



Horticulture
Industry Network



Fruit Growers Victoria



Closing the Gap Between Social Media & Horticulture

Social Media Presentation

Agenda

- Social Media Landscape
- Global & National Social Media Statistics
- Why are industry associations now looking to social networking sites?
- Why are agricultural growers now looking to social networking sites?
- Horticulture Space in Facebook
- HIN Facebook Statistics
- Future Social Media Tools
- Google Glasses

Social Media Landscape



The 3 Social Media Kings:

Facebook

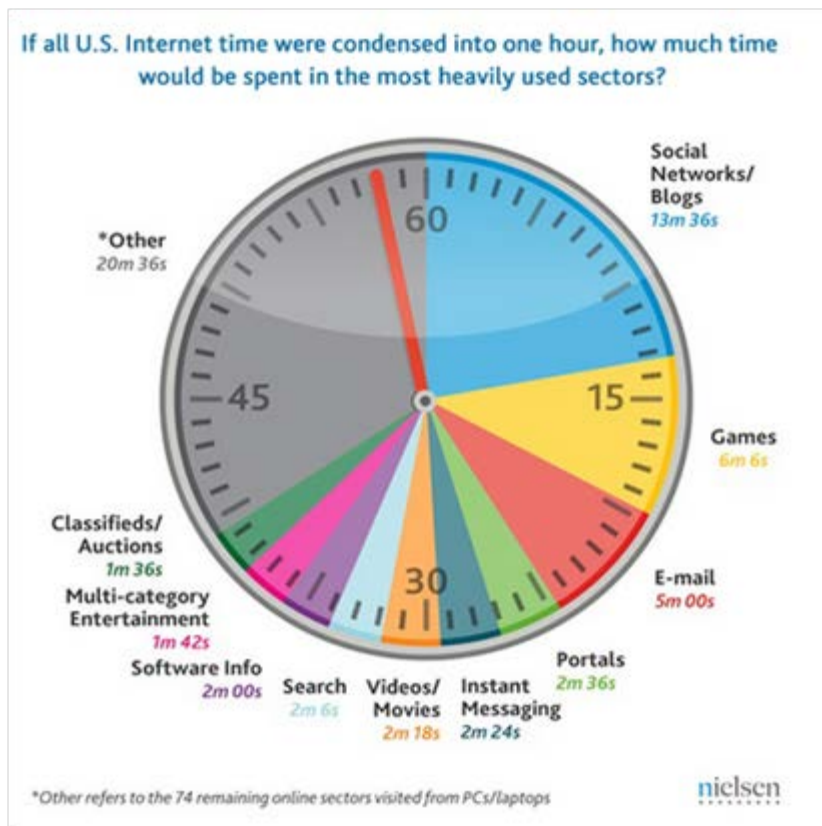
Twitter

YouTube

Source: Luma Partners, Terry Kawaja

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Global Social Media Statistics



half of the world's Internet users, 1 billion people, will have a Facebook account. **

46% of Internet users worldwide interact with social media on a daily basis *

66% of company community members note that the community has made them more loyal to a brand*

46% of micro business owners utilize social media *

* TIME Magazine

** <http://jeffesposito.com/2011/02/14/social-media-facts-share-executives/>
Image - Nielsen

Why are industry associations now looking to social networking sites?

Because 71% of community members say they are more likely to purchase from products and brands they reviewed online thru social media! **

Because 78.6% of consumers have joined a company's community to get more information on the company, products, services **

Besides the low cost, the potential market place you can reach is huge! See the numbers!



* <http://www.socialmedianews.com.au/social-media-statistics-australia-february-2012/>

