

**Farm e-Store**

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simplifying **IT** for farmers

**Using the Internet to Connect Farmers  
and Consumers**

**Website and Online Store for Farmers**

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## Topics

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- ❑ Online Presence (CMS)
- ❑ Online Store
- ❑ Content Propagation (SEO)
- ❑ Promotion and Cross-promotion
- ❑ New ideas to promote local food
- ❑ Online directories and Social media



## Objectives

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Use the information technology to:

- **Promote** your operation and the end product...the **food** we all need
- Make it **easy** for customers to **find you** and secure good food (pre-ordering online directly)
- Help you **plan deliveries** (to match the demand)

Build a bridge, virtually, that connects you and the consumers and helps establish a **relationship**



## Outcome

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- Prevent client's disappointment because of unmet expectations, resulting in an **established customer base**
- **Avoid waste** when too much of each product/produce is transported to the market to match anticipated demand
- **More time** for farming activities
- Increased **consumer awareness** of farms locations, distribution points, products availability



## How does it work?

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1. Create a website and/or an online store
2. Search engines will index the content
3. PCS SRCs WBILS  
Potential clients searching for something that resemble the content on the site will be presented with information leading to the site



## Online Presence (CMS)

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CMS = Content Management System

- Application used to create, manage, store and deploy content on Web pages
- Content types can include **text, graphics, photos, video, audio**, and application code that renders other content or **interacts** with the visitor



Examples: **Drupal**, Joomla



, WordPress



Source: Wikipedia.org / Google search for CMS / [opensourcecms.com](http://opensourcecms.com)



## Online Presence - prerequisites

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- Domain name ([FarmFreshProduce.com](http://FarmFreshProduce.com), [cornwallveggies.com](http://cornwallveggies.com), [QualityMeats.com](http://QualityMeats.com), etc)
- Web hosting services (web server, storage space, DNS services, Internet access, traffic considerations)
  - [Siteground](#), [HostMonster](#), [HostGator](#), [HostingDude](#), etc
- Website (web files available for online viewing)
  - Ready-built kits, Web design company, Web Publishing tools ([Adobe Contribute](#), [WebStudio](#), [SerifWebPlus](#), etc)
- Packaged Solutions



## Online Presence – setup and publishing

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- Select template (the looks and structure)
  - [freewebsitetemplates.com](http://freewebsitetemplates.com), [templatemonster.com](http://templatemonster.com), [joomla-templates.com](http://joomla-templates.com)
  
- Develop content (articles → text, photos, videos, etc)
  - Writing, editing, proofreading
  - Use news coverage
  
- Publish content
  - Review, adjust and finalize
  
- Keep updating and refreshing the content





## Online Store

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- A form of electronic commerce whereby consumers directly buy goods or services from a seller **over the Internet without an intermediary service**
- In 1994 the German company **Intershop** introduced its first online shopping system

Source: Wikipedia.org



## Online Store - High level features

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- Allows ordering of any product/produce **24 x 7 x 365**
- Easy to use and administer (typically via windows style interface or WYSIWYG)
- You have full control



Using an Online Store will improve...

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## The customers' experience

- Place an order anytime
- Customer area access with login
- Receive regular updates



Using an Online Store will improve...

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## The farmers' experience

- Generate orders summary report for a given time-frame
- Add/remove/change products on display in a snap
- Add/remove/change info on any page in a snap



## Building the Online Store

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- Create an “online store only” website
  -  **OpenCart** ,  **osCommerce** ,  **Zen Cart** , etc
- Add online store functionality to an existing website
  -  **VirtueMart** ,  **OpenCart**,  **osCommerce**,  **Zen Cart**, etc
- Packaged Solutions

Source: [en.wikipedia.org/wiki/Comparison\\_of\\_shopping\\_cart\\_software](http://en.wikipedia.org/wiki/Comparison_of_shopping_cart_software)



## S.E.O.

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- Search engine optimization (SEO) is the process of improving the visibility of a website (web page) in search engines via the un-paid search results.
- The first use of the term Search Engine Optimization was by Multimedia Marketing Group (John Audette) as documented by their web page from August, 1997
- Method: Search Engines (Google, Yahoo, Altavista) are indexing webpages' content, storing it and returning to user in response to searches

Source: wikipedia.org



## S.E.O. - Optimization

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- A site that has been optimized according to SEO practices is said to be **SEF** (Search Engine Friendly)
- SEO tactics (incorporated into the design and development of CMS and Online Store solutions)
- Meta tags (provide a guide to each page's content)
- SEO-ready CMS: **Drupal** , **Joomla** , **Wordpress\*** 

Source: wikipedia.org

\* requires plugin



## Promotion and Cross-promotion

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- Platform to promote...
  - other products available for sale or services
  - a partner's products and operation: **supplier, distributor, farmer's market, meat processor, etc**
  
- Method
  - Link to partner sites
  - Partner sites link back to you
  - Images
  - Audio
  - Video

Source: [wikipedia.org](http://wikipedia.org)





## New ideas to promote local food

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- A.** Use farm photos, stories about the farm, how-to's for growing food, share (with the clients) the meaning of various certifications
- B.** Pre-order a meal while making a reservation before going to the restaurant (highlight on the menu the foods prepared with locally sourced ingredients)
- C.** Easter eggs ordering system allows for selection of color in addition to quantity and size
- D.** Farm tour reservation system



## Online directories and Social media

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- Feature your operation on local food organization's websites, Chamber of Commerce, local food map



□ Facebook



□ Twitter



## Quick recap

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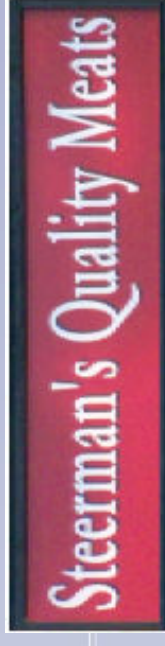
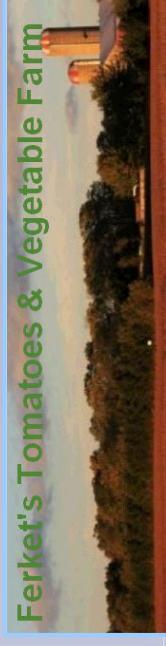
- Initial decision: store only, website only, website and store, website and add the store later
- Prerequisites: domain name, web services, website
- The steps to build the website/store: template, content, publish, update
- SEO; typically built into the CMS
- Promotion and cross-promotion



## See for yourself

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- ❑ [Ferketveggies.com](http://Ferketveggies.com)
- ❑ [Ilgertsorganicacres.com](http://Ilgertsorganicacres.com)
- ❑ [Store.ewenity.com](http://Store.ewenity.com)
- ❑ [Steermansqualitymeats.com](http://Steermansqualitymeats.com)





## Contact Us to Find Out More

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- Features, integration and how-to's
- Contact us:
  - Ottawa and Gatineau: 613-366-8678
  - Toronto and the GTA: 647-247-8681
  - Email: [andy@farmEstore.com](mailto:andy@farmEstore.com)
  -  [farmEstore.com](http://farmEstore.com)

Thank you !