

# Navigating the digital landscape in the agri-food sector

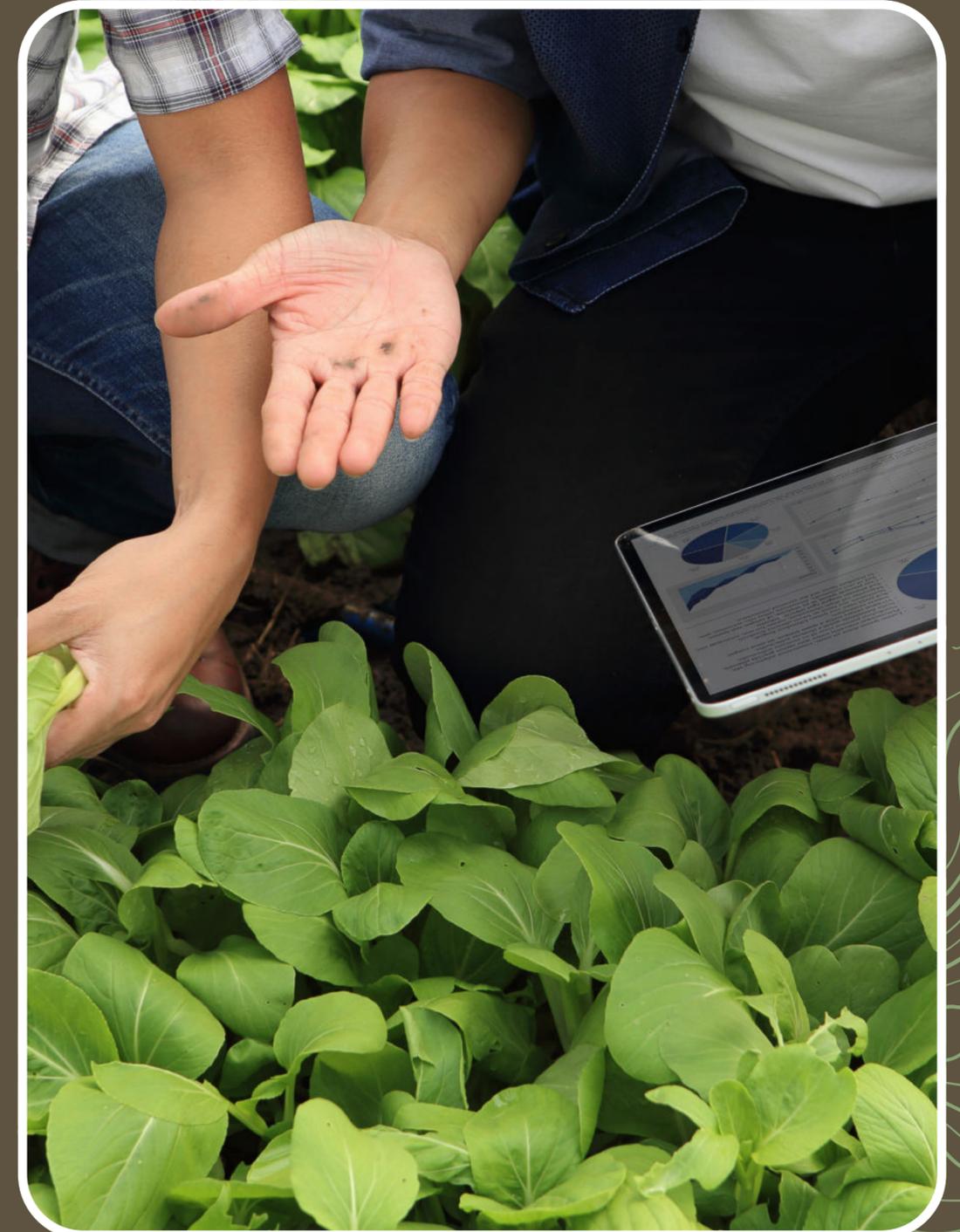
**Chances & Strategies to Grow & Expand your Business Using Modern Technology**

