



GROWMARK

AI Applications and Risks for Co-ops

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GROWMARK

Headquartered in Bloomington, Illinois, GROWMARK is a regional agricultural cooperative, owned by local member cooperatives, that provides farm supplies and grain marketing services at both a wholesale and retail level. Our system has over 250 members in North America, serving customers in 48 US States, Canada, and Mexico.

Our Brands



Introduced over 70 years ago, the FS brand represents a standard of excellence for agriculture and energy-related products. There are more than 40 local FS cooperatives and retail divisions throughout Illinois, Iowa, Ohio, Michigan, Wisconsin, and Ontario, Canada, employing more than 7,000 people.



In 2020, GROWMARK and Southern States Cooperative combined efforts to better serve customers in 21 southeastern states, providing a wide range of farm inputs including fertilizer, seed, livestock feed, pet food, animal health supplies, petroleum product, and more.



SEEDWAY markets one of the most extensive and diverse commercial vegetable seed product lines in the industry, sold through the lower 48 states and in Canada and Mexico.



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Manito Transit has provided petroleum and liquid hauling distribution for more than 50 years. This includes fuel oil, biodiesel, soybean oil, ethanol, chemicals, and fertilizer.



MID-CO offers professional price-risk management services, including up-to-the-minute market information and futures and options execution on all major exchanges of agricultural commodities



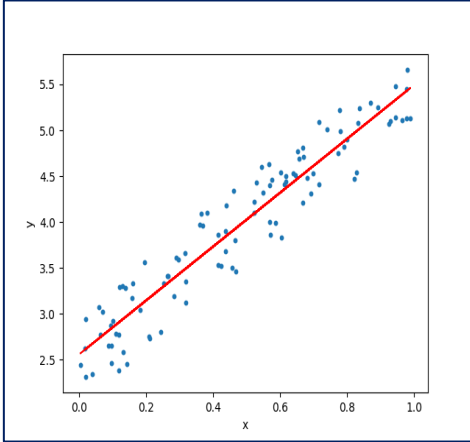
A venture capital fund founded in late 2021 as a joint venture between CHS and GROWMARK, two of the largest farmer-owned agricultural supply cooperatives in North America. The fund focuses on innovative solutions and emerging technologies that positively impact farming.

GROWMARK Operations



GROWMARK

How do we leverage AI?



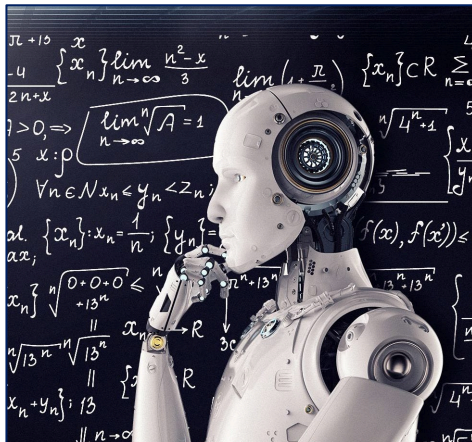
Machine Learning



NLP

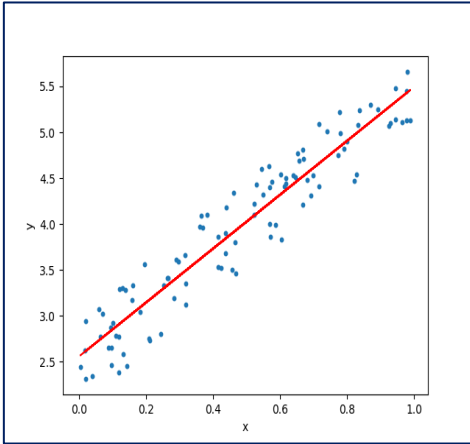


Computer Vision

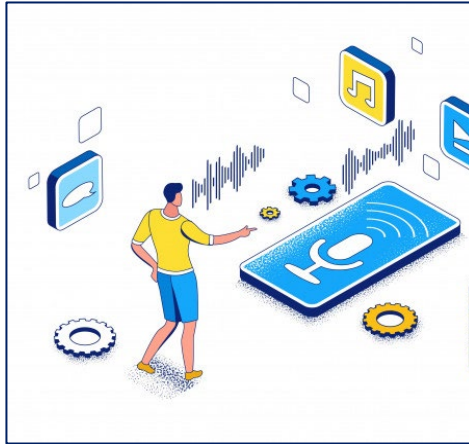


Generative AI

How do we leverage AI?



Machine Learning



NLP

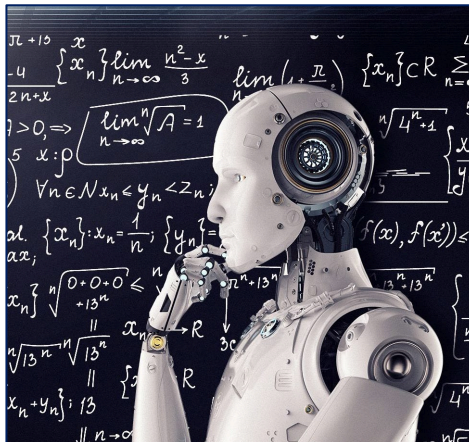
A few examples...

