



**Find organic, locally grown food
Build real connections with your
local farmers**



**A social marketplace and knowledge sharing
platform to connect organic food producers
with consumers**

Which problems solves OrganicNet?

It is hard for consumers to find organic or natural food on the market. Supermarkets are usually the only place but in most supermarkets in Serbia there is one uninviting shelf of semi rotten and massively overpriced products. Lots of food is bought on open markets but people don't trust the sellers. All producers and tradesmen generally claim to have organic produce.

Producers are getting more and more aware of the business opportunity in the organic food market. However, it is difficult for most producers to find the market for their goods and they have no means or knowledge to market themselves. Often the pricing is determined by the large supermarkets and profits are very low, not enough for a sustainable production.

What is OrganicNet?

OrganicNet is an online social marketplace connecting people who produce organic food with those who are looking for organic food to buy in the local area and wider. Through their experiences on OrganicNet, organic food producers and consumers build real connections with real people in their local area. By seamlessly connecting producers to consumers through our online platform, we make organic food more accessible, opening up more possibilities for consumers and more business for producers.

OrganicNet is also a knowledge sharing platform where producers can find information aggregated from relevant sources via intelligent system and ask and answer questions about any aspect of agriculture which will help to spread best-practice learnings and accelerate business development.



Eton Digital DOO

Behind OrganicNet is Eton Digital DOO, a design and development company from Serbia that builds innovative digital solutions with a focus on large social networks, e-commerce and collaboration platforms. We have the know-how and capacity to build a complex platform that OrganicNet is. We have designed and developed dozens of similar platforms in other sectors. Some of them reached over 1 million users in just one year!



Address

Eton Digital DOO
Skolska 3,
21000 Novi Sad, Serbia
www.etondigital.com

Contact

Stanislava Stojanovic Novoselac
stanislava.stojