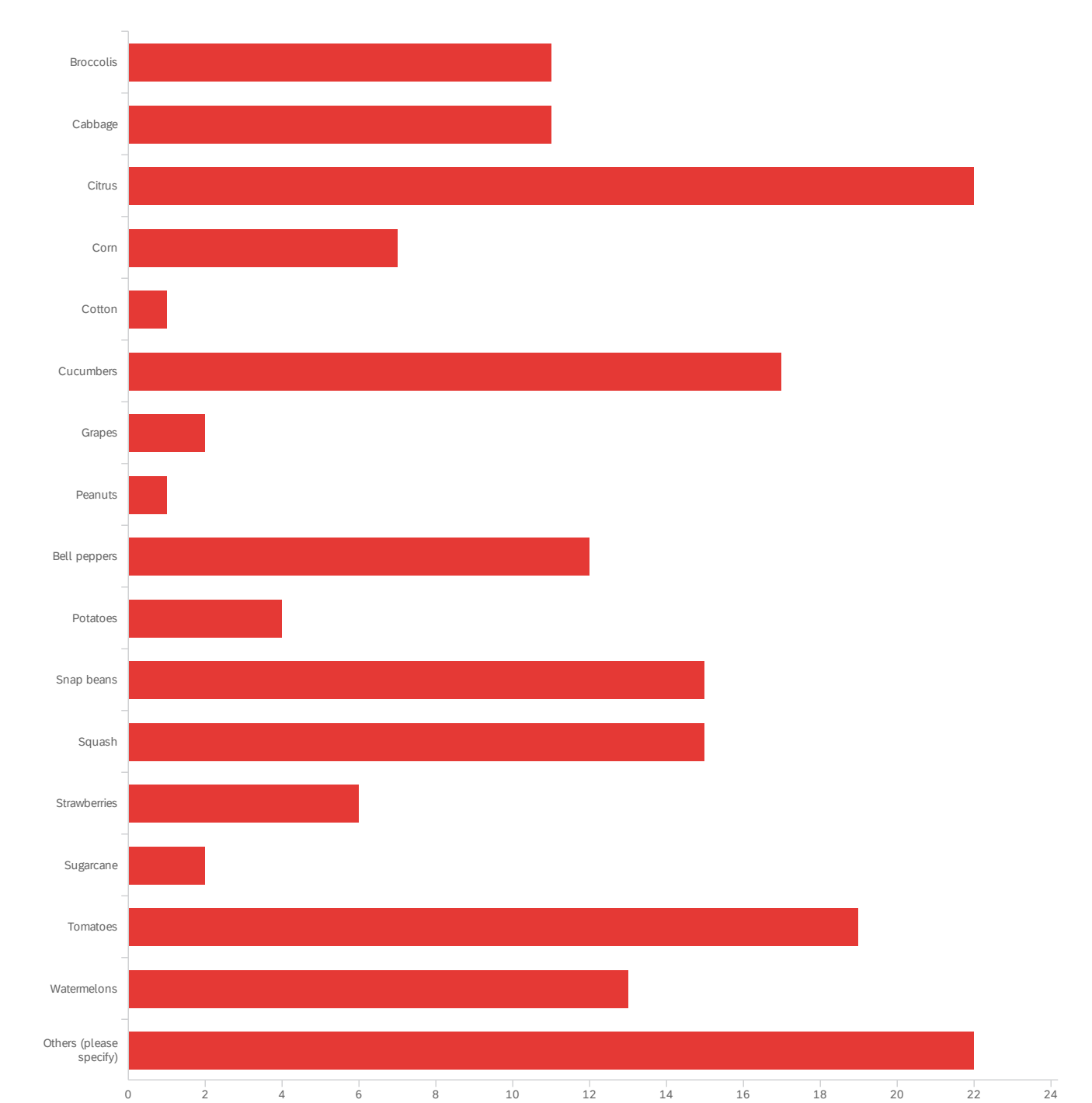
Q2 - Q2: How many acres does your farm have?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q2: How many acres does your farm have?	1.00	7.00	3.76	2.10	4.41	54

#	Field	Choice Count
1	Less than 10 acres	20.37% 11
2	10 - 49 acres	14.81% 8
3	50 - 99 acres	11.11% 6
4	100 - 249 acres	16.67% 9
5	250 - 999 acres	12.96% 7
6	1000 - 1999 acres	7.41% 4
7	2,000 or more acres	16.67% 9
		54

Q3 - Q3: What are the main crops that you normally grow? (select all that apply)



#	Field	Choice Count
1	Broccolis	6.11% 11
2	Cabbage	6.11% 11
3	Citrus	12.22% 22
4	Corn	3.89% 7

#	Field	Choice	Count
5	Cotton	0.56%	1
6	Cucumbers	9.44%	17
7	Grapes	1.11%	2
8	Peanuts	0.56%	1
9	Bell peppers	6.67%	12
10	Potatoes	2.22%	4
11	Snap beans	8.33%	15
12	Squash	8.33%	15
13	Strawberries	3.33%	6
14	Sugarcane	1.11%	2
15	Tomatoes	10.56%	19
16	Watermelons	7.22%	13
17	Others (please specify)	12.22%	22
			180

Showing rows 1 - 18 of 18

Q3_17_TEXT - Others (please specify)

Others (please specify)
blueberries
Everything transplanted, celery, flowers, etc.
Lychee, avocado, papaya, mango
Blueberries
Tropical tree fruits; turmeric rhizomes
blue berries
Avocados, bananas, plantains and cattle
Specialty Pepper
Jalapeños

Others (please specify)

many other crops for farmer mkt variety

Grass seed

Greens(kale collards spinach specialty etc)

Greens, herbs

Peaches, Florida

Avocado, mango, lychee, papaya, banana, starfruit, herbs, eggplant, zucchini, peas, lettuce, kale, swiss chard

Hay

Pears, Persimmons, Blackberries, Olives, Figs

Microgreens, edible flowers, specialty produce

stone fruit

dairy products and eggs

Blueberries

Hontsaitai, amara mustard, fava beans, onions, flowers, many many more

Q4 - Q4: What kind of data do you collect from your farm? (select all that apply)



#	Field	Choice Count
1	Imagery data from drone/UAV/smart phones	8.85% 10
2	Nutrient loss	9.73% 11
3	Soil moisture map	7.96% 9
4	Water flow	14.16% 16
5	Water level	9.73% 11
6	Weather observation	30.09% 34
7	Others: (please specify)	7.96% 9
8	I do not know if data are collected from my farm	2.65% 3
9	I do not collect any data	8.85% 10
		113

Showing rows 1 - 10 of 10

Q4 7 TEXT - Others: (please specify)

Others: (please specify)