- Demand Forecasting
- Document Processing
- Customer Service Chatbots
- Image/Video Recognition
- Text Recognition
- Data Analysis/Doing more with less

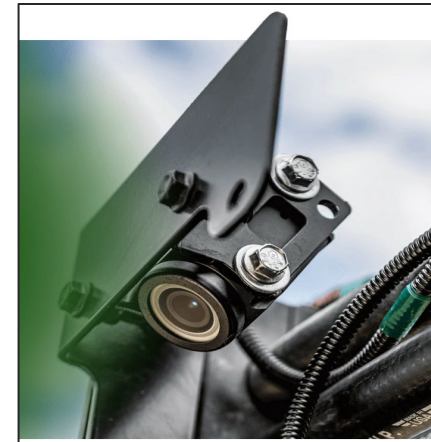
And some disruption...



Computer Vision

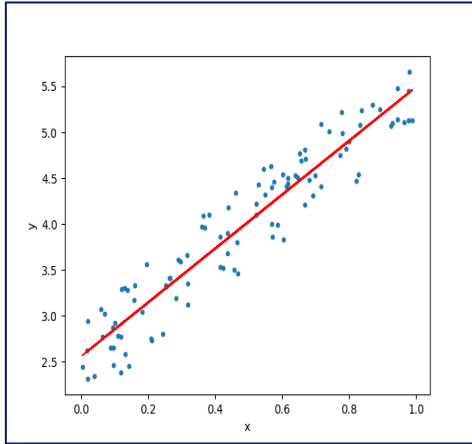


Generative AI

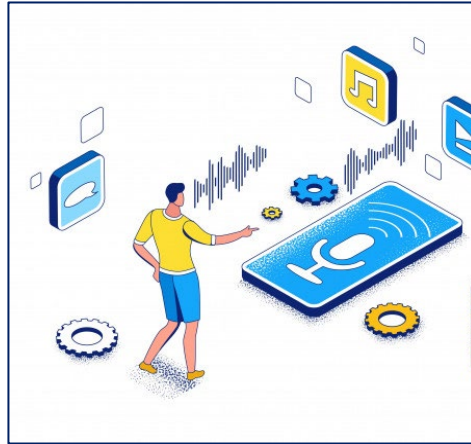


GROWMARK

How do we leverage AI?



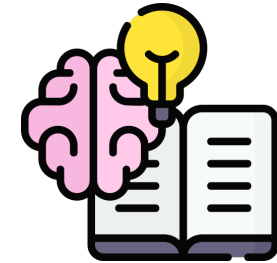
Machine Learning



NLP



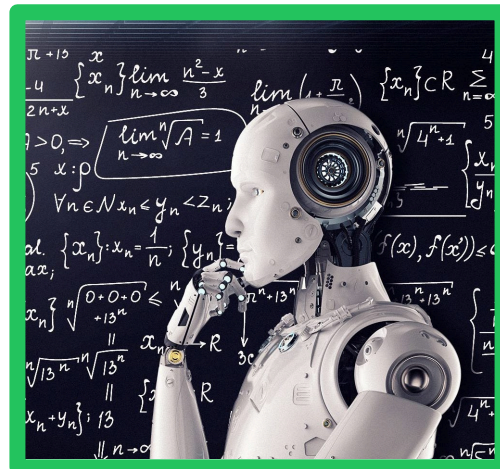
Personal Productivity



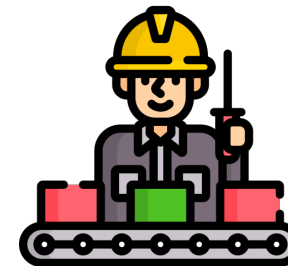
Support/Knowledge



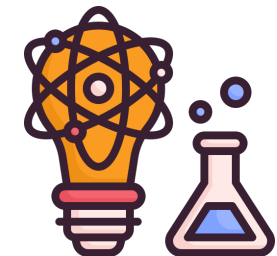
Computer Vision



Generative AI

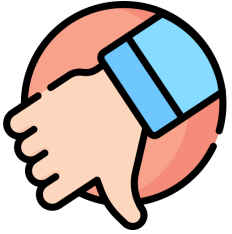


Operations



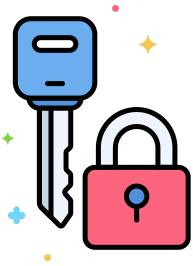
Innovation

What are the risks?



Bias/inaccuracies

Especially at the farmgate, inaccuracies in even a small percentage of use cases within a single solution can fuel mistrust. Historically, poor data quality and difficulties in data connectivity have caused a lot of pessimism in new solutions, thus the mountain is tall to start



Security and privacy

Our members want guidance on how they can leverage this technology **privately**. While members may share data as part of the collective, they want to choose when to do that themselves. They also want to rely on these new technologies to help them in their operations, but not at the cost of it getting into the wrong hands.



Regulation and Copyright

When will regulation occur? What will it look like? How will the use of copyrighted materials work from a standpoint that all generative AI models are utilizing copyrighted datasets? Will many of these decisions through litigation ultimately push the cost of these solutions too high? A lot of questions and no real foresight into where this is headed.