



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

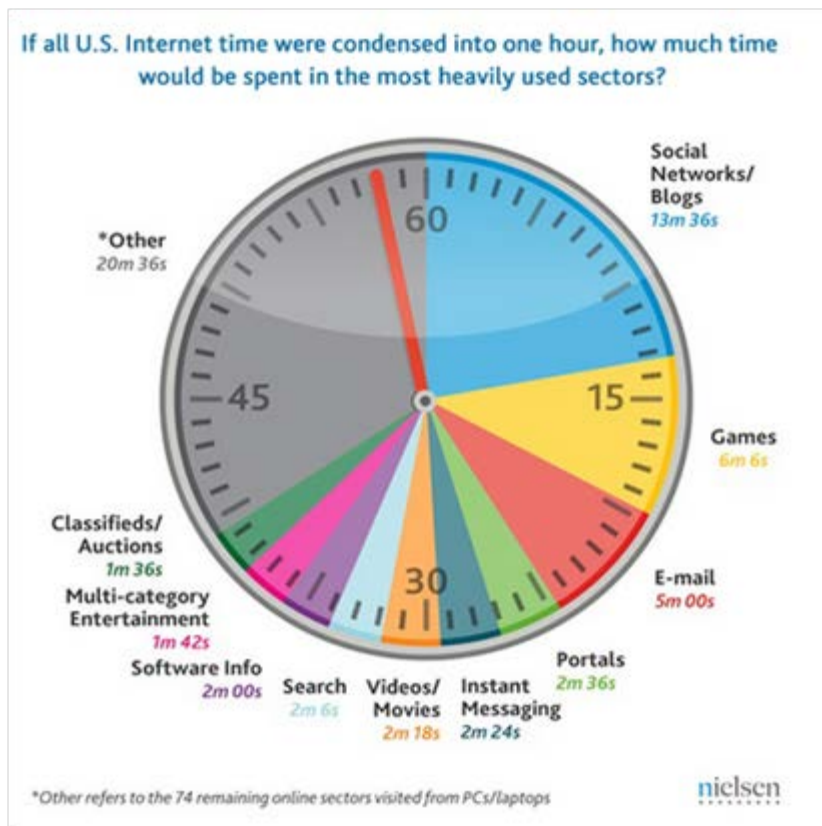
Social Media Landscape



The 3 Social Media Kings:
 Facebook
 Twitter
 YouTube

Source: Luma Partners, Terry Kawaja © 2012 Buddy Media, Inc. Proprietary and Confidential

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			
	Percentage of Australia's Population (22,934,339)	Percentage change from January 2013		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



Horticulture
Industry
Network

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 when you apply and later use a product, you also affect beneficials. A product's impact on beneficials may differ in impact compared to applications at later stages of the crop.