Scouting and yields

CO2, temperature, humidity, jules, wiind direction

Harvest records/Planting records

Sales data(. How much was sold to asses he own much to grow in future)o

Crop yield

Soil sample

harvest data, application of materials

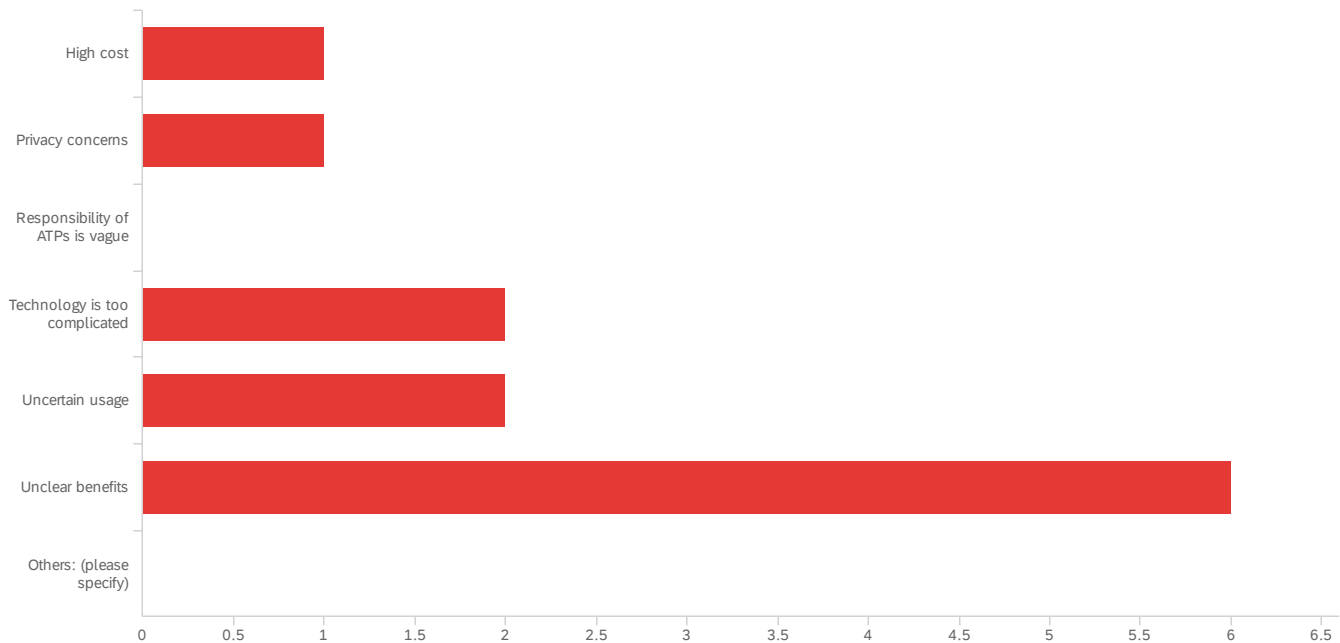
Internal data on milk production, deworming protocol and birthing data.

Fertilizer soil sample leaf sample

Q5-1 - Q5: What Agricultural Technology Providers (ATPs), or other companies, do you currently work or have previously worked with in collecting farm data? (Type NA if you don't have).

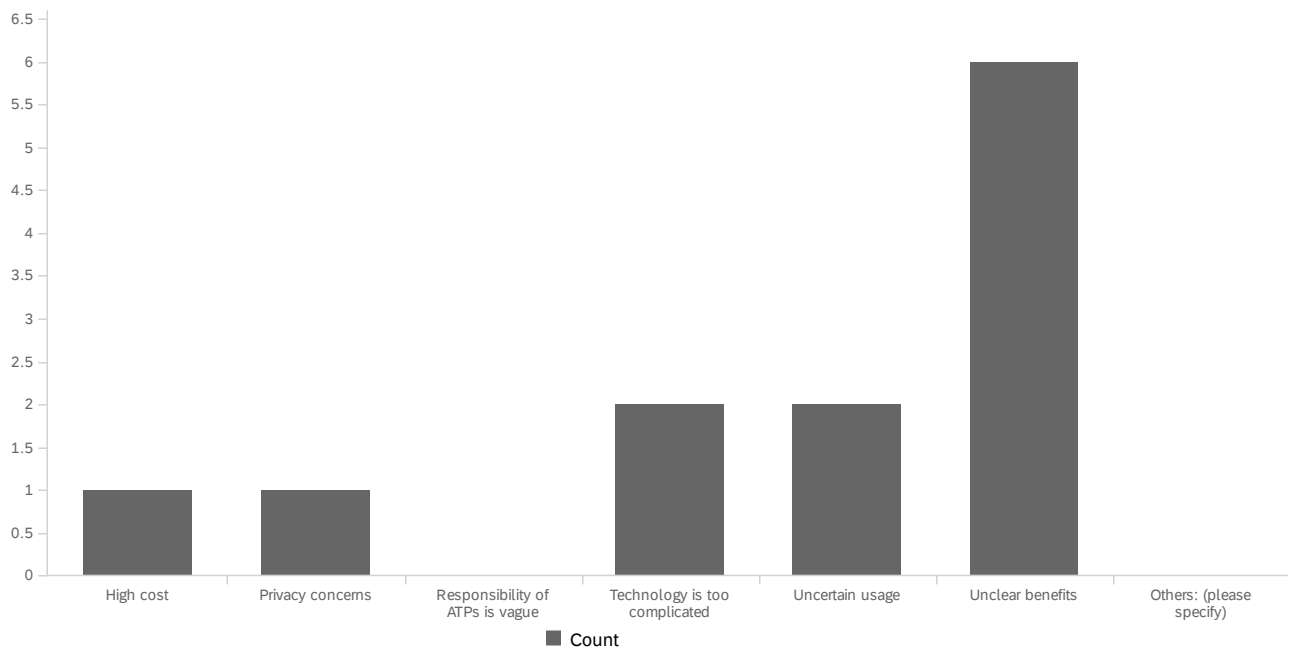
WIDGET_ERROR.MISCONFIGURED

Q5-2 - Q5: What are the reasons for not collecting data in your farm? (select all that apply)



#	Field	Choice Count
1	High cost	8.33% 1
2	Privacy concerns	8.33% 1
3	Responsibility of ATPs is vague	0.00% 0
4	Technology is too complicated	16.67% 2
5	Uncertain usage	16.67% 2
6	Unclear benefits	50.00% 6
7	Others: (please specify)	0.00% 0
		12

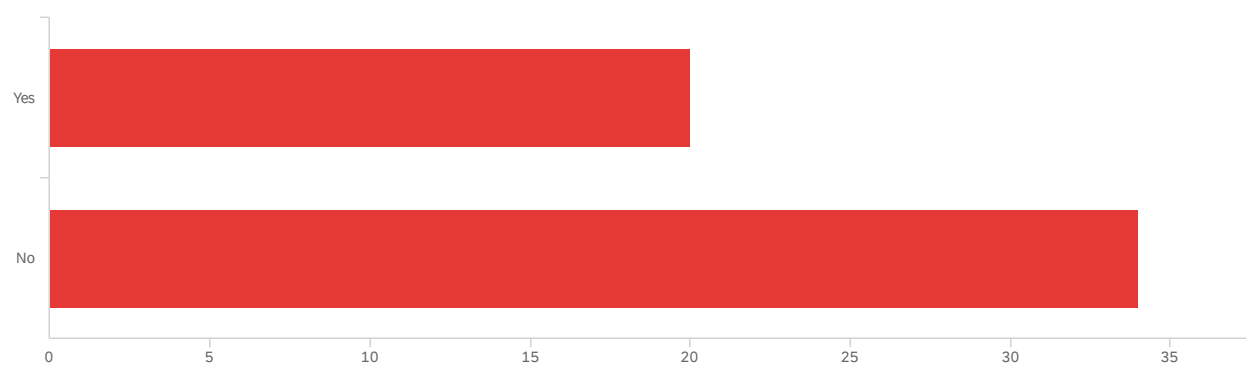
Showing rows 1 - 8 of 8



Q6_7_TEXT - Others: (please specify)

Others: (please specify)

Q6 - Q6: Have you ever learnt about data as a property or its ownership?