** <http://jeffesposito.com/2011/02/14/social-media-facts-share-executives/>

TOP 15 SOCIAL MEDIA SITES FEBRUARY 2013

	Australia			New Zealand			
	Australia	Percentage of Australia's Population (22,934,339)	Percentage change from January 2013	New Zealand	Percentage of New Zealand's Population (4,454,300)	Percentage change from January 2013	
Facebook	11,677,680	50.92%	-0.53%	Facebook	2,269,160	50.89%	-0.40%
YouTube	9,929,273	43.29%	-3.82%	Youtube	2,068,598	46.39%	-4.52%
LinkedIn	3,975,094	17.33%	+0.20%	Linkedin	742,854	16.66%	+0.11%
Twitter	2,969,202	12.95%	+0.17%	Tumblr	396,256	8.89%	-4.45%
Tumblr	1,881,684	8.20%	-4.55%	Twitter	380,000	8.52%	-0.01%
WordPress	1,760,314	7.68%	-4.27%	WordPress	343,003	7.69%	-4.08%
Pinterest	1,495,576	6.52%	+0.37%	TripAdvisor	243,430	5.46%	+2.99%
Flickr	1,202,510	5.24%	-0.01%	Pinterest	187,600	4.21%	+0.05%
Instagram	915,746	3.99%	-0.01%	Instagram	182,000	4.08%	0.00%
TripAdvisor	730,290	3.18%	0.56%	Flickr	140,000	3.14%	0.00%
MySpace	615,534	2.68%	0.00%	MySpace	73,645	1.65%	+0.06%
StumbleUpon	186,112	0.81%	0.00%	StumbleUpon	25,000	0.56%	0.00%
Foursquare	110,383	0.48%	-0.05%	Reddit	20,500	0.46%	0.00%
Reddit	95,882	0.42%	0.00%	Bebo	15,327	0.34%	-0.09%
Bebo	27,896	0.12%	+0.02%	Foursqaure	13,000	0.29%	0.00%
Digg	17,328	0.08%	-0.01%	Digg	7,430	0.17%	0.00%
** Google+ insufficient data				** Google+ insufficient data			

Why are agricultural growers now looking to social networking sites?



“It’s an opportunity to reach out to those who are in agriculture, to find out what they’re thinking, what issues are important to them”
farmer Steve Saufley

100+ Million Mobile Facebook Users!

“We assume that technology and agribusiness don't mix. This is so not true. More and more farming communities are using social media like many other industries, to connect with their audiences and join the conversation online.” -

Not convinced yet?

Well farmers can:

- Obtain greater visibility
 - Brand themselves as a resource.
 - Build a Community
 - Decrease time to conversion, users need less convincing to make a purchase online
 - Show off and talk about their crops
 - Hang with other influencers
 - Conduct business with companies they know.
- 
- Become mentors
 - Develop better ideas
 - Find partners
 - Get answers faster
 - Improve growing techniques
 - Create a resource depository
 - Hire smarter and faster



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Facebook

Brassica crop protection products A guide to potential impacts on beneficials

Relative potential impact of Australian brassica industry crop protection products on beneficials and the environment
The quick reference guide is designed to assist you to choose effective crop protection products which minimise impact on beneficial insects in your crop and on the overall environment.
Always refer to the current product label and product registration document before product application.
Note that this guide and how you use a product may differ in impact compared to applications of other crops of the class.

Colour Key: ■ Low Impact ■ Medium Impact ■ High Impact

Product Name	Active Ingredient	Mode of Action	Application Method	Application Timing	Impact on Beneficials	Impact on Environment
Admire Pro	Imidacloprid	Systemic	Soil drench	Pre-planting	High	High
Assault	Chlorpyrifos	Contact	Leaf spray	Pre-planting	High	High
Beetle King	Spinosad	Contact	Leaf spray	Pre-planting	Low	Low
Beetle King 2	Spinosad	Contact	Leaf spray	Pre-planting	Low	Low
Beetle King 3	Spinosad	Contact	Leaf spray	Pre-planting	Low	Low
Beetle King 4	Spinosad	Contact	Leaf spray	Pre-planting	Low	Low
Beetle King 5	Spinosad	Contact	Leaf spray	Pre-planting	Low	Low
Beetle King 6	Spinosad	Contact	Leaf spray	Pre-planting	Low	Low
Beetle King 7	Spinosad	Contact	Leaf spray	Pre-planting	Low	Low
Beetle King 8	Spinosad	Contact	Leaf spray	Pre-planting	Low	Low
Beetle King 9	Spinosad	Contact	Leaf spray	Pre-planting	Low	Low
Beetle King 10	Spinosad	Contact	Leaf spray	Pre-planting	Low	Low
Beetle King 11	Spinosad	Contact	Leaf spray	Pre-planting	Low	Low
Beetle King 12	Spinosad	Contact	Leaf spray	Pre-planting	Low	Low
Beetle King 13	Spinosad	Contact	Leaf spray	Pre-planting	Low	Low
Beetle King 14	Spinosad	Contact	Leaf spray	Pre-planting	Low	Low
Beetle King 15	Spinosad	Contact	Leaf spray	Pre-planting	Low	Low
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Beetle King 46	Spinosad	Contact	Leaf spray	Pre-planting	Low	Low
Beetle King 47	Spinosad	Contact	Leaf spray	Pre-planting	Low	Low
Beetle King 48	Spinosad	Contact	Leaf spray	Pre-planting	Low	Low
Beetle King 49	Spinosad	Contact	Leaf spray	Pre-planting	Low	Low
Beetle King 50	Spinosad	Contact	Leaf spray	Pre-planting	Low	Low



