EDITOR'S NOTE

Dear Colleagues,

The synergy between the IFAMR, IFAMA, our industry partners, and the academic community makes for unique and rich collaborations. Two years ago, IFAMA president Thad Simons asked the IFAMR to produce a special issue on big data. Eric Jackson from the firm, Conservis, had seen a 2014 IFAMR article entitled, *"Big Data and the Ag Sector: More than Lots of Numbers,"* written by Prof. Steven Sonka. Eric was inspired to pull together a team of experts consisting of Prof. Michael Boehlje, Charlie Linville from Ploughman Analytics, Kenneth Zuckerberg of Rabobank and hosted a plenary session on big data at IFAMA's conference last year in Minneapolis. Conservis sponsored a global call for papers and publication of the upcoming issue on big data featuring this crackerjack team, as editors—including Sonka. It tackles the dimensions, volume, velocity and variety of big data—pulling together ten unique contributions from around the world. It will be published and distributed in June 2016 at the IFAMA World Conference in Aarhus. If you are coming to Aarhus, make sure you attend this special Roundtable event on big data and get a copy. What a great process—as one scholar's research publication blossomed into a great collaboration involving academia, industry, the IFAMR and IFAMA— just like our founders envisioned 26 years ago.

We also have our second issue of the year ready for you. It is a thick issue of nine research manuscripts and one cool teaching case study on Brazilian ethanol. Once again the international breadth of contributions is impressive as our authors hail from five continents and ten countries. Be on the lookout for two additional special issues publishing this year: one on the global dairy trade and a second on large commercial farming enterprises. Enjoy this issue and if you plan to attend the IFAMA 2016 World conference in Aarhus, don't forget to say hello.

Peter Goldsmith, Executive Editor, IFAMR