



## Module 4

# LOFT Digital Platform and Business plan development model

CONTENT 7: Managing an agricultural business with digital Tools



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# Introduction: the different IT tools for managing an agricultural business

There are many advantages to using IT tools for LFPs:

- Optimization of operational processes
- Automation of many administrative tasks
- Real-time monitoring of changes in production, sales, stocks, etc.
- Crop planning, labor management, etc.
- More precise management of resources (water, fertilizer, etc.)
- Detailed financial analysis



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In summary, the use of IT tools for the management of an agricultural business makes it possible to improve the efficiency, productivity and profitability of the business. It also allows LFPs to better manage resources and optimize processes.

# 1. LFP interview

LFP: LAMBIC Florian (« Lilie's Gardens » farm)

Location: South-East of France

Type: organic vegetables (urban agriculture)

Experience: 5 years

Surface area

Marketing: local markets



Why IT tools? « Our generations were born with computers and the web. I use these tools to save time and grow my business quickly. »

How long? « I think about 1h, 1h30 maximum per week, I am comfortable with the tool »

# 1. LFP interview

Which software and why?

- « To begin with, I sell exclusively on markets, it works mainly by "word of mouth". At the beginning I used social networks (mainly Facebook) but I stopped because it took too much time. »
  - « I use software for my cash register (Zettle) which makes me go faster (customers wait less time) and in addition I have daily reports and statistics. »
  - « I have specialized software for managing my crops (Qrop), I think it is essential for controlling your soil and your crops and managing changes over time. »
  - « For administration, simply word and excel but specialized software (iabako) for invoicing. »
- « Computers and the web are excellent tools for saving a lot of time and making yourself known if you use them well, otherwise you waste more time than anything else. »

## 2. LFP interview

LFP : LAPLANE Jérôme (« Potagérome » farm) Experience: 35 years

Location: South-East of France

Type: organic vegetables, eggs and ice cream

Surface area

Marketing: local markets

and farm sale



Why IT tools? « I started using computers and the internet to adapt to the evolution of society and expand my clients. »

How long? « too much !! (laugh) »

I don't know exactly, I would say at least 2h30 a day, the computer is not my best friend. »

## 2. LFP interview

Which software and why?

- « Mainly I use a website which was created by a service provider. It's a 'showcase' site that allows me to present my farm and my work. This also allows customers to find and contact us. »
- « I would like to develop it into an online store to sell my ice creams. In addition, each pot of ice cream has a barcode for sale to professionals. »
- « To communicate regularly, I have a Facebook and Instagram account to reach as many people as possible. »



## 2. LFP interview

Which software and why?

- « For everything else I use a spreadsheet and a word processor (Word and Excel in particular) »
- « Oh yes, I have accounting software (istea) but with an accountant I use it very little. »
- « I think that all specialized software is a very good thing when starting your business because it gives precise results, only afterwards I find that it takes too much time and I prefer to have my hands in the dirt.»

# 3. Digitize my business plan

## 1- Management

Optimizing your processes, improving your customer relations, managing your teams, monitoring your cash flow while saving time and reducing your expenses are part of the tasks of an LFP or any other entrepreneur.

Business management software or ERP (Enterprise Resource Planning) is a tool made up of several modules that allows a company to manage different facets of its activity.

The modules generally concern:

- accountability
- billing
- inventory management
- commercial management
- organization and management of projects
- Human resources management ...

### Business Plan



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# 3. Digitize my business plan

Some examples of ERP



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➤ SAP S/4HANA Cloud

- **Financial accounting** for accounts payable and receivable, asset accounting, and general ledger
- **Sales and distribution** support for sales activities
- **Plant maintenance** for managing physical assets
- **Material management** for keeping inventory, procurement, and supplier relationships in check
- **Customer relationship management (CRM)** for positive customer interactions

➤ Microsoft Dynamics 365 Business Central

- **Financial management** capabilities including general ledger, bank reconciliation, budgeting, and reporting
- **Robust reporting and analytics** for real-time insights, customized reports, and dashboards
- **End-to-end order processing** from quotes to payment processing
- **Sales and marketing** tools to manage leads, opportunities, and customer interactions
- **Project management** for planning, budgeting, resource allocation, and tracking

# 3. Digitize my business plan

## 2- Communication

- **Social networks:** Their integration in business represents a crucial strategy for strengthening online presence, improving internal communication, and optimizing marketing efforts. This requires careful planning, selecting appropriate platforms, and adopting best practices to ensure security and efficiency.
- **E-mailing:** Practical and economical, emailing pursues several objectives, whether to prospect, retain or inform customers. It is set up using software which makes it possible to automate the sending of emails to the database and to target specific profiles. Emailing is one of the most profitable channels today. For comparison, it is 40 times more efficient than social networks.

## 3. Digitize my business plan

### Create/manage a website

It is very important today to have a website for your business. You must be present on the web, in particular to increase your customer base by reaching a large audience. The advantage of a website is that it is accessible all the time and allows free communication for a low annual cost.

Whether to present your activity, talk about your products, facilitate communication with partners or answer your customers' usual questions.

To manage a website on a daily basis, it remains free if you want to take care of it yourself and simple if your site uses a common "base" used worldwide like :

- WordPress  
- Joomla

Many tools are available to allow you to obtain information and statistics on your visitors and therefore better target your potential customers.

# 3. Digitize my business plan

## 3- Specialized agricultural software

Software for the agricultural sector makes it possible to manage and automate all of a farm's issues.

- **Agrivi** is an intuitive, easy-to-use farm management software that helps farmers optimize their operations. With features such as crop planning, inventory and financial management, and equipment tracking, Agrivi helps farmers save time and increase productivity and profits.



- **Baoba** is introduced by its creators as the first 'all-in-one' management software package. It is adapted to mixed livestock farming models, allowing you to:

- Cattle, sheep, goat and poultry production management,
- Management of crop and grassland production,

BAOBA meets the challenges of the agro-ecological transition by integrating the imperatives of optimising water and input management....



# 3. Digitize my business plan

## 3- Specialized agricultural software

- **SMAG FARMER** is an innovative solution in the field of farm management, facilitating decision-making thanks to its capacity for precise analysis of agronomic data. It provides an overview of agricultural operations, improves traceability and optimizes cultivation routes to maximize yields while respecting the environment.



- With **Ekylibre**, you can view your farm data in real time, plan sowing and harvesting, track production costs and profits. The software also allows you to manage relationships with your customers and suppliers and generate invoices in just a few clicks.



# Useful links

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- [Farmers talk about their management software \(in French\)](#)
- [Choose your farm management software](#)
- [Other examples of management softwares for farmers](#)



# References

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## CONTENTS

- [Interviews J. Laplane / F. Lambic](#)
- [IFAD sources](#)
- [Impact of digital technologies on business farm model](#)

## IMAGES

- [Freepik](#)

