MODULE 1

Introduction to the importance of digitization for local food producers and basic approach to the web

CONTENT 1: How digitization can improve business opportunities for local food producers

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1. What are the main « business » activities managed by a LFP

Financial management - accounting

Managing Quality labels – Certification

Traceability and food safety

Marketing - communication

Sales process

Logistic and stock management

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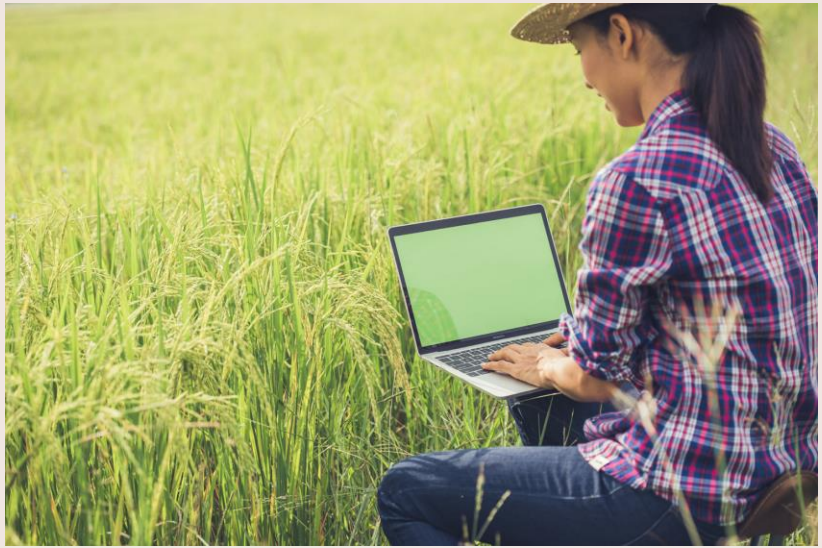
2. What are the added values of digitization for those business activities? - What are the associated digital tools?



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Financial management – accounting

What digitization changes:

- Makes it easier and more secure to record incomes and expenditures
- Simplified bookkeeping
- Online tax and social security declarations/payments
- Direct connection with tax authorities (declaration and payments)
- Simplifies and secures the accounting process
- Digital payment (transfer, mobile payment…)
- Avoiding the printing of invoices
- Rapid and multi-platform access to all company data
- Saving time in all administrative tasks

The main tools associated:

- Spreadsheet, text editor
- Electronic invoices system
- Payment terminal
- Accounting softwares
- Web browsers - antivirus / antimalware
- AI

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Managing Quality label – certification

What digitization changes:

- Detailed presentation of labels and comparative approach on the web

- Online declarations and simplification of administrative procedures

- More effective communication and visibility of labels (website, certification body databases, etc.),

- Be informed quickly about the evolution of laws and new labels

The main tools associated:

- Web browsers - antivirus / antimalware

- Website/social networks

- Specialized softwares

- AI

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Traceability – food safety

What digitization changes:

- Digital informations about the process, region, quality of products, etc. in the farm – direct information of consumers

- Digitization of the control-traceability process by the authorities / the stakeholders of the food supply chain…

- Use of barcodes or QR codes to link to essential information (origin, allergens, composition, etc.).

- For processed production : composition, allergenic products…

- Data centralization

The tools associated:

- QR Code / barcode

- Website…

- Specialized softwares

- Digital videos

- Social medias

- AI

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Marketing - communication

What digitization changes:

- Virtual communities of customers and animation of those communities

- Digital promotion of the farm and its products (product showcase)

- Sharing experiences – story telling/networking

- Emailing and gathered communication / Newsletter

- Communication automation

- More targeted communication

The tools associated:

- Social media

- Websites

- Emarketing places/Emarket platforms

- Online fairs and online events / webinars

- Design softwares / website creation softwares

- GGroups and other dissemination solutions

- Digital videos creators/Youtube and other platforms

- Mobile applications

- AI

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Sales - Process

What digitalization changes :

