



**Practice Abstract 12 -
A new Code of Conduct for Technology Use and Data
Governance in Agriculture**

12. A new Code of Conduct for Technology Use and Data Governance in Agriculture

Short Summary for Practitioners in English

Problem:

Digital tools such as connected machinery, sensors, farm management platforms, AI tools and advisory services can improve farm productivity and sustainability. However, unclear contractual conditions, limited transparency over data use, poor interoperability, vendor lock-in, restrictions on repair and uncertain liability reduce farmers' trust and discourage adoption of Agricultural Digital Solutions, particularly by small and medium-sized farms.

Solution:

Farmtopia developed a farmer-centred Technology Code of Conduct through analysis of existing European legislation, international initiatives and stakeholder input gathered across its Sustainable Innovation Pilots' workshops. The proposed Code was refined through consultations with farmers, advisors, technology providers and policymakers. Unlike existing initiatives that focus primarily on agricultural data sharing, the Farmtopia Code also addresses data, software and hardware, bringing together principles on transparency, interoperability, data portability, cybersecurity, privacy, fair contracts, right to repair, liability and benefit-sharing.

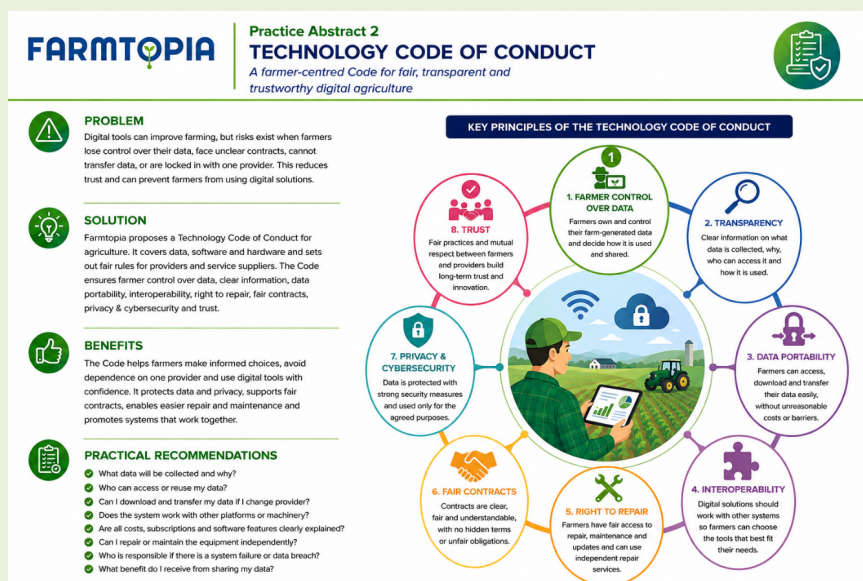


Figure 2: Farmtopia's Technology Code of Conduct

Practical Recommendations:

Before adopting a digital tool or signing a contract, farmers should ask:

- What data will be collected and why?
- Who can access or reuse my data?
- Can my data be used commercially?
- Can I download and transfer my data if I change provider?
- Are all costs, subscriptions and software features clearly explained?
- Does the system work with other platforms or machinery?
- Can I repair or maintain the equipment independently?
- Who is responsible if there is a system failure, data breach or misuse?
- What benefit will I gain from sharing my data?

Farmers should favor digital solutions that are transparent, interoperable, secure and based on fair contractual terms.

Benefits:

The proposed Technology Code of Conduct provides practical guidance for farmers to better understand what happens to their data, who can access it and whether it may be reused or monetized. It can also help farmers avoid vendor lock-in, transfer data between platforms, receive clearer information on software costs and licenses and maintain or repair their equipment more easily. For farmers, the critical benefit is greater control, clearer choices and stronger protection when using digital tools.

Further information

- More information on the proposed Technology Code of Conduct is available through the Farmtopia project deliverable.

About this practice abstract and Farmtopia

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Farmtopia: The project is running from September 2023 to August 2026. The overall goal of Farmtopia (**GA No.: 101083541**) is to democratize digital farming to empower small and medium farms.

Website: <https://farmtopia.eu/>

GreenSupplyChain DIH: As part of the Farmtopia project, GreenSupplyChain DIH is the leader of WP2 on designing the Sustainable Business Models, a set of Policy Recommendations for a sustainable future and a Technology Code of Conduct. In addition, it's responsible for developing an open-source module for data integration.

Website: <https://www.greensupplychain.eu/>

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