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Agricultural Marketing Service

Creating Opportunities for American Farmers and Businesses

Incorporating Big Data into Market News Reporting

Market Analysis & Reporting Services – MARS
February 25, 2016

USDA Agricultural Outlook Forum 2016

Themes for Discussion

- Define Big Data
- Relate Agriculture to Big Data concepts
- Situation facing Market News
- Using Big Data in Market Reporting



Agriculture and Big Data



What is Big Data?

Challenges for Government

- Quality
 - Old, but applicable, saying in statistics “Garbage In, Garbage Out”
 - Source Data vs Publicly Available
- Quantity
 - Dynamic Scalable Databases
 - Personnel and Hardware
- Complexities
 - Data definitions, data models, integrating unrelated datasets, and confidentiality protection

Agricultural Marketing Service

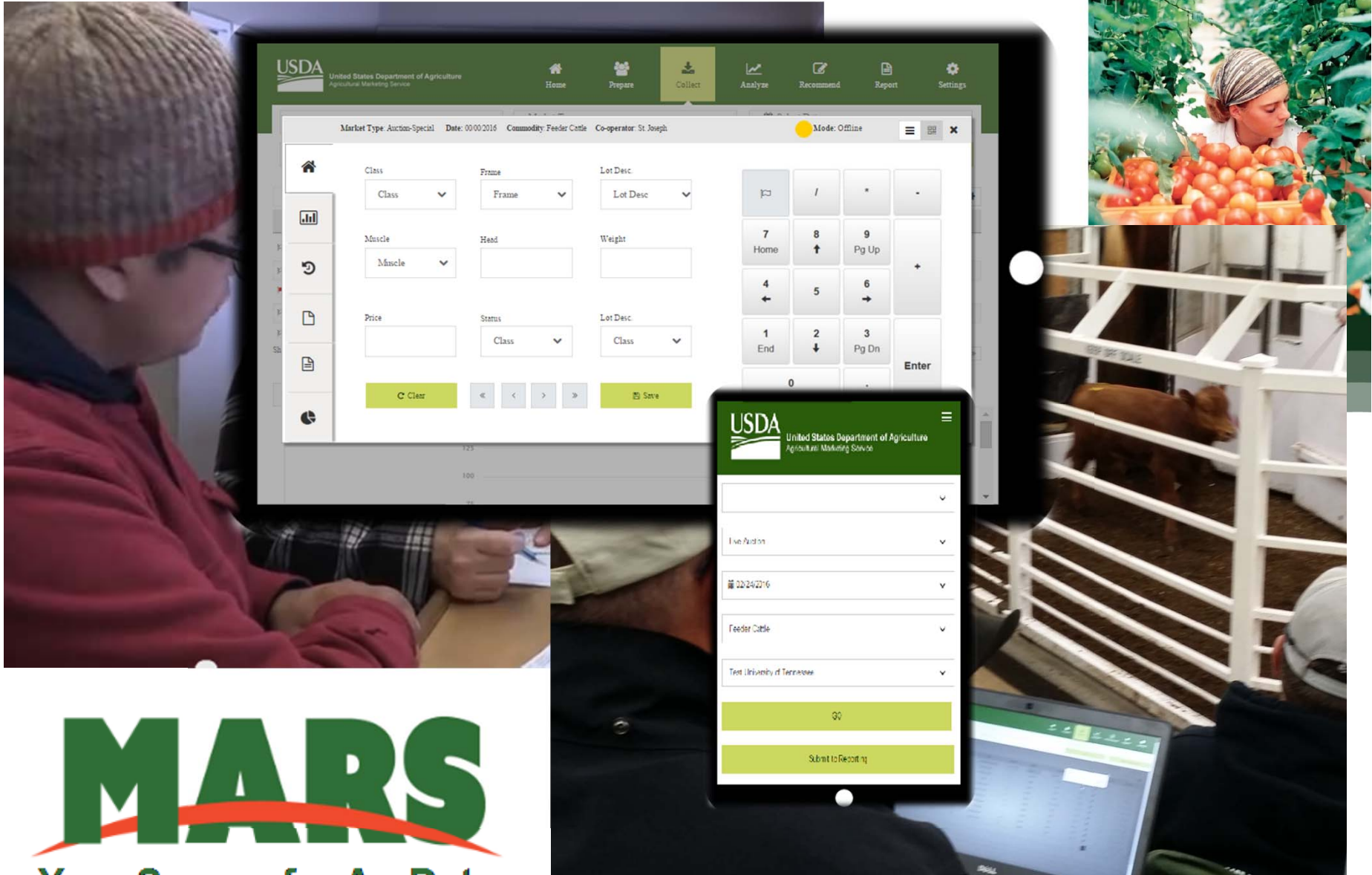


Up-to-date data provides market transparency that eliminates asymmetric information disadvantage between buyers and sellers

Experienced reporters cultivate **unbiased data** through observation and impartial market analysis of accessible qualitative and quantitative data

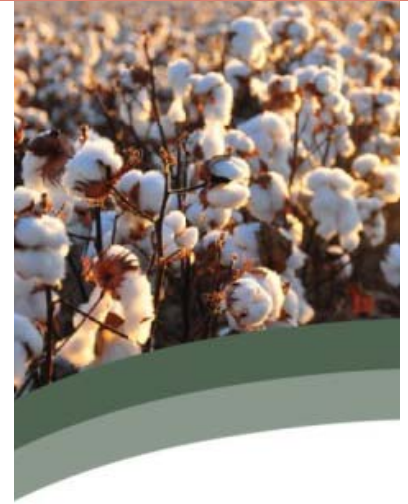
