

Navigating the digital landscape in the agri-food sector

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**Chances &
Strategies to Grow &
Expand your
Business Using
Modern Technology**



MODULES

- 1 ➡ INTRODUCTION TO DIGITAL TRANSFORMATION IN AGRI-FOOD
- 2 ➡ BUILDING A DIGITAL PRESENCE
- 3 ➡ E-COMMERCE & ONLINE SALES
- 4 ➡ DIGITAL MARKETING STRATEGIES
- 5 ➡ DATA ANALYTICS & INSIGHTS
- 6 ➡ MOBILE TECHNOLOGY & APPS
- 7 ➡ INTERNET OF THINGS (IOT) IN AGRICULTURE
- 8 ➡ ONLINE NETWORKING & COLLABORATION
- 9 ➡ CYBERSECURITY & DATE PRIVACY
- 10 ➡ FUTURE TRENDS & ADAPTATION STRATEGIES



E-Commerce & Online Sales

- Significance of e-commerce in the agri-food sector
- E-commerce Models & Platforms
- Strategies for optimizing online sales
- Key factors for successful e-commerce operations



1) Importance of E-commerce in agri-food

Market Expansion

access to a global market via www, reaching more people



Cost Efficiency

reduced overhead cost compared to brick-&-mortar stores (rent, insurance, electricity..)

Consumer Convenience

online shopping offers convenience, buying from anywhere at any time

Data Insights

e-commerce platforms provide data on consumer behavior and preferences
> targeted marketing strategies

2) E-Commerce Models

**Business >
Consumer**

**Business >
Business**

**Consumer >
Consumer**

Subscription

Business --> Consumer



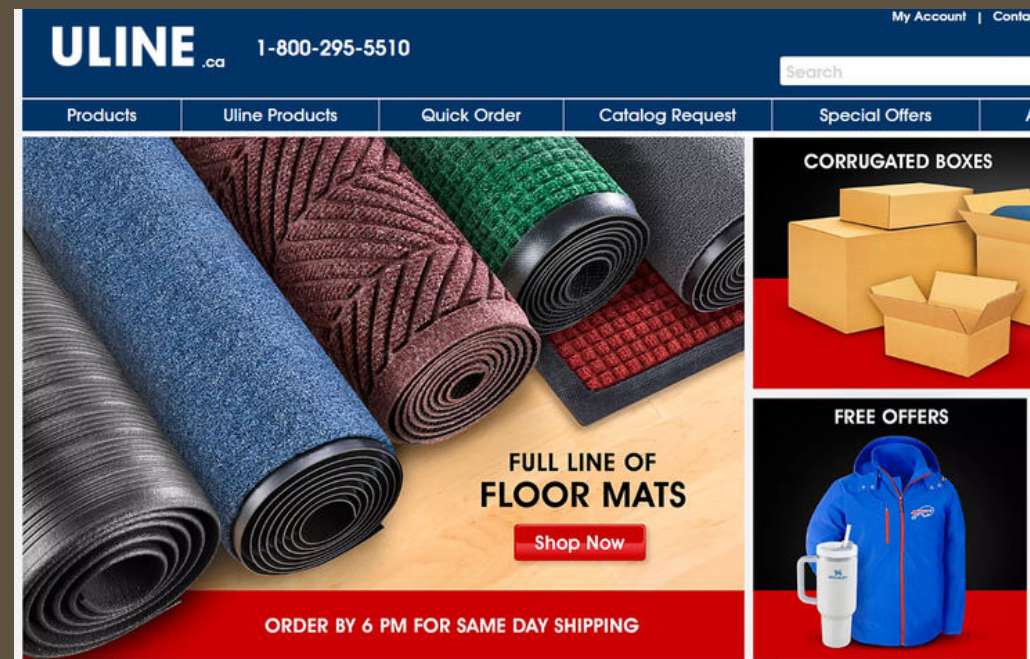
Direct Online Retail Store

- customers visit website
- business fulfills orders

Examples

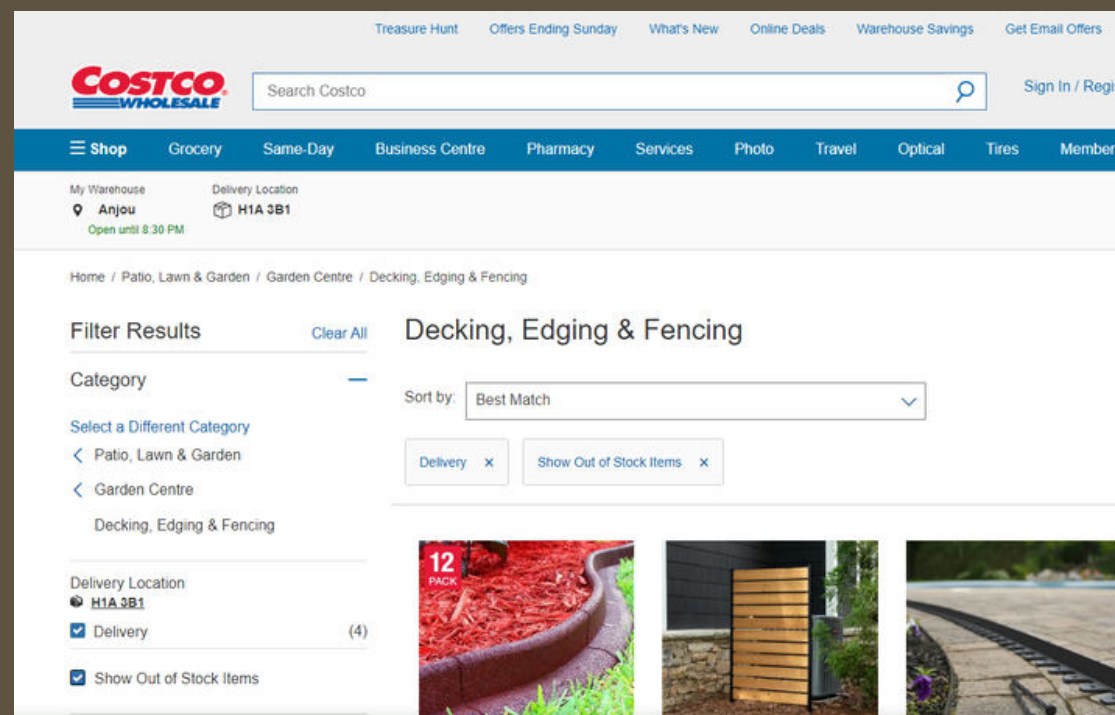
- Farm-to-Table Businesses
- Garden Path Homemade Soap
- Whateverfloatsyoursoap
- My Nordic Garden
- Trinkets & Thyme
- WOVVVEN
- Gibbs Honey

Business --> Business



Wholesaler

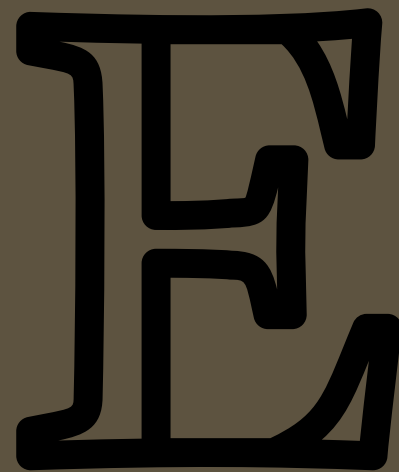
- wholesalers sells to retailers
- business provides products, services or resources to another business through online platform



Examples

- Uline
- Costco
- Terraquip
- Grainger
- DHgate

Consumer --> Consumer



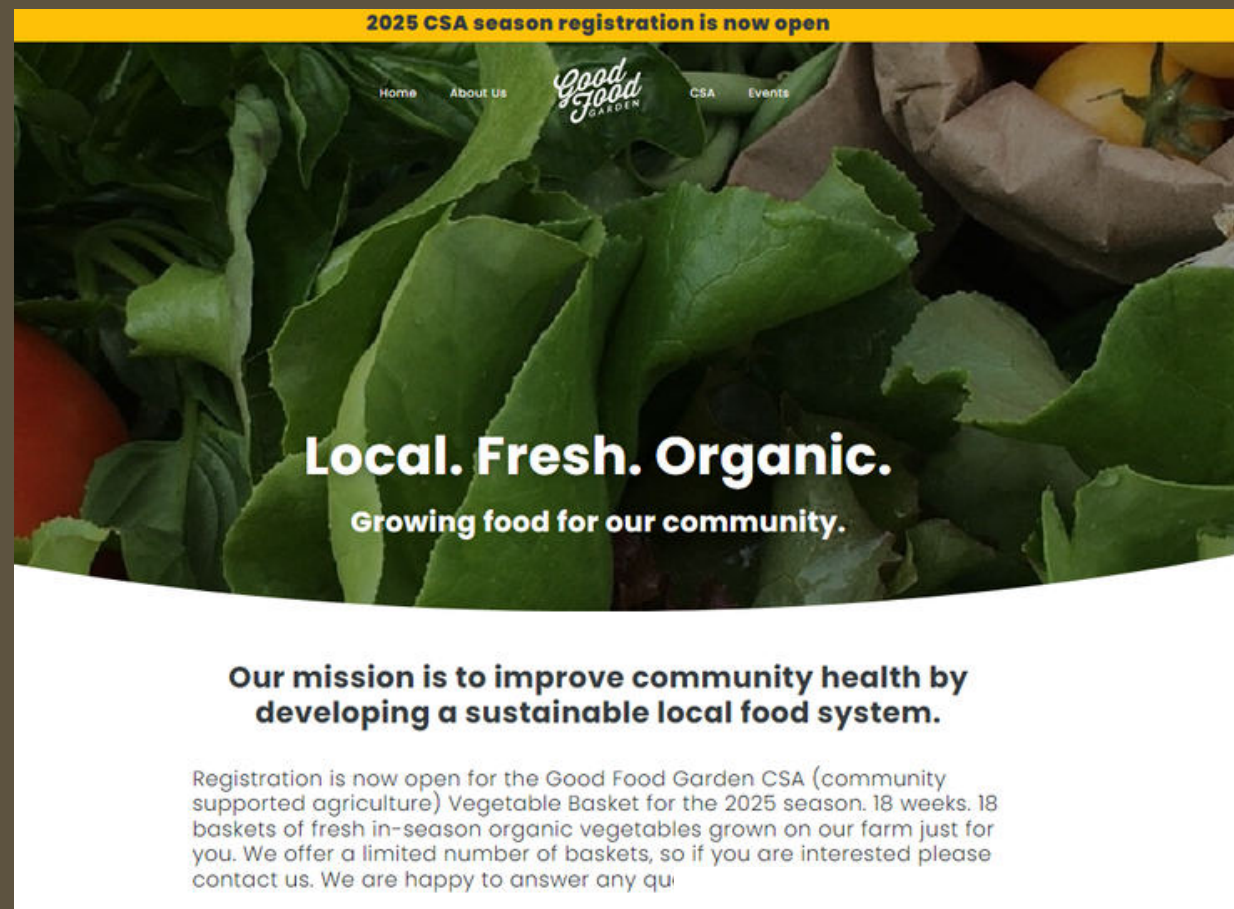
Selling from individual to individual

- individuals selling goods or services directly to other individuals through an online platform

Examples:

- Craigslist
- Facebook Marketplace
- Pinterest
- Ebay
- Etsy

Subscription



Regular

- regular deliveries of products or services for a monthly or annual fee

Examples

- CSA - Baskets, Garden Maintenance, Snow Removal
- Good Food Garden
- Ottawa Farm Fresh
- Ferme Leve-tot

