



ORGANICS EUROPE YOUTH EVENT



Organic And You(th)
Building Resilient Food Futures



in collaboration with





Organic content creators make organic attractive

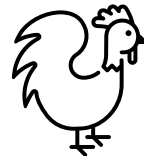
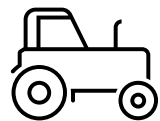


Social Media

1. Facebook
2. YouTube
3. Instagram
4. TikTok

Social Media - Instagram

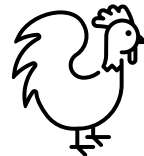
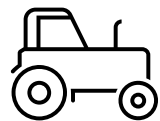
- 3,8 billion downloads
- 95 million photos/videos/reel per day
- User core group: 18 – 34 year
 - these watch reels particularly often
 - the majority of users visit the platform daily
- highest growth rate: accounts that post regularly, almost daily



a good opportunity to get in touch with people outside the agricultural sector

Farming in Social Media

- 68% of farmers are active on social media
 - private or business
 - Instagram, Facebook, Youtube
- Organic farming ?



a good opportunity to get in touch with people from the agricultural sector

Research report: social media in bavarian agriculture

Drescher, L.S.; Zeller, H.; Eisenmann, M.; Daude, S. (2022): Social Media in der bayerischen Landwirtschaft. Stall 4.0 im Netz 2.0. Fakultät Nachhaltige Agrar- und Energiesysteme, Hochschule Weihenstephan-Triesdorf, gefördert durch das Bayerische Staatsministerium für Ernährung, Landwirtschaft und Forsten.

Main motivation:

- Communicating agriculture to people
- improve the image of agriculture
- exchange with consumers
- present themselves and the farm as authentically as possible

Main barriers

- Time
- Fear of negative reactions
- Inhibitions to show themselves
- Protect privacy
- Not familiar with the technology / overwhelmed

**Bring organic-farming-content
into social media !**

Who is our target group?

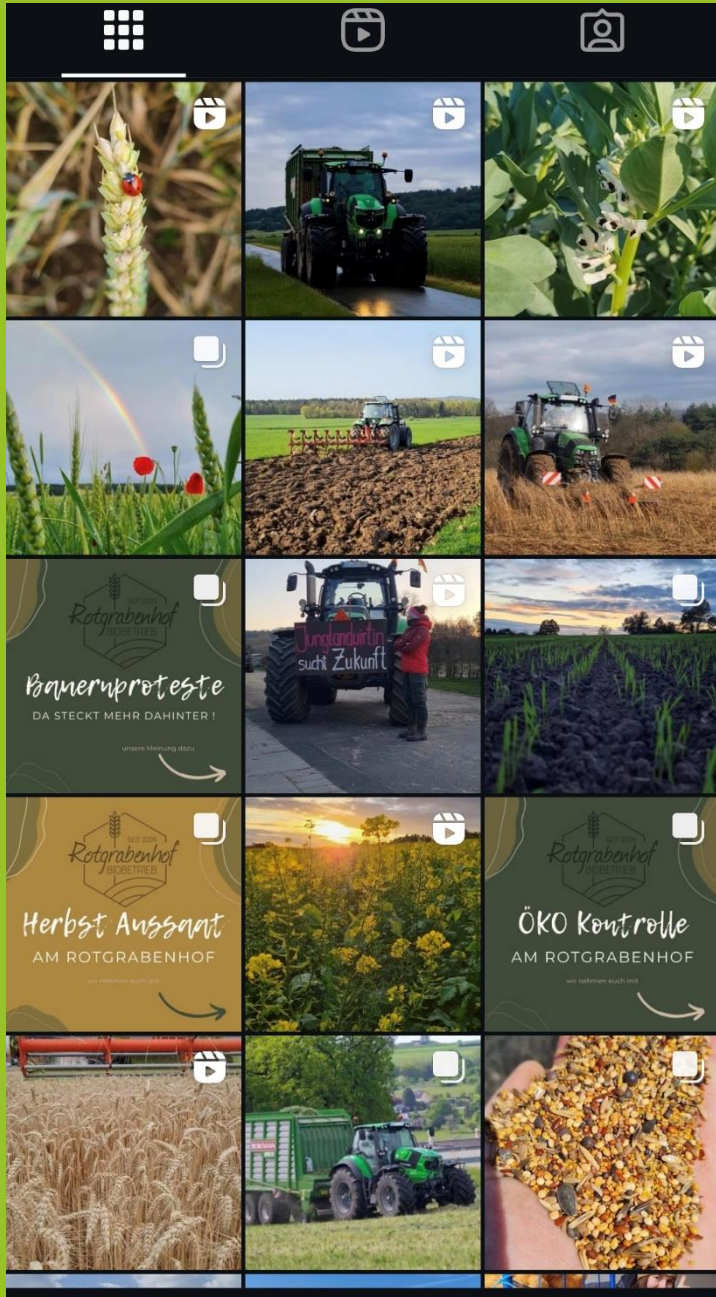
- Areas Owners
- Family
- Friends
- Farmers
- Consumers
- interested parties
- Polity