**PRESENTED BY:  
Ines & Eric Batterton of**



# 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 & DATA PRIVACY
- 10 → FUTURE TRENDS & ADAPTATION STRATEGIES



# Online Networking & Collaboration

- Importance of Networking & Collaboration in the agri-food sector
- Develop strategies for effective online communication & relationship building
- Tools that facilitate collaboration



# 1) Importance of online networking

## Building Relationships

establishing connection with industry peers & experts

## Access to Resources

sharing knowledge, insights & best practices



## Opportunities for Collaboration

identifying potential partnerships for projects & initiatives

## Staying informed

keeping up with industry trends & innovations

# 2) Strategies for effective online communication

## Crafting Online Profile

An online bio & a resume both serve to showcase an individual's skills, experiences & professional identity, however they do so in different formats & contexts.

- professional photo
- compelling headline
- engaging bio
- highlight achievements
- use key words
- choose the right platform
- visual elements

**LinkedIn** Articles People Learning Jobs Games

**Where Beginner & Experienced Gardeners Grow Together**

**Nicole Johnsey Burke**  
Owner and Founder at Gardenary Inc. and Hey Nicole Burke  
Nashville, Tennessee, United States · [Contact Info](#)  
1K followers · 330 connections

[Gardenary Inc.](#)  
[Converse College](#)  
[Websites](#)

[Join to view profile](#) [Message](#)

**About**  
Gardenary is on a mission to make gardening ordinary for everyone. With an audience of almost 3 million, over 1500 Gardenary consultants and over 6000 Gardenary students, we're excited about normalizing homegrown greens and herbs in the U.S. by 2030.

I've written three books-Kitchen Garden Revival, Leaves Roots and Fruit and Five Minute Gardener. Follow our work at Gardenary.com and @gardenaryco and my personal brand at Heynicoleburke

## 2) Strategies for effective online communication

### Engaging with others

Communicating effectively online requires a balance of structure and authenticity. While it is important to organize your thoughts and present them clearly, staying true to your genuine voice is equally essential.

- be clear & concise
- personalize your message
- establish common ground
- be polite & respectful
- keep it relevant
- be mindful of timing



# 2) Strategies for effective online communication



- contributing to discussions
- sharing valuable insights



- developing credibility through consistent & respectful interactions



# 3) Key platforms for networking & collaboration



## Social Media

- LinkedIn, Facebook, Instagram, X

## Industry Forums & Groups

- AgFunder, Network Partners, Digital Farm.IT, EOAN, World Agriculture Forum, ECO Est, COG, Foodland Ontario

## Webinars & Online Events

- participating in virtual conferences & workshops
- major events/conferences gone virtual

## Collaborative Tools

- Slack, MS Teams, Trello, Zoom, Asana, Chanty

# 4) Tools for facilitating collaboration

## Project Management Tools

- digital platforms that help teams plan, organize & track project tasks & progress
- Asana, Monday.com, Chanty, Trello, MS Project



## Document Sharing Tools

- a digital platform that enables users to upload and share files securely
- Dropbox, Google Drive, Slack, Zoho Docs, Adobe Document Cloud, Sharepoint



# 4) Tools for facilitating collaboration

## Communication Tools

- digital tools that facilitate real-time interaction & information sharing among individuals or teams
- Zoom, Google Meet, Teams, Skype, Trello, Signal, WhatsApp, Discord



## Networking Apps

- digital platforms designed to connect individuals & facilitate networking opportunities
- enable users to share profiles, exchange messages & build relationships with professionals within their industry
- LinkedIn, Shapr, Meetup, Bumble Bizz, Lunchclub, Truth Social



# 5) Challenges & Considerations

## Maintaining Engagement

Staying active & engaged in online communities is essential for the enhancement of user experience & fosters connections with like-minded individuals

