

Farm-level data sharing : Evaluating the potential of the DPP & EBW at DG AGRI

DPP Festival

October 2025





The farming community has shown readiness to participate in sustainability reporting

Such data is essential to demonstrate progress on climate, biodiversity, and food system resilience, while also enabling farmers to prove the value of their sustainability efforts in the market.

The farming community has shown **readiness to participate in sustainability reporting**, as reflected in ongoing work on the **Farm Sustainability Compass** on a voluntary basis



Source: [European Commission | Agri Sustainability Compass](#)

However, farmers have raised clear concerns regarding the use of their data.

Loss of Control and Privacy

Fear that third parties might use their data without consent and misuse sensitive farm data.

Lack of transparency

Uncertainty about who can access information and for what purpose.

Administrative burden

The risk of duplicative or overly complex reporting requirements.

Addressing data access problems in the emerging digital agriculture sector: potential of the refusal to deal case law to complement *ex-ante* regulation

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ABSTRACT

Tailored data-driven “Digital Agriculture” solutions bring about many benefits. However, there are also challenges related to complicated data access needs in the farm-to-fork chain. Farm-specific data are mostly locked in by the first-mover companies. This prevents farmers from switching to a better or cheaper alternative. This also hinders agricultural data-driven innovation due to unanswered access seekers. Moreover, already powerful players build exclusive data exchange clusters that further exclude small rivals and other access seekers. Also, upstream input producers have exclusive control over their products’ performance data, which generates critical advantages for their downstream data-driven services. These conditions endanger the digital agriculture sector and bring about the risk of reflection of the oligopolistic upstream players in this new sector. This paper explores the adequacy of EU competition law enforcement to address the ag-data access-related concerns – hoping to contribute to the sectoral literature that is currently dominated by regulation-centred discussions.

KEYWORDS:

Smart farming

digital agriculture

exclusive data control

abuse of dominance

collusion

data access

data portability

essential facilities doctrine

refusal to deal

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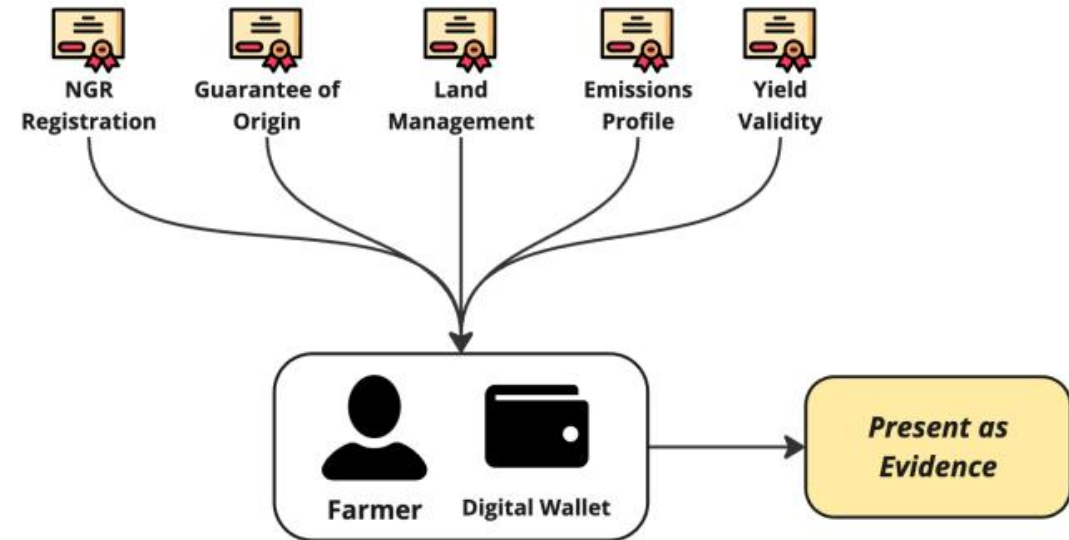
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Digital Identity for Economic Operators



Digital Identity



European Unique Identifier (EUID)



Digital certificates (e.g., Sustainability Certificate)



Power of Attorney

Legally Valid Exchanges



Legally valid notification channel



Trust Services Toolkit



Data Acceptance



Repository of digital addresses

Interoperable Ecosystem



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Coalition of the willing

Bring together MS ready to experiment and showcase how cross-border interoperability can be tackled



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Identify relevant business cases where the added value can be easily showcased



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