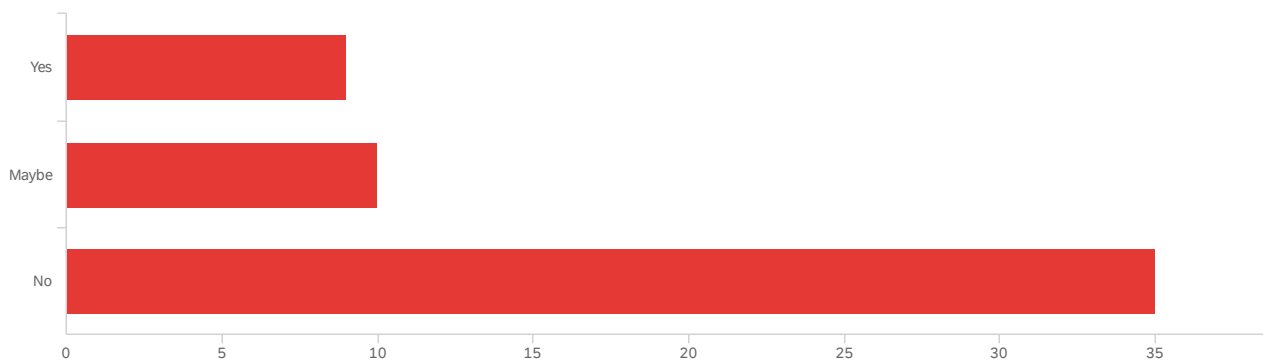
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q6: Have you ever learnt about data as a property or its ownership?	1.00	2.00	1.63	0.48	0.23	54

#	Field	Choice Count
1	Yes	37.04% 20
2	No	62.96% 34

54

Showing rows 1 - 3 of 3

Q7 - Q7: Purchasing data externally is common for tech companies nowadays. Have you ever thought data as a new kind of harvest from your land that could be commercialized?

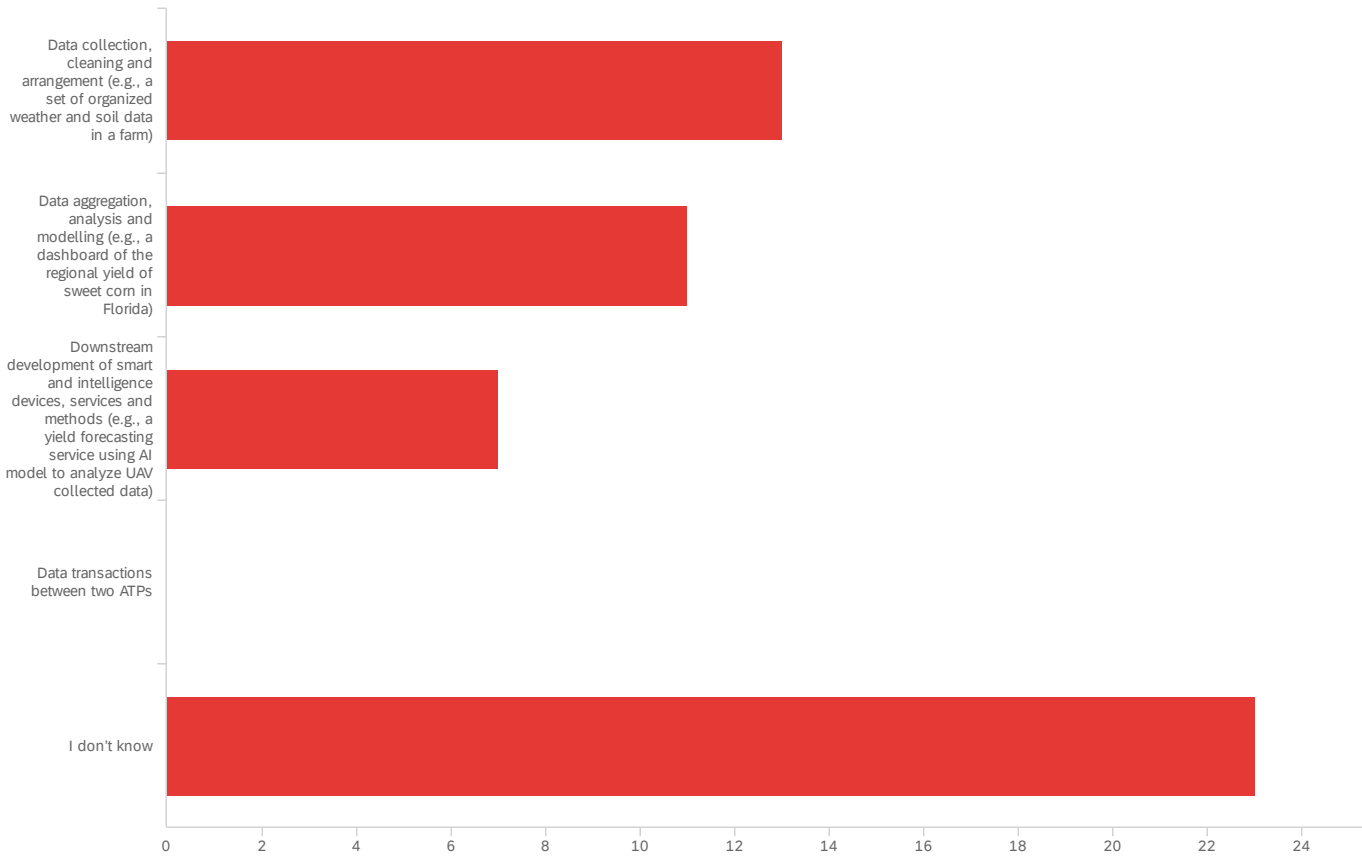


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q7: Purchasing data externally is common for tech companies nowadays. Have you ever thought data as a new kind of harvest from your land that could be commercialized?	1.00	3.00	2.48	0.76	0.58	54

#	Field	Choice Count
1	Yes	16.67% 9
2	Maybe	18.52% 10
3	No	64.81% 35
		54

Showing rows 1 - 4 of 4

Q8 - Q8: To the best of your knowledge, which of the followings represents the value derived from data?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q8: To the best of your knowledge, which of the followings represents the value derived from data?	1.00	5.00	3.17	1.69	2.84	54

#	Field	Choice Count
1	Data collection, cleaning and arrangement (e.g., a set of organized weather and soil data in a farm)	24.07% 13
2	Data aggregation, analysis and modelling (e.g., a dashboard of the regional yield of sweet corn in Florida)	20.37% 11
3	Downstream development of smart and intelligence devices, services and methods (e.g., a yield forecasting service using AI model to analyze UAV collected data)	12.96% 7
4	Data transactions between two ATPs	0.00% 0
5	I don't know	42.59% 23

