

Navigating the digital landscape in the agri-food sector

PRESENTED BY:
Ines & Eric Batterton of



**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 & 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

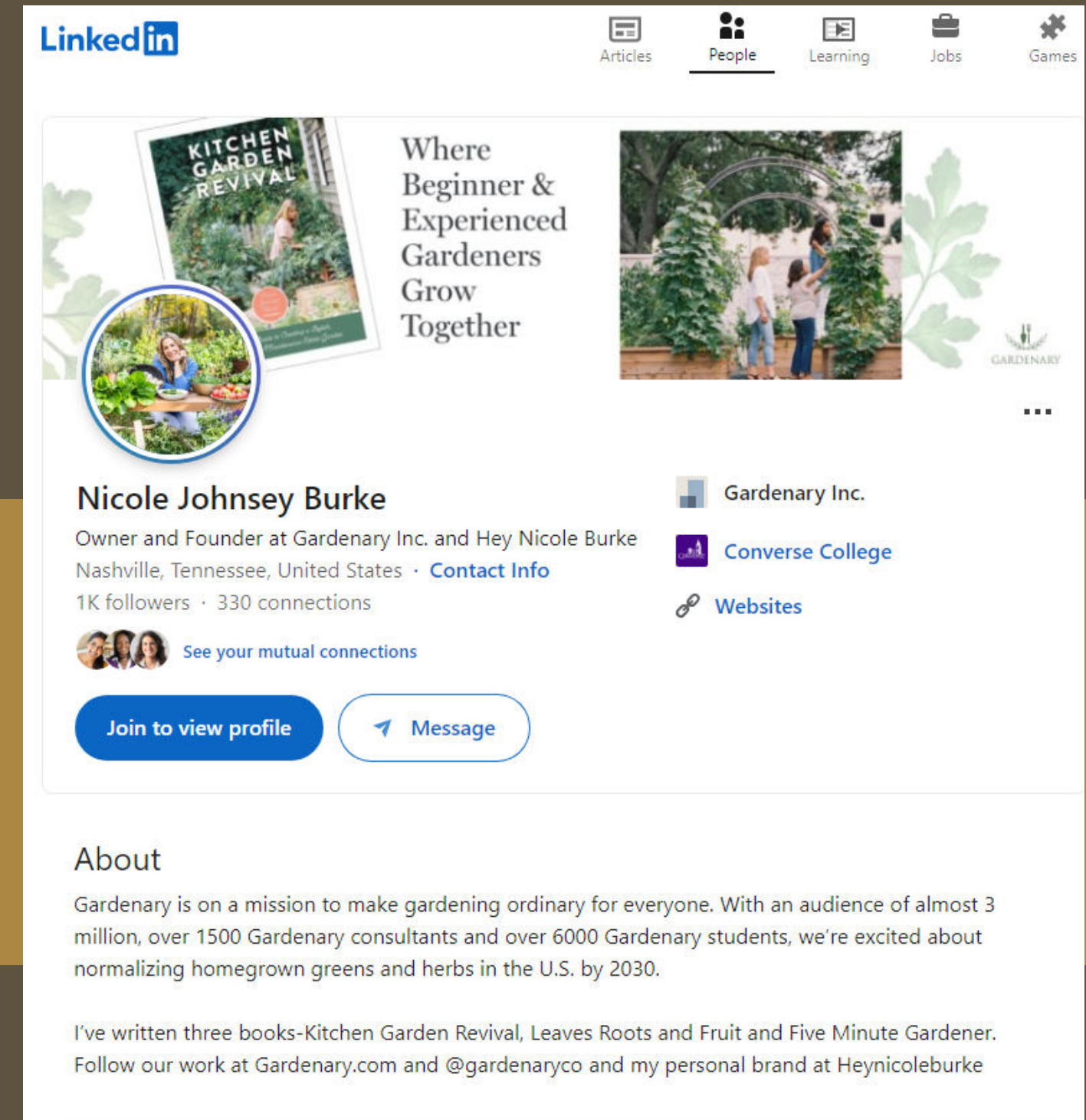
keeping up with industry trends & innovations

2) Strategies for effective online communication

Crafting Online Profile

An online bio & a resume both serve to showcase an individuals 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



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

Active
Participation

- contributing to discussions
- sharing valuable insights

Building
Trust

- 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

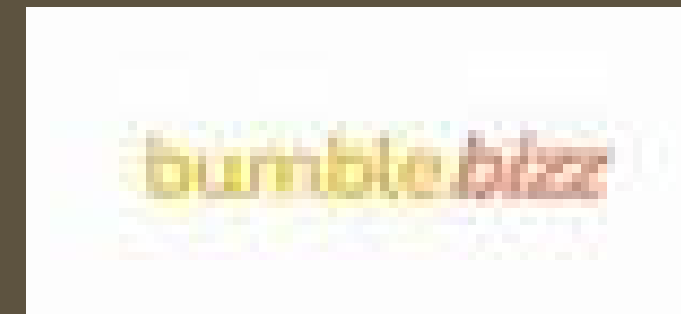
Communication Tools

- 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

**Eastern Ontario Agri-Food Network**



ABOUT US ▾ EOAN PROGRAMS BUSINESS SUPPORT ▾ GRANTS AND FUNDING ▾ NEWS BECOME A MEMBER



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 banner features a repeating pattern of small EOAN logos in the background. At the top left is the 'Savour East Ontario / Savourez Est Ontario' logo. To its right is the text 'Une initiative du Réseau agroalimentaire de l'Est ontarien' and 'An initiative of the Eastern Ontario Agri-Food Network'. Further right is a 'Copy link' button with a document icon. The center of the banner is dominated by a large video thumbnail showing a woman in a dark polo shirt and a man in a grey vest leaning against a white van. A large red play button is centered over the video. Above the video is the large 'SAVOUR AVOUREZ EAST ST N' logo. At the bottom left is a 'Watch on YouTube' button with the YouTube logo.