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Liked · March 1

Brassica Crop Protection Products - This quick reference guide is designed to assist you to choose effective crop protection products which minimise impact on beneficial insects in your crop and on the overall environment.

<http://www.hin.com.au/resources/brassica-crop-protection-products>

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4 people like this.

1 share



Daniel G Fischl thanks!

March 1 at 11:01am · Like



Write a comment...

Best Practices



 **Horticulture Industry Network**
Liked - December 6, 2012

A little Holiday Spirit....

[Tag Photo](#) [Add Location](#) [Edit](#)

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- 👍 26 people like this.
- 🗨️ 1 share
-  **Kimberley Dripps** Gorgeous
December 8, 2012 at 3:42am via mobile · Like · 🗨️ 1
-  **Piet van Dijk** Very nice, a little bit of poedersuiker and you have snow .
December 15, 2012 at 10:09am · Like
-  Write a comment...

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Horticulture Industry N...

Timeline

Overview

Likes

Reach

Talking About This

All dates and times are in Pacific Time

Total Likes?

901 ↑ 1.92%

Friends of Fans?

376,113 ↑ 1.26%

People Talking About This?

54 ↑ 315.38%

Weekly Total Reach?

438 ↑ 134.22%

Posts?

People Talking About This?

Weekly Total Reach?



Overview **Likes** Reach Talking About This

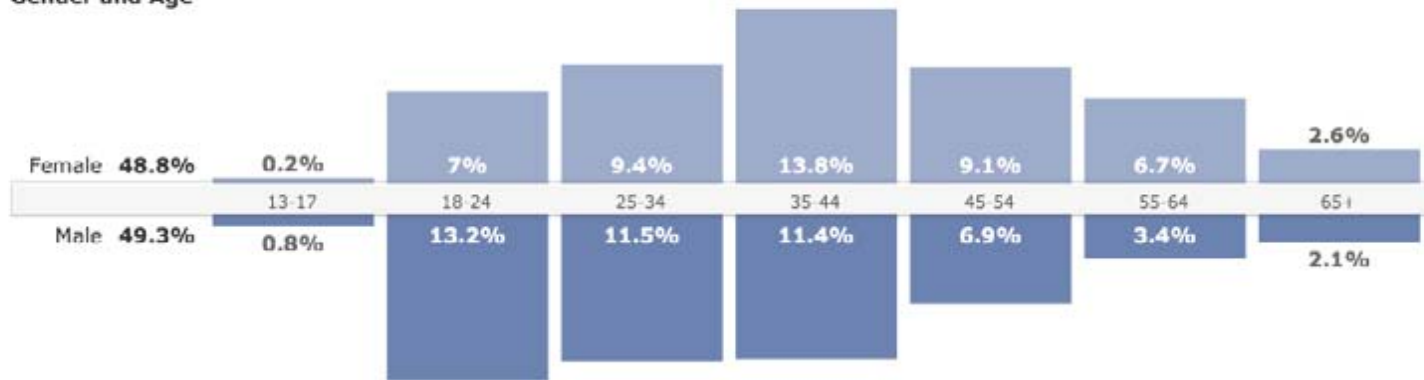


Horticulture Industry N... Timeline

✓ Liked

People Who Like Your Page (Demographics and Location) [See Likes](#)

Gender and Age⁷



Countries⁷

- 797 Australia
- 26 United States of America
- 12 India
- 4 Iran
- 4 Canada
- 4 Philippines
- 4 United Kingdom

Cities⁷

- 130 Melbourne, VIC, Australia
- 93 Sydney, NSW, Australia
- 73 Brisbane, QLD, Australia
- 59 Perth, WA, Australia
- 55 Adelaide, SA, Australia
- 12 Rockhampton, QLD, Australia
- 11 Gold Coast, QLD, Australia

