

Call for Farmer Participation: Research on Farm Data License Agreements



Have you ever wondered about farm data and how it is processed, stored, or utilized? Have you ever read or are curious about what is included in the data/terms of use agreements? The University of Guelph is working on a research study entitled “Investigating Farmers’ Perspective on Farm Data License Agreements”. The goal of this study is to conduct interviews with farmers to understand their perspective on farm data protection and data sharing with the technology and service providers. This study is conducted by Dr. Rozita Dara, Associate Professor and Director of AI4Food at the School of Computer Science, Michelle Ragany, PhD Student, and Tarika Jain, Research Assistant.

We are seeking to interview farmers who use and/or interact with data-driven technologies such as decision tools, apps/software tools, robotics, or e-commerce tools. This will help this research shape the development of recommendations and tools to help farmers better evaluate the legal data/terms of use agreements and create more transparent data agreements and data practices by the agriculture technology providers. Farmers from any agricultural domain are welcome to participate. Participation in this study will contribute to creating better data sharing and protection standards for the agricultural community.

Interviews will take between 60 to 90 minutes. There will be \$50 compensation for participating in the form of a gift card. If you are interested in participating in this study and would like to learn more and schedule an interview time, please contact us by one of the following methods:

- (1) Reach out by email to Dr. Rozita Dara at drozita@uoguelph.ca and Michelle Ragany at mragency@uoguelph.ca
- (2) Scan the QR code below or click on this link for a short form <https://forms.office.com/r/BPshvPwsLZ>

This study has been reviewed by the University of Guelph Research Ethics Board (REB #20-10-015).

