

SOCIAL NETWORKING MILLING INDUSTRY



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Let's Start Here!!



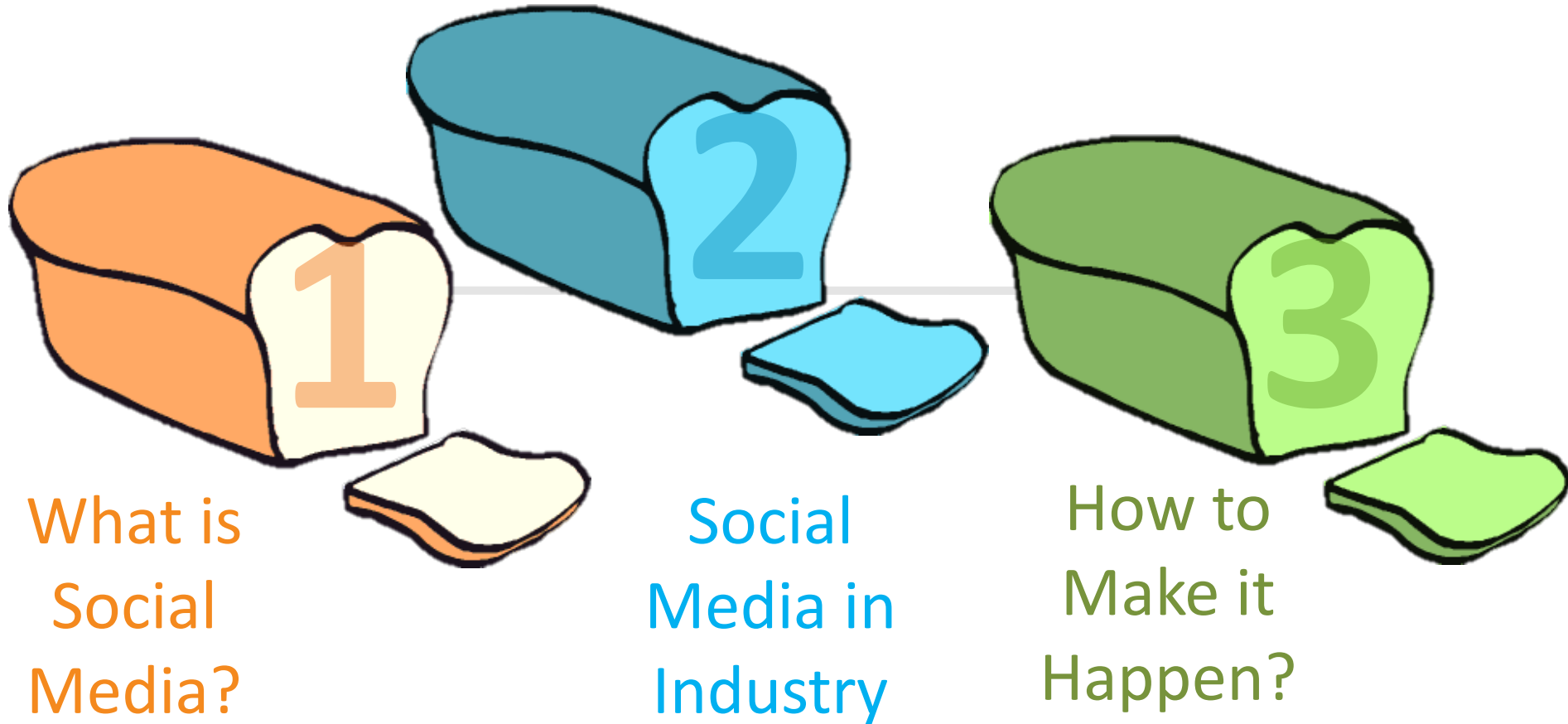
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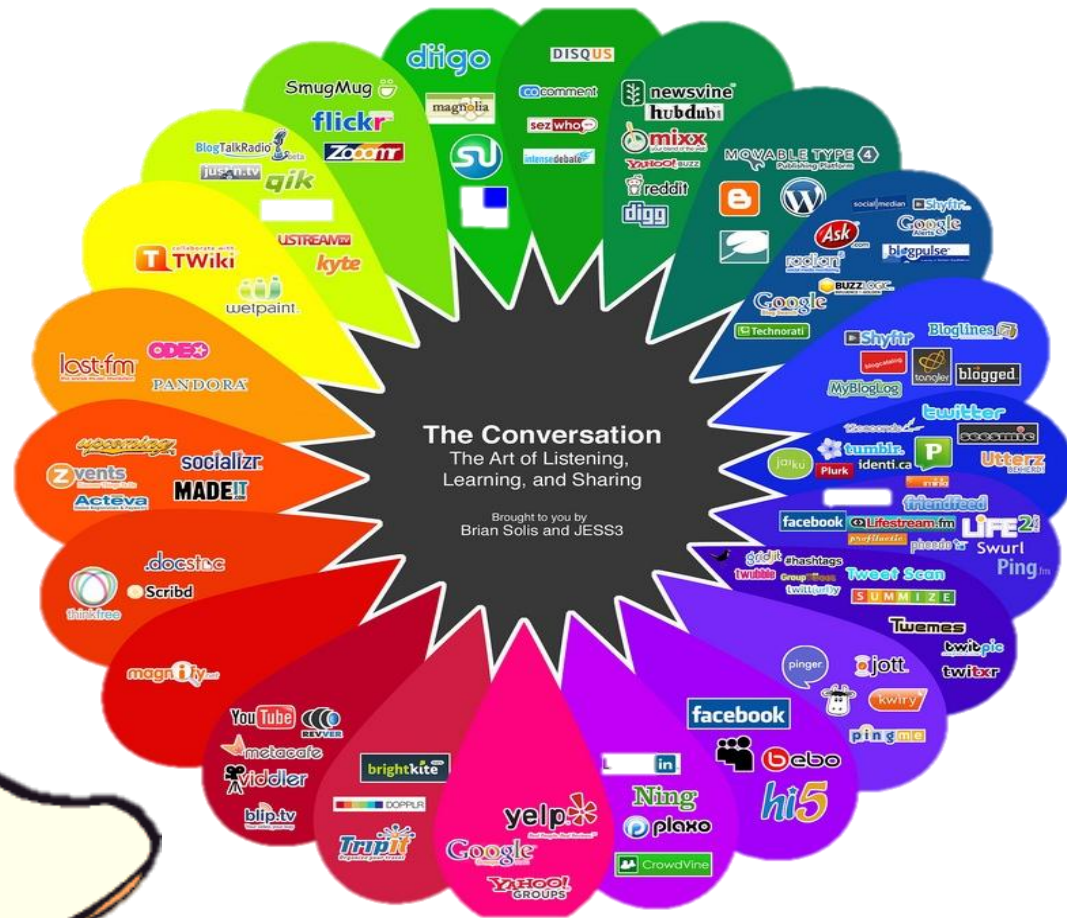
THIS PRESENTATION WILL COVER