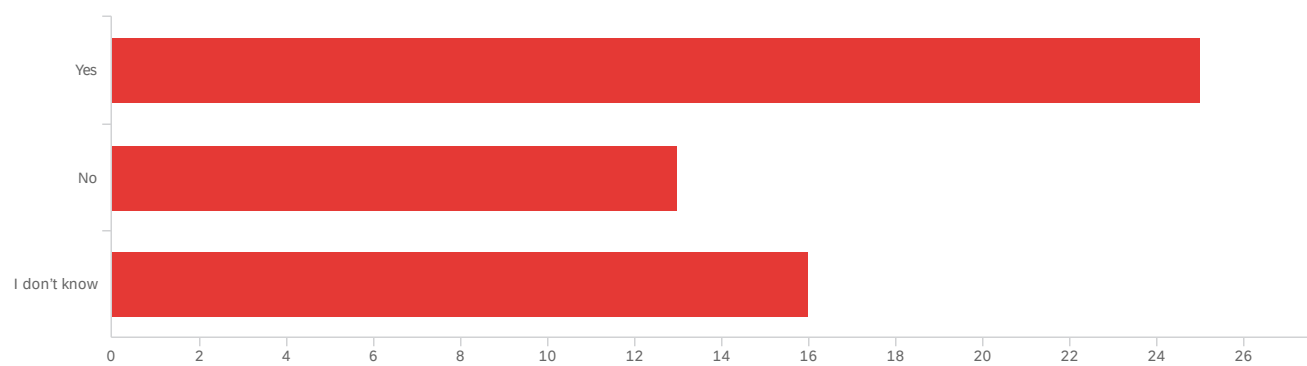
Field

Choice
Count

54

Showing rows 1 - 6 of 6

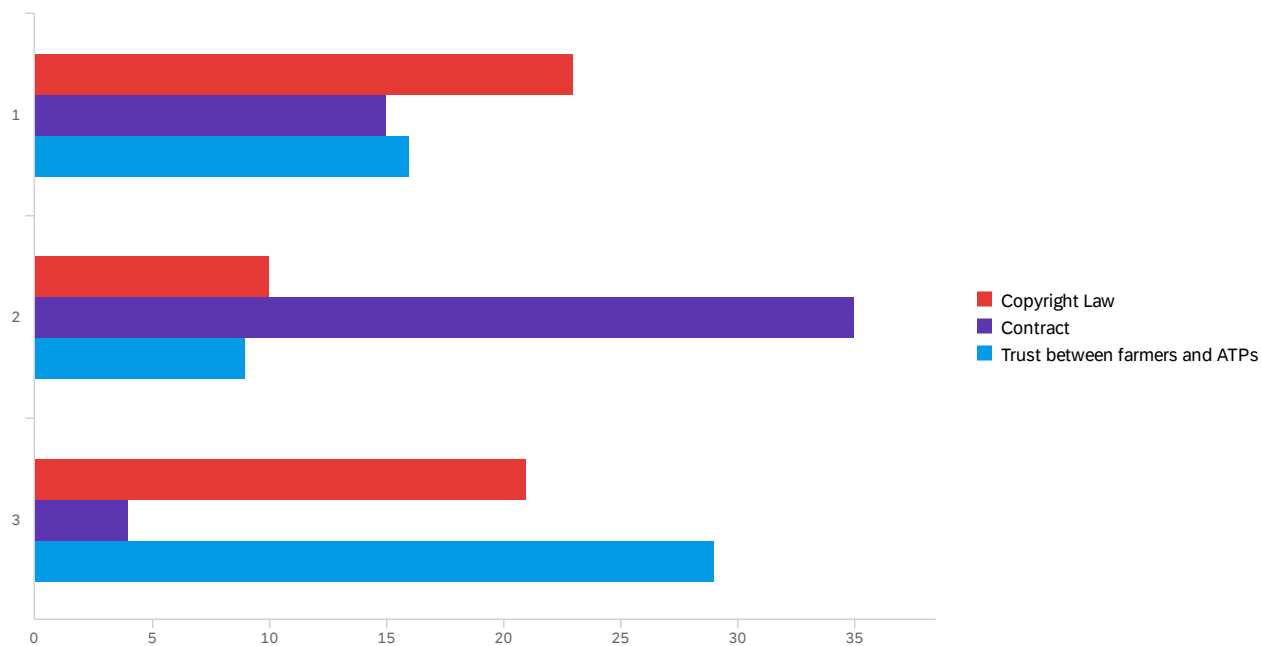
Q9 - Q9: Intellectual property is protected by copyright laws. Do you consider agriculture data or information (such as soil moisture, temperature, leaf size, etc.) to be a type of intellectual property?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q9: Intellectual property is protected by copyright laws. Do you consider agriculture data or information (such as soil moisture, temperature, leaf size, etc.) to be a type of intellectual property?	1.00	3.00	1.83	0.86	0.73	54

#	Field	Choice Count
1	Yes	46.30% 25
2	No	24.07% 13
3	I don't know	29.63% 16
		54

Q10 - Q10: Rank the following as you think the most important to protect data ownership, share and usage.



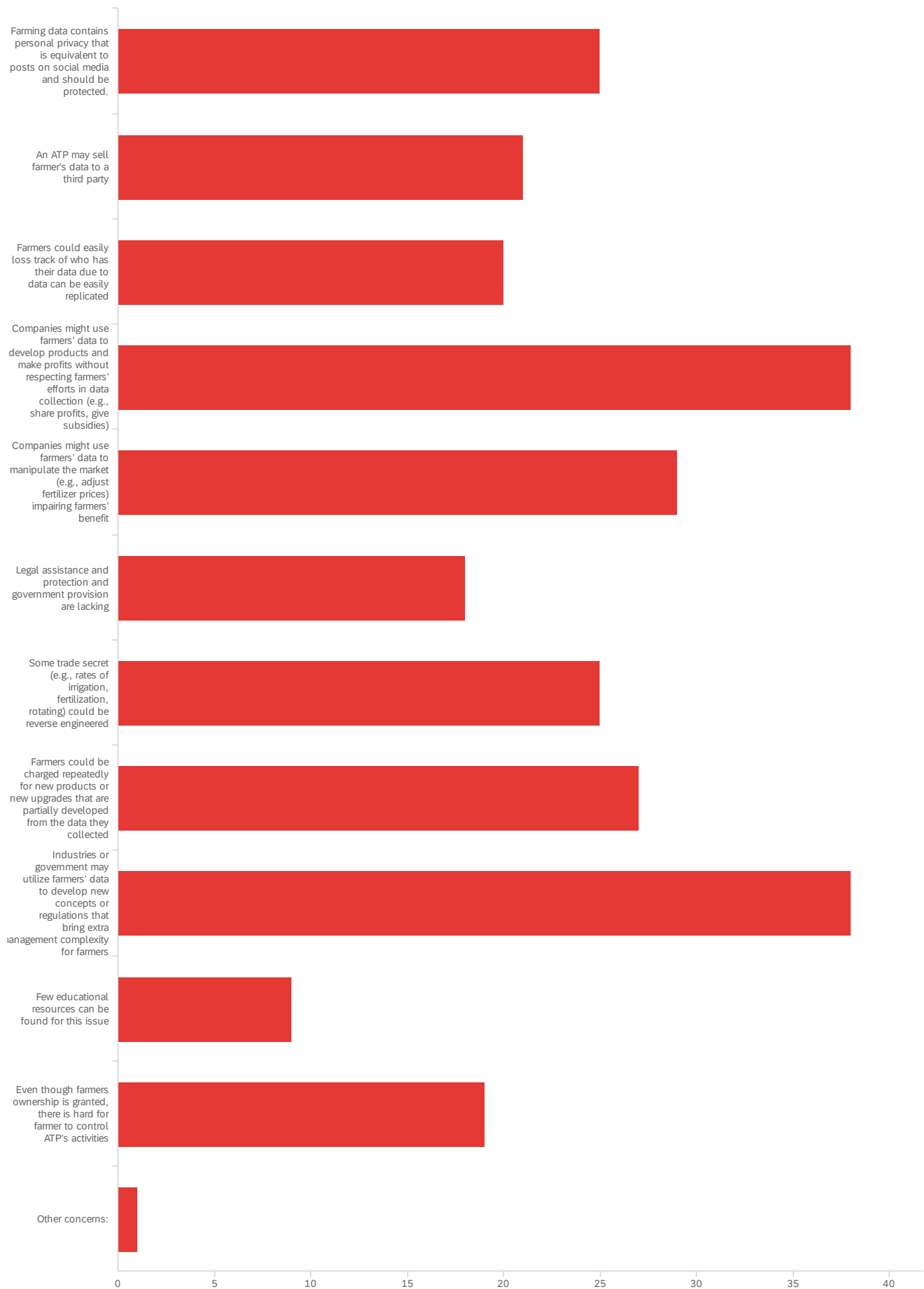
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Copyright Law	1.00	3.00	1.96	0.90	0.81	54
2	Contract	1.00	3.00	1.80	0.56	0.31	54
3	Trust between farmers and ATPs	1.00	3.00	2.24	0.88	0.78	54

#	Field	1		2		3		Total
1	Copyright Law	42.59%	23	18.52%	10	38.89%	21	54
2	Contract	27.78%	15	64.81%	35	7.41%	4	54
3	Trust between farmers and ATPs	29.63%	16	16.67%	9	53.70%	29	54