Languages⁷

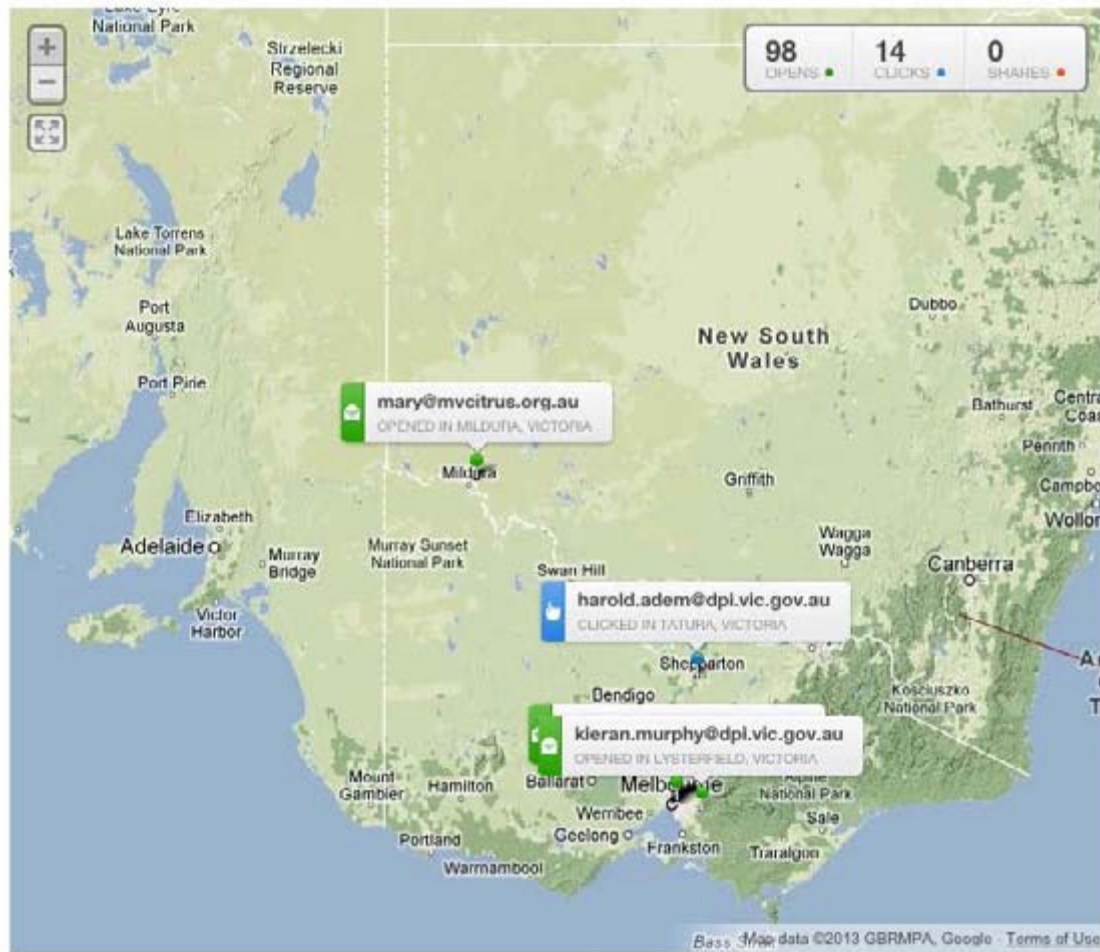
- 638 English (US)
- 215 English (UK)
- 6 Traditional Chinese (Taiwan)
- 6 Spanish
- 4 Italian
- 4 French (France)
- 3 Arabic

Show All

Worldview

HIN Newsletter - For the latest email sent: 8 Feb at 2:57 pm

Share Worldview



Campaign Reports

- [Snapshot](#)
Summary of campaign results to date.
- [Recipient Activity](#)
Who opened and clicked, etc.
- [Link Activity & Overlay](#)
Which links were popular, who clicked.
- [Social Sharing & Forwards](#)
Who shared with friends.
- [Worldview](#)
Real-time map of campaign activity.
- [Opens & Clicks Over Time](#)
When did subscribers open and click.
- [Email Client Usage](#)
Which email clients are being used.
- [Bounce Summary](#)
Who didn't receive this and why.