What is the aim of the account?

- Likes ?
- Show my personal life
- Show my Farm (Machines and Management)
- Show differences between conventional and organic
- Show working methods
- Promote my Business (Farm Shop / Marketing)
- Promote Organic Farming
- ✓ A bit of everything ?

Challenges

- Farmer are no professional influencers
- Need to convey a lot of high-quality information in a short time
- Agricultural topics often provide a broad basis for discussion



rotgrabenhof_bio ▾ @ + ≡

Notiz ...

73 Beiträge **1.069** Follower **15** Gefolgt

 +

Rotgrabenhof
 📍 Mainzlar, Hessen
 🌱 öko-logisch @naturland_official seit 2009
 🌾 Wissen wo's herkommt
 #landwirtschaft

Profil bearbeiten Profil teilen +👤

Clicks

Tractor

- 29.600
- 13.900

Me at work

- 18.300
- 12.000

Biodiversity
/ Crops

- 1.713
- 1.075



What is (often) shown

- Everyday life on the farm
- agricultural machinery
- operating procedures
 - Crop cultivation
 - Animals
- Products
- farm marketing / farm store

What is (often) not shown

- Emotions / Stress
- People / Family
- Office work
- Repairs / Faults and Errors

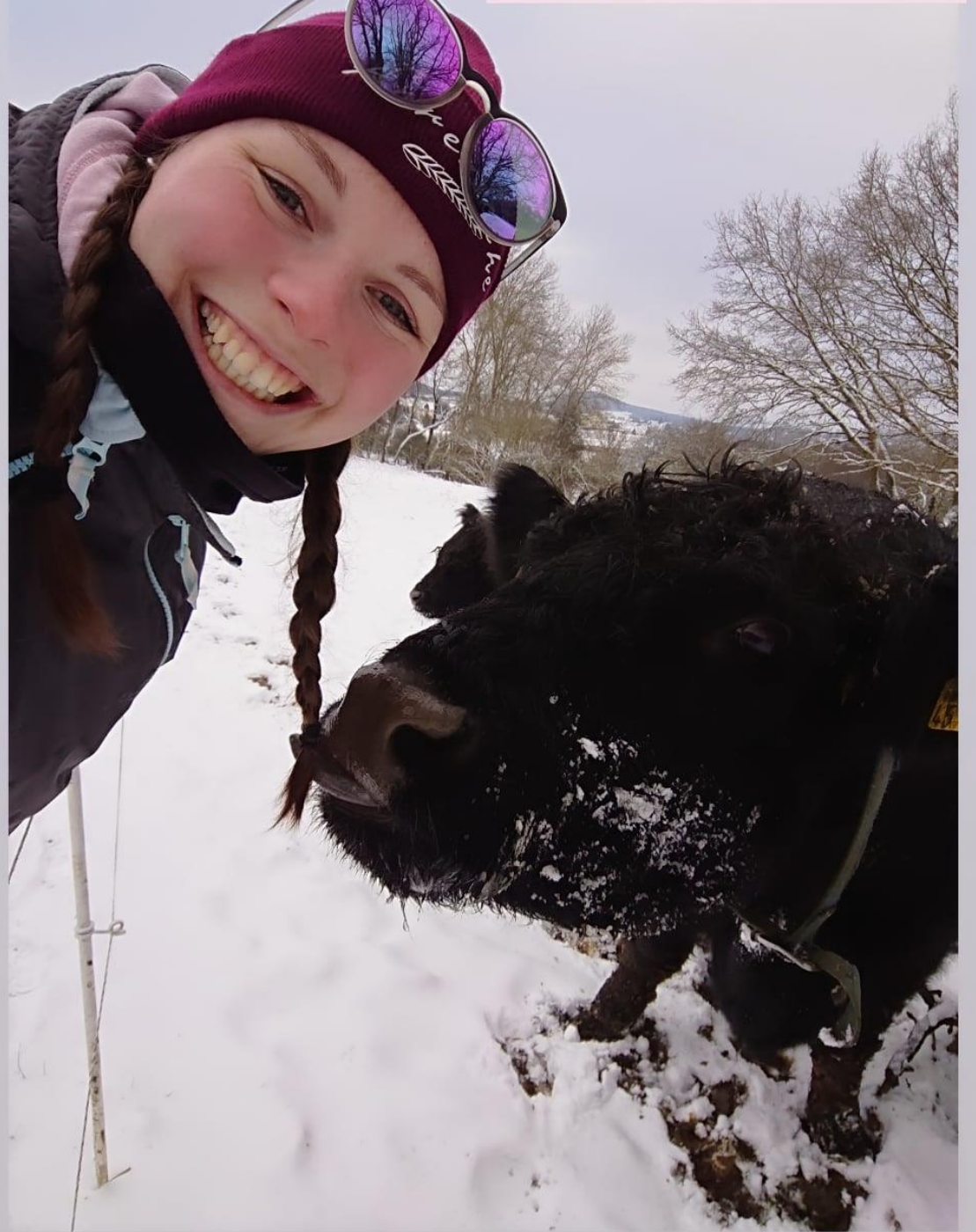
Most negative reactions about:

- animal welfare
- animal husbandry
- plant protection
- fertilization

How do we want to present organic farming content on social media ?







← bioland_official ⋮



1.008 Beiträge 36,1 Tsd. Follower 2.465 Gefolgt

Bioland e.V.
Landwirtschaftliche Dienstleistungen
Bio-Verband mit 10.000 Betrieben aus Deutschland & Südtirol. #regional Vom Acker bis zum Teller:
Nachhaltig, artgerecht, leck... mehr
pulselink.bio/bioland_official

who are the multipliers ?

← demeter_de ⋮



1.940 Beiträge 75,3 Tsd. Follower 328 Gefolgt

Demeter
Mit konsequentem #Bio sorgen wir seit 1924 für
Lebensmittel mit Charakter.
demeter.de/instagram
Darmstadt, Hessen

← naturland_official 🔔 ⋮



826 Beiträge 18,6 Tsd. Follower 1.348 Gefolgt

Naturland
Internationaler Bio-Verband mit über 125.000
Landwirt:innen 🌱
100% Bio, weltweit! ❤️
www.naturland.de/de/impressum-zeichen-gmb...
6 Kleinhaderner Weg, Gräfelfing 82166

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Social Media and mental health

- Likes, Likes, Likes
- other farmers have more pleasant grain fields !
- does it really care anyone what i post here ?
- why do I no more reach so many followers?
- social media robs me of my time, is it worth it ?



Don't stress yourself !





My personal challenges with social media

- perfectionism
- feeling observed
- what would I like to show ? do I want to share private things?
- how do I show individual situations / things that bother me ?
- a girl on a tractor generates more likes instead of information

References

Drescher, L.S.; Zeller, H.; Eisenmann, M.; Daude, S. (2022): Social Media in der bayerischen Landwirtschaft. Stall 4.0 im Netz 2.0. Fakultät Nachhaltige Agrar- und Energiesysteme, Hochschule Weihenstephan-Triesdorf, gefördert durch das Bayerische Staatsministerium für Ernährung, Landwirtschaft und Forsten.

Löbel (2015) Masterarbeit, Einsatz Sozialer Medien in der Landwirtschaft, Fachbereich Agrarwirtschaft und Lebensmittelwissenschaften, Studiengang Agrarwirtschaft, Aus dem Fachgebiet Landwirtschaftliche Marktlehre und Agrarmarketing, Prof. Dr. Michael Harth

<https://de.statista.com/statistik/daten/>



Your task :

Create „your first“ Instagram Post

- Feel free - based on your knowledge of organic farming
- Which topic do you find particularly important to present / explain on instagram ?



- Bogi: non farmers
- Marina: farmers



Starting advice

- !! Start simple and Authenticity
- !! Likes are not everything!
- !! the perception in the personal environment regarding social media is mostly positive!
- !! It is better to reach the followers on a sustainable level and to pass on important information on this level