### TIPPS

- set goals
- be consistent
- contribute value
- start conversations
- join subgroups
- attend virtual events
- share experiences
- offer constructive feedback
- be respectful & open minded
- encourage others



# 5) Challenges & Considerations

## → Navigating digital etiquette

Understanding the professional conduct in online interactions

- think before you post
- use clear language
- acknowledge the contributions of others
- stay on topic
- respect privacy
- use appropriate tone
- avoid spamming
- be patient



# 5) Challenges & Considerations

## Managing Time effectively

balancing network activities with other responsibilities

## Privacy & Security

protecting personal information while networking online



# 6) Networking Groups in Agriculture Canada



# EOAN - Eastern Ontario Agri-Food Network

network.savoureaston.ca

The screenshot shows the website's header with the logo and name 'Eastern Ontario Agri-Food Network' on the left, a Facebook icon, and a 'Français' language toggle on the right. Below the header is a navigation menu with links for 'ABOUT US', 'EOAN PROGRAMS', 'BUSINESS SUPPORT', 'GRANTS AND FUNDING', 'NEWS', and 'BECOME A MEMBER'. The main content area features two images: on the left, the bilingual logo for 'Réseau Agroalimentaire de l'Est ontarien' and 'Eastern Ontario Agri-Food Network'; on the right, a top-down view of a table with various dishes, including bread, dips, and vegetables. Below the images is a text block describing the organization's mission.

**Eastern Ontario Agri-Food Network**

**Réseau Agroalimentaire de l'Est ontarien**

**Eastern Ontario Agri-Food Network**

**The Eastern Ontario Agri-Food Network (EOAN) is a non-profit membership organization dedicated to supporting the development, growth and sustainability of local food and agriculture initiatives in Eastern Ontario. The EOAN operates in Prescott-Russell, Stormont Dundas & Glengarry, Cornwall, and the Ontario portion of Akwesasne.**

