

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



Mobile Technology & Apps

- Importance of mobile technology & apps
- Identify various mobile apps to benefit agri-food businesses
- Strategies to integrate mobile solutions
- Assess effectiveness of mobile technology



1) Importance of Mobile Technology & Apps

Accessibility

- increasing reliance on mobile devices for information & communication in agri-food sector

Example:
GPS tracking

Efficiency

- streamline operations, improve productivity & reduce costs

Example:
real-time data about pest infestation > immediate action possible, automations through robots possible

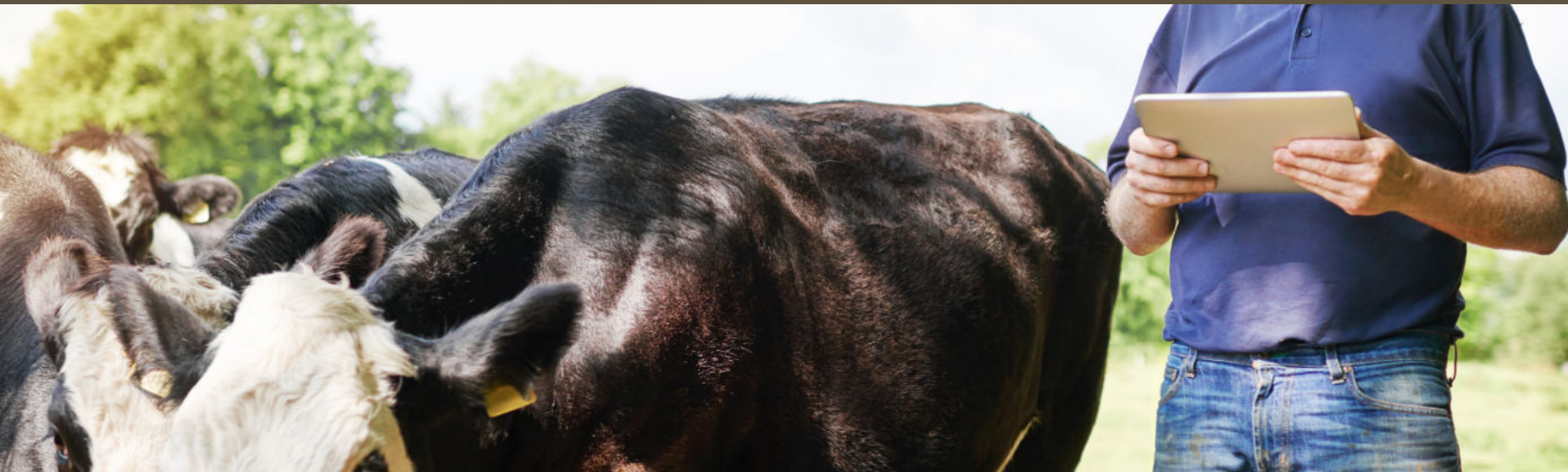
Consumer Engagement

- enhance consumer interaction & provide real-time information

Example:
Customer interaction no matter where you are



2) Key Mobile Applications



➔ Farm Managing Apps

- crop management apps like: FarmLogs, Agroop, Trimble
- assist with crop management



➔ Supply Chain Management

- track inventory
- manage logistics
- optimize delivery processes

2) Key Mobile Applications



➔ CRM (Customer Relationship Management)

- help businesses manage their interactions with customers, streamline operations, & enhance overall productivity
- CRM tools: MS Dynamics 365, Pipedrive, Salesforce, HubSpot



➔ E-Commerce Platforms

- mobile friendly platforms allow for product purchase any place at any time
- Examples: Shopify, Amazon

A Farmer's Experience with TRIMBLE



www.youtube.com/watch?v=Npa0Un5t7Ac

3) Integrating Mobile Solutions

Mobile Strategy Development

STEPS:

- 1) **define objectives:** identify goals, set KPIs
- 2) **understand your audience:** segment to your users, conduct market research
- 3) **analyze current technology & infrastructure:** assess existing tools, identify gaps
- 4) **develop use cases:** identify key applications, prioritize use cases
- 5) **choose right technology:** select platforms, consider integration
- 6) **design user-centric solutions:** focus on user experience & user interface
- 7) **implement data management & analytics:** data collection, analytic tools
- 8) **ensure compliance:** implement security measures
- 9) **develop marketing & adoption strategy:** promote mobile solutions, training & support
- 9) **monitor & iterate:** track performance, adapt to changes
- 11) **scale strategy:** expand use cases, collaborate with partners

