

AGRICULTURAL DECENTRALISED PLATFORMS: ENHANCING MARKETING AND SALES

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Abstract

The research on low adoption of software solutions has yielded unexpected insights, revealing the need for a revolution in the way we interact, not only on developing innovative technologies and creating disruptive software solutions, but also in the market space. The findings emphasized that the software solutions available for achieving economic efficiency in agriculture are complex and only partially meet the needs and expectations of farmers, presenting an opportunity for the development of new personalised solutions. The study also found that traditional marketing strategies are too limited to be applied in agriculture, emphasising the importance of collaboration between all actors involved in the process. Factors such as cost, accessibility, trust in technology and time constraints were found to be affecting the adoption of software solutions for agriculture. The article highlights the benefits of forming producer groups for small-scale farmers and decentralised platforms to achieve economies of scale, share resources, and improve access to credit and market opportunities. Additionally, the article discusses the vulnerabilities present in digitised farming processes, emphasising the need for resilience and innovative solutions to promote the sector's long-term sustainability.

Key words: digital farming, revolutionized communication, digital agriculture apps, software-driven marketing, decentralised platforms