- Online shopping/order
- Secured digital payment
- Souscription / crowdfunding
- Mobilising and declaring European and national funding
- Direct link Sales/Inventories/Accounting system
- Statistics

The tools associated :

- Payment Softwares / Digital payment terminal
- Accounting softwares
- Emarketing places/Emarket platforms
- Crowdfunding platform
- Websites - portals/E-shops
- AI

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Logistic and stock management

What digitization changes :

- Virtual purchasing centres, customer/supplier relationship platforms
- Direct link Sales/Inventories/Accounting system
- Direct order and delivery tracking from a supplier
- Real-time evolution of stocks

The tools associated :

- Spreadsheet
- Stock management software
- Website modules
- Specialized softwares
- AI

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3. What types of digital skills are required to support the digitisation process and create/use the tools associated with each business activity?

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The European DigComp 2.2 standard

Adopted in 2013, a European e-skills reference framework has been drawn up under the supervision of the EU and with the involvement of numerous experts. This reference framework has been revised several times, culminating in the 2022 version currently in force.

It consists of an identification and detailed description of the 21 skills identified as digital skills, grouped into 5 fields of competence.

The diagram below summarizes these skills.

The reference guide describes the 21 skills in detail, with concrete illustrations to help you understand what they cover. It also proposes 4 skill levels: Basic / Intermediate / Advanced / Highly specialised, with 2 gradations for each, giving a total of 8 levels.

In the LOFT project, we chose to use this reference framework, adapted to the agricultural and agri-food sector. You will find below our estimate of the main skills involved in the management and communication activities of an agricultural business.

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The European DigComp 2.2 standard

Information and Data Litteracy

1. Browsing, searching and filtering data, information and digital content
2. Evaluating data, information …
3. Managing data, information …

Communication and collaboration

1. Interaction through dig. technologies
2. Sharing information and content
3. Engaging in citizenship through dig technologies
4. Collaborating through dig technologies
5. Netiquette
6. Managing dig identity

Digital content creation

1. Developing dig content
2. Integrating and re-elaborating dig.content
3. Copyright and licences
4. Programming

Safety

1. Protecting devices
2. Protecting personal data and privacy
3. Protecting health and well being
4. Protecting the environment

Problem solving

1. Solving technical problems
2. Identifying needs and technological responses
3. Creatively using digital technologies
4. Identifying digital compétences gaps

Source: DigComp 2.2 - https://publications.jrc.ec.europa.eu/repository/handle/JRC128415

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Overview of the main digital skills used in farm management

Financial management – accounting

Identifying needs and responses
Browsing, searching and filtering
Interacting
Devices
Personal data and privacy
Managing digital identity

Managing Quality labels – Certification

Identifying needs and responses
Interacting
Sharing
Creatively using digital technologies

Traceability and food safety

Identifying needs and responses
Interacting
Sharing
Creatively using digital technologies

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Overview of the main digital skills used in farm management

Marketing – communication

Identifying needs and responses
Interacting
Sharing
Collaborating
Creatively using digital technologies
Developing
Copyright and licences
Netiquette

Sales process

Identifying needs and responses
Browsing, searching and filtering
Sharing
Interacting
Devices
Personal data and privacy
Managing digital identity

Logistic

Identifying needs and responses
Browsing, searching and filtering
Sharing
Collaborating
Creatively using digital technologies

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Useful links

- DigComp 2.2 (original doc in english)
- DigComp 2.2 in Italian
- DigComp 2.2 in Spanish
- DigComp 2.2 in French
- Digital skills in farming

References

CONTENTS

- FAO - Assessment of digital skills of small farmers
- Karampela, Sofia & Perifanos, Yannis & Koutsouris, Alex. (2021). Digital skills: the gap between younger and experienced farmers in S-E Europe.
- https://en.wikipedia.org/wiki/Digital_agriculture
- Prospective study about digital agriculture (in French)

IMAGES

- Freepik