Let's Bake our Bread on the Social Network!!!!



What are Social Networks/ Media?





Social media technology



Social media technology



Social Media

different format = same results

**Networking
and
Collaborating
look the
same no
matter where
they take
place**



BEFORE & AFTER SOCIAL MEDIA



by Robin Slater

Social Media on Web 2.0

- **Multimedia**
 - Photo-sharing
 - Video-sharing
 - Audio-sharing
- **Entertainment**
 - Virtual Worlds
 - Online Gaming
- **News/Opinion**
 - Social news
 - Reviews
- **Communication**
 - Microblogs
 - Events
- **Social Networking Services:**
 - *Facebook, LinkedIn, etc.*



Social Network Service

- A **social network service** focuses on building [online communities](#) of people who share interests and/or activities, or who are interested in exploring the interests and activities of others.
- Most social network services are [web based](#) and provide a variety of ways for users to interact, such as [e-mail](#) and [instant messaging](#) services.
- Social Networks used emotionally as well!!



President Obama celebrate his second term through Twitter

Few Social Media Facts and Statistics for 2012

<http://www.jeffbullas.com>



Two Significant Trends in Social Media

There are two trends that have emerged in the last two years that have changed the social media landscape and fabric.

1. Visualization of content:

- Pinterest
- Instagram and
- the evolution of larger images on Facebook and its user interface.



Two Significant Trends in Social Media

2- Mobile use and sharing:

Instagram is the leader of this trend and is one of the reasons that Facebook made a \$1 billion purchase of a non profitable company (Instagram) with only 16 employees.

These trends have also impacted web design and online shopping with Amazon changing its design and layout to a Pinterest styled home page "feed"



Critical to organic search success.



- Facebook is the most important social media lead generation tool for b2c marketers (with 77% saying they had had acquired a customer through Facebook, compared to 60% for a company blog),
- LinkedIn was the most effective Professional Network.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook®

Personal

+ Professional?