3) Integrating Mobile Solutions

User Experience Design

user-friendly interface, appealing app design, accessibility

Training and Support

train staff on mobile tools & provide ongoing support



4) Measuring the effectiveness of mobile technology



➔ KPI (Key Performance Indicators)

- identify & evaluate the success of mobile initiatives, e.g. user engagement, app downloads, sales growth

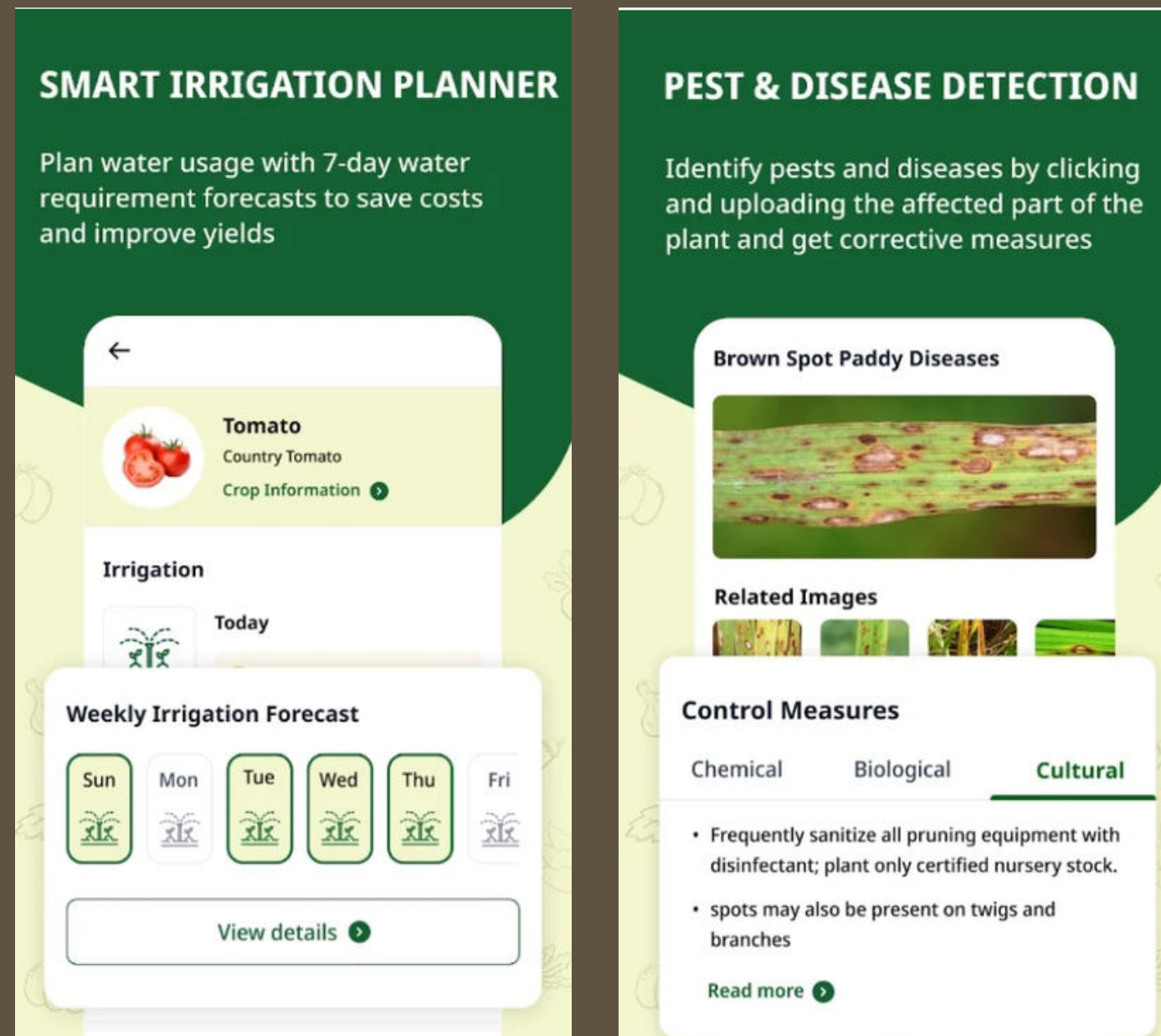
➔ Feedback Mechanisms

- establishing channels for user feedback to continuously improve mobile apps & tools

