

# Information in your Pocket

How Smartphones are Revolutionizing  
the Farming and Food Business



# Purpose

# 10

- Ideas
- *Just beginning*
- Relevant to the  
Aquaculture Industry

# Smartphones



# Information?

Efficiency Traceability

Loyalty Productivity

Consumer Demands Mobility

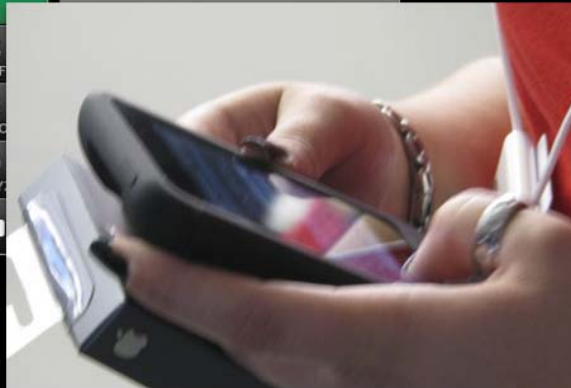
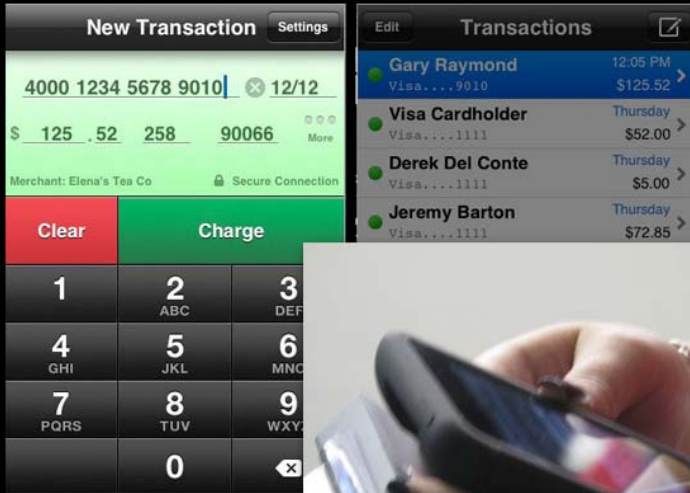
Automation Freshness

Increased Sales Relationships

Value Chains

# Now

# Transactions on-the-go



# Linking Buyers and Sellers

The screenshot shows the farmsReach website interface. At the top, there's a navigation bar with 'Order Food', 'Shopping Cart', 'My Reports', and 'My Settings'. Below that, a search bar and a 'Re-Order' button are visible. A green banner indicates the current location: 'San Francisco, California, Bay Area'. The main content area is divided into 'SEARCH FILTERS' on the left and 'SEARCH RESULTS (1434)' in the center. The search filters include 'KEYWORDS' (with a search box containing 'Food or Producer'), 'PICKUP/DELIVERY' (with 'Pickup' and 'Delivery' checked), and 'MARKETS'. The search results table has columns for 'ITEM/DESCRIPTION', 'PRODUCER', 'DATE', 'PU/DEL', 'PACK', 'PRICE', and 'QTY'. Three rows of results are shown, all for 'Almonds, Raw' from 'Hidden Star Orchards'. The first two rows are for 'Sat AM, 10/10' at 'Noe Valley' and 'Ferry Plaza' respectively, both for '1 lb bag' at '\$10.00'. The third row is for 'Tue AM, 10/13' at 'Ferry Plaza' for '1 lb bag' at '\$10.00'. A 'Shopping Cart' summary on the right shows '0 items' and 'Total: \$0.00'. An 'Add to Cart' button is also present.