3) E-Commerce Platforms

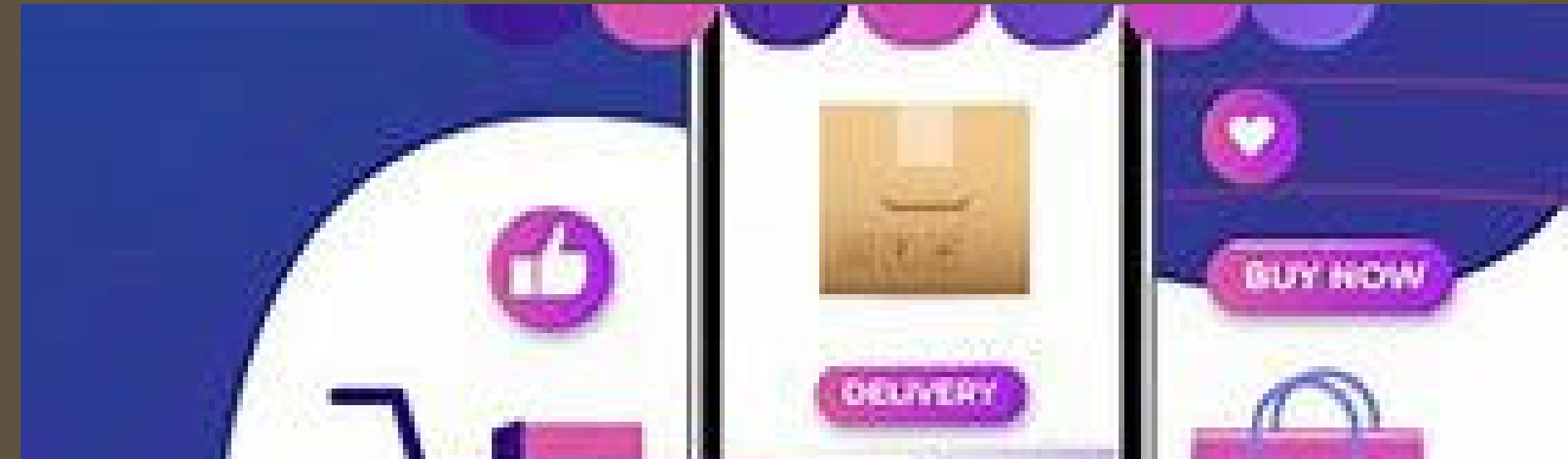
amazon



→ Amazon

Leverages the largest online market place for increased visibility

WooCommerce



→ WooCommerce

Word-press plug-in, offers flexibility for those with existing Word-press sites

3) E-Commerce Platforms



Etsy



→ Shopify

User-friendly platform, ideal for small to medium sized businesses

→ Etsy

Platform for handmade and unique products suitable for niche markets

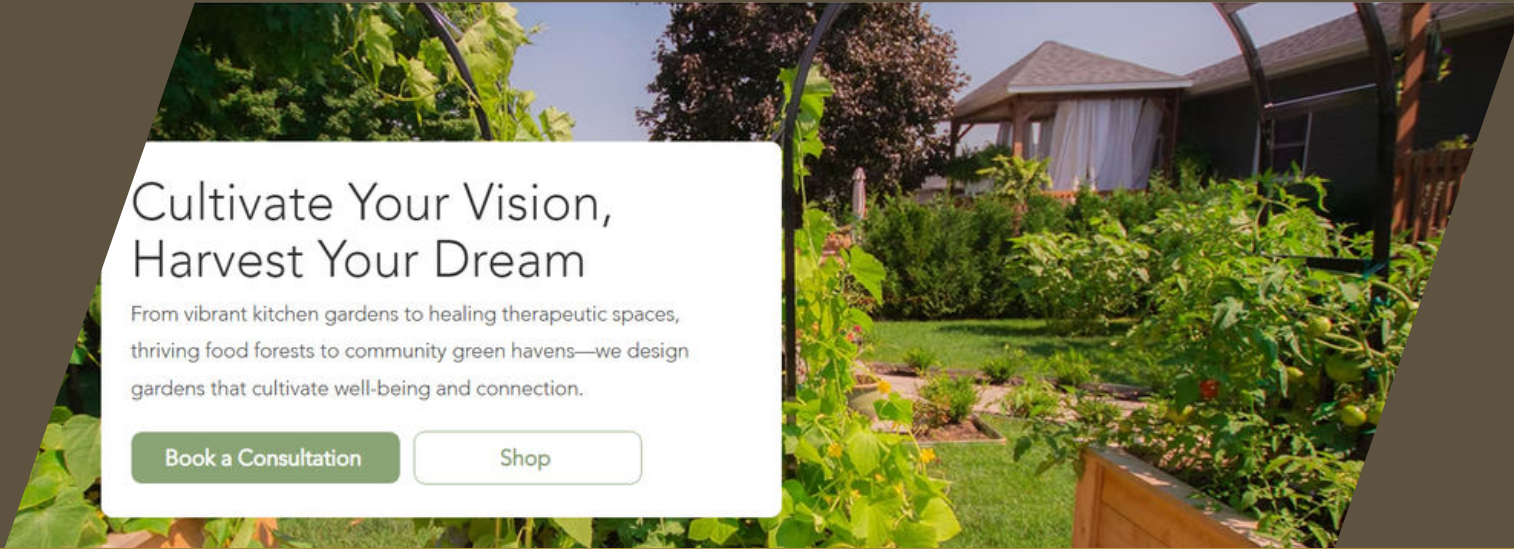
4) Marketplace vs own website

- + Build-in Audience
- + Ease of Setup
- + Trust and Credibility
- + Marketing Support
- + Less Maintenance

- Fees & Commissions
- Limited Control
- Competition
- Branding Limitations

- + Full Control
- + No Marketplace Fees
- + Customer Relationships
- + SEO & Traffic Control
- + Growth Potential

- Traffic Generation
- Initial Investment & Setup
- No Built-In Trust
- Maintenance
- Manage Customer Support

The Amazon logo is displayed in a white, trapezoidal box. It features the word "amazon" in a bold, black, sans-serif font, with a curved orange arrow underneath it pointing from the 'a' to the 'z'.A screenshot of a website overlay on a background image of a lush garden. The overlay is a white rectangular box with rounded corners. It contains the text "Cultivate Your Vision, Harvest Your Dream" in a large, dark font. Below this is a smaller line of text: "From vibrant kitchen gardens to healing therapeutic spaces, thriving food forests to community green havens—we design gardens that cultivate well-being and connection." At the bottom of the overlay are two buttons: a green one labeled "Book a Consultation" and a white one labeled "Shop".