➔ Analytics Tools

- mobile app performance & user behaviour

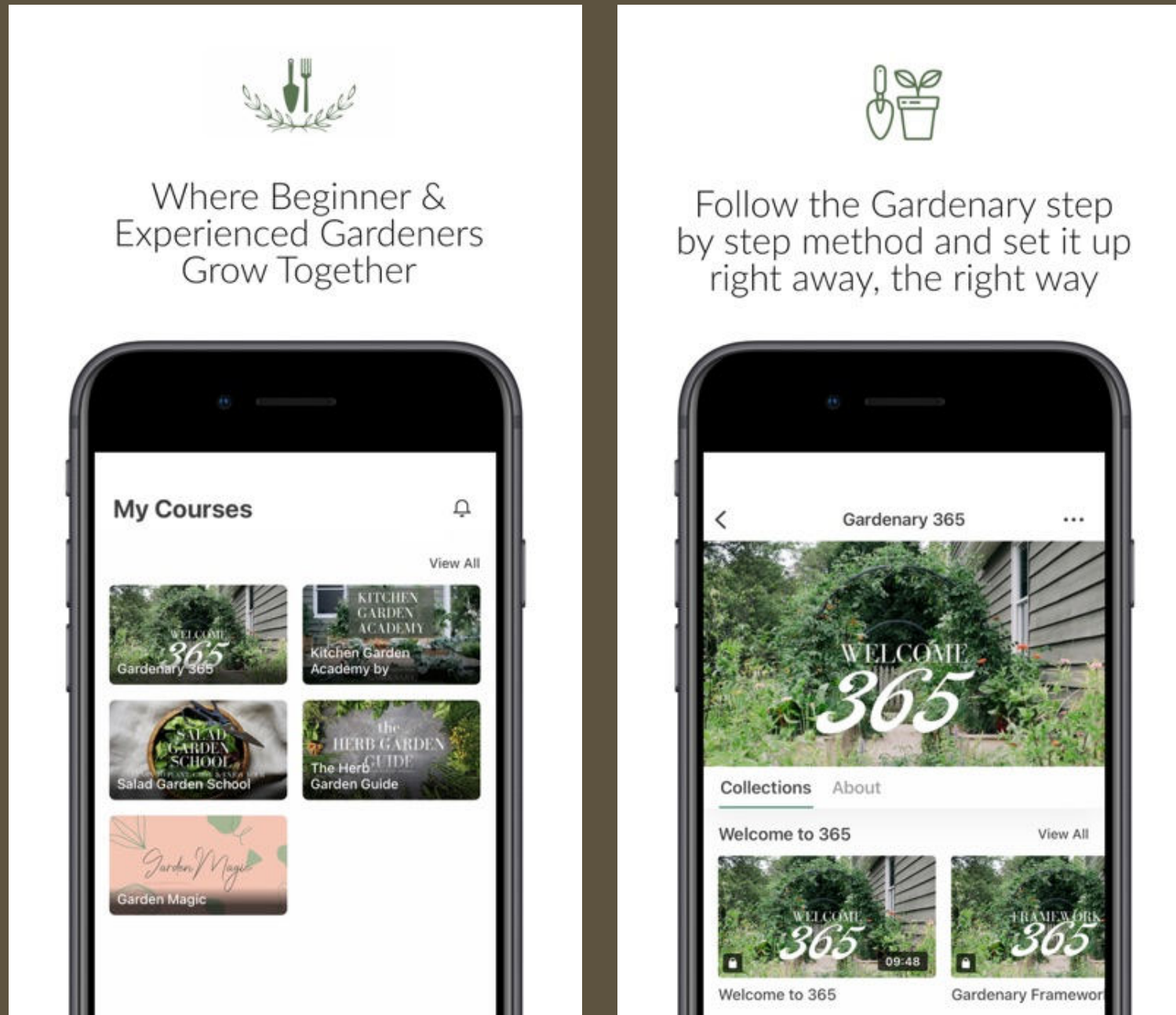
5) Practical Example 1



Farming App: OUTGROW

- AI supported pest & disease management
- irrigation management
- real-time market prices
- monitoring through satellite imagery

