API delivery of real-time grower and farm data

Grow your agribusiness through precise, targeted data-driven marketing and selling

This document provides summaries and descriptions of the various data points that are accessible through our field- and farm-level data application programming interface (API). It is not intended as an exhaustive list of the endpoints, nor a technical library for developer use.

API data resources

Geospatial data
- Land geometry (farm field boundaries)

On-farm grain storage data
- Bin ID
- Latitude of the bin
- Storage capacity
- Land ID for the land associated with that bin

Grain points of sale (POS) data
- Distance of the POS from the bin
- Facility ID: the primary identifier for the facility
- Facility type: the short code facility type
- Company name: facility name
- Facility address
- Facility city
- Facility state
- Facility ZIP code
- Facility ZIP code +4
- Facility FIPS code
- Latitude of the facility
- Longitude of the facility

Grower data
- Grower ID
- Grower address ID for attributed addresses
- Grain bin ID for attributed bins
- Land ID for attributed land
- First name
- Middle name
- Last name
- Suffix
- Street address
- City
- State
- ZIP code
- ZIP code +4
- Phone number
- Mobile number
- Email address
- FIPS code
- DPV flag string
- Gender
- Grower latitude
- Grower longitude

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API data resources

Grower data continued
- Primary contact status (yes/no)
- Product code (owner, operator owner/ operator, other)
- Company name
- Related grower ID
- Related grower link (describes how the two grower IDs are related: business, email, household, land, phone, or subsidy payment)
- Grower persona (agtech leader, ROI farmer, sustainable farmer, frugal farmer, expansionist, or brand loyalist)
- Enterprise code (crop type)
- Enterprise quantity
- Enterprise year

Land data
- Land ID
- Attributed grower ID
- Attributed grain bin ID
- Land latitude
- Land longitude
- Total land acres
- Land FIPS code
- Land ZIP code
- Crop status
- Crop year
- Crop type
- Producer code
- Irrigation type
- Irrigation status

Consumer data
- Education (identifies the education level of the individual in the household)
- Number of persons living in unit (indicates the total number of occupants)
- Presence of children (indicates whether there are individuals ages 0-17 in the household)
- Net worth (a predictive variable that indicates an individual's likely net worth)
- High-tech leader (indicates an interest in computers, computer games, video games, home stereo, movie collection, photography, and HDTV/satellite dish)
- Online purchasing indicator (indicates whether an individual has made online purchases)
- Electronics, computing, and home office (indicates whether anyone in the household has made an electronics, computing, or home office purchase in the past 24 months)

API log data
- API key used to create an API request
- Requested API endpoint
- API request method
- API request data accept type
- HTTP response code of the call
- API request source IP address
- Request timestamp for the API call (in UTC)
- Boolean determination of the API call is billable
- Inquiry count and timestamp

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