Colour Key: ■ Low Impact ■ Moderate Impact ■ High Impact

Product Name	Active Ingredient	Mode of Action	Application Timing	Impact on Beneficials	Impact on Environment
Admire Pro	Imidacloprid	Systemic	Pre-plant	High	High
Assault	Imidacloprid	Contact	Pre-plant	High	High
Assault X	Imidacloprid	Contact	Pre-plant	High	High
Assault X2	Imidacloprid	Contact	Pre-plant	High	High
Assault X3	Imidacloprid	Contact	Pre-plant	High	High
Assault X4	Imidacloprid	Contact	Pre-plant	High	High
Assault X5	Imidacloprid	Contact	Pre-plant	High	High
Assault X6	Imidacloprid	Contact	Pre-plant	High	High
Assault X7	Imidacloprid	Contact	Pre-plant	High	High
Assault X8	Imidacloprid	Contact	Pre-plant	High	High
Assault X9	Imidacloprid	Contact	Pre-plant	High	High
Assault X10	Imidacloprid	Contact	Pre-plant	High	High
Assault X11	Imidacloprid	Contact	Pre-plant	High	High
Assault X12	Imidacloprid	Contact	Pre-plant	High	High
Assault X13	Imidacloprid	Contact	Pre-plant	High	High
Assault X14	Imidacloprid	Contact	Pre-plant	High	High
Assault X15	Imidacloprid	Contact	Pre-plant	High	High
Assault X16	Imidacloprid	Contact	Pre-plant	High	High
Assault X17	Imidacloprid	Contact	Pre-plant	High	High
Assault X18	Imidacloprid	Contact	Pre-plant	High	High
Assault X19	Imidacloprid	Contact	Pre-plant	High	High
Assault X20	Imidacloprid	Contact	Pre-plant	High	High
Assault X21	Imidacloprid	Contact	Pre-plant	High	High
Assault X22	Imidacloprid	Contact	Pre-plant	High	High
Assault X23	Imidacloprid	Contact	Pre-plant	High	High
Assault X24	Imidacloprid	Contact	Pre-plant	High	High
Assault X25	Imidacloprid	Contact	Pre-plant	High	High
Assault X26	Imidacloprid	Contact	Pre-plant	High	High
Assault X27	Imidacloprid	Contact	Pre-plant	High	High
Assault X28	Imidacloprid	Contact	Pre-plant	High	High
Assault X29	Imidacloprid	Contact	Pre-plant	High	High
Assault X30	Imidacloprid	Contact	Pre-plant	High	High
Assault X31	Imidacloprid	Contact	Pre-plant	High	High
Assault X32	Imidacloprid	Contact	Pre-plant	High	High
Assault X33	Imidacloprid	Contact	Pre-plant	High	High
Assault X34	Imidacloprid	Contact	Pre-plant	High	High
Assault X35	Imidacloprid	Contact	Pre-plant	High	High
Assault X36	Imidacloprid	Contact	Pre-plant	High	High
Assault X37	Imidacloprid	Contact	Pre-plant	High	High
Assault X38	Imidacloprid	Contact	Pre-plant	High	High
Assault X39	Imidacloprid	Contact	Pre-plant	High	High
Assault X40	Imidacloprid	Contact	Pre-plant	High	High
Assault X41	Imidacloprid	Contact	Pre-plant	High	High
Assault X42	Imidacloprid	Contact	Pre-plant	High	High
Assault X43	Imidacloprid	Contact	Pre-plant	High	High
Assault X44	Imidacloprid	Contact	Pre-plant	High	High
Assault X45	Imidacloprid	Contact	Pre-plant	High	High
Assault X46	Imidacloprid	Contact	Pre-plant	High	High
Assault X47	Imidacloprid	Contact	Pre-plant	High	High
Assault X48	Imidacloprid	Contact	Pre-plant	High	High
Assault X49	Imidacloprid	Contact	Pre-plant	High	High
Assault X50	Imidacloprid	Contact	Pre-plant	High	High
Assault X51	Imidacloprid	Contact	Pre-plant	High	High
Assault X52	Imidacloprid	Contact	Pre-plant	High	High
Assault X53	Imidacloprid	Contact	Pre-plant	High	High
Assault X54	Imidacloprid	Contact	Pre-plant	High	High
Assault X55	Imidacloprid	Contact	Pre-plant	High	High
Assault X56	Imidacloprid	Contact	Pre-plant	High	High
Assault X57	Imidacloprid	Contact	Pre-plant	High	High
Assault X58	Imidacloprid	Contact	Pre-plant	High	High
Assault X59	Imidacloprid	Contact	Pre-plant	High	High
Assault X60	Imidacloprid	Contact	Pre-plant	High	High
Assault X61	Imidacloprid	Contact	Pre-plant	High	High
Assault X62	Imidacloprid	Contact	Pre-plant	High	High
Assault X63	Imidacloprid	Contact	Pre-plant	High	High
Assault X64	Imidacloprid	Contact	Pre-plant	High	High
Assault X65	Imidacloprid	Contact	Pre-plant	High	High
Assault X66	Imidacloprid	Contact	Pre-plant	High	High
Assault X67	Imidacloprid	Contact	Pre-plant	High	High
Assault X68	Imidacloprid	Contact	Pre-plant	High	High
Assault X69	Imidacloprid	Contact	Pre-plant	High	High
Assault X70	Imidacloprid	Contact	Pre-plant	High	High
Assault X71	Imidacloprid	Contact	Pre-plant	High	High
Assault X72	Imidacloprid	Contact	Pre-plant	High	High
Assault X73	Imidacloprid	Contact	Pre-plant	High	High
Assault X74	Imidacloprid	Contact	Pre-plant	High	High
Assault X75	Imidacloprid	Contact	Pre-plant	High	High
Assault X76	Imidacloprid	Contact	Pre-plant	High	High
Assault X77	Imidacloprid	Contact	Pre-plant	High	High
Assault X78	Imidacloprid	Contact	Pre-plant	High	High
Assault X79	Imidacloprid	Contact	Pre-plant	High	High
Assault X80	Imidacloprid	Contact	Pre-plant	High	High
Assault X81	Imidacloprid	Contact	Pre-plant	High	High
Assault X82	Imidacloprid	Contact	Pre-plant	High	High
Assault X83	Imidacloprid	Contact	Pre-plant	High	High
Assault X84	Imidacloprid	Contact	Pre-plant	High	High
Assault X85	Imidacloprid	Contact	Pre-plant	High	High
Assault X86	Imidacloprid	Contact	Pre-plant	High	High
Assault X87	Imidacloprid	Contact	Pre-plant	High	High
Assault X88	Imidacloprid	Contact	Pre-plant	High	High
Assault X89	Imidacloprid	Contact	Pre-plant	High	High
Assault X90	Imidacloprid	Contact	Pre-plant	High	High
Assault X91	Imidacloprid	Contact	Pre-plant	High	High
Assault X92	Imidacloprid	Contact	Pre-plant	High	High
Assault X93	Imidacloprid	Contact	Pre-plant	High	High
Assault X94	Imidacloprid	Contact	Pre-plant	High	High
Assault X95	Imidacloprid	Contact	Pre-plant	High	High
Assault X96	Imidacloprid	Contact	Pre-plant	High	High
Assault X97	Imidacloprid	Contact	Pre-plant	High	High
Assault X98	Imidacloprid	Contact	Pre-plant	High	High
Assault X99	Imidacloprid	Contact	Pre-plant	High	High
Assault X100	Imidacloprid	Contact	Pre-plant	High	High