Cultivate Your Vision,
Harvest Your Dream

From vibrant kitchen gardens to healing therapeutic spaces,
thriving food forests to community green havens—we design
gardens that cultivate well-being and connection.

Book a Consultation

Shop

5) Strategies for Optimizing Online Sales

User Experience

simple intuitive design & easy navigation
mobile optimization to cater to the growing number of mobile shoppers

Pricing & Promotions

competitive pricing strategies & clear pricing information
effective use of promotions, discounts & loyalty programs

Product Presentation

high quality images & detailed descriptions to enhance product appeal
utilizing videos to demonstrate product use & benefits

Payment Options

offering multiple secure payment options (credit cards, PayPal..)
transparent check-out processes

6) Management Strategies



tracking stock levels, forecasting demand, ensuring timely restock, avoid overstocking



addressing enquiries, resolving issues, ensuring a positive customer experience, building loyalty



efficient coordination of transportation & storage



monitoring key metrics, evaluate business growth, optimize strategies, improve decision making

7) In Conclusion

E-commerce presents significant opportunities for businesses in the agri-food sector to expand their reach and improve sales.

E-COMMERCE



- **Understanding e-commerce**
- **Choosing the right platforms**
- **Implementing effective sales strategies**



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(including plants). Request a shipping quote at checkout and we'll be in touch!

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[Garden Décor](#)