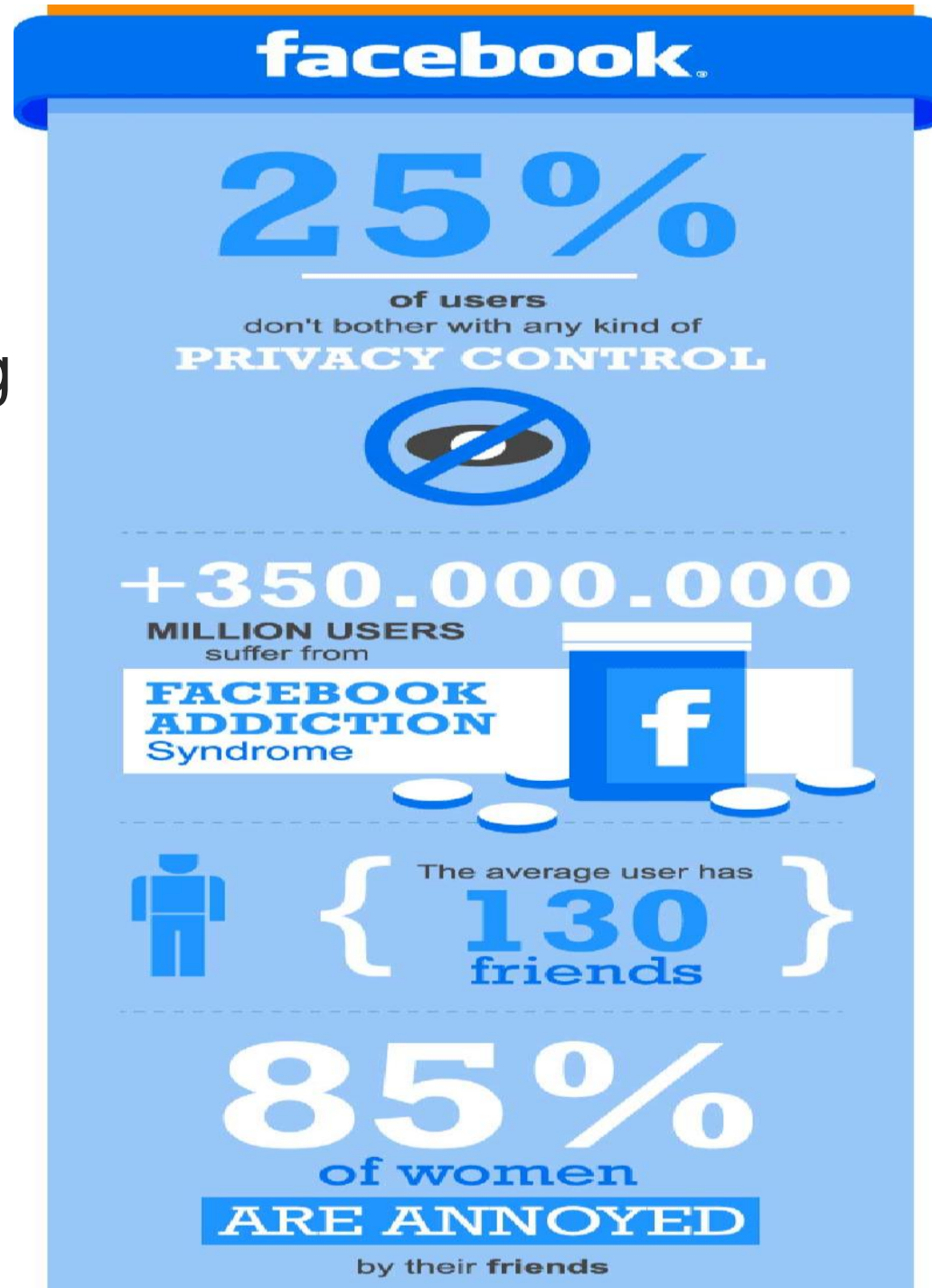


Professional

Facts:

There are some surprising statistics that indicate the growth and impact the social web has created in just a few short years.

- 350 million plus users suffer from “Facebook addiction syndrome”



Facts:

- LinkedIn signs up 2 new members every second



Facts:

- If Twitter was a country it would be the 12th largest in the world

twitter

If Twitter was a **country** it would be the



12th



LARGEST IN THE WORLD

Tweets:
every second

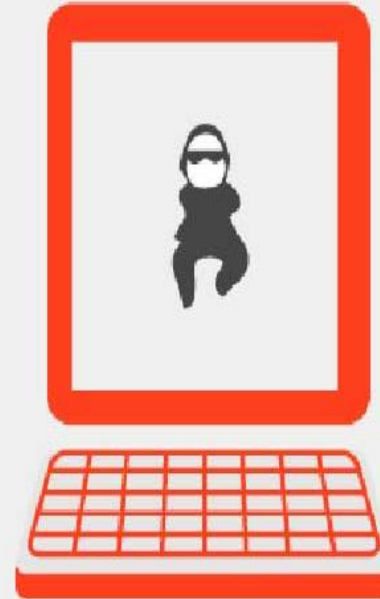


750

Facts:

- The average visitor spends 15 minutes a day on YouTube

YouTube



The most
watched video is
made by
Gangnam Style
532+
million views

The average visitor spends

15
minutes a day



Facts:

- Three million new blogs come online every month

BLOGGING

60%

OF BLOGGERS

are between

25-44

years old



THREE

million new blogs come online

EVERY MONTH

Professional

B L O G G E R

maintain an average of

4 BLOGS

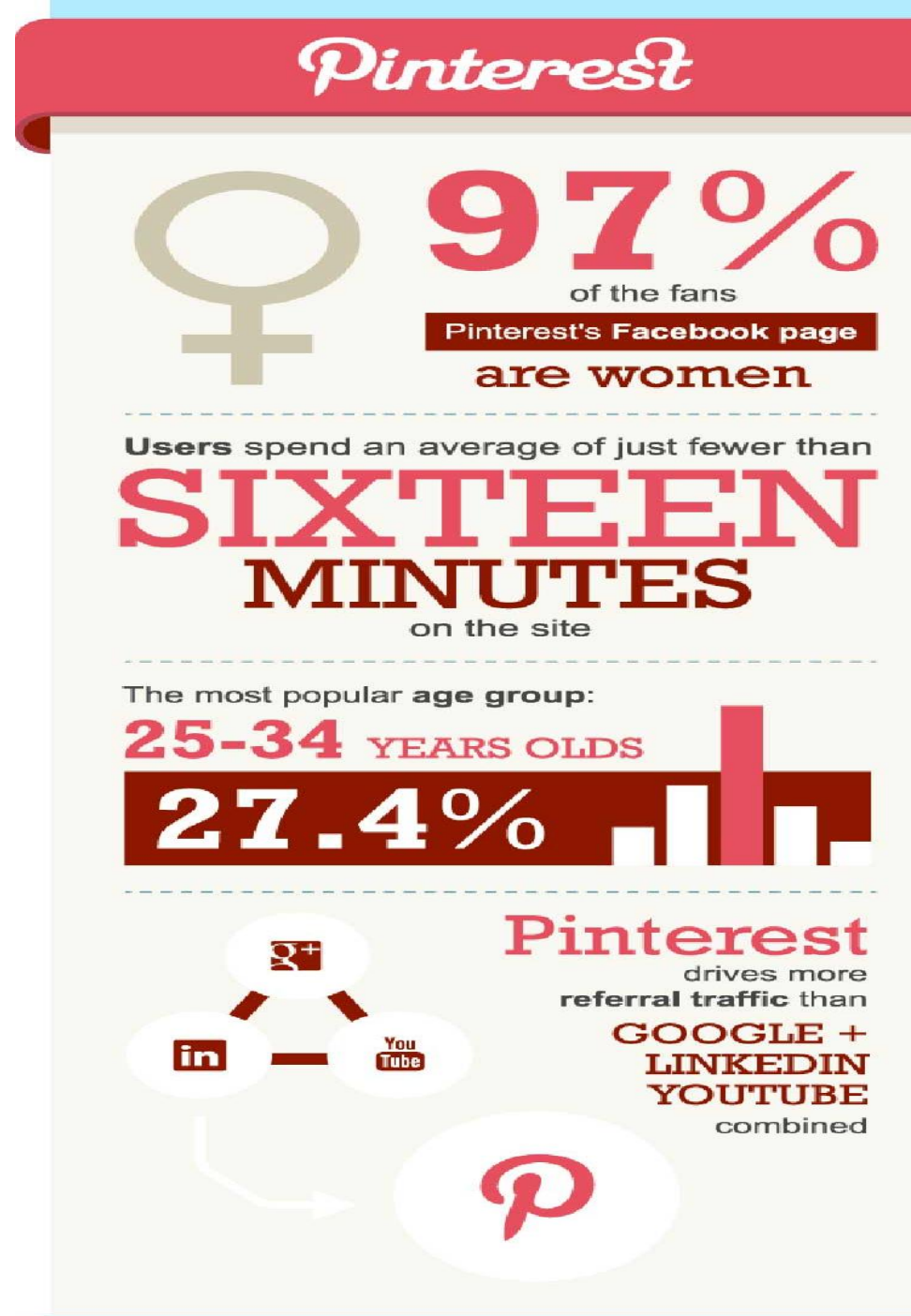
TWENTY PERCENT

of bloggers have been blogging for more than

SIX YEARS

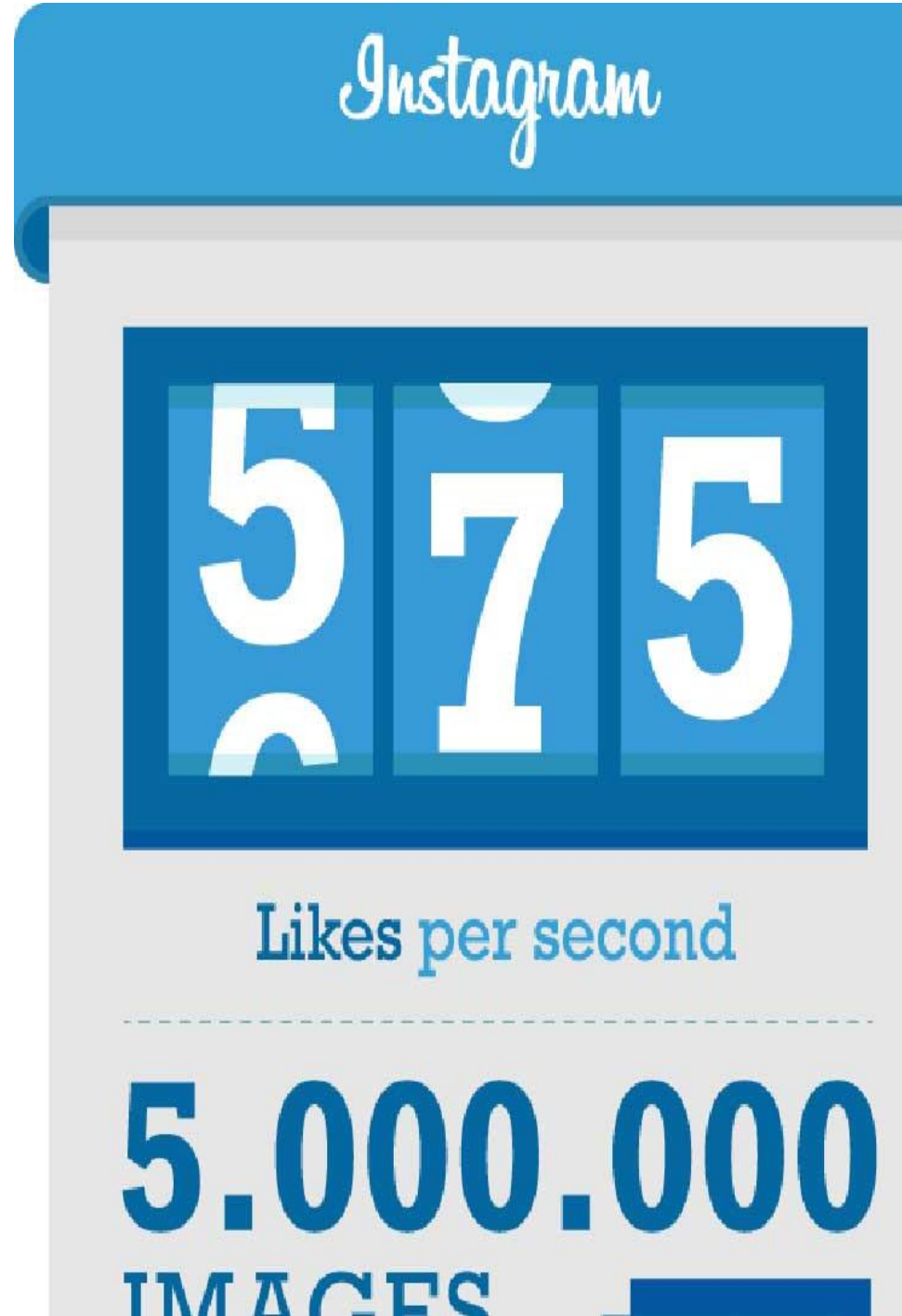
Facts:

