

# Speaking Out: the Farmobile vs. Farmer's Edge Lawsuit

## By Jason Tatge

*Jason is co-founder and CEO of [Farmobile](#), the farm data company.*

Today we're speaking out. This is our statement about the lawsuit against Farmobile by Farmer's Edge. Please read as we intend to vigorously defend ourselves against what we believe are entirely baseless claims.

### The Case

On April 29, 2016, Farmers Edge Inc. and Farmers Edge LLC filed a civil suit against Farmobile, which includes me, Jason Tatge, and my co-founders Heath Gerlock and Randy Nuss. In our view, the suit seems to be designed to thwart our business model. Farmobile makes it possible for farmers to license their agronomic and machine data to vetted third parties on their own terms. We believe this has become an important step in protecting farmers' rights and data worldwide. This is [#FarmerPower](#). Rest assured, Farmobile will work to protect our business model and we will defend ourselves to the fullest extent.

### The Real Deal

What is most notable about this lawsuit is its timing. On April 8, 2016 we made a game-changing advancement. We announced our new Data Store, the first of its kind. Read all about it [here](#). Just before that, we announced a [\\$5M round of financing](#) from the top ag-focused venture capital fund in the world.

Farmobile has always believed that farmers must own their data. Data is one of the most valuable things they harvest. Yet, there are a bevy of companies who are not transparent about the external uses of the farmers' data. This is not our model. Farmobile is about transparency and integrity.

Things are going great at Farmobile and we are continually exceeding our customers' expectations. Progress is hard, and often political. We are directly challenging the foundational ideas around ownership of data, and have been exceptionally vocal about farmers' rights every step of the way. A few don't like what we're doing; however, many more are excited for the opportunity to acquire quality, ground-truthed data sets at scale and provide their farmer customers with enhanced services. Farmers, too, are excited about finally getting paid directly for the data they generate.

### Next Steps

We invite you to follow this suit. We are going to protect what we have created and what we stand for, tooth and nail.

If you're a Farmobile customer and would like to know more about how that the suit may potentially impact you, give us a call. We are always happy to talk and encourage an open, transparent dialogue with existing and potential customers.

If you're with us, please click [here](#) to tweet a message of support.

Here's our number: (844) 337-2255. You can also write me directly at [jason@farmobile.com](mailto:jason@farmobile.com) and I'll get back to you as fast as I can.

Thanks for hearing us out.

Jason Tatge  
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