Agribusiness Revolution: from New Technologies to the Consolidation of Impactful Ideas

Abstract
The world agribusiness is pulsing, with new ideas and new thoughts. This article will discuss this current moment, highlighting the protagonists and the main actions in progress.

Keywords: Agribusiness; Agtech; Agritech; Technology

Introduction
The world agribusiness will never be the same, in many aspects and dimensions. In the past, the farmer was only engaged in planting and harvesting, without worrying about the other variables and possibilities of agribusiness.

Now, new generations of farmers impose a differentiated pace on the market by utilizing important resources that aid decision making, contributing to a true revolution of ideas.

This occurs because these new generations, made up of producers’ children and grandchildren, had the opportunity to study abroad and in more developed states of the country where they live.

Many of these offspring have had extensive and even postgraduate education. They returned to the farm with energy, desire for change and to star in this new moment of agriculture, intensifying, in many cases, the process of family succession in the countryside.

Profile of these generations
Add to this context the very profile of these generations, completely different from the previous one. With a more natural aptitude for technology, these producers value more direct, more objective and therefore less technical communication.

Webinars, applications and interactive solutions are increasingly part of the daily life of these farmers seeking general information on import and export, pest identification, spraying tips, herd management and plant nutrition market data, among several other initiatives.

Many agribusiness companies are now reviewing sales, communication and marketing strategies because of this movement and also another very important factor: the dynamics of agribusiness startups (technology companies), known as agtech or agritech.

Agribusiness startups
Around the world, as agribusiness startups are consolidating and, as a result, a new culture, based on greater agility, desire for change and to star in this new moment of agriculture, intensifying, in many cases, the process of family succession in the countryside.

This context involving startups deserves full attention because many of these technology companies were acquired by the traditional agribusiness companies, received investments from these companies or participate in digital hubs sponsored by these traditional companies.

Because of this, many traditional companies are absorbing part of the startup culture. This ends up reflecting in the daily decisions of Marketing and Communication of traditional agribusiness companies. Noteworthy are the actions that dynamically help farmers to solve problems, precisely initiatives that delight the new generations of farmers, already commented in this article.

Field of ideas
In the field of ideas, what is perceived is a clear revolution, based on all this context presented here and also on the need for firmer answers and dialogues. This revolution can be felt by some clear changes in behavior. Here are five of them:
Causes of Agribusiness

In several recent conversations with farmers, I have noticed that they are increasingly engaged in movements that truly advocate agribusiness. This engagement occurs in face-to-face meetings or digital tools that enable message exchanges, with a strong emphasis on WhatsApp and Telegram thematic groups, such as grain storage, livestock sales, among others. Agribusiness companies need to enter more in this context, defending causes of the sector. These initiatives, however, must be done naturally and truthfully.

True value

Marketing and communication messages and products must convey true value. In this way they will automatically become more reliable and will be in synergy with the farmer’s proposal.

Sense of pride

The farmer’s desire to buy or re-buy a product is most evident when he is proud of a particular brand, proposal or product. Branding is a strategic ally to create this feeling, but it needs to be fully in tune with the countryside and the rural complexities.

Database

Both farmers and agribusiness companies seek to make more intensive use of the database through further analysis. Actions focusing on tips and guidelines, for example, for the sale or purchase of certain agricultural commodities gain more space and diffusion in many ways.

Multiple Channels

Agribusiness strove to adopt multiple channels to spread messages, not just websites and blogs. Actions involving inbound marketing, digital influencers, among others, have been successful in many agribusiness sectors [1].

Conclusion

The tendency is for this change in behavior to gain more and more strength as the family succession process on farms intensifies on various types of crops. I recently talked to a dairy farmer who is slowly introducing his 10-year-old son into the farm processes. Every weekend, the young man visits the countryside and, as a big joke, takes a taste for agribusiness.

References

1. ABMRA Visits to various farms, conversations with farmers and professionals from agribusiness industries, and constant analysis of research about agribusiness, such as studies developed by about marketing and communication in agribusiness.