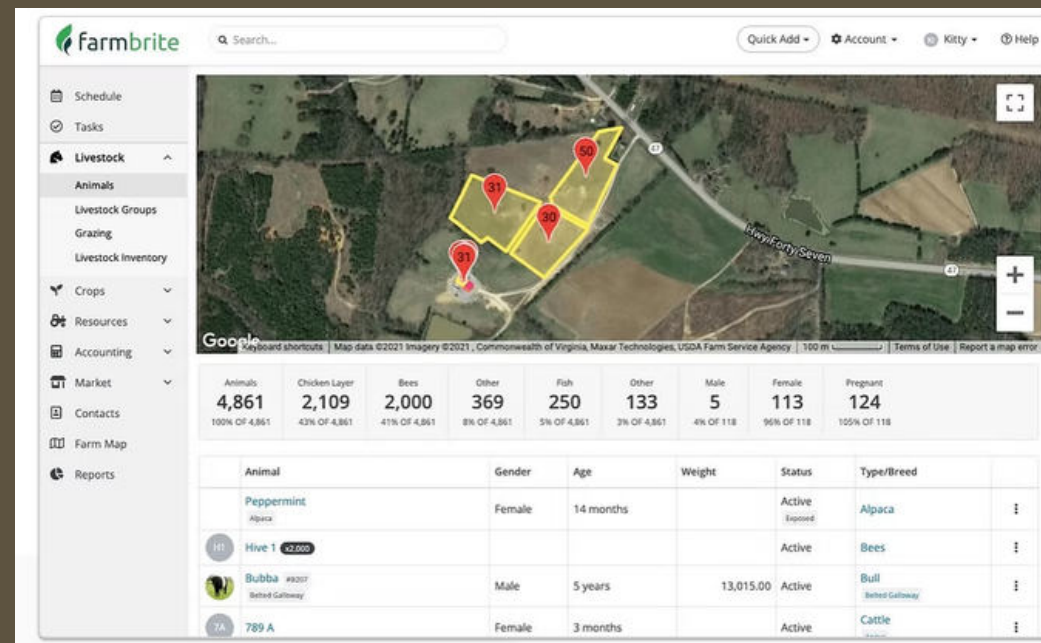
5) Practical Example 2



Gardener App: GARDENARY

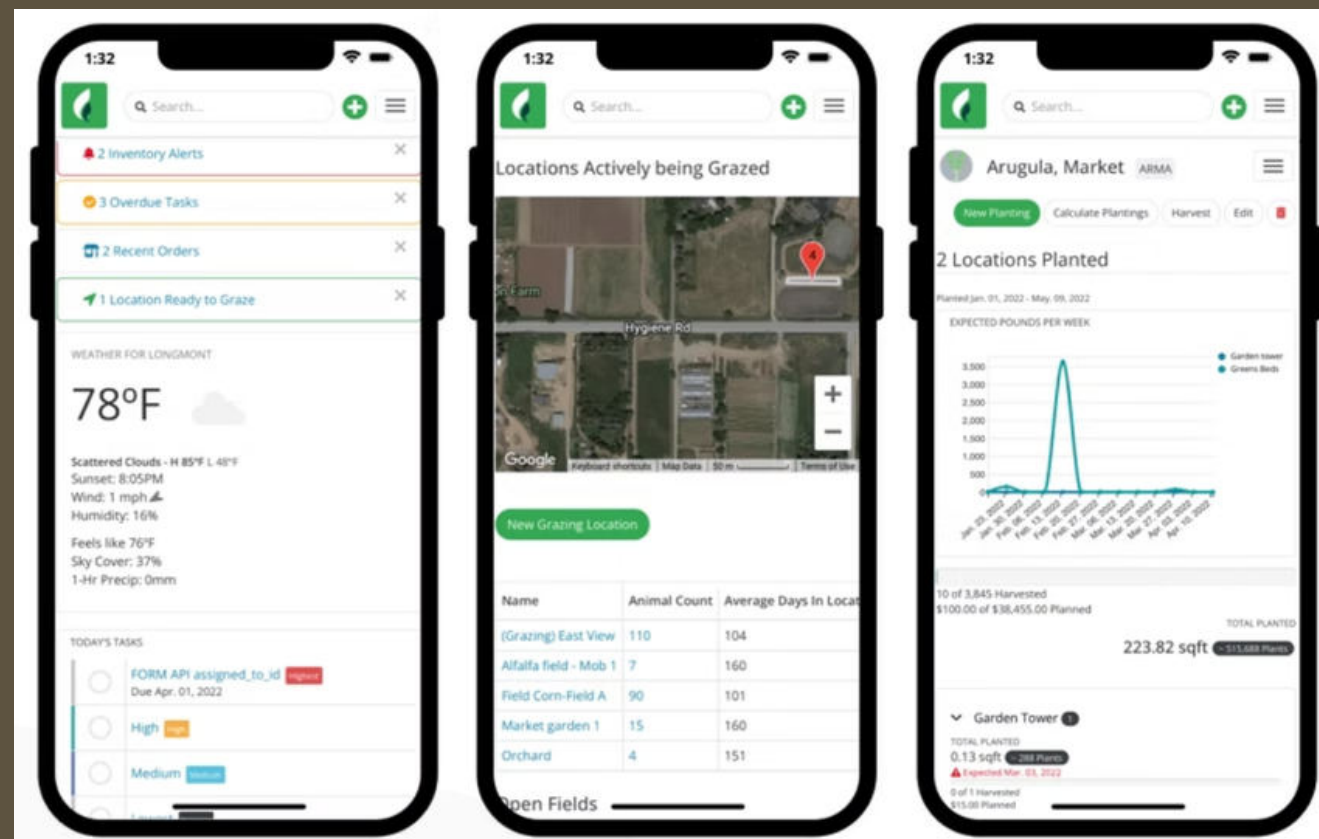
- access gardening courses
- purchase courses or bonus material
- garden community