97% of the fans on
Pinterest's Facebook page
are women



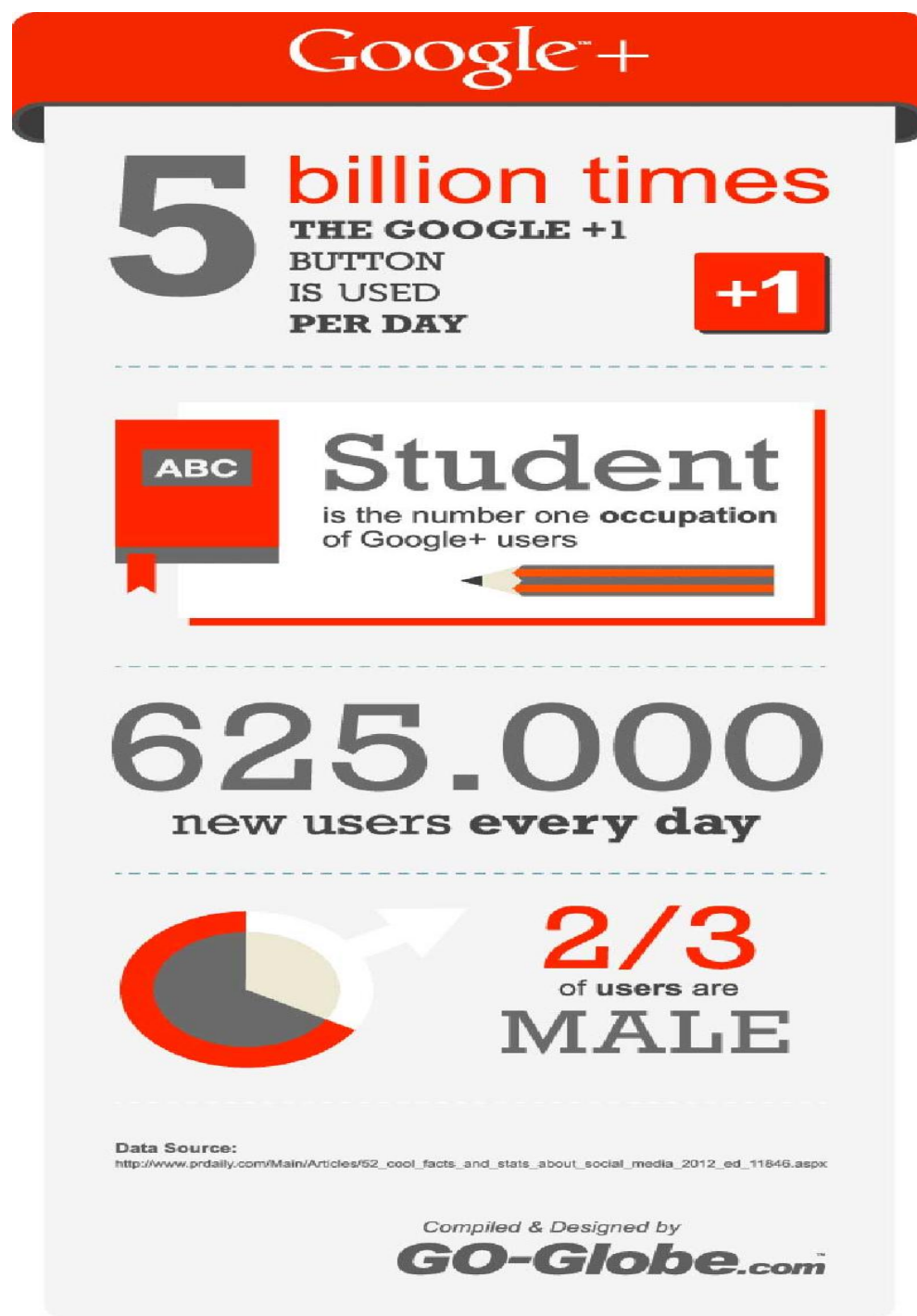
Facts:

5 million images are
uploaded to Instagram
every day



Facts:

The Google +1 button is used 5 billion times every day



The Mobile Marketing Association
of Asia stated that out of

6 billion
people on the planet

4.8 billion have a

mobile phone
while **only**

4.2 billion own a
toothbrush

VS.



Ten Industries that can Support Scalable Social Networks

Restaurants

Food

Travel

Academia

Retail

Global Trade

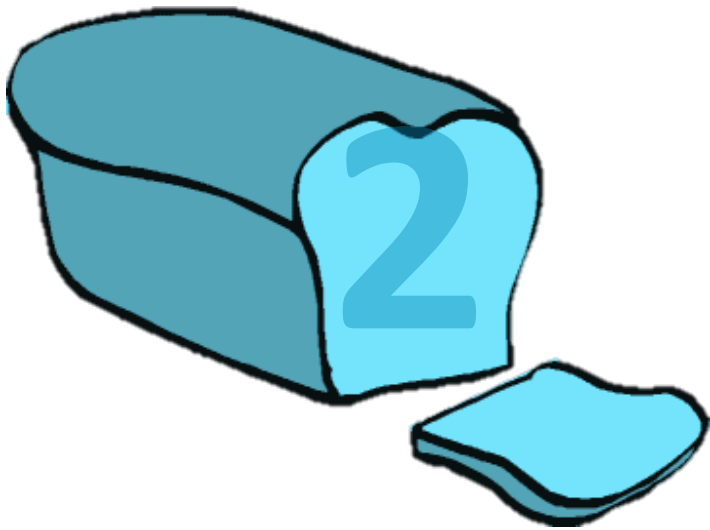
Fashion

Green

Filming / Entertainment

New Age

Social Media in Industry





Cargill

Food Production Industry
58485 Followers

See How You're
Connected



Following

About Cargill

Cargill is an international producer and marketer of food, agricultural, financial and industrial products and services. Founded in 1865, the privately held company...

 10001+ Emplo...

Jobs at Cargill



Bunge

Food Production Industry
17808 Followers


See How You're
Connected



Following

About Bunge

Bunge Limited (www.Bunge.com, NYSE: BG) is a leading global agribusiness and food company founded in 1818 and headquartered in White Plains, New Yor... 

 10001+ Emplo...

Similar Companies



Louis Dreyfus Co...

Food Production Industry

8272 Followers

See How You're
Connected



Following

About Louis Dreyfus Commodities

Louis Dreyfus Commodities is a world leader in the merchandising of commodities and the processing of agricultural goods. With more than 160...



 10001+ Emplo...

Similar Companies



Barilla Group

Food Production Industry

17597 Followers

See How You're
Connected




Following

About Barilla Group

Barilla, originally established in 1877 as a bread and pasta shop in Parma, is today one of the top Italian food groups: a leader in the pasta business worldwide, in the...



 10001+ Emplo...

 Parma

Jobs at Barilla Group



Bay State Milling ...

