



# **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

# 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

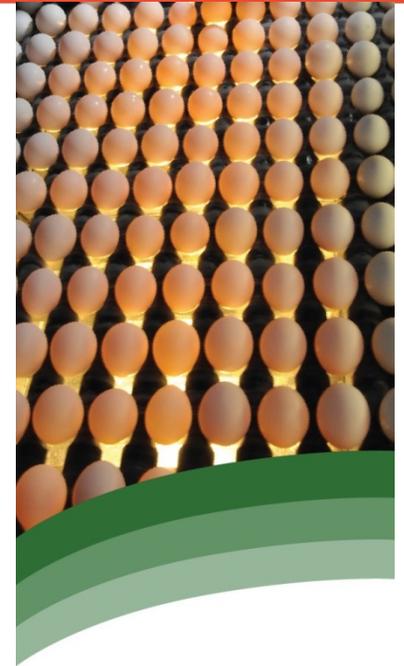


What is Big Data?

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

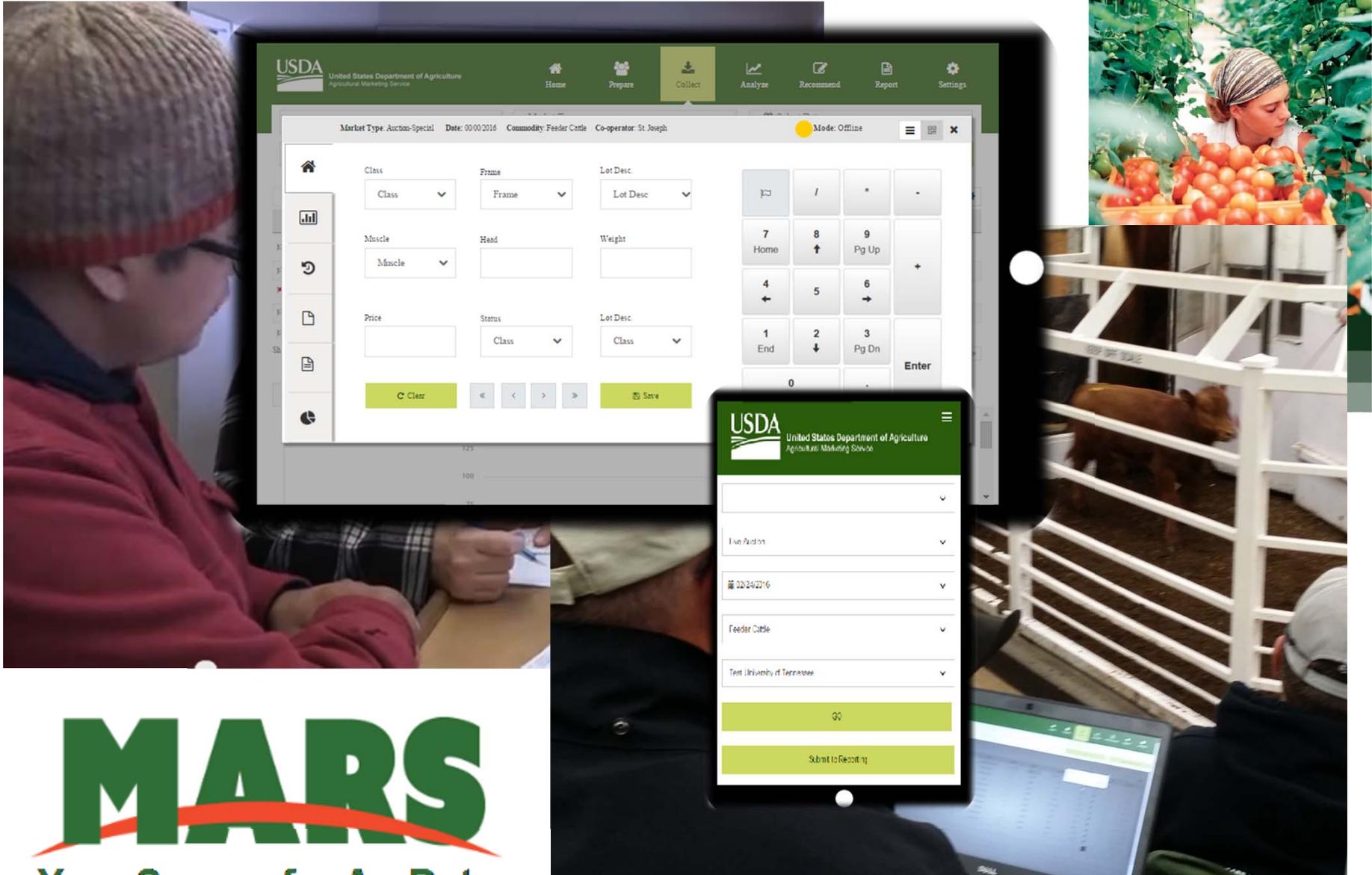


**Up-to-date** data provides market transparency that eliminates asymmetric information disadvantage between buyers and sellers

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

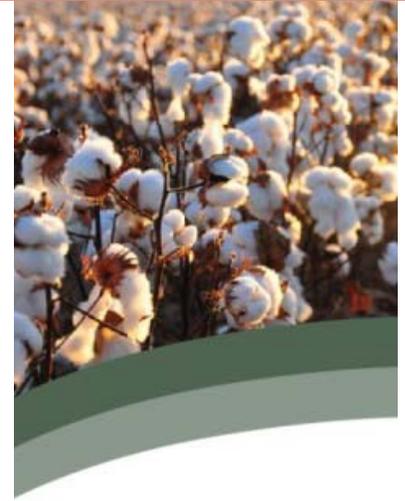
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# Agricultural Marketing Service



**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

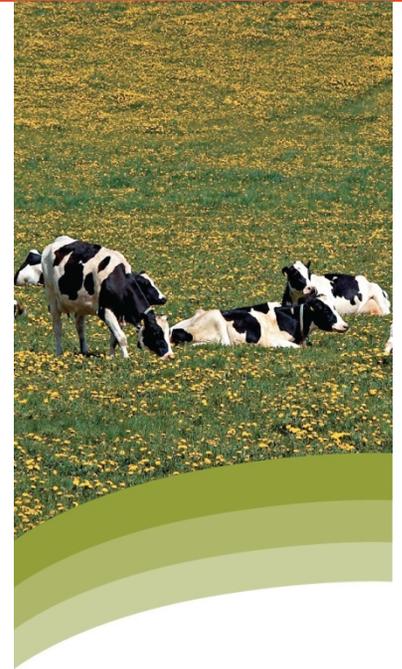
**Ensuring quality is paramount!**

Market Reporters hold the key to our success

**Big is easy, Big Data is more difficult**

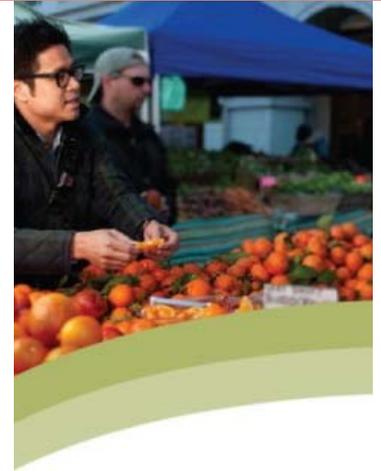
Building a dynamic, sharable dataset in a flexible system requires agility and patience from all stakeholders

**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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