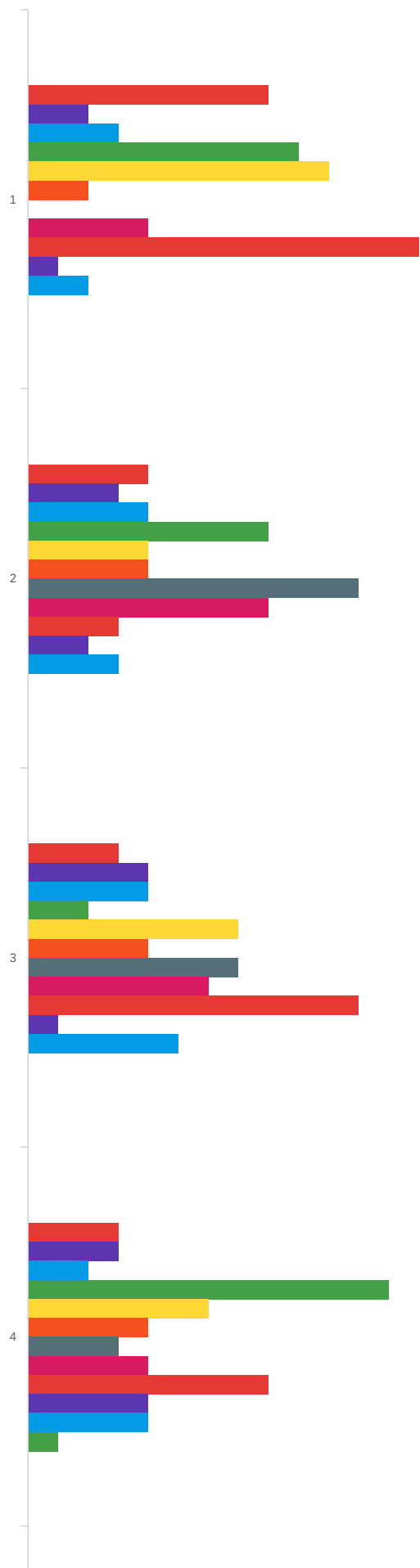
Showing rows 1 - 3 of 3

Q11 - Q11: The following are the concerns we collected from literature and previous studies regarding ownership, access and usage (OAU) of farming data. Please select the top 5 that you think are most critical.

The following are the concerns we collected from literature and previous st...

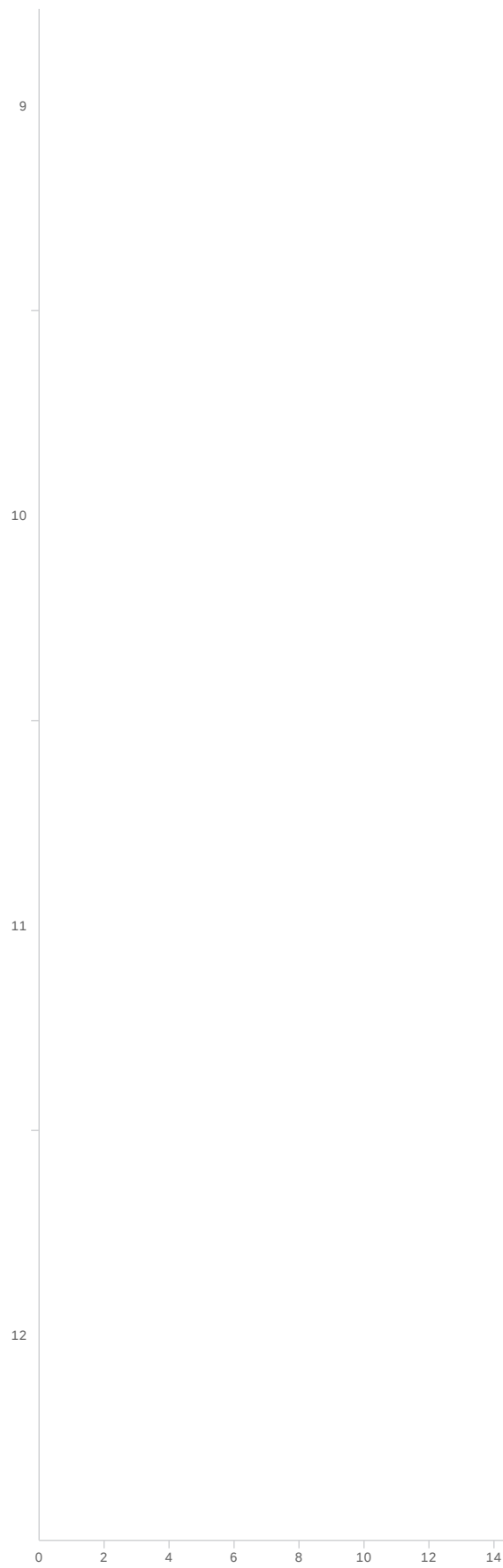


The following are the concerns we collected from literature and previous st...





- Farming data contains personal privacy that is equivalent to posts on social media - Rank
- An ATP may sell farmer's data to a third party - Rank
- Farmers could easily lose track of who has their data due to data can be easily shared - Rank
- Companies might use farmers' data to develop products and make profits with them - Rank
- Companies might use farmers' data to manipulate the market (e.g., adjust feed prices) - Rank
- Legal assistance and protection and government provision are lacking - Rank
- Some trade secret (e.g., rates of irrigation, fertilization, rotating) could be lost - Rank
- Farmers could be charged repeatedly for new products or new upgrades that are not necessary - Rank
- Industries or government may utilize farmers' data to develop new concepts ... - Rank
- Few educational resources can be found for this issue - Rank
- Even though farmers' ownership is granted, there is hard for farmer to control their data - Rank
- Other concerns: - Rank



Q13_12_TEXT - Other concerns:

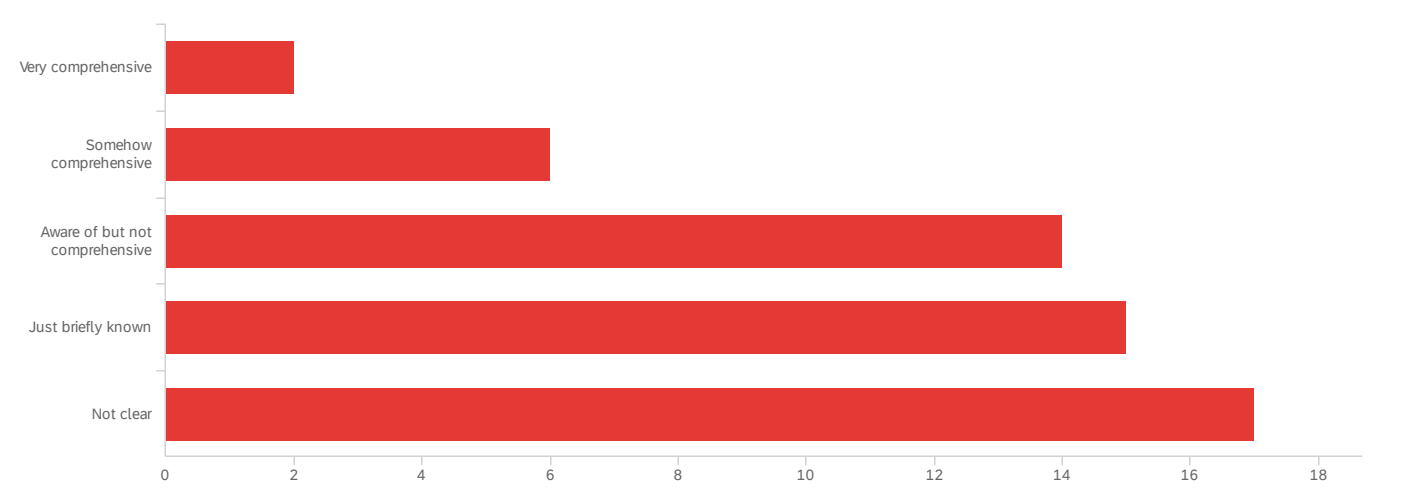
Other concerns:

Data storage could be breached by hackers and used against farming community.

