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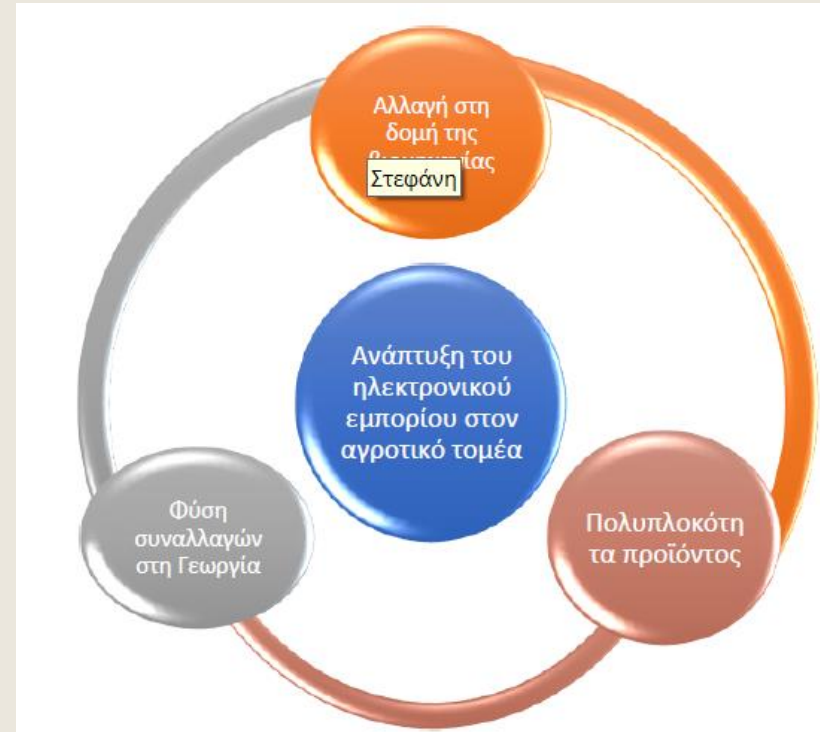
E-Commerce and E-Business:
The case of the Agri-Food Sector

Advantages of E-Commerce in the Agricultural Sector

- E-commerce can offer solutions for large and fragmented markets
- The Internet can help you reach your target market with limited investment
- E-commerce encourages the development of transport and logistics
- Farmers benefit from online commerce
- Better price transparency because of the internet
- Improving resource allocation by tracking sales
- Accessibility is the key to acceptance
- Central systems improve accessibility
- Increasing online cooperatives

Factors influencing the development of e-commerce in the agricultural sector

- *Change in the structure of the industry*
- *Complexity of the product*
- *The nature of transactions*



Market-focused Web Applications

- websites where all the possible elements that can be used in agriculture are traded.
 - <https://www.landandfarm.com/>
 - <https://www.rbauction.gr/>
- websites with online services such as logistics, transportation and storage.
- online auctions for cattle and grains, for special markets such as those of nuts and wine etc.

Information-focused web applications

- Information: refers to agricultural magazines that are on the internet and to websites that offer market information, analysis, weather forecasts for farmers and special advice.
- Management tools: refer to online tools such as calculators, databases, information tracking tools, analysis tools and electronic forms.

Online business models for innovative agricultural enterprises

- Electronic shop or e-shop
- Electronic mall
- Electronic auctions
- Third party marketplace
- Virtual communities



Factors to consider when business owners explore new and different markets

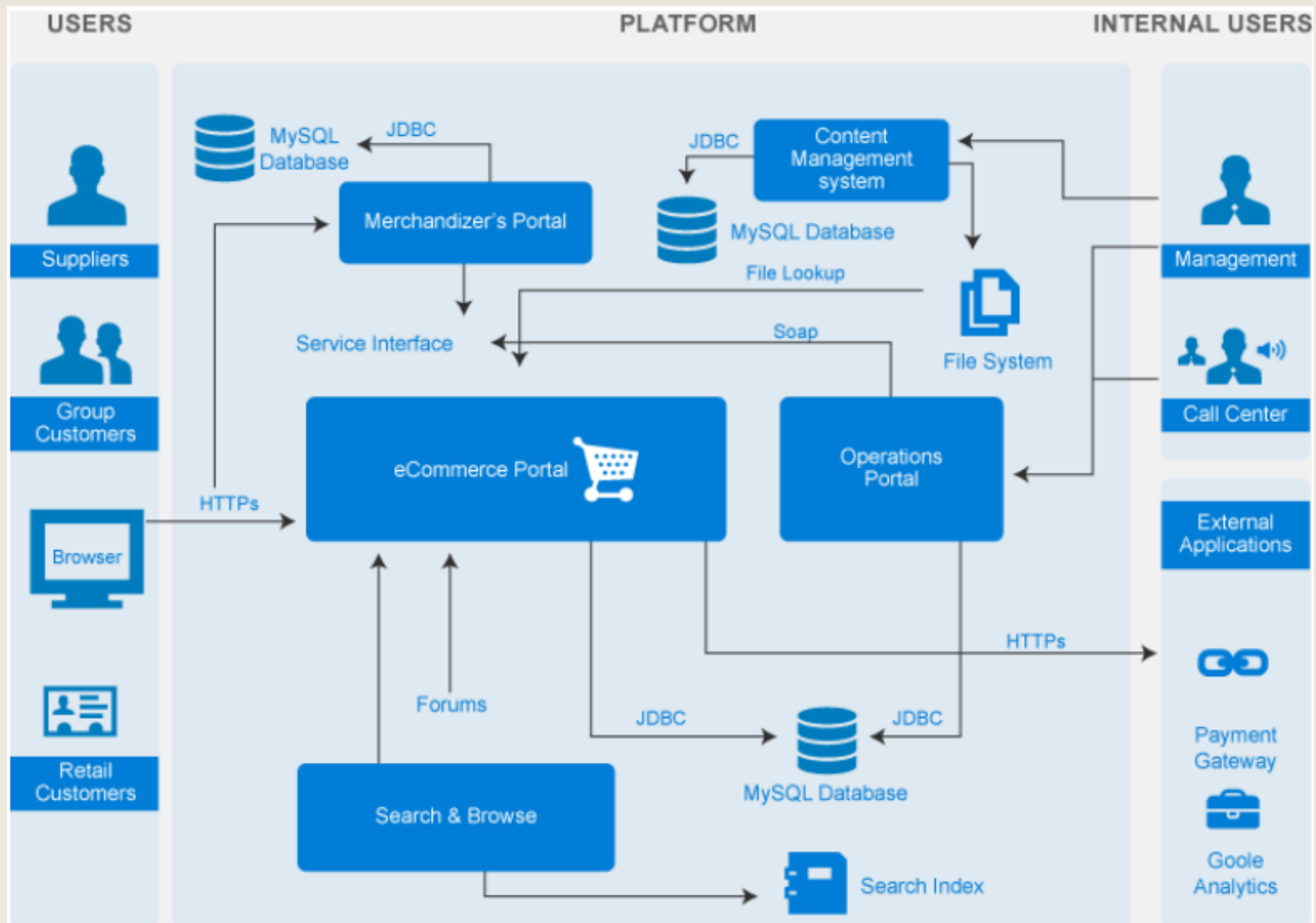
- Geographical location and customers
- Production volume and variety of products
- Benefits and challenges
- Customers profile
- Finding a suitable fit

The specific features and characteristics of agricultural products

- Volume and weight
- Storage and transport
- Vulnerable species
- Seasonal availability
- Problematic collection
- Diverse production
- Production - supply resilience

(Recommended) subsystems of e-commerce platform for agricultural products

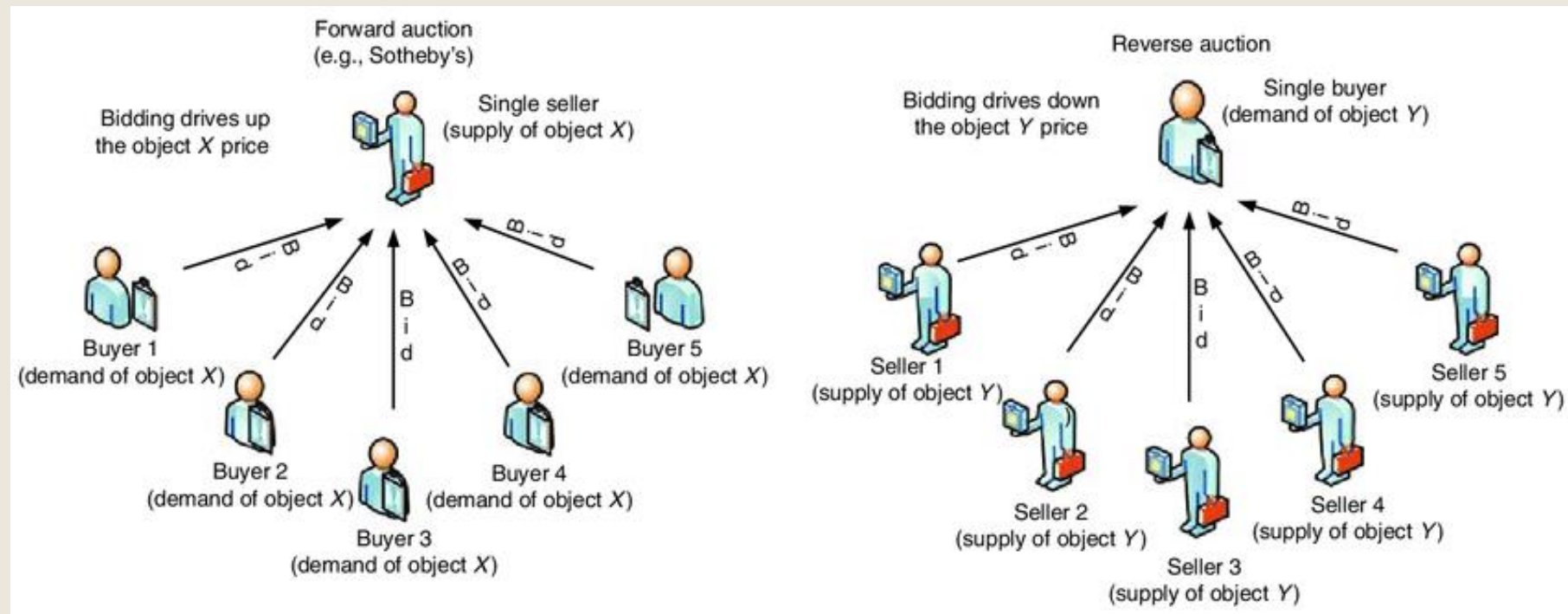
- Identity management subsystem
- Information publishing subsystem
- Online Store Subsystem
- Business register
- Information management center



The importance of using information technology for the marketing of agricultural products

- Exchange of information
- Improving market access
- Market and price transparency
- Reduction of transaction costs
- Increasing trade efficiency

Categories of electronic auctions for agricultural products



E-Auction Data in Website Design for Agricultural Products

- Visitor section
- Registration / connection section
- Seller section
- Buyer section
- Evaluation section
- Administrator section

Case study (MarketMaker)

<https://foodmarketmaker.com/>

- An interactive e-commerce platform that provides food information to people in the food business sector - farmers, buyers, processors, wholesalers, food retailers, restaurants - and their customers.
- Creating an initial online presence for some producers, additional web presence for others, and active participation on the website.
- Producers are easily identified by wholesalers, retailers and other consumers that choose to use MarketMaker.
- MarketMaker promotes producer assistance to increase profitability as a result of reduced trading costs and increased revenue through increased purchases by new and existing customers.

Case study

<https://wikifarmer.com/>

- Wikifarmer (Wikifarmer.com) started in Greece in November 2018 with the aim of sharing specialized knowledge in the agricultural sector in 12 languages and within a few months reached 3.3 million visitors (single users) from 237 countries.
- Wikifarmer aims to give to us all access to agricultural products from around the world or the opportunity to send Greek agricultural products to the whole world - especially in today's difficult times when travel is limited and health care measures are increasing worldwide.
- In the special section Wikifarmer Home, Wikifarmer visitors from Attica can order quality products through a list of suppliers who deliver their products the same day within the boundaries of the region.

Case study

<https://www.mastihashop.com/>

- Mastiha shop is the exclusive online store for Chios Mastic and its products by MEDITERRA SA, a company founded by the Chios Mastic Producers Association in 2002 with the aim of creating a comprehensive, effective and permanent mechanism for the production, sale and promotion of high quality mastic products.
- The site is a global reference point for mastic, allowing the user to be guided in a wide range of products, from traditional snacks and drinks, to cosmetics and parapharmaceuticals.
- Operating as an online portal for information and promotion of the products and with Chios as a starting point, Mastiha Shop highlights the uniqueness, the beneficial properties and the international character of mastic. Much more than a simple e-shop, the website takes the user on a magical journey through time, focusing on the historical and cultural tradition of Chios mastic, its role in modern dietary trends and its promotion as a unique, irreplaceable wellness product and prosperity.

Case study

<https://agrofitiki.com/>

- Agrofitiki is a company that is active in the retail sale of agricultural supplies in the prefecture of Achaia. The products traded are agricultural supplies, plant protection products, fertilizers, seeds, fruit seedlings, public health products, personal protective equipment.
- The suppliers of the company are large and reputable companies such as BAYER, BASF, SYNGENTA etc. The buyer has the opportunity through the website www.agrofitiki.com to choose the products that concern him and to order them online. He also has the opportunity to be informed about news concerning Greek companies, exhibitions and whatever concerns the agricultural sector.