# EOAN - Eastern Ontario Agri-Food Network

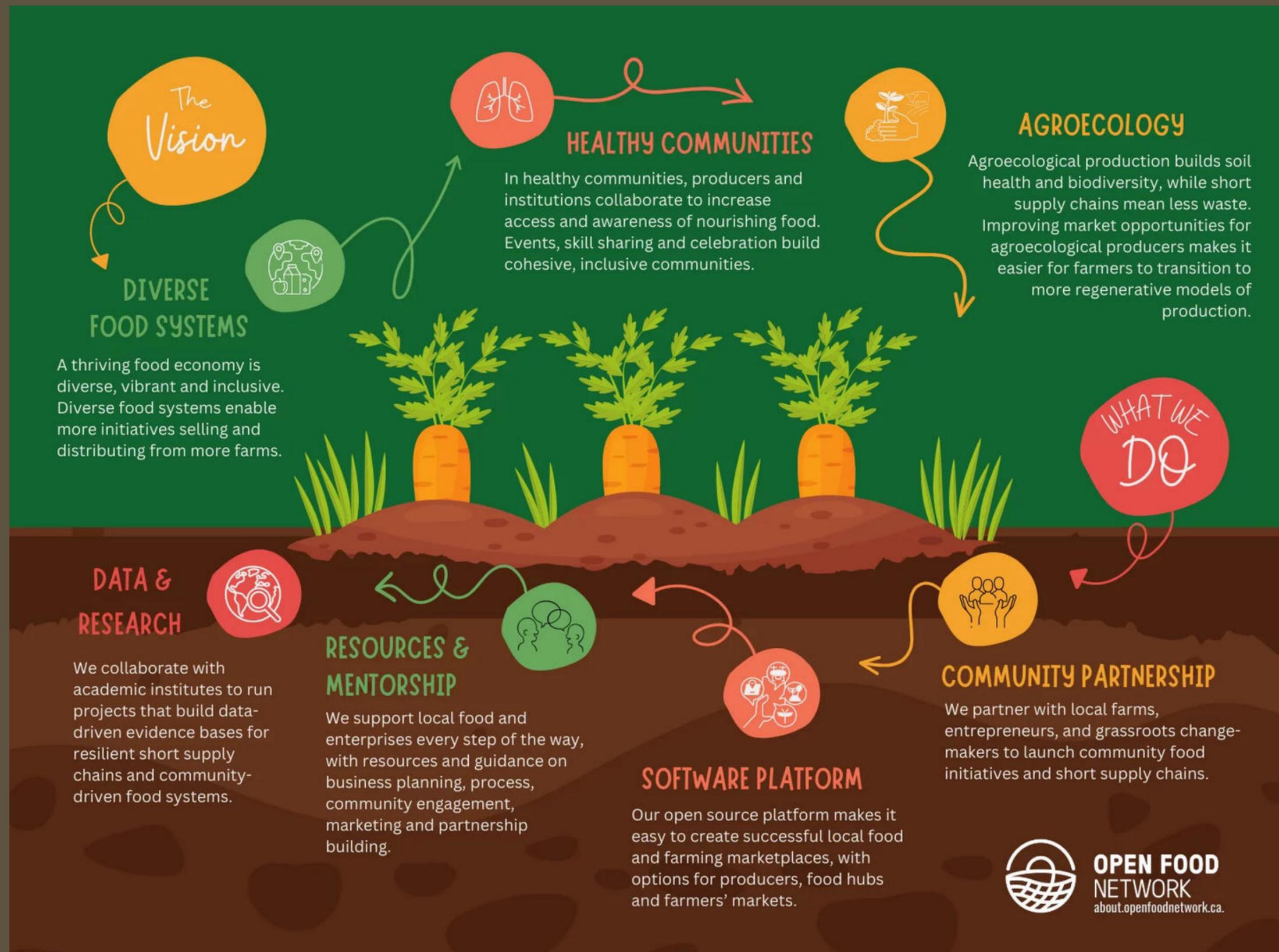
network.savoureaston.ca



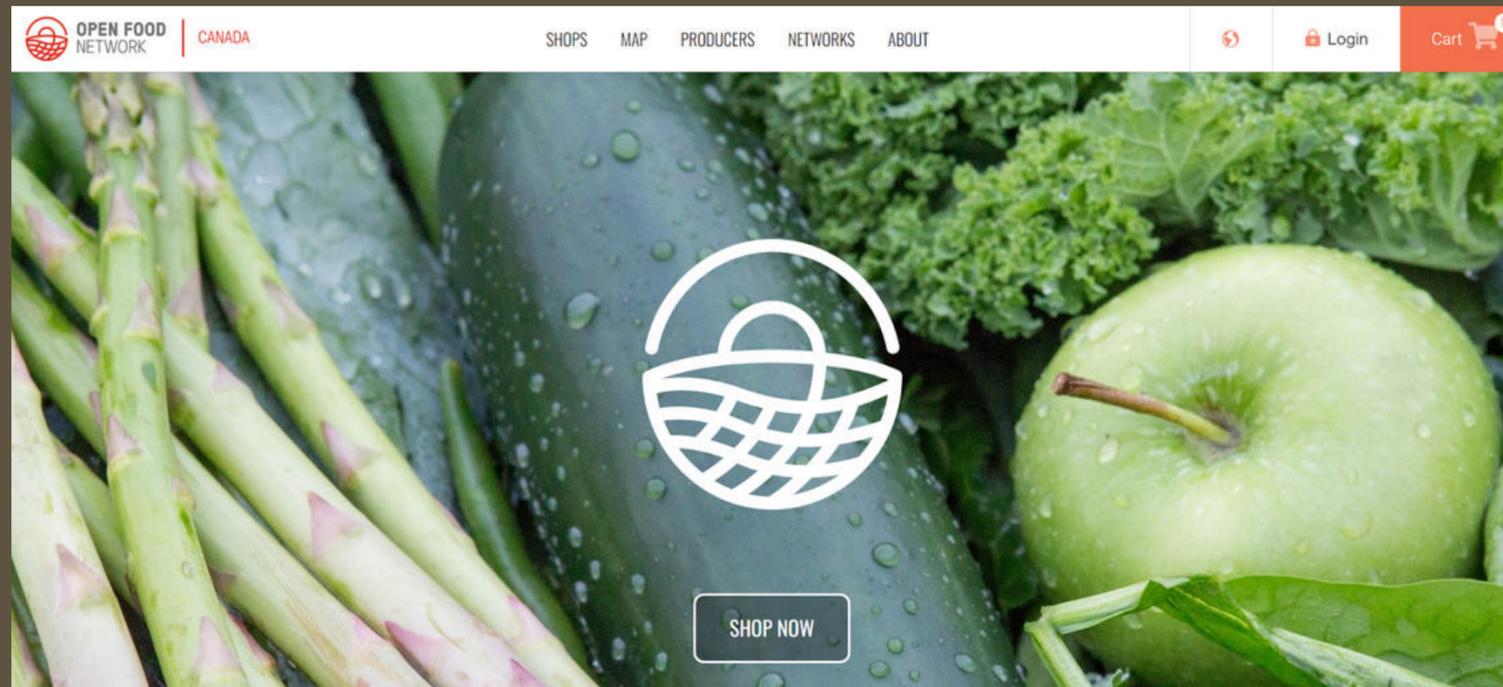
The image shows a YouTube video player interface. At the top left, there is a logo for 'Savour East Ontario / Savourez Est Ontario' with the text 'Savour East Ontario / Savourez Est Ontario' next to it. To the right of this is a 'Copy link' button. The main title of the video is 'Une initiative du Réseau agroalimentaire de l'Est ontarien' and 'An initiative of the Eastern Ontario Agri-Food Network'. The video thumbnail features a woman in a dark polo shirt with a logo on the chest and a man in a grey jacket leaning against a white van. A red play button is centered over the thumbnail. At the bottom left, there is a 'Watch on YouTube' button.

# Open Food Network Canada

openfoodnetwork.ca



# Open Food Network Canada



## Building better food and farming systems, together...

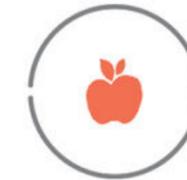
At Open Food Network Canada, our mission is to help communities build local food and farming systems that are resilient, sustainable and fair. Our online marketplace is a way to connect and empower everyone who makes, grows, sells and buys local products.