- Create new chains and relationships
- Farmers can update from field with smartphones
- Chefs get updates



# Linking Eaters with Advice

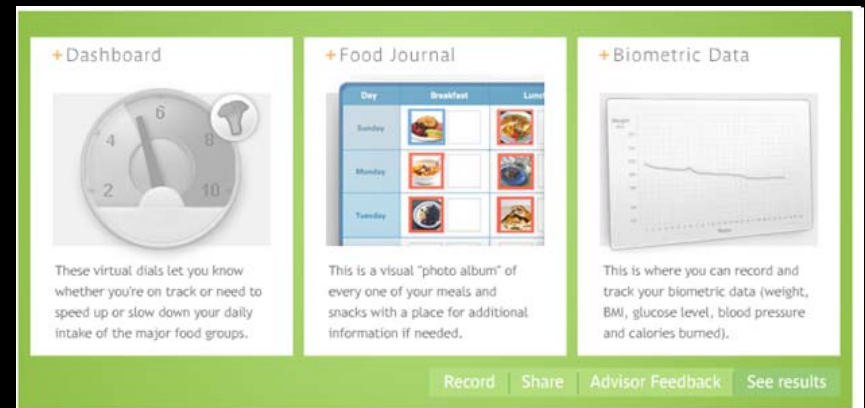
- “Should I eat this?”
- “What should I eat?”



**myFoodPhone™**

+ Picture Yourself Healthy

**myFoodPhone™** Sign up today! ▶



**+ Dashboard**

These virtual dials let you know whether you're on track or need to speed up or slow down your daily intake of the major food groups.

**+ Food Journal**

This is a visual "photo album" of every one of your meals and snacks with a place for additional information if needed.

**+ Biometric Data**

This is where you can record and track your biometric data (weight, BMI, glucose level, blood pressure and calories burned).

Record Share Advisor Feedback See results



Starting at **\$29.95** /month  
up to 5 clients!  
[Select >](#)

or

Really get going **\$89.95** /month  
for up to 100 clients!  
[Select >](#)

No minimum commitment. Billed to your credit card.

# Transparency



- Scan barcodes
- Recall history / ingredients
- “Internet of Things”
- Telling the Story



## PROFILE

### Location

Colton, WA

### Family name(s)

Leroy and Joanne Druffel, with Allen

### Generation

Our Great Grandfathers came to the Uniontown and Colton area in the 1870's. They homesteaded ground that is now being farmed by the 4th and 5th generations.

### What are some of your goals

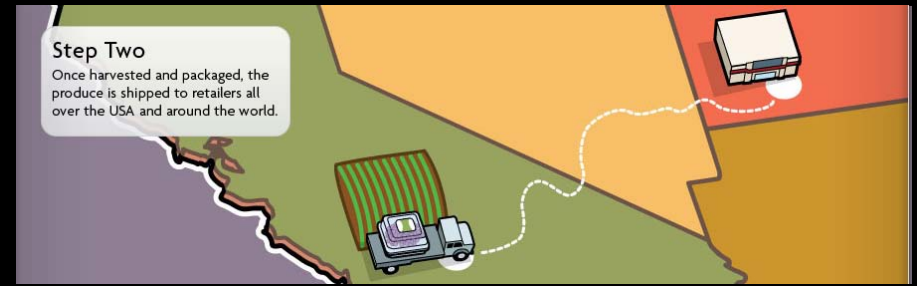
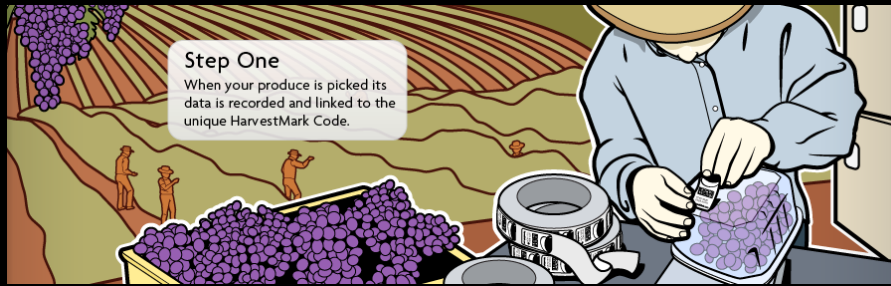
We believe beyond sustainability... Sustainability in agriculture is being able to use our resources without limiting their future potential. Our family farm aspires not just to maintain but to improve. We strive to be stronger than yesterday and persistently improve our farm and crops each succeeding tomorrow. Our goal is to be in sync with nature, produce high quality food and have fun doing it! We pledge to share our harvest and knowledge with those in need.