Open source is our preferred method of aggregation for AI development

Q13 - Q13: Relationships of data usage and related activities can be very complicated.

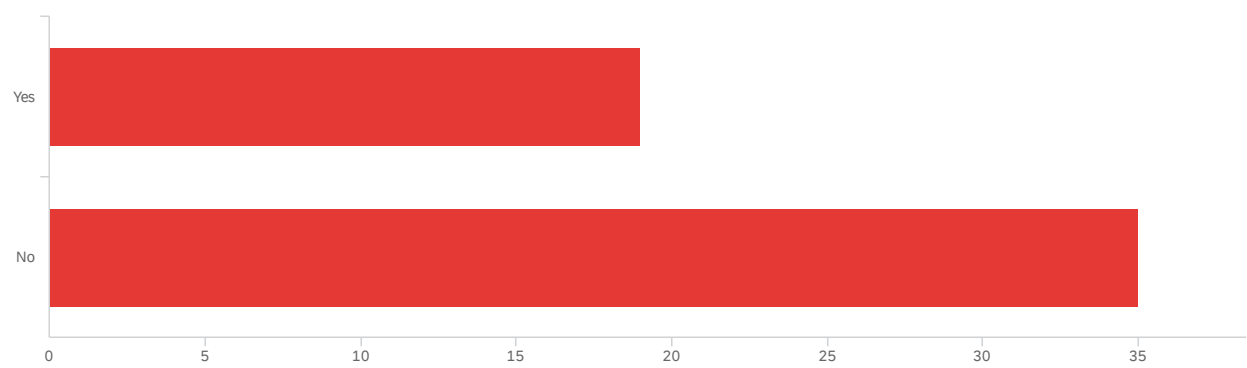
How comprehensive is your understanding of the roles and responsibilities of every entity in a partnership and the potential disclosure of data to a third party?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q13: Relationships of data usage and related activities can be very complicated. How comprehensive is your understanding of the roles and responsibilities of every entity in a partnership and the potential disclosure of data to a third party?	1.00	5.00	3.72	1.13	1.27	54

#	Field	Choice Count
1	Very comprehensive	3.70% 2
2	Somehow comprehensive	11.11% 6
3	Aware of but not comprehensive	25.93% 14
4	Just briefly known	27.78% 15
5	Not clear	31.48% 17
		54

Q12 - Q12: Have you ever noticed that a contract you have committed to contained clarifications about the data related roles, responsibilities and protocols mentioned in the previous question?



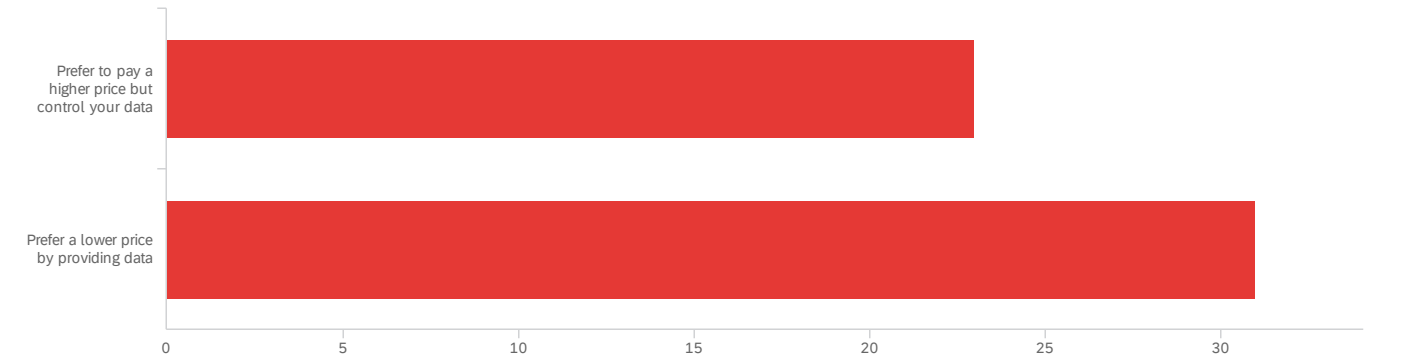
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q12: Have you ever noticed that a contract you have committed to contained clarifications about the data related roles, responsibilities and protocols mentioned in the previous question?	1.00	2.00	1.65	0.48	0.23	54

#	Field	Choice Count
1	Yes	35.19% 19
2	No	64.81% 35

54

Showing rows 1 - 3 of 3

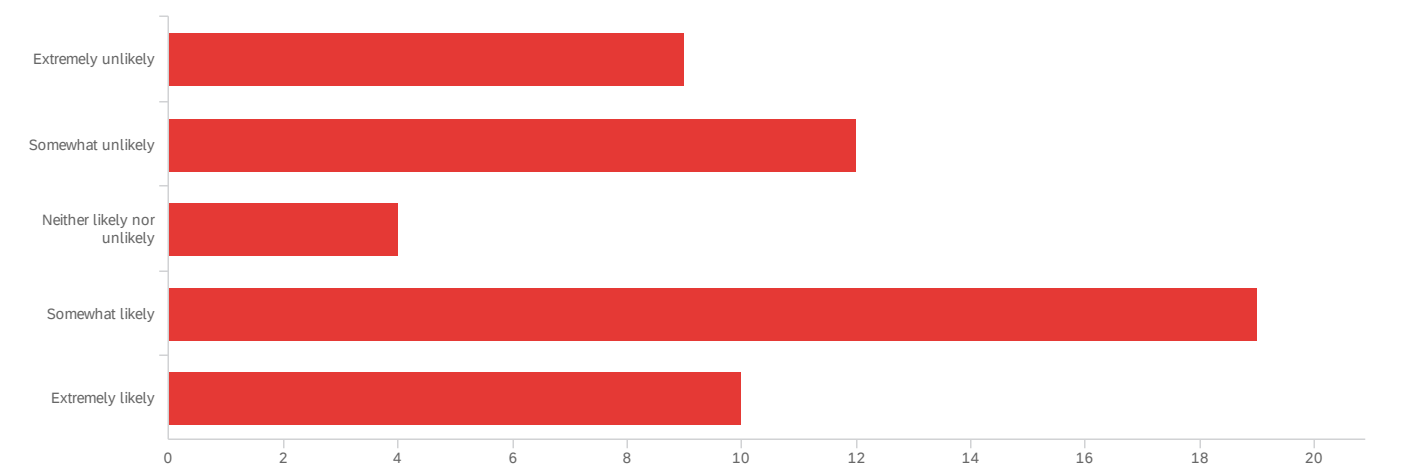
Q14 - Q14: Companies may use your data in various ways. However, in return they may lower the price for products. Would you:



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q14: Companies may use your data in various ways. However, in return they may lower the price for products. Would you:	1.00	2.00	1.57	0.49	0.24	54

#	Field	Choice Count
1	Prefer to pay a higher price but control your data	42.59% 23
2	Prefer a lower price by providing data	57.41% 31
		54

Q15 - Q15: How likely or unlikely is that you would ask for help from attorneys, other legal services, or educational institutions when involved in issues related to data ownership?