Savour East Ontario / Savourez Est Ontario

Une initiative du
Réseau agroalimentaire de l'Est ontarien

An initiative of the
Eastern Ontario Agri-Food Network

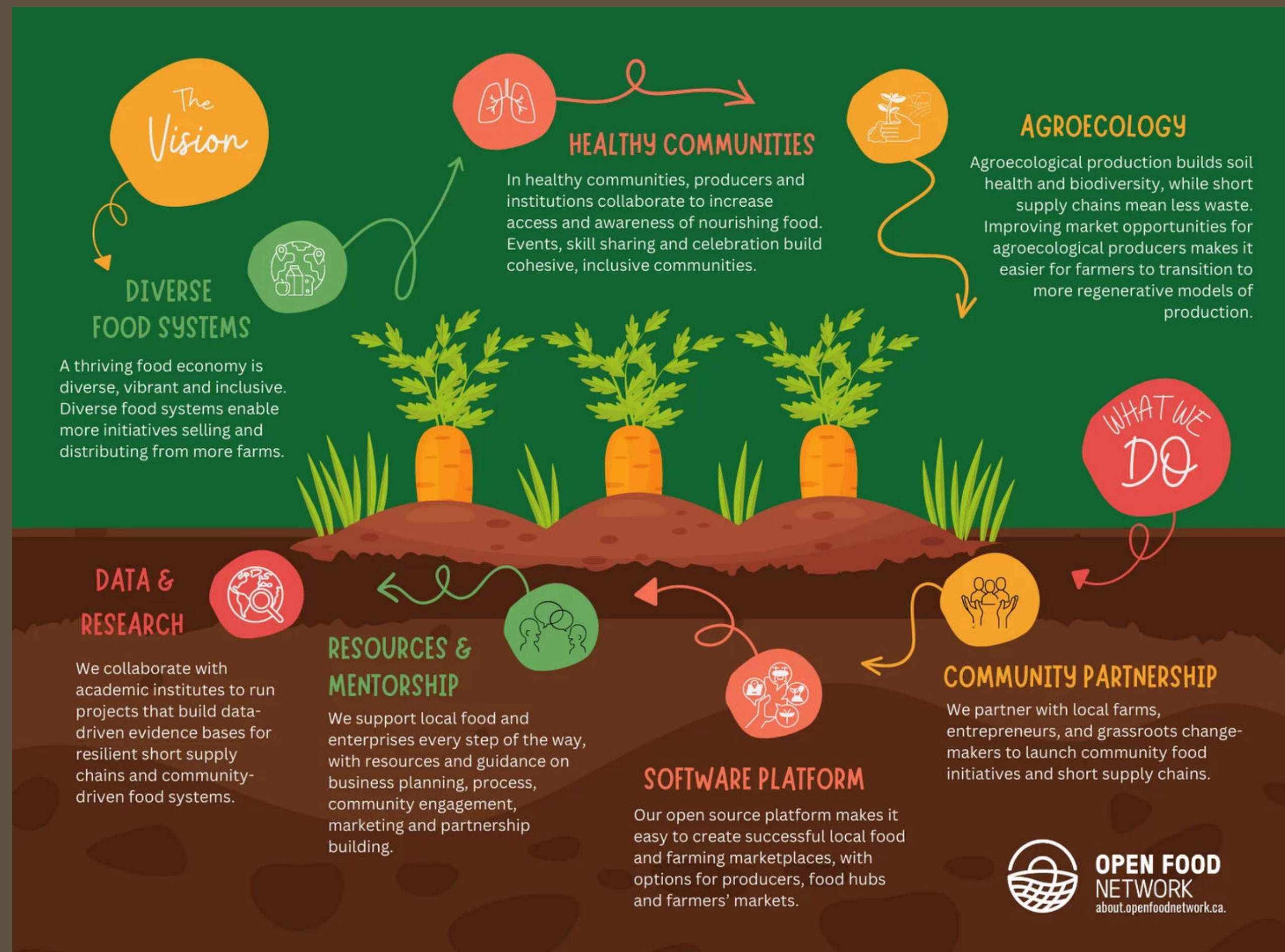
Copy link

SAVOUR AVOUREZ EAST ST N


Watch on YouTube

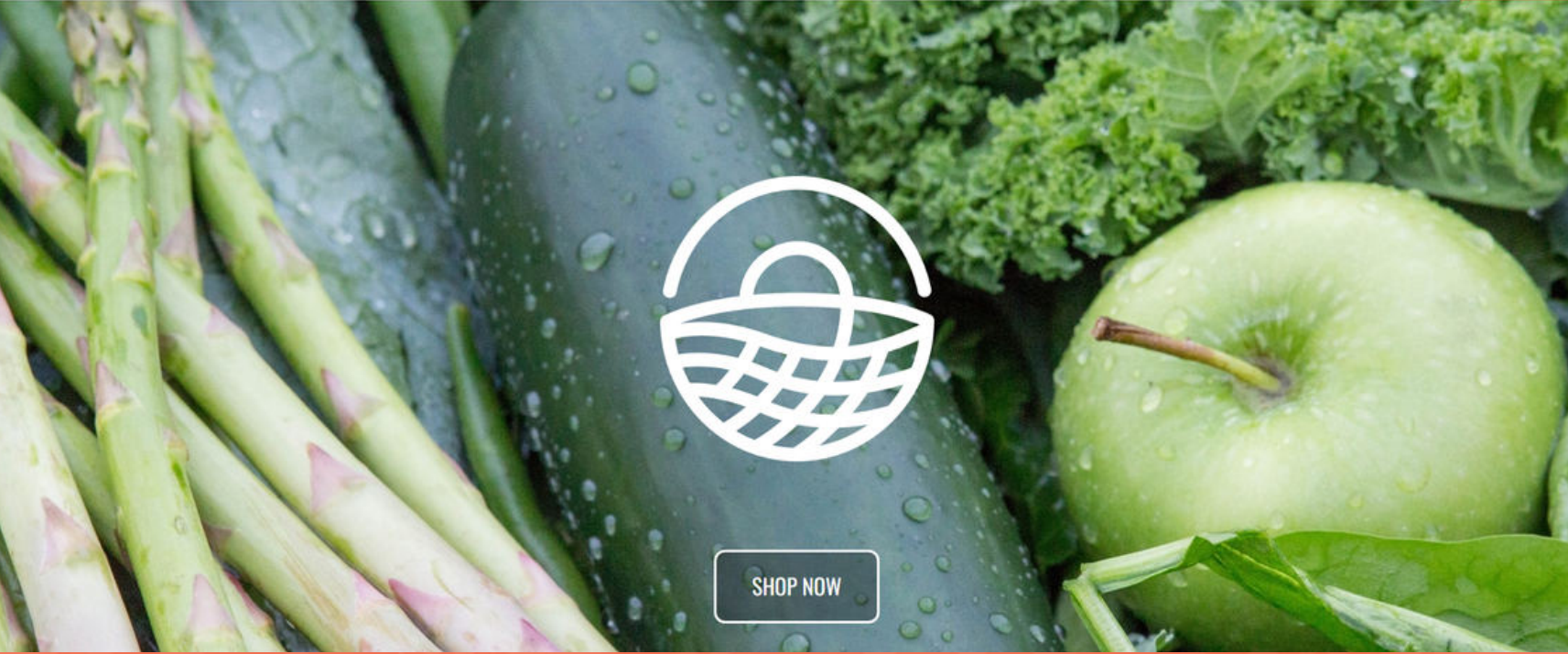
Open Food Network Canada

openfoodnetwork.ca



Open Food Network Canada

 [SHOPS](#) [MAP](#) [PRODUCERS](#) [NETWORKS](#) [ABOUT](#) [Login](#) [Cart](#)