The rise of mobile computing

In 2015 nearly 90% of all mobile phone users will have a smartphone as their primary mobile device, up from just under 50% in 2011. (Telsyte, Oct 2011)

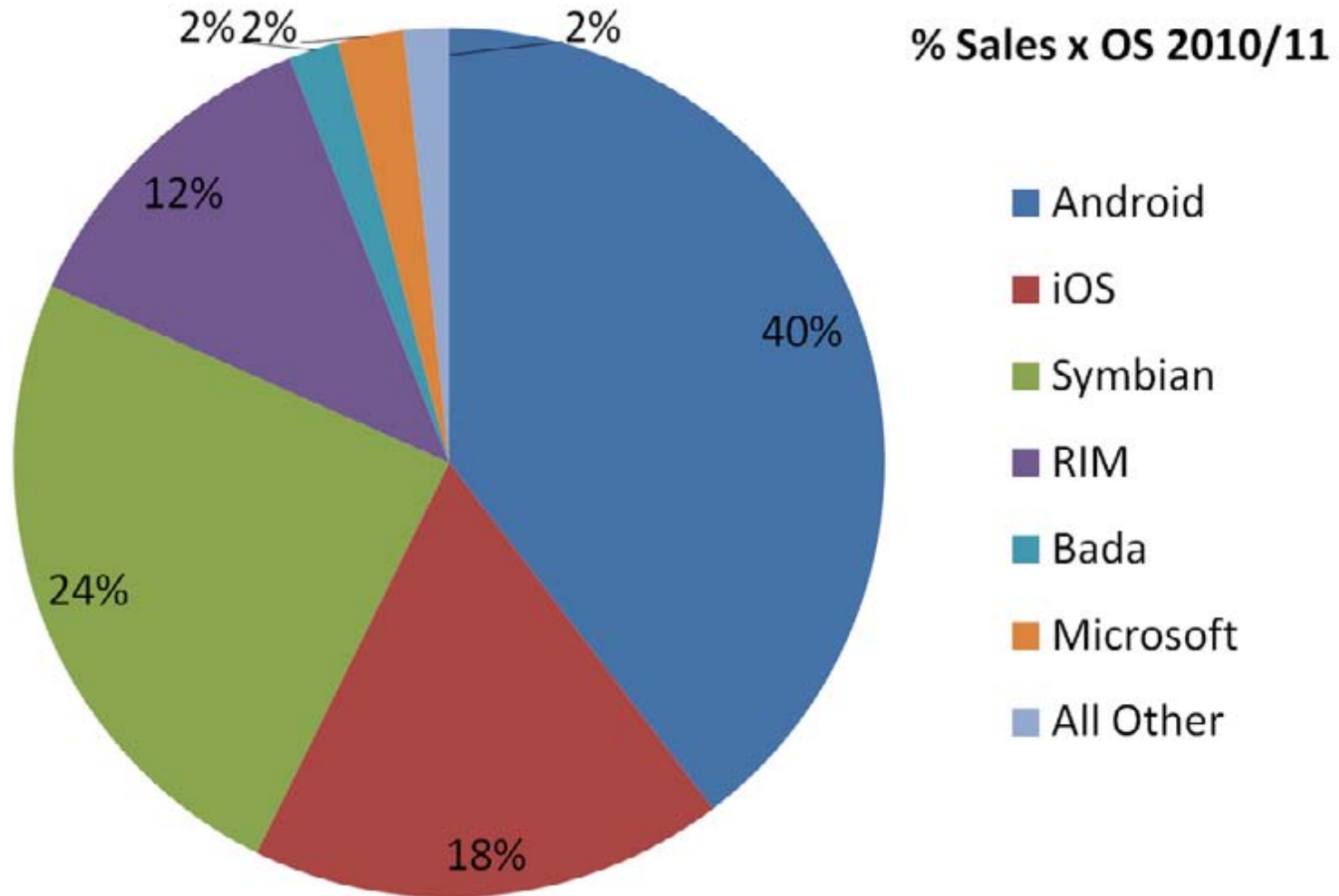
The total number of smartphone users = 18.5 million (Telsyte, Oct 2011)

Over the coming four years Telsyte estimates that more than 30 million smartphones will be sold in Australia (Telsyte, Oct 2011)



Whats the most popular operating system?

(Bloomberg, 2012)



HIN's Partnership with Victorian Cherry Association gives the sector the tools needed to reach growers by providing the market information that is driven by the consumers.

Questions & Comments