

# DIGITAL FOOD MANAGEMENT

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## INTRODUCTION

Food management has become increasingly sophisticated thanks to advancements in big data analytics, AI, the cloud, and the Internet of Things (IoT). Digital food management may improve production procedures, supply chain operations, marketing plans, and more, to the advantage of all parties involved in the farm to table supply chain, including farmers, vendors, and restaurant owners.

Digital food management uses client preferences from the past and present to facilitate digital marketing. For restaurant chains and food companies that use direct-to-consumer (D2C) distribution, this is crucial.

## What is digital food all about?

The digitalization of the food industry's supply chain focuses on streamlining the food's journey from farm to table. It uses sensors, blockchain, and other technology to track items, manage inventories, and cut waste. In addition to providing a provocative look at food production and consumption, digital food also makes some original suggestions for how to approach the future of dietary intake and sustenance.

## How does digitalization affect the food industry?

The food business has benefited from digitization in a number of ways, including: Improved efficiency and visibility of the supply chain: As a result of the use of digital technologies like sensors, blockchain, and RFID to track food goods, manage inventories, and cut waste, the food supply chain is becoming more.

## What is Digital food safety?

The automation and digitization of traditional manual processes for food safety is known as digital food safety. For a more effective approach to food safety, compliance duties and procedures are integrated into software created to automate and digitally track compliance.

## BENEFITS OF DIGITIZATION/ DIGITAL MARKETING

### 1. The most cost-effective way of marketing:

In contrast to conventional marketing, digital marketing is far less expensive. Digital platforms offer the most cost-effective advertising options compared to print, radio, television, and other media. You may use the money saved to significantly reduce expenditures and invest it in other areas, such as raising the calibre of your goods or services

### 2. Very promising for small businesses:

Digital marketing is especially useful for small businesses due to price and the fact that the majority of customers begin their purchase journey online. It may be advantageous to increase the visibility of small businesses' products and services.

### 3. Lead generation:

With digital marketing, your marketing content can help you produce qualified leads. You can see how many people saw and interacted with your material. Those that genuinely engage with your material are prospective leads that you can turn into paying clients.

#### 4. Easily measurable form of marketing

The results of digital marketing are easier to measure than those of most other types of advertising. Emails, social media, search marketing, and other facets of digital marketing are all quantifiable. You may determine which channels perform better than others by using various analytics tools, allowing you to focus your efforts there. Real-time measurements are possible for variables including bounce rate, conversion rate, and visitor count.

#### 5. Better conversion rates

With digital marketing, you may more effectively target your potential customers, which will lead to higher conversion rates. It is considerably more effective to reach your customers online than via phone. You can filter out more qualified prospects who are more likely to purchase your product through digital marketing. Higher conversions result from more qualified leads. Moreover, strategies like SEO and SEM will increase your conversion rate.

#### 6. Easier to monitor competitors

To stay ahead of the game, businesses need to keep a careful watch on their rivals, and digital marketing may be quite helpful in this regard. You might look at the tactics used by

your rivals and contrast them with your own. You can look at their search and social media ad efforts and look for any openings.

#### 7. Helps you target ideal buyers effectively

Digital marketing is the best way to target your ideal customers. Using criteria like age, location, gender, and other variables, you can target an audience with your campaign using any of the internet distribution platforms. Due of their inability to direct your efforts towards a particular audience, traditional marketing methods fall short in this area. Radio, TV, or print advertisements, for instance, will reach a large portion of the population, but there is no assurance that they will also reach the desired demographic.

#### 8. Better ROI

Digital marketing will, as we previously indicated, increase your conversion rates, significantly raising revenue statistics. The returns will be substantially larger as a ratio of investment because the initial investment is significantly lower than with traditional marketing. Also, compared to other marketing methods, digital marketing will provide for a faster return on investment. To put it another way, your company will have a higher return on investment (ROI).



#### 1. It helps you connect with mobile customers

Mobile customers who do most of their shopping through online mode form a sizeable chunk of today's market. Digital marketing can help your business tap into this vast market and churn profits. Making your website mobile-friendly can help you reach these customers.

#### 2. Compete with large corporations

Large corporations usually overwhelm small businesses and hinder their growth as they have more spending power. Digital marketing solves this problem as it levels the playing field and allows small businesses to compete with multinational corporations. The world around us is changing, and so are how corporations reach out to their customers. Digital marketing offers a measurable, efficient, and cost-effective way to do that while keeping the playing field level.