Market Analysis & Reporting Services – MARS

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MARS
Your Source for Ag Data

MARS tackles Big Data



Keys to Big Data in MARS:

Quality

- Presence of a skillful reporter interacting with data will drive us to ask different questions we might never considered within our collections

Quantity

- Provide a single platform that allows reporters to gather more data and also access external data sources

Complexities

- Continue to work together to unify data definitions and models while integrating different datasets and balance privacy throughout the system

Final Thoughts

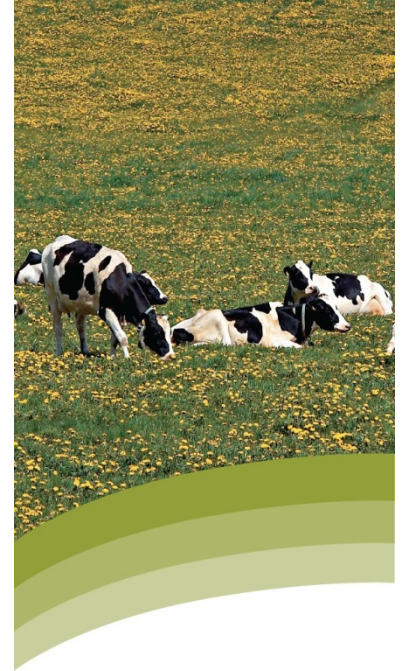
Ensuring quality is paramount!

Market Reporters hold the key to our success

Big is easy, Big Data is more difficult

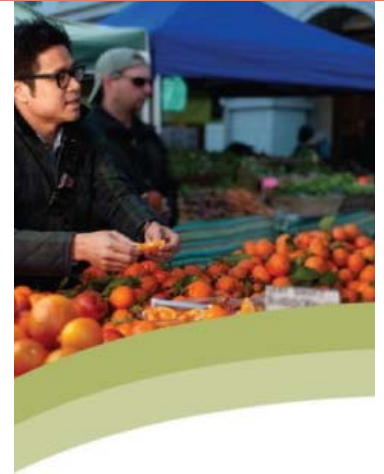
Building a dynamic, sharable dataset in a flexible system requires agility and patience from all stakeholders

Public data needs will drive the adoption of Big Data in government



Questions?

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****Attention****
MARS Demonstrations
at AMS Booth
Friday 9:30 AM and 1:30 PM

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