



Collective Action on Inclusive Digital Transformation of Agriculture in Latin America and the Caribbean

My first steps into the digital world as a member of a producing farming family. Introductory capsules

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Digital tools currently represent entry keys to new opportunities within the agri-food sector. Taking the first step is usually difficult for everyone, especially when it comes to using technologies, but once that first step is overcome, doubts and fears begin to dissipate, and our farming families grow stronger in the process. Achieving relationships with people from remote areas and other countries, publicizing and marketing my products, seeking information to make the best decisions; these are some of the benefits provided by technological tools, all under their safe and responsible use.

These introductory capsules are designed to allow you to take that first step towards the use of technological tools in a simple, responsible, and safe way, and I also invite you to put what you have learned into practice.

I invite you to learn about the case of María and her granddaughter, who belong to a producing agricultural family and who, thanks to the use of the Internet and different tools, can take the necessary precautions for the rainy season, and even consider starting a marketing business for wool.

1. [Internet: Access to services and agricultural information with a single click.](#)

Without a doubt, a very important and useful tool is email. Carlos and Ana tell us about all the advantages of using this digital medium, and how we can send our first email easily and quickly.

2. [Email as a communication tool for my farming family.](#)

Within a producing agricultural family, collaborative work among all people is very important. It allows generating high-quality products, distributing work among people and strengthening relationships. In the same way the "cloud" is used, a means of collaborative work between all people, to store information and documents securely on the Internet, among other advantages. In this capsule we introduce you to the "cloud" and get to work organizing my Google Drive workspace.

3. [The cloud and the agricultural sector: A tool for working and storing my information.](#)

In this capsule, Alejandro and Jorge explain three tools that will allow us to communicate easily and effectively. These platforms come to shorten the physical distances between people, only with the use of the internet. Also, at the end of the capsule we will be able to create and manage an account.

4. [Closing the gap: Online communication platforms for my farming family.](#)

Now that we are able to communicate through email, online communication platforms and store information in the "cloud", it is important to know how to obtain this information efficiently and securely. For this, the internet came to change the way we have first-hand access to updated information.

Mr. Ramiro has had problems with his calves, but thanks to the help of Ana María and her knowledge of the use of the Internet, together they began the search for a possible cause of the spots that the animals present. Just like Mr. Ramiro, during the capsule you will be able to search for information on a topic of interest or a problem to be solved.

5. [Information at your fingertips. Efficient use of the internet as a search tool.](#)

Congratulations! These first steps are part of the construction of a personal or family digital identity. Having a digital identity will allow us to have a presence in the digital world, accessing and offering a large number of services and products typical of our agricultural activities. Do you want to know more about digital identity and the tools for its construction? In the next capsule we will focus on this topic.

6. [Digital identity of my farming family: Access ticket to the digital world, its scope, and benefits.](#)

It is very likely that you have heard the term "social networks", which have come to change the way we build relationships, communicate, and learn. These tools undoubtedly represent a great opportunity for all the agricultural activities that we carry out. "Facebook" and "Instagram" are two of the best known, and in this capsule, you will learn what they are, what they are for, how to use these networks, and above all how to take advantage of the potential they have for our agricultural activity.

7. [Social networks as an input to build a community that strengthens my family farming business.](#)

With this range of tools at your fingertips: the use of the Internet to search for information, effective communication through email and platforms, social networks, the use of the "cloud" for collaborative work and storage; security tools must be introduced to protect us from bad Internet practices.

To complete this series of informative capsules, it is necessary to consider digital security, the protection we need for an effective and responsible use of all these tools. In this capsule you can find myths and tips on digital security, as well as using a password manager.

8. [Digital security first. Good practices for effective digital security.](#)

Feel free to go through the capsules as many times as you feel necessary. All of us are learning to make the best possible use of it. Just as María and her granddaughter managed to anticipate problems in their crops, Alejandro and Jorge began to use communication platforms, and Mr. Ramiro, thanks to the help of Ana María, can find the cause of the spots on his calves, all of us can take the first steps towards the digital world and take advantage of available technology.