### Farm History with Sustainable Agriculture

We began dabbling in sustainable agriculture in the 1980's. We were so impressed with the results that in 1998 we completely switched over to sustainable agriculture. We love the miracle of watching a



“Companies that are transparent about their product's history help demystify the farm-to-fork process and build trust with fretful foodies,” said HarvestMark. “For Millennial Moms who are tech-native, it's a no brainer for them to expect their iPhone to connect to farmers they don't even know. Dialing for data is a high-tech way of thumping a watermelon or squeezing a zucchini.”



# Double Checking Prices



- Italian Gov't App
- 2,200 stores sampled
- Hundred of items

# The Crowd is Watching...

- Breaking down the old 'who', 'when', 'where', 'what' and 'how' information is shared



- View and contribute to ski condition reports
- Real time updates
- 23% exaggeration

# Managing Operations

## iFarmer™ for the iPhone

available soon



Mobile Farm Management  
manage entire farm, spray, irrigation,  
harvest, planting, observations, and more.

# Automation and Monitoring

- What is happening with your fields, barns, storage, processing and supply chains?
- IBM partnership with Container Centralen
- 3.5 million flower and horticulture carts will be RFID tagged
- Grower to buyer tracking
- Counterfeiting



# How Fresh?

- Freshness critical at bakeries
- Customers receive updates via Twitter on their phones



# Location, Location, Location

- Phones have built in GPS
- Can also tell customers your location
- Major trend in US for mobile vending



# Customer Loyalty Programs

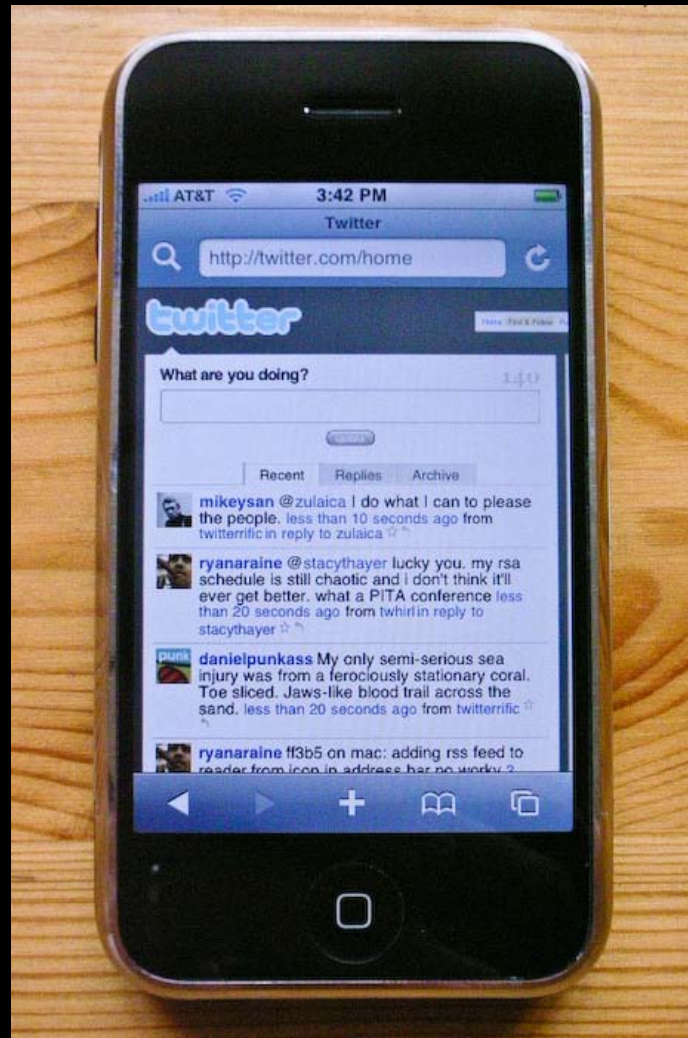
- Replaces cards and coupons
- Digitalized for the Smartphone
- Customized offers
- Bar Code on Screen
- soon RFID
- Instant feedback and data