Food Production Industry
277 Followers


See How You're
Connected



Following

About Bay State Milling Company

Since, 1899, Bay State Milling has proudly provided exceptional quality flour and grain-based food products to retail and wholesale bakeries, foodservice...

 201-500 Empl...

Jobs at Bay State Milling Company



PT. Eastern Pearl ...

Food Production Industry
181 Followers


See How You're
Connected




Following

About PT. Eastern Pearl Flour Mills

PT. EASTERN PEARL FLOUR MILLS (EPFM) was established in March 1982 under the name pt. berdikari sari utama flour mills. However our history and...

 501-1000 Emp...

 Makassar, Sou...



Dossche Mills NV

Food Production Industry
336 Followers

See How You're
Connected



Following

About Dossche Mills NV

Dossche Mills is a major European wheat flour mill. Besides flour, the company produces and supplies a wide range of bakery ingredients. The company was...

 201-500 Empl...



Honeywell Flour M...

Food Production Industry
332 Followers

See How You're
Connected



Following

About Honeywell Flour Mills Plc

www.honeywellflour.com

 201-500 Empl...

Similar Companies





Qatar Flour Mills C...

Consumer Goods Industry


199 Followers

See How You're
Connected



Following

About Qatar Flour Mills Company S.A.Q.

Qatar Flour Mill was established in 1969 by the Emiri Decree No. (12) Of 1969, with a capital of Five Million Qatari Riyal on a lease for Twenty Five years. The paid u... 



201-500 Empl...



3 of 30



Roberto Contreras Ríos

Director Comercial en Olicice



olicice

24 November 2012 16:19

[Mark unread](#)

we desing and install compact flour mills cor cereal and legumbres.

see www.olicice.com and video www.vimeo.com/51203511. tmolicice

for more information contact @ olicice_ventas@terra.es



1 of 30



~~Shahab~~

flour mill quality control



assalam alaikum

27 November 2012 15:23

[Mark unread](#)

i am shahab and i have experience in flour mill quality control in gulf countries i have knowledge of wheat blends, lab milling, test baking, dough rheology tests etc i would like to send my resume thanks

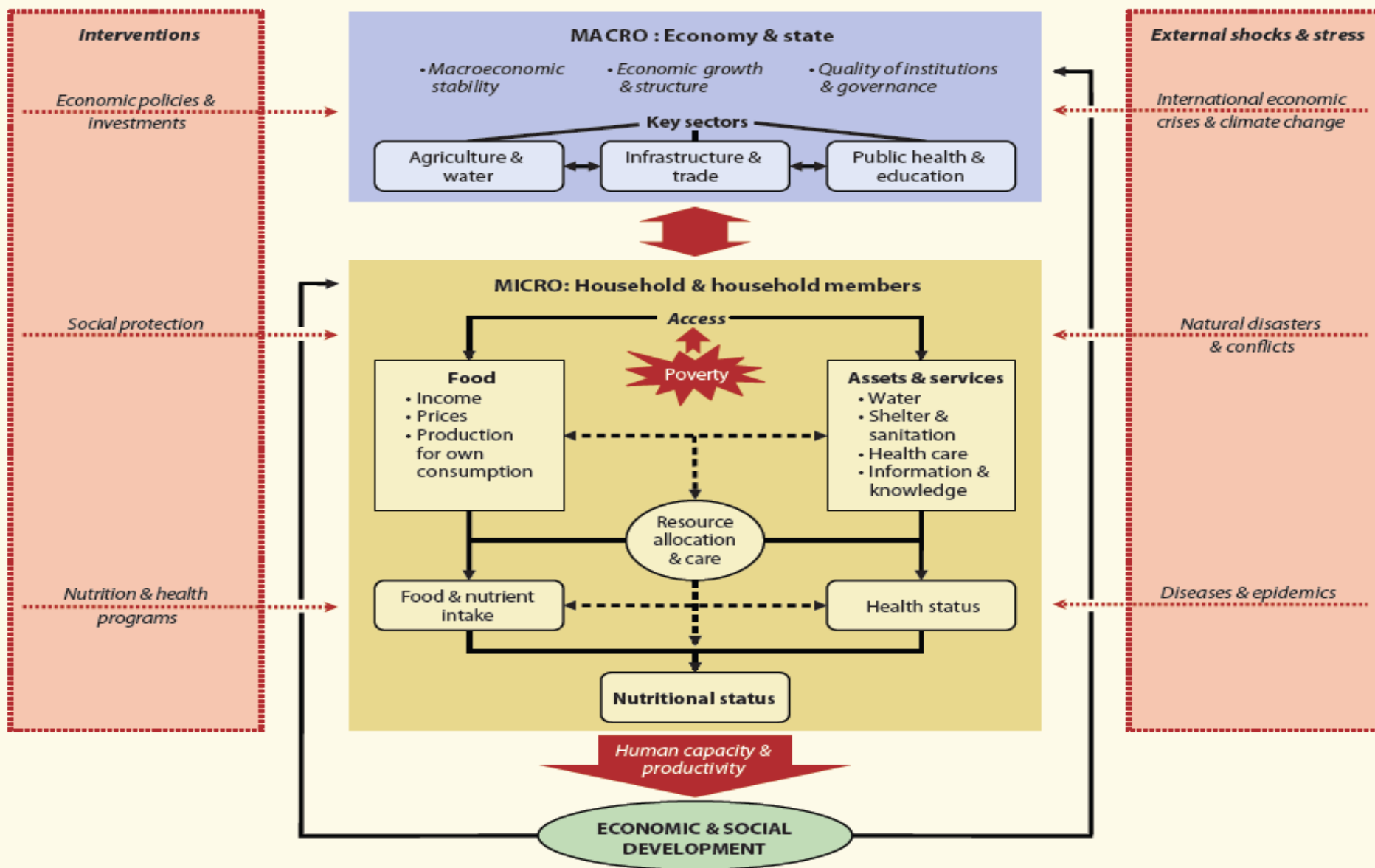


**Why Our
Industry Needs
Social Media??**

**Food Security
Challenges
in the Middle
East and
North Africa**



1- Food Security Model:



2- Wheat Prices: Why are Arab countries vulnerable to what is happening in world wheat markets? World Bank Study 2012

- Arab countries are highly dependent on imported cereal, particularly wheat, and their dependence is expected to grow.