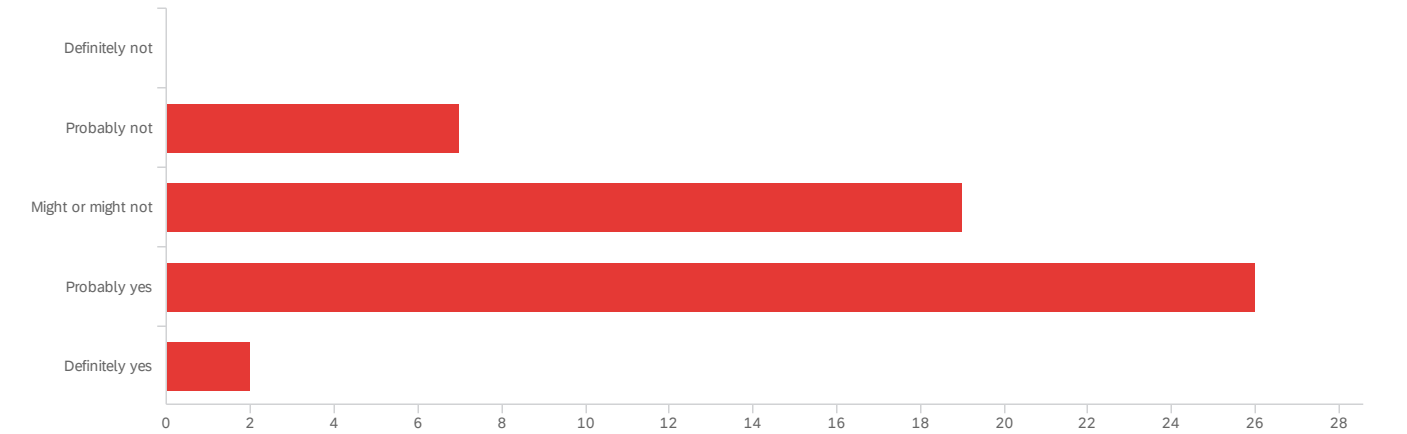


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
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1	Q15: How likely or unlikely is that you would ask for help from attorneys, other legal services, or educational institutions when involved in issues related to data ownership?	1.00	5.00	3.17	1.40	1.95	54
---	---	------	------	------	------	------	----

#	Field	Choice Count
5	Extremely likely	18.52% 10
1	Extremely unlikely	16.67% 9
3	Neither likely nor unlikely	7.41% 4
4	Somewhat likely	35.19% 19
2	Somewhat unlikely	22.22% 12
		54

Q16 - Q16: Are you willing to share the data rights part of your smart farming contracts with university researchers?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q16: Are you willing to share the data rights part of your smart farming contracts with university researchers?	2.00	5.00	3.43	0.76	0.58	54

#	Field	Choice Count
1	Definitely not	0.00% 0
2	Probably not	12.96% 7
3	Might or might not	35.19% 19
4	Probably yes	48.15% 26
5	Definitely yes	3.70% 2
		54

Q17 - Q17: What is your year of birth? (e.g., 1975).

Q17: What is your year of birth? (e.g., 1975).

1977

1963

1958

1967

1957

1968

1971

1976

1972

1985

1987

1948

1989

1970

1992

1949

1969

1974

1950

9/12/64

1983

1957

Q17: What is your year of birth? (e.g., 1975).

1953

1980

1998

1951

1973

1971

1991

1964

1997

1968

1980

1991

1969

1987

1962

1950

1958

1941

1979

1970

1958

1978

1983

1971

Q17: What is your year of birth? (e.g., 1975).

1950

1932

1963

1985

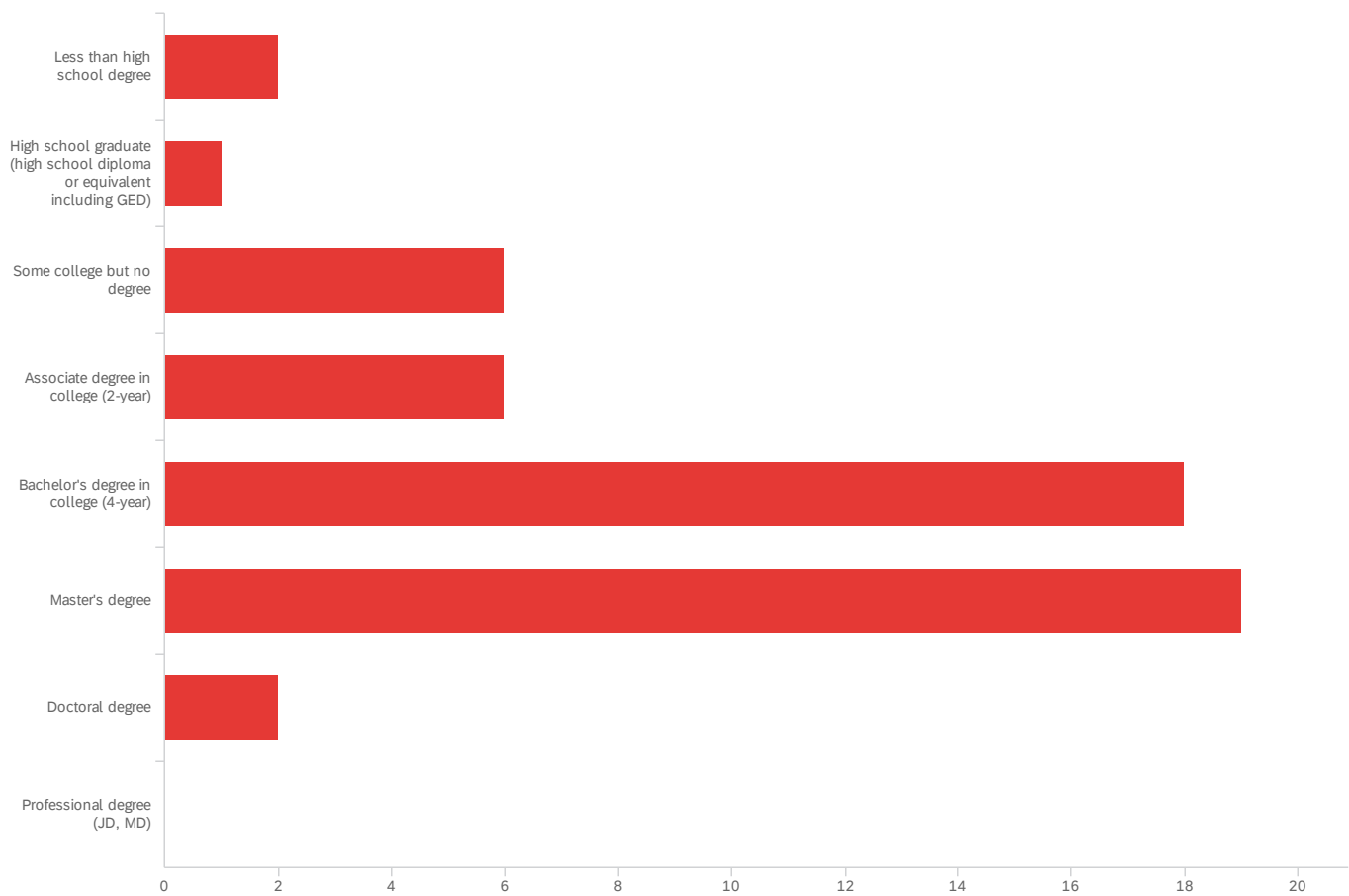
1983

1954

1961

1988

Q18 - Q18: What is the highest level of school you have completed or the highest degree you have received?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q18: What is the highest level of school you have completed or the highest degree you have received?	1.00	7.00	4.89	1.34	1.80	54