 **Horticulture Industry Network**
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>

Tag Photo Add Location Edit

Like · Comment · Share · Edit

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

Like Comment Share Edit

- 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...

Sponsored Create an Ad

Be a Security Officer
apply.futurestudents...
Get a Counter-Terrorism Degree from OUA. Enter Security and Policing Careers. Enquire Now!



FUN



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

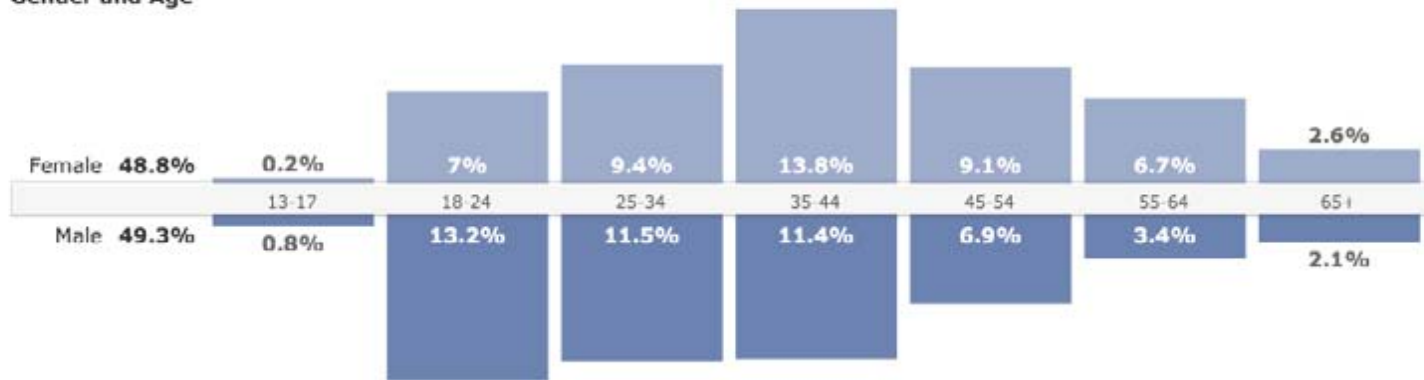


Horticulture Industry N... Timeline

✓ 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

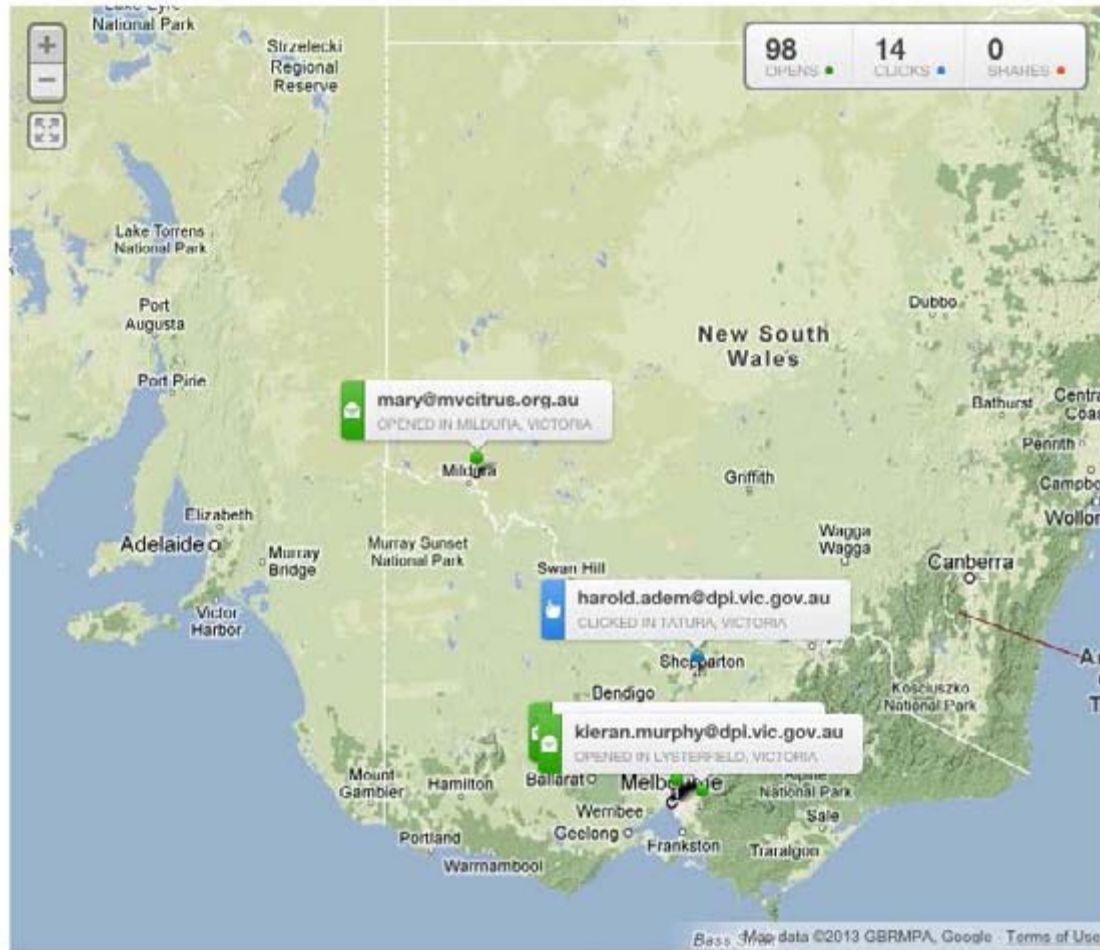
- 638 English (US)
- 215 English (UK)
- 6 Traditional Chinese (Taiwan)
- 6 Spanish
- 4 Italian
- 4 French (France)
- 3 Arabic

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)

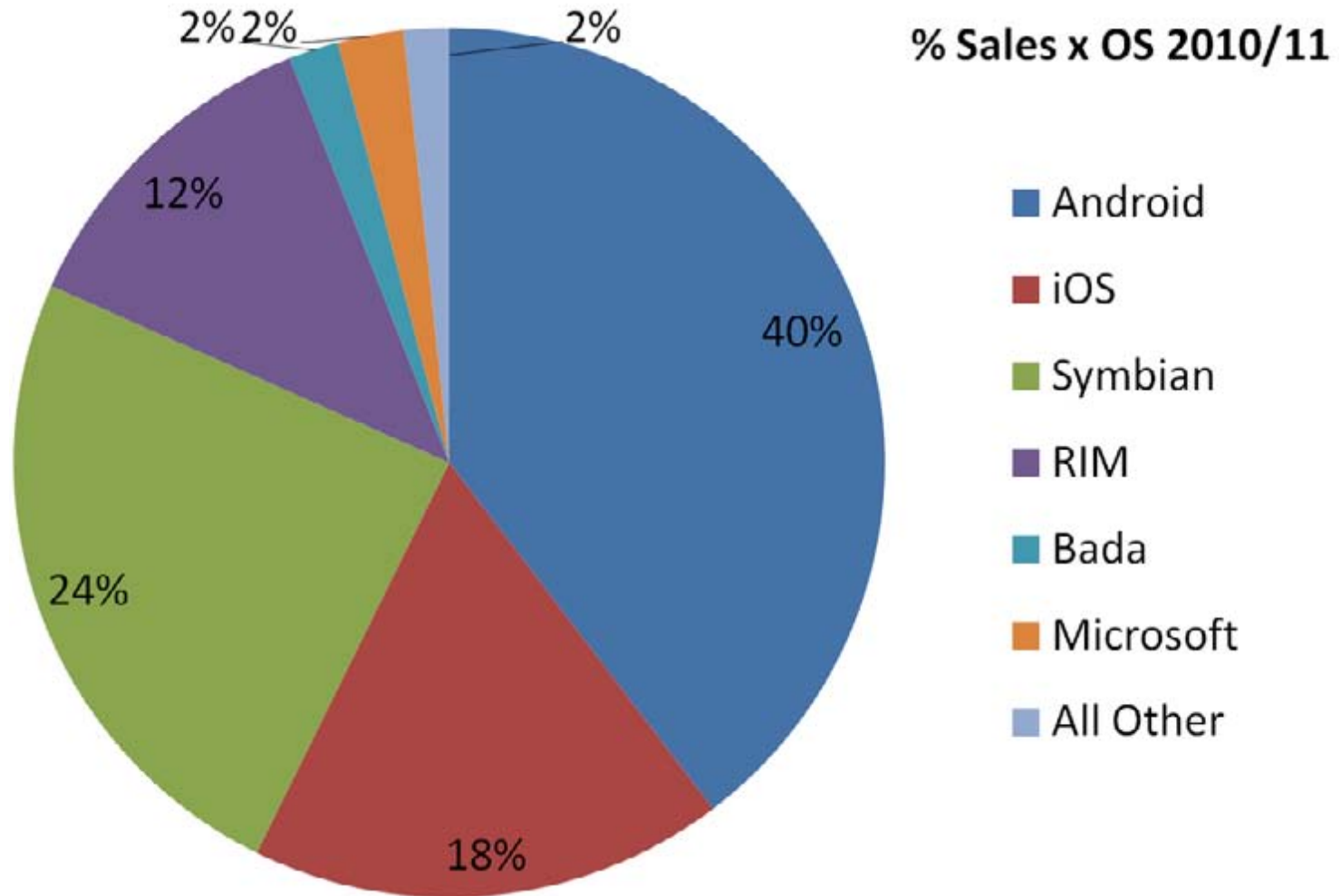
The total number of smartphone users = 18.5 million (Telsyte, Oct 2011)

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