# RFID Purchasing



# Twitter



# If the Twitter community were 100 people

20 dead  
(empty accounts)

only 5  
with more than 100 followers



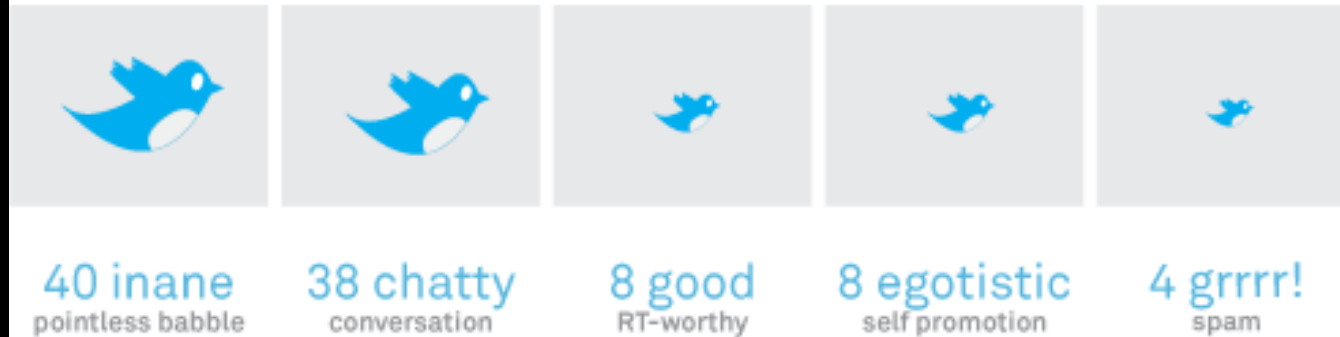
50 lazy  
not tweeted in the last week

5 loud mouths  
creating 75% of the tweets

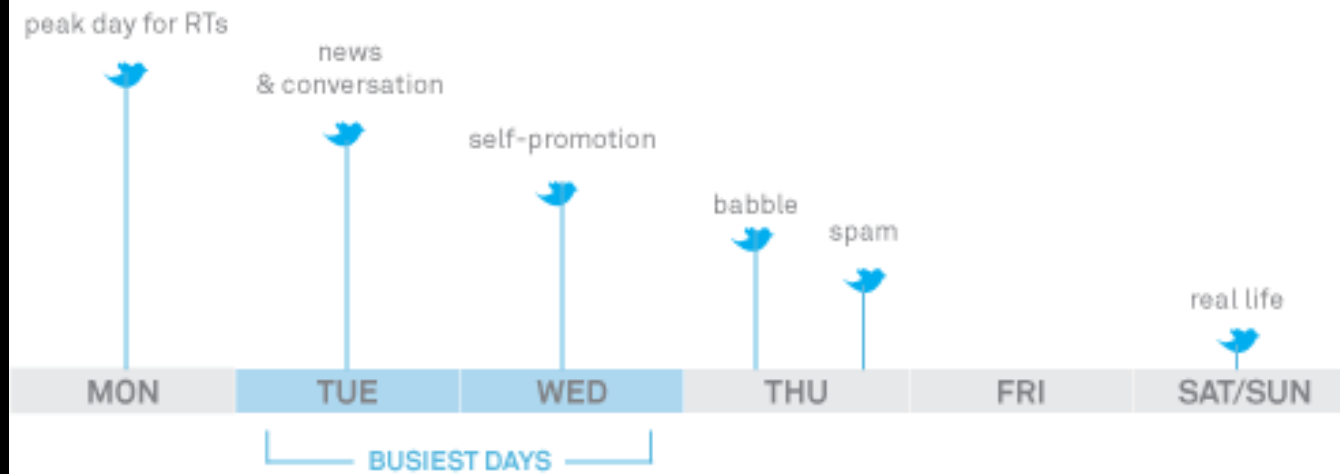
55 45

32% bots

# The Average 100 Tweets



# Peak Days



# profile of a twitter user



**newbie**

+ Understand

Person in front of me reading the latest Stephen King, I'm reading it over their shoulder.

Just had cereal for dinner.

Quick to join and then unsure what to do with such a new form of expression. The Newbie is mostly likely a parent or a friend who signs up because their friends and family are doing it and they want to see what the fuss is all about.

Inevitably, they 'tweet' pointless messages such as 'Having a sandwich. I like ham' or 'Taking the dog for a walk' before realising no-one cares and they abandon the service after three months.

Motivation: Curiosity about Twitter



**brand**

+ Observe

I so need one of these right now <http://bit.ly/8syTWM>

Just wearing my new t-shirt I bought on coolretroshirts.com - looking good

Realising they can promote themselves or their wares with the service, The Brand joins Twitter to use it as a marketing tool as well as keep in touch with friends.

Of course, the social aspect is only there to convince people he or she is not using their followers as advertisers.

Motivation: Greater brand awareness



**smore**

+ Tolerate

Learn all there is to know about building your brand on Facebook from me right here

Love playing this friggin game <http://bit.ly/583cDQ>

a.k.a The Social Media Whore. They want everyone to know what they're doing in their professional life and they use every form of social media technology to let people know.

Be it plug their articles on Facebook, or informing people of publications on Twitter, Smores are more often than not, self-delusional about how much people really care about their professional life.

Motivation: Making a buck and gaining followers



**b1tch**

X Block

Sharon Stone is guesting on 30 Rock, she looks like a dude in drag

Kate Hudson and A-Rod splitting up - boo hoo, who cares