5) Practical Example 3



All-in-One Farm Management App: FarmBrite

- farm task organization: crop-planning, yield, income projection
- livestock management
- financial management
- optimizing production
- eCommerce solution



6) In Conclusion

The Usage of Apps and Integration of mobile technology helps **farmers** to improve and streamline their farm tasks.

At the same time, this modern technology can help **businesses** in the agri-food sector to enlarge their market reach, to educate and to sell their products





7) Active Engagement Exercises

Analyzing

What apps or tools do you currently use in your business or on your farm?

Researching

Research different apps used in the agri-food sector.

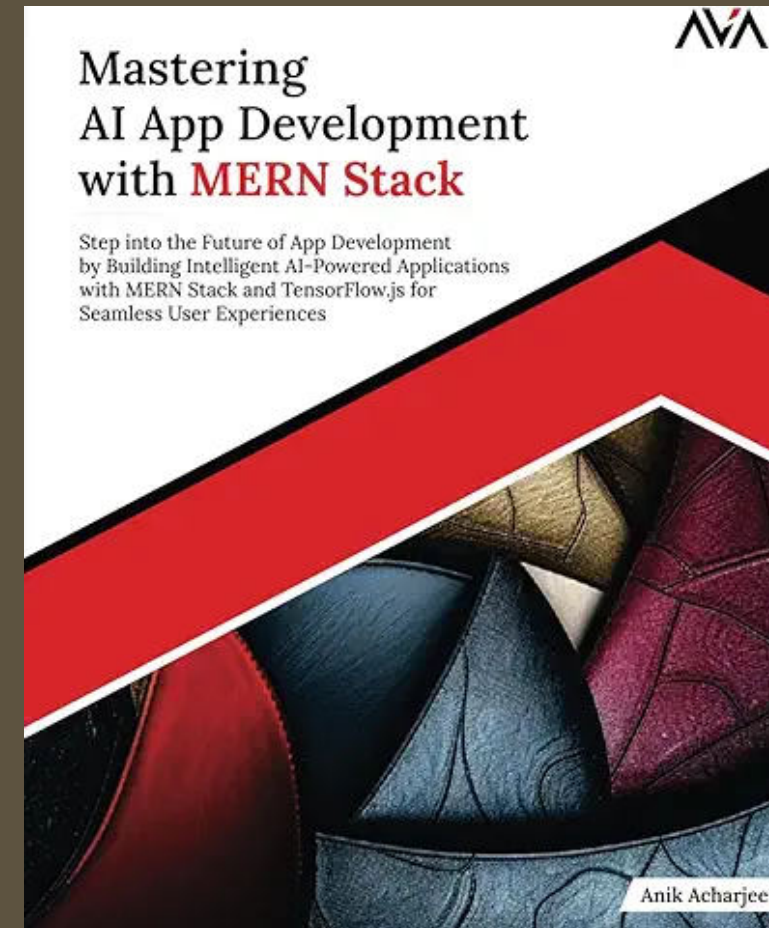
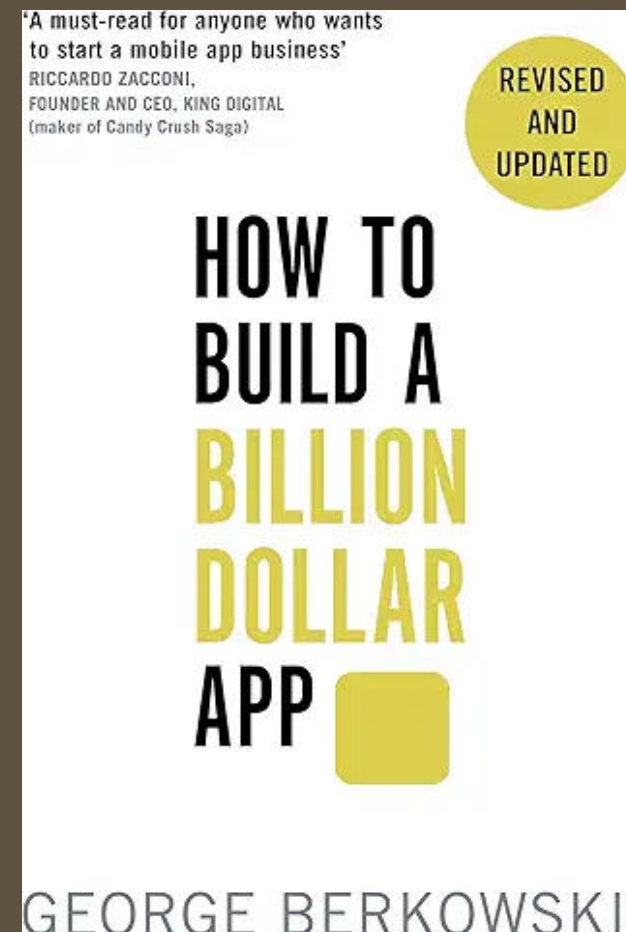
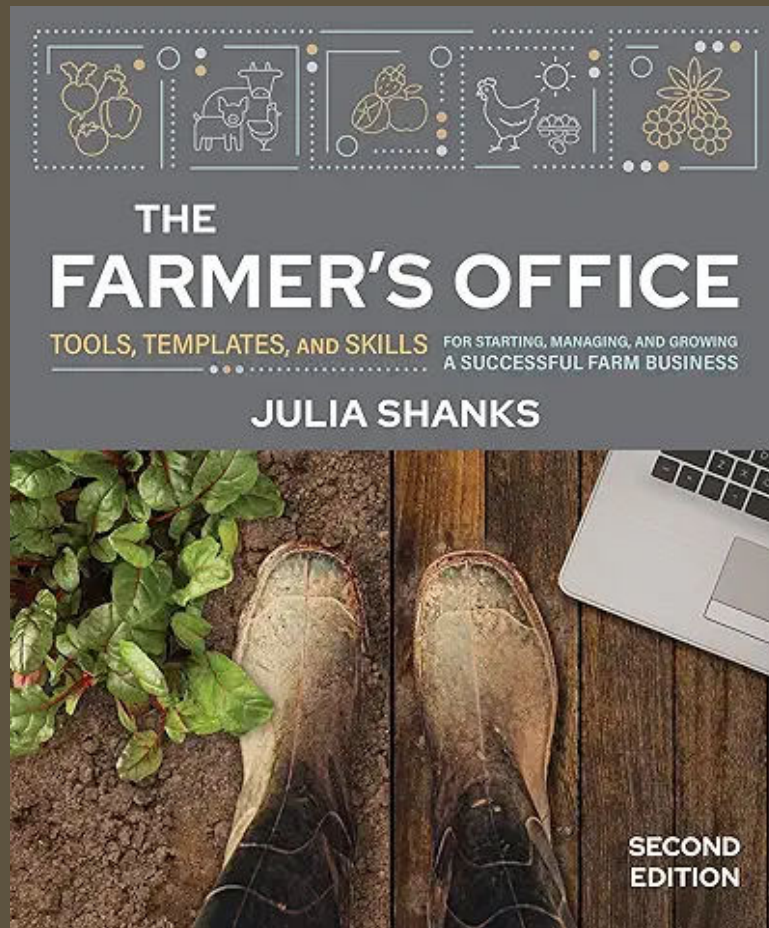
Choose one and analyze its pros and cons.

Examples: <https://freeappsforme.com/agricultural-apps/>

Planning

Chose one specific aspect of your business in which the integration of a mobile solution would be beneficial. Develop a plan for its integration.

RESOURCES



TRIMBLE - Managing Farm Data with Mobile Technology

www.youtube.com/watch?v=Npa0Un5t7Ac

Best Agriculture Apps in 2025

www.croplife.com/editorial/matt-hopkins/best-agriculture-apps/

THANK YOU

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