## Shopping - here's how it works.



### 1. Search

Search our diverse, independent shops for seasonal, sustainably produced products locally. Search by neighbourhood and food category, or whether you prefer delivery or pickup.



### 2. Shop

Transform your transactions with affordable local products from diverse producers, makers and hubs. Know the stories behind their products and the people who make them!



### 3. Pick-up / Delivery

Hang on for your delivery, or connect with the producer, maker or artisan directly. Shopping as diverse as nature intended it.

We're creating a new food system.

704

PRODUCERS

107

SHOPS

4,962

SHOPPERS

62,025

ORDERS



Interested in selling on the Open Food Network? [Register here](#)

# Open Food Network Canada

OPEN FOOD NETWORK CANADA

SHOPS MAP PRODUCERS NETWORKS ABOUT

Find local producers

Search by name or city

Filter by

- La Belle Fleur Vaughan ON
- Slow Food Earth Market Bouctouche Bouctouche NB
- Urban Roots London London ON
- Grainharvest Breadhouse Waterloo ON
- Revive Teas Kitchener ON
- Perth Pork Producers Sebringville ON
- Sunfire Herbals Oakville ON
- GET Group Kleinburg ON

Networks / Regions

Networks are collectives of producers, hubs and distributors who share something in common like location, farmers market or philosophy. This makes your shopping experience easier. So explore our networks and have the curating done for you.