You know the type; they use Twitter to voice their views on the world and who is annoying them at the moment.

Essentially, a way for people to moan at you despite you not even being there. Despite the name indicating that it's primarily women that do this, there are also a large number of male users who do likewise, mainly for shock value (which is funny at first), but quickly becoming rather disturbing...

Motivation: Generating reactions



**maven**

✓ Follow

100 hacks to help you create the ultimate home office

How does twitter travel around the internet? <http://bit.ly/66Pz7n>

An expert in a certain field - marketing, media, recruiting - who uses Twitter to promote their work and build up a network of like-minded people.

Following a Maven can often be insightful, fascinating and make them an invaluable resource... if you're interested in their field that is.

Motivation: Recognized as an expert



**mensch**

✓ Adore

How to create a custom twitterbackground <http://bit.ly/fbLqo>

#oil How the oil market is being controlled - <http://bit.ly/9HuDUQ>

Mensches often simply observe until people need their expertise or know that they can help them find the answer.

When you need an answer to something (the more technical the better), they'll be there to help in an instant.

Motivation: Helping others



# Summary

- Do anything, anywhere



# Information?

Efficiency      Traceability  
Loyalty      Productivity  
Consumer Demands      Mobility  
Automation      Freshness  
Increased Sales      Relationships  
Value Chains

# Questions:

- Don't ask *"What it can do?"*
- Ask *"What do you want it to do?"*
- 140,000 in the Apple App store alone
- Don't see it? Create it
- How is your competition using it?

# Final Thoughts

The mobile device will be the world's primary connection tool to the Internet in 2020.

The computer in your cell phone today is a million times cheaper and a thousand times more powerful and about a hundred thousand times smaller than the one computer at MIT in 1965.

"So what used to fit in a building  
now fits in your pocket. What fits  
in your pocket now will fit inside a  
blood cell in 25 years."

Ray Kurzweil

# Thank You

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