[SHOP NOW](#)

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

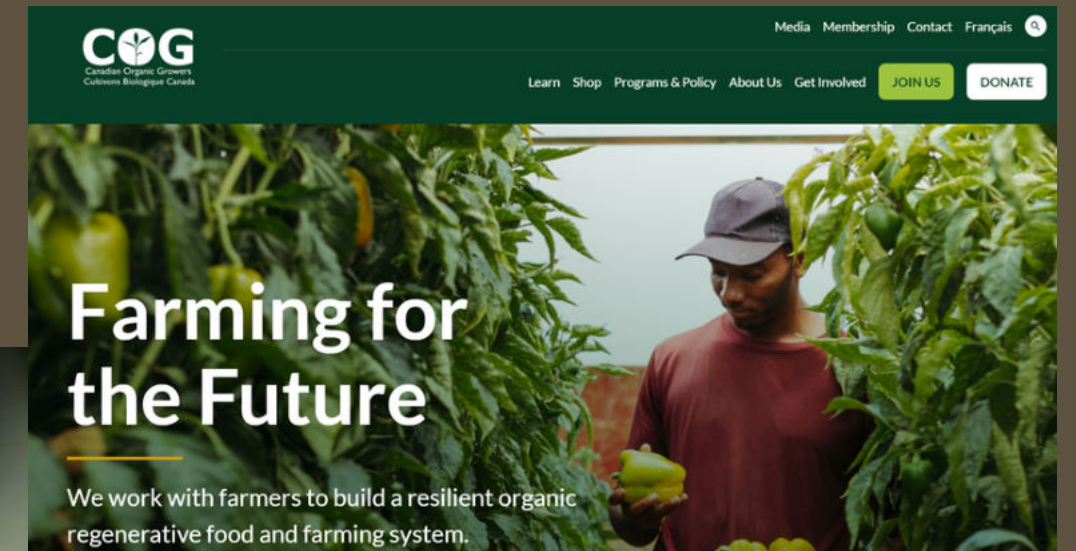
Bailey's On-Line Farmers' Market	ON
The Local Flower Collective	ON
Bayfield Farmers Market	ON
Port Rowan Farmers' Market	ON
OFN's Canadian CSA Directory	ON
Flower Farmers in Canada	ON
Ottawa Flower Collective	ON

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... Canada

COG - Canadian Organic Growers



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.