- Arab countries are the largest net importers of cereal calories in the world, importing roughly 56 percent of the cereal calories they consume. Wheat accounts for the largest share of cereal consumption and is a key part of the regional diet.



- The volatility and upward pressure on wheat prices are probably due to a combination of factors including population growth, income growth, promotion of biofuels, high and volatile fuel prices, and depreciation of the US dollar.



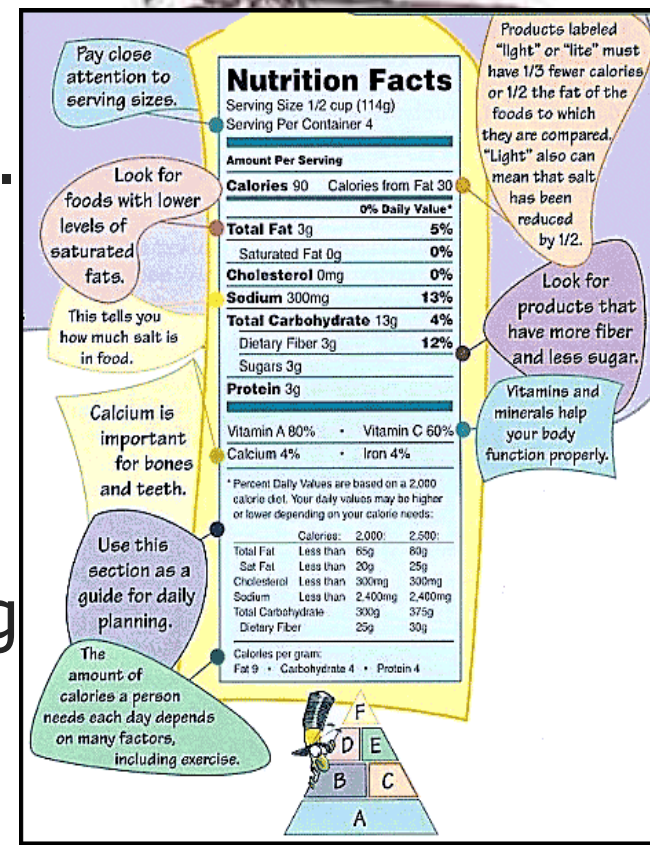
3-Consumer Protection

- Food labels provide the following information:
 - Common name of product.
 - Name and address of manufacturer, packer or distributor.
 - Net contents (wt, measure or count).
 - Nutrient content of product
 - Serving size
 - Servings per container
 - Calories/calories from fat
 - Nutrient amounts and percentages of Daily Values
 - Daily values and calories/gram reminder
 - Ingredients



CHECK THE FOOD LABEL BEFORE YOU BUY

- Food labels have several parts:
 - Front panel,**
 - Added nutrients (e.g., “enriched grain/pasta” means thiamin, riboflavin, niacin, iron, and folic acid have been added.
 - Nutrition Facts,**
 - Ingredients list,**
 - What’s in the food including e.g., added fats, or sugars.
 - Ingredients listed in descending order by weight.



WE NEED TO QUIT THINKING SILOS ONLY!

Corn

**NO
MORE
SILOS**

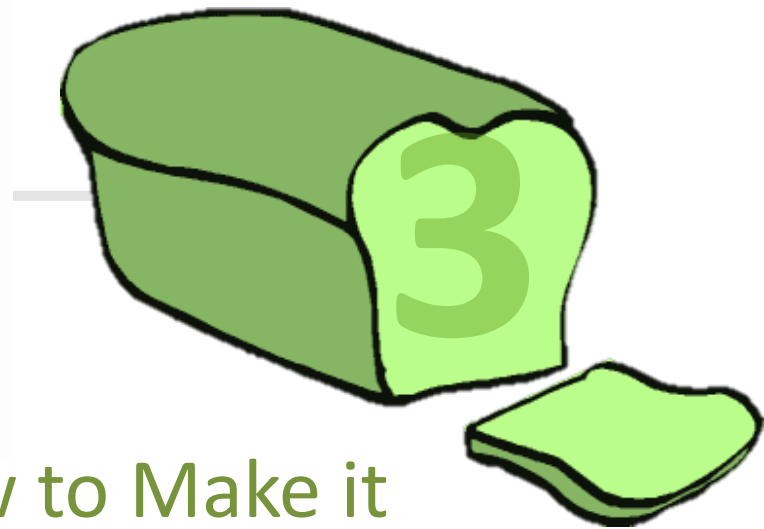
Wheat

There is no room for competitive “silos of excellence and storage only!”

BUT??



**Let us think how to have a
dialogue with our
stakeholders!!**



How to Make it
Happen and Just Do
It?

Let's Bake our Bread on the Social Network!!!!





Start with an email:

social@bfm.bh

What Makes a Viable Social Network?

