

# e-Marketing of agricultural and food products: The easiest, fastest, and cheapest way to reach consumers

**T**he APO, in partnership with the China Productivity Center of the ROC, organized a training course on e-Marketing of Agricultural and Food Products, in Taipei, 11–15 May. Twenty-four participants from 12 countries attended, with three resource persons from Malaysia, the Philippines, and Singapore and two local speakers.

The topics covered in the training course included an overview of e-marketing and e-agribusiness, e-commerce challenges and opportunities for agribusiness and food SMEs, and framework for developing an effective e-marketing system and campaign. The experience of the Wonderful Food Company in the ROC was also described. Hands-on exercises focused on: consumer-oriented marketing strategies for primary farm produce and processed products from the perspective of e-agribusiness; webpage design, development, and management; building e-business sites using social media platforms like Facebook and LinkedIn; and creating a free online video channel.

In addition to lectures, hands-on exercises, and sharing of country experiences, the participants visited the Farm-Direct Company, a social enterprise engaged in e-marketing of fresh



*Resource Person Dr. Kheng Soon Rodney Wee guiding participants during a group exercise.*

food. The company promises that its business begins with farmers and consumer welfare in mind. Customers use Farm-Direct's app and website to place orders for items such as fresh fish, fruit, meat, and vegetables. To compete with supermarkets, consistency in product quality and rapid delivery of orders are ensured, while the profits earned are modest.

On the last day of the course, participants evaluated the program activities and made informal commitments to utilize and disseminate the knowledge and skills gained. 🌐