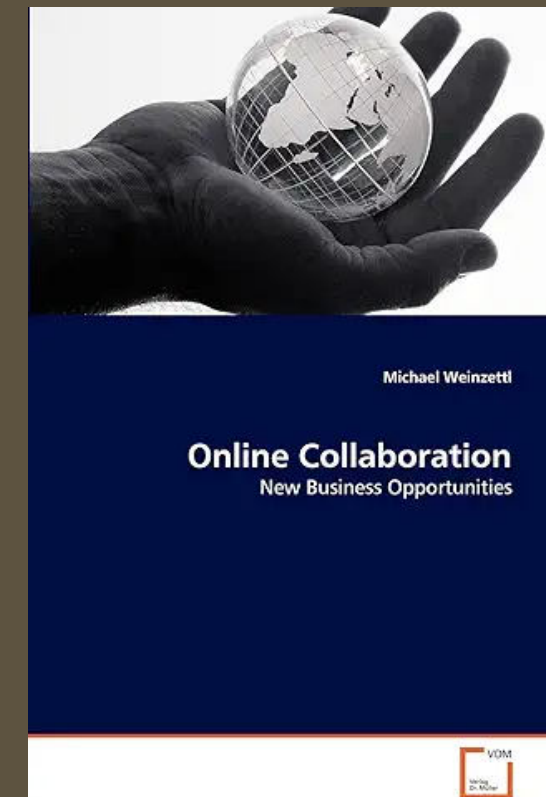
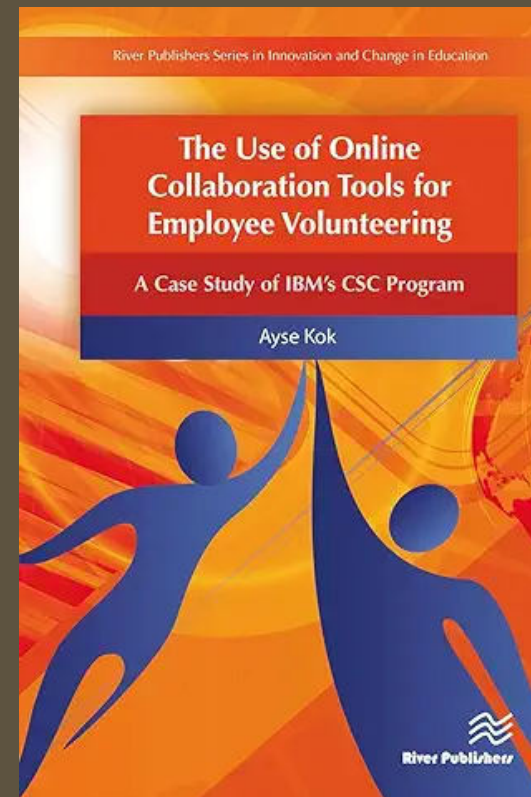
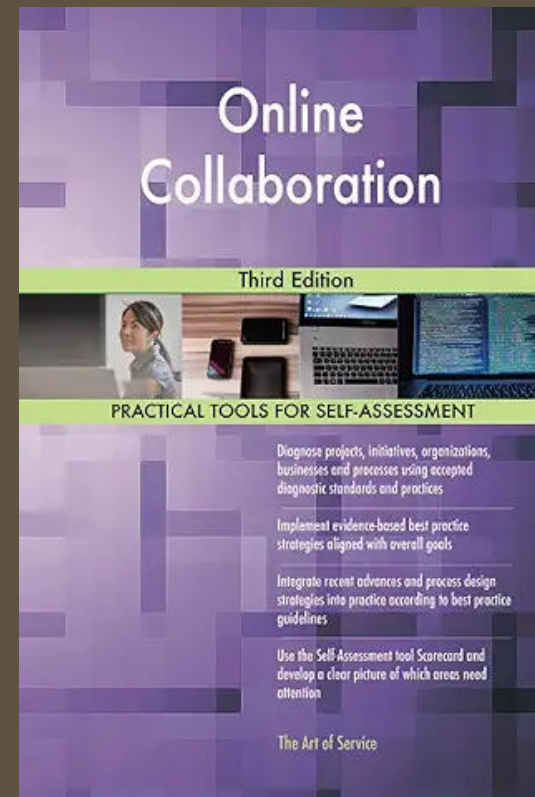
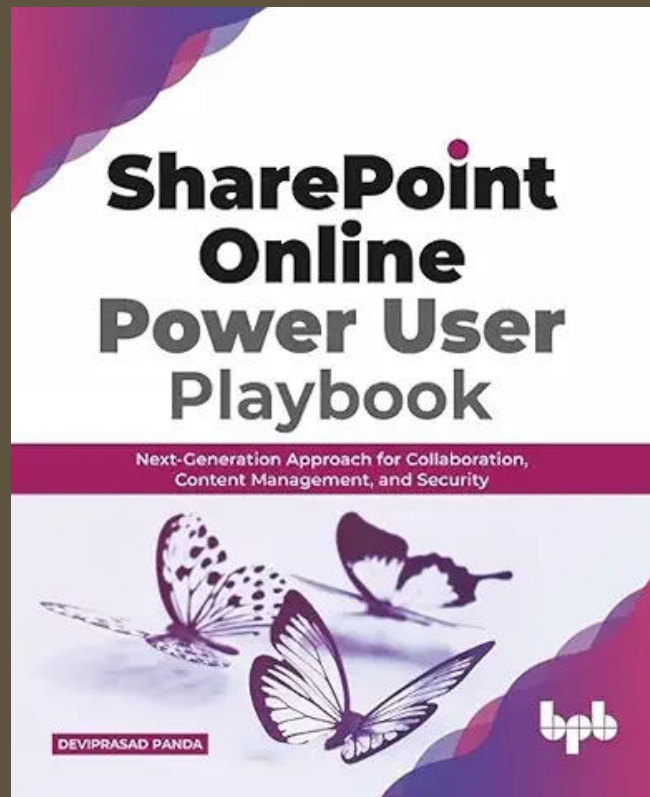
Reviewing

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

Open Food Network Canada

openfoodnetwork.ca

THANK YOU

COURSE CREATORS:
Ines & Eric Batterton of



MADE POSSIBLE BY:
Eastern Ontario Agri-Food
Network

