

Good Practice Example No. 5

Module 3: Basics of Digital Promotion for Women in Agribusiness

Meet Your Farmer – Digital Promotion That Builds Trust and Clarity

Industry:	AgriTech / Farming Marketplace
Location:	Belgrade
Established in:	2022
Legal form:	Limited Liability Company (Ltd.)
Business model:	B2C (Business to Consumer), subscription-based pre-sale model
Core activity:	Digital platform connecting small farmers and urban consumers; pre-sale and direct delivery of traditionally raised, antibiotic-free meat and farm products

Meet Your Farmer is a digital platform based in Belgrade, Serbia, that connects small rural farms with urban consumers through an online marketplace and subscription model. The app enables city customers to order animals that are raised traditionally, without antibiotics, using certified production standards and innovative probiotics and have them delivered directly to their doorstep. Rather than addressing a broad, undefined audience, Meet Your Farmer's digital presence communicates to a clearly identified segment of consumers who care deeply about food quality and traceability. Their content speaks to urban buyers in cities such as Belgrade and Novi Sad who want meat raised without antibiotics, prefer transparent sourcing and value direct farm-to-table connections.

Instagram is a key channel in their digital strategy. The profile consistently communicates the brand's core message: traditional animal raising, antibiotic-free products and small-scale rural farms. Instead of generic food marketing visuals, their posts show authentic farm environments, animals in natural settings and real production processes, which builds credibility and resonates with their audience's values. Because food quality and origin are deeply personal decisions for many consumers, Meet Your Farmer's visual transparency plays a central role in establishing trust. Another strength of their Instagram presence is how it blends educational content with promotion. Posts often explain how the order and delivery system works, when animals are ready and what products customers can expect, integrating practical information with the value narrative.

Beyond social media, Meet Your Farmer integrates its digital channels strategically. While Instagram is used to build emotional connection and community, the website serves as the conversion point where users register, select products and complete purchases. This clear role division reflects a structured digital approach where different platforms contribute to the customer journey in complementary ways.

Importantly, Meet Your Farmer does not compete on price; it emphasizes product quality, transparent sourcing and the story behind every farm partner. Its digital communication consistently reinforces that differentiation, turning transparency into a strategic promotional advantage rather than a marketing buzzword. The platform was born from a desire for trustworthy

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food and centres on transparency as the foundation of customer trust - a principle echoed across their online communication.

In summary, Meet Your Farmer's digital promotion strategy demonstrates how a clearly defined audience, consistent value messaging, authentic visuals and transparent educational content can make digital channels powerful business tools. Rather than chasing broad visibility, this platform uses digital promotion to build trust, clarity and meaningful engagement with customers.

Source: <https://meatyourfarmer.app/>
<https://www.instagram.com/meat.yourfarmer/?hl=en>
<https://www.facebook.com/p/Meat-Your-Farmer-61558625784650/>