Fresh From Our Farm To you

Creating Brand Awareness with IT
Worldwide connectedness of people has evolved rapidly.

- Traditional media >> Newspaper, Print, Radio, TV
- Digital Media >> Computers, The Internet, Social Media e.g. Facebook, Twitter, Instagram etc.
- Mobile technology, laptops, tablets and smart phones.
Increasing Connectedness

Pace of Innovation

- Agricultural Age
- Industrial Age
- Digital Age
- Information Age
- Age of Pervasive Technology

4000 BC  AD 1740  1960  1995  2020  2035  2050
Increasing Connectedness

Number of social network users worldwide from 2010 to 2021 (in billions)

Source: eMarketer © Statista 2017

Additional Information: Worldwide; eMarketer: 2010 to 2017
Increasing Connectedness

- Instantaneous sharing of images, thoughts, news and continual access to the internet.

- Accessed by the young and now penetrating the generations.

- Fast paced society where values and opinions develop rapidly, answers are sought instantly and patience is dwindling.
Increasing Connectedness

The internet is so fascinating!  That's the microwave!
Opportunities

- Many opportunities to gain insight into customers thoughts, need and desires.

- As the saying goes — *The customer is always right.*

- Tweak production to grow product that meets consumer expectations.

- Easier than changing the consumer mindset.
Opportunities

Your most unhappy customers are your greatest source of learning.

Bill Gates
Social media platforms connect us to customers and allows us to display the care taken in growing our produce.

In 2010 we set up online — *Fresh Citrus Direct*.

Initially a website and blog, followed by a Facebook page and Instagram.

This allowed viewers to engage in dialogue direct with us, the grower.
Connecting - Our Experience

- Information flowed easily both ways.

- We evolved our product range, target quality and growing system to satisfy customers.

- Key to directing investment into wind reduction netting, pruning and fruit thinning.

- Delivered positive gains in our business, thanks to happy customers.
Connecting - Our Experience

Initially we used email. As technology advanced we added our presence to social media.
Mail Chimp was used to:

- deliver season updates to our growing mailing list
- survey our customers and analyse the results
- provide valuable insights into our business
Advertising is increasingly becoming a part of social media.

Social media platforms gather a lot of information about the user.

Marketing can then be accurately targeted to a specific audience.
Connecting - Our Experience

Age:
- 18-24: 15.2%
- 25-34: 49.73%
- 35-44: 17.3%
- 45-54: 6.8%
- 55-64: 2%
- 65+: 0.5%

Gender:
- Male: 28.7%
- Female: 71.3%
Influence

- A valuable experience for our business, utilising the internet and the connected world to:
  - market,
  - survey,
  - Learn, and
  - share information.

- The experience shaped future investment in value adding for our business.
Industry Implications

- To know what the consumer is thinking and feeling.

- Create our story in the supply chain — how we farm to meet consumer criteria is highly valued by the consumer.

- This needs to be targeted and coordinated with industry and the supply chain.

- Teaming with a brand that will invoke an informed reaction at the retail level — whether online or a traditional bricks and mortar supermarket.
Concluding

- Consumers like to connect from “paddock to plate”.

- Consumer feedback, whether it be good, bad or indifferent is of huge benefit.

- Conventional grocery shopping is changing, we need to embrace the connected world.
Thank You