6) Active Engagement Exercises

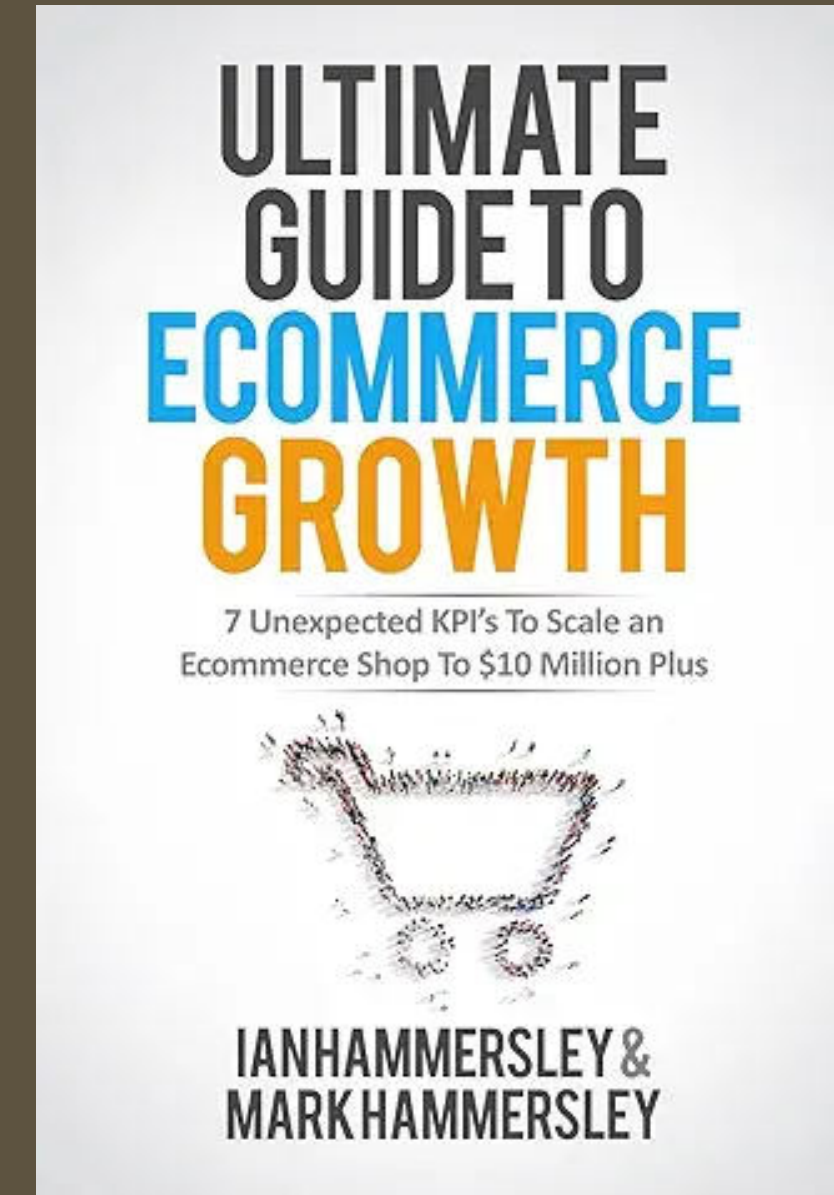
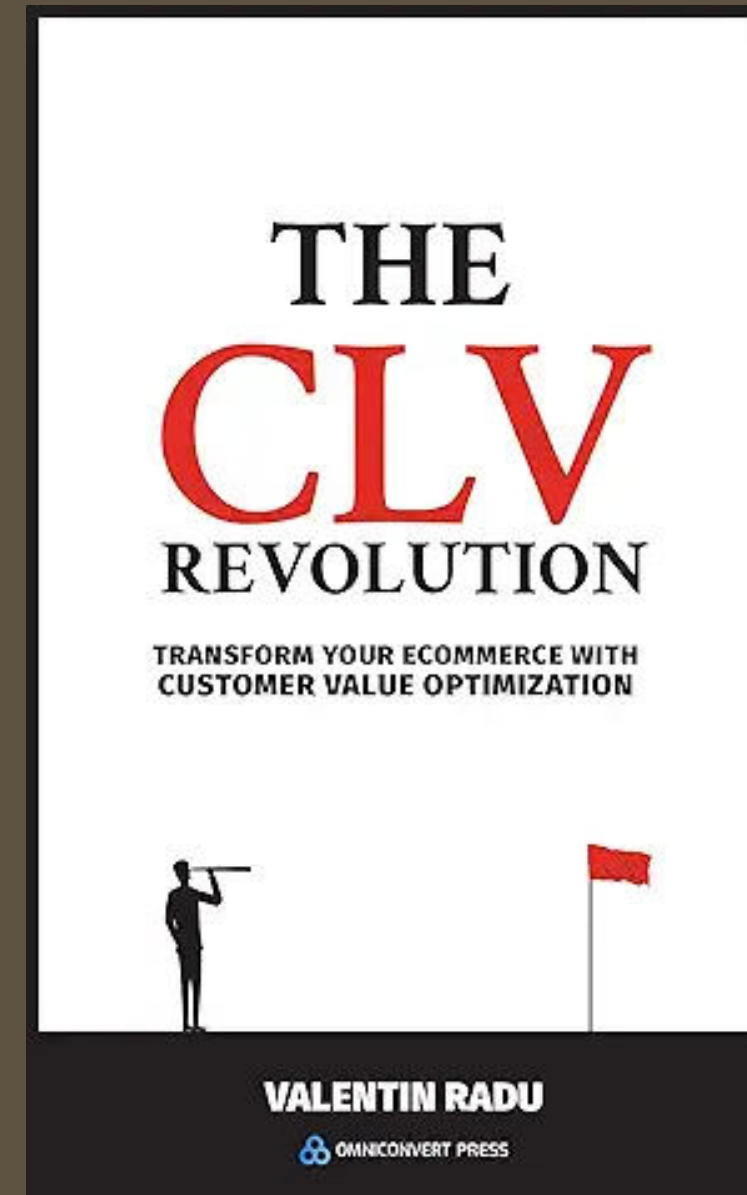
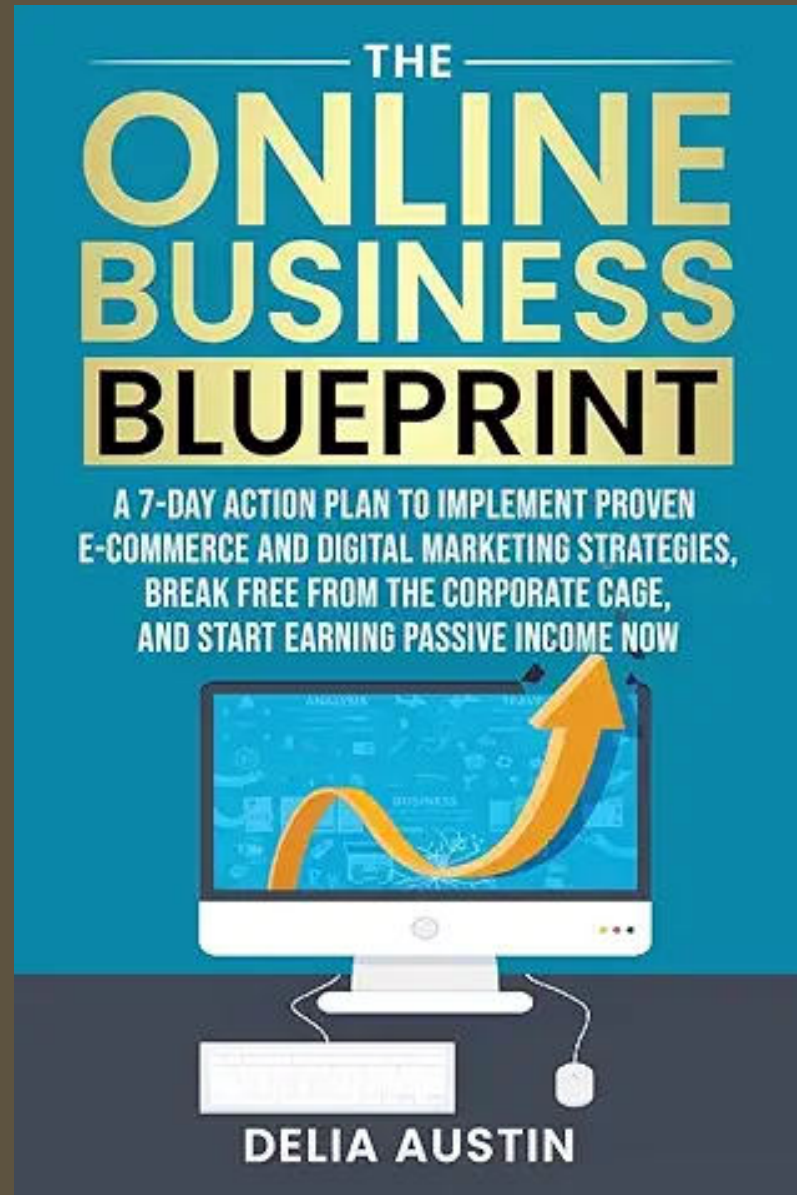
Analyzing

Explore different e-commerce platforms of businesses you know. Analyze their usability and features based on what you have learned in this module.

Planning

Create a mock e-commerce plan for a fictional agri-food business, including: platform choice, marketing strategies, product presentation.

RESOURCES



THANK
YOU