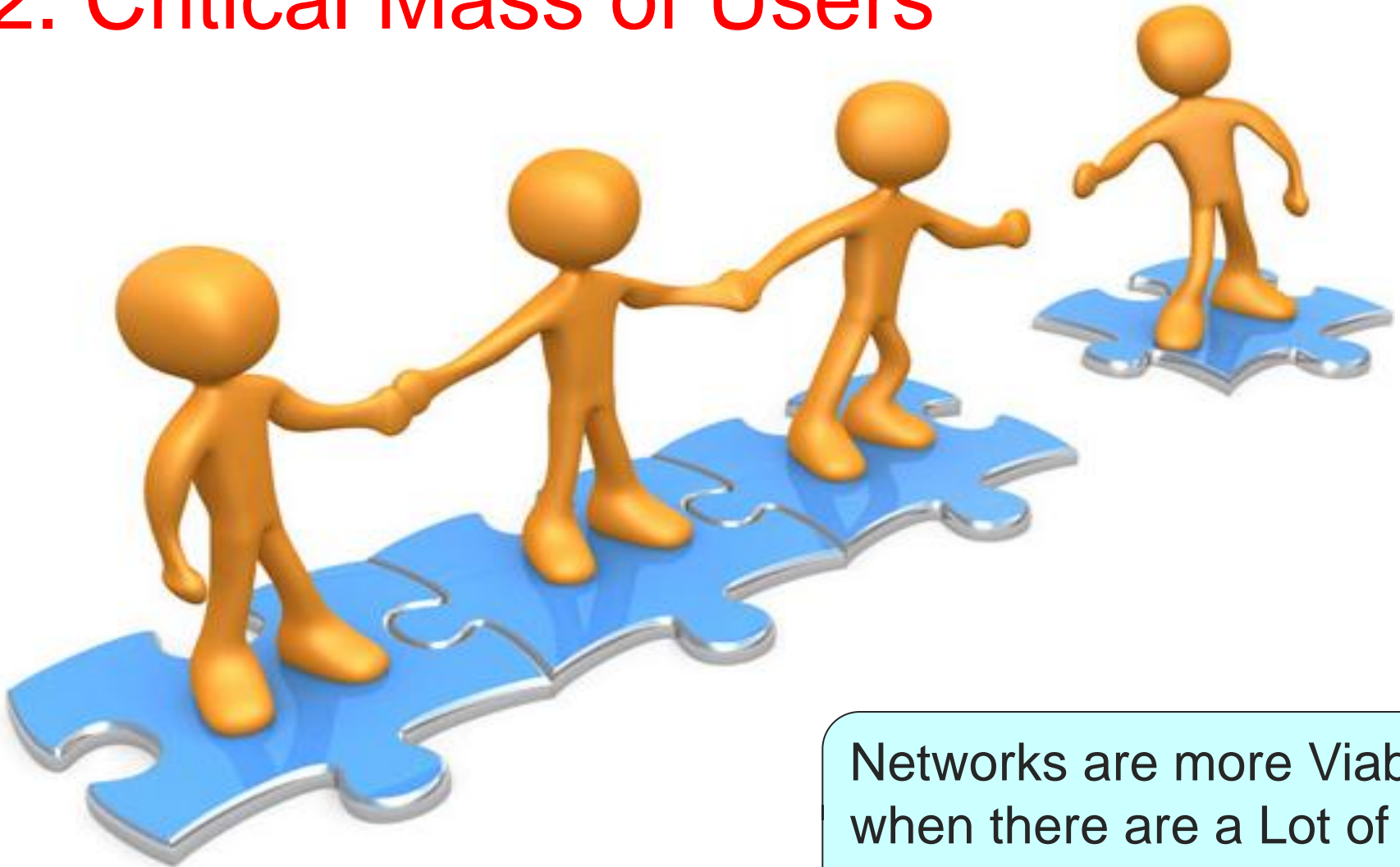
1. Common Purpose

Participants Need to Network and Collaborate with Others in their Field



Make it Scalable

2. Critical Mass of Users




Networks are more Viable
when there are a Lot of
Participants

Make it Attractive

3. Networks Need Leaders

The Ning logo is displayed in a large, green, stylized font.

 Search popular network

[Sign Up](#) or [Sign In](#) / [Popular Social Networks](#)

Create Your Own Social Network for Anything

Name Your Social
Network

For example, Paris Cy

Do-It-Yourself Networks
Started by Unknowns
Rarely Gain Traction

Make it Indispensable

4. Networks Need Data

LOCALISM

**WORLD'S
MOST
COMPLETE
NEIGHBORPEDIA**

FIND ARTICLES, BLOGS,
PICTURES, VIDEOS, MAPS,
AND EVENTS IN
THOUSANDS OF
NEIGHBORHOODS ACROSS
THE COUNTRY.

Networks Should Leverage User-Generated Data that Fuels the Context of the Conversation



Give it Integrity

5. No Participant Spamming



Networks Don't Work if
Participants Use It as an
Advertising Platform

Make it Easy to Use

6. Networks Need Simplicity



Twitter Simplifies Broadcasts to the Network

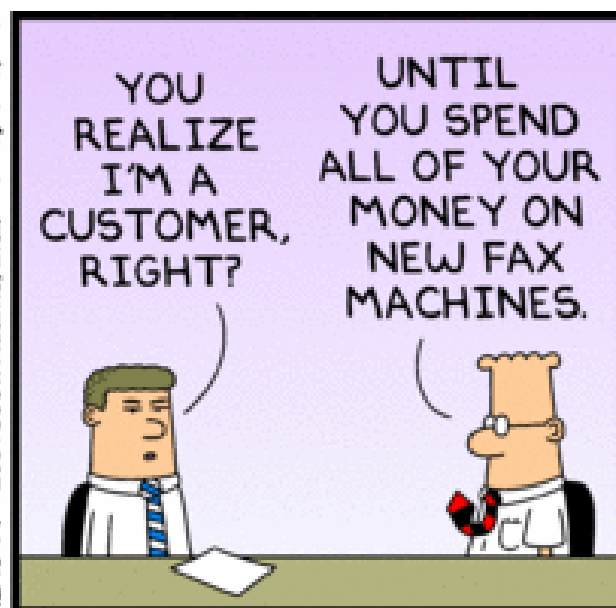
In 140 characters or less



Dilbert.com DilbertCartoonist@gmail.com



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Good Luck....
Questions?



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