Search name or keyword

- Bailey's On-Line Farmers' Market ON
- The Local Flower Collective ON
- Bayfield Farmers Market ON
- Port Rowan Farmers' Market ON
- OFN's Canadian CSA Directory ON
- Flower Farmers in Canada ON
- Ottawa Flower Collective ON

**BUILDING BETTER FOOD AND FARMING SYSTEMS**

Open Food Network Canada supports fair, local, and sustainable food and farming systems through software solutions, resources, and community partnerships.

Type in a location...

# COG - Canadian Organic Growers

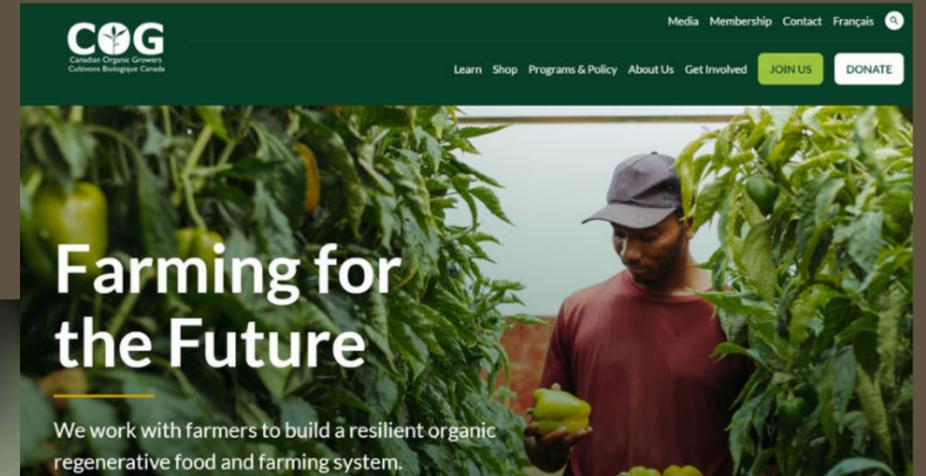


COG Promotional Video (2 Mins)

# COG

Canadian Organic Growers  
Cultivons Biologique Canada

Watch on  YouTube



# 7) In Conclusion

Online Networking & Communication are essential for success in the agri-food sector. By effectively leveraging digital platforms and tools agri-food businesses can build valuable connections, share knowledge and collaborate efforts that drive innovation and growth.





# 8) Active Engagement Exercises

## Networking Role-Play

Practice initiating conversations and follow-ups in a simulated online environment.

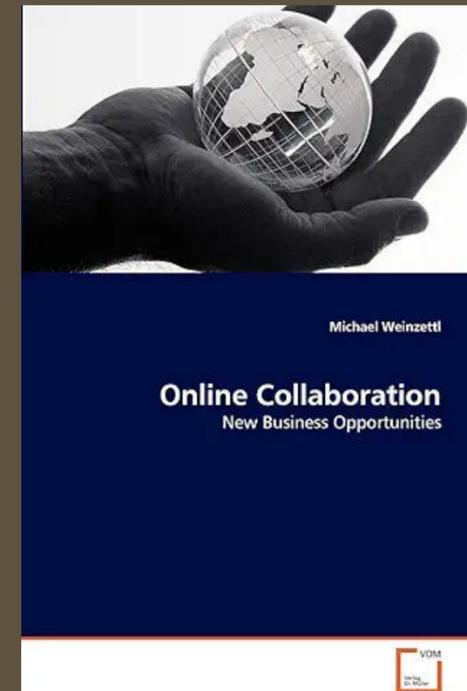
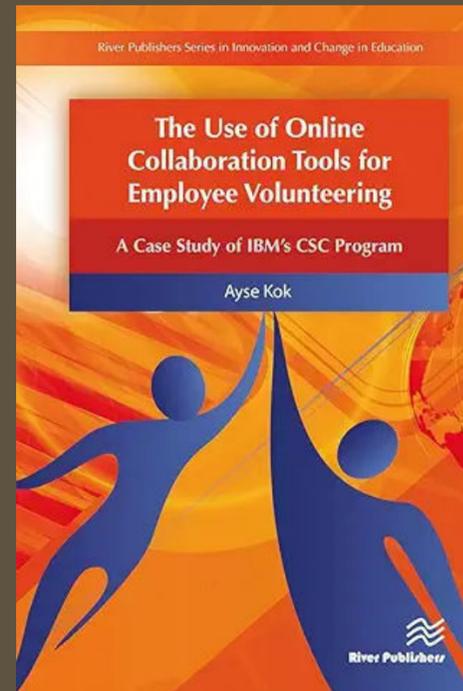
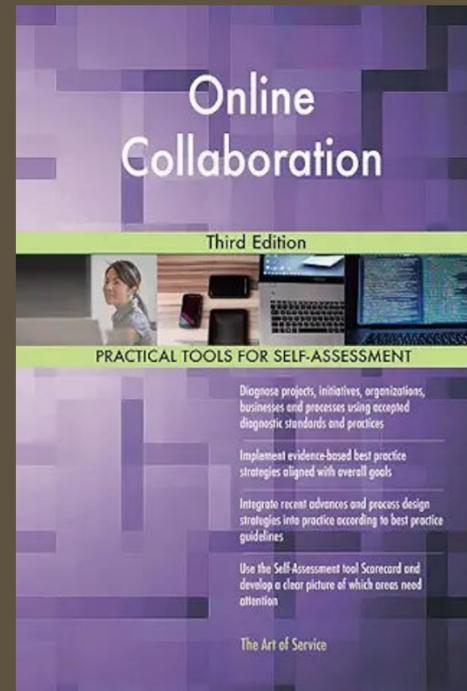
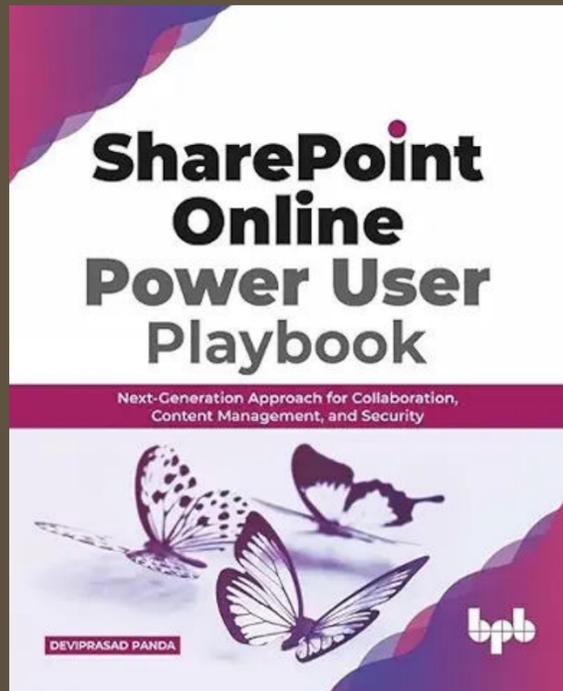
## Reviewing

Profile Review: Share your online profile with family and friends for constructive feedback.

## Researching

Brows social media and other online platforms for potential collaborators or networks.

# RESOURCES



**How farmers are networking and sharing ideas online | FCC**

[www.fcc-fac.ca/en/knowledge/how-farmers-are-networking-and-sharing-ideas-online](http://www.fcc-fac.ca/en/knowledge/how-farmers-are-networking-and-sharing-ideas-online)

**Open Food Network Canada**

[openfoodnetwork.ca](http://openfoodnetwork.ca)

# THANK YOU

COURSE CREATORS:  
Ines & Eric Batterton of



MADE POSSIBLE BY:  
Eastern Ontario Agri-Food  
Network