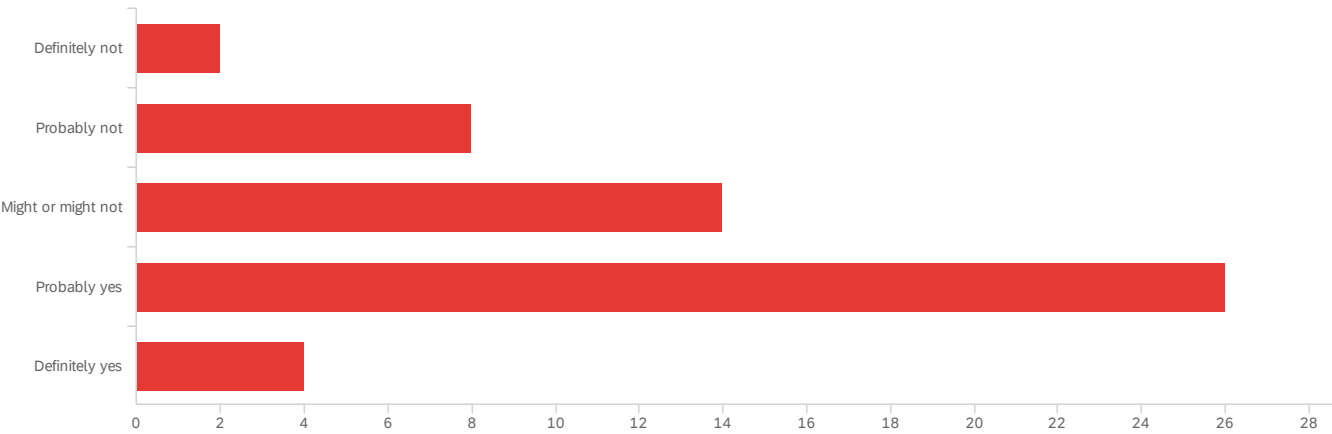
#	Field	Choice Count
1	Less than high school degree	3.70% 2
2	High school graduate (high school diploma or equivalent including GED)	1.85% 1
3	Some college but no degree	11.11% 6
4	Associate degree in college (2-year)	11.11% 6
5	Bachelor's degree in college (4-year)	33.33% 18

#	Field	Choice Count
6	Master's degree	35.19% 19
7	Doctoral degree	3.70% 2
8	Professional degree (JD, MD)	0.00% 0

54

Showing rows 1 - 9 of 9

Q19 - Q19: Do you think this survey has contributed to your understanding of the importance of data ownership and its relationship to your benefits?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q19: Do you think this survey has contributed to your understanding of the importance of data ownership and its relationship to your benefits?	1.00	5.00	3.41	0.95	0.91	54

#	Field	Choice Count
1	Definitely not	3.70% 2
2	Probably not	14.81% 8
3	Might or might not	25.93% 14
4	Probably yes	48.15% 26
5	Definitely yes	7.41% 4
		54

Q20 - Q20: Please use the box below for any additional thoughts or comments that you would like to share with us (You can skip this if you don't have):

Q20: Please use the box below for any additional thoughts or comments that...

Great area of research -- Thank You!

Data is a valuable tool for agriculture in fact that there are so many variables to deal with and recall from previous seasons

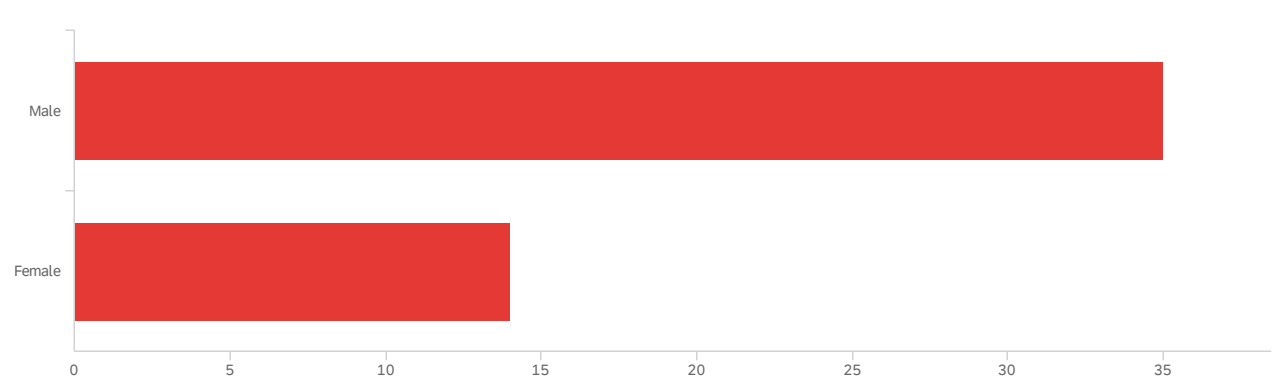
We are "small" and not terribly sophisticated. My husband does most of the "hands-on" work, and I do most of the computer, research, and intellectual work for the farm. He is resistant to anything that requires a writing instrument to keep track of data, and he will not use a computer or do research. He might read an article in an ag magazine. If I make him go, he will occasionally attend a seminar.

Our bigger concern is data collection activities that invite more rules and regulations. We have to keep track of so much in farming. We prefer noninvasive outcomes.

We don't have any smart farming contracts. We operate a diversified vegetable operation and our biggest data to track is labor, which is the largest cost input.

I am very grateful to be a part of this survey. derek phillips, HH farm

Q17.1 - What is your gender?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your gender?	1.00	2.00	1.29	0.45	0.20	49

#	Field	Choice	Count
1	Male	71.43%	35
2	Female	28.57%	14

49

Showing rows 1 - 3 of 3

Name on gift card - Thank you for completing this survey. Your input is very valuable for our study. A \$50 Amazon E gift card will be send to you later in May 2022. Please provide the first name and last name of the person to whom the gift card will be issued (gift card purchase can't be processed without this info).

Thank you for completing this survey. Your input is very valuable for our s...

David Spivey

Jason Lingle

Sheldon P Morrison

alan jones

Lois Horn-Diaz

Greg Davis

Daniel Blank

Josiel Romero

Joby Sherrod

Barbara Guinamard

Rachel Syngo

Madeline Mellinger

Brittany Smith

John Paul

Abigail Santiago

Roland wiygul

Leela Robinson

Paul Koukos

Thank you for completing this survey. Your input is very valuable for our s...

Marc Ellenby

Thomas A Thayer

Kiley Harper-Larsen

Gregory Jones

Roger Caraway

Elizabeth Malek

Chad Chastain

Michael Bledsoe

Larry Black

Amos Register

Kirsten Rodriguez

John Hoffman

Stephen Madonia

Victor Ledezma

Lance Rowe

Victor Ledezma Jr

Lance ham

Trevor Murphy

Kye Bishop

Nick Francisco

Ronald Norris

Charles Andrews

Cody galligan

Karen Pierce

Thank you for completing this survey. Your input is very valuable for our s...

Susan Edison

Ann Wiirre

mary hathaway

Daniel Blank

No

Virgil Allison

Karen Purvis

Maria Emerson

Amy Van Scoik

Pamela Lunn

Margaret Richardson

PJ Wilson

Email - Please provide your email address to which the Egift Card will be sent. This is the only purpose for this question. All your responses will be kept anonymous.

Please provide your email address to which the Egift Card will be sent. Thi...

spiveyfarms@gmail.com

jason@holлиеanna.com

Morrisontomatofarm@gmail.com

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Tommy@southerncitrusnurseries.com

kiley.larsen@icloud.com

Please provide your email address to which the Egift Card will be sent. Thi...

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Trevor@kahngrove.com

kyebishop63@gmail.com

nickfrancisco@hotmail.com

Deepcreekfarm@gmail.com

Hammockhollow@gmail.com

siembrafarms@gmail.com

fruitvegflowers@gmail.com

deerparkpeaches@gmail.com

Haulovercitrus@gmail.com

maryadical@gmail.com

dvblank2010@gmail.com

Please provide your email address to which the Egift Card will be sent. Thi...

No

allisonfamilyfarm@gmail.com

Wpurvis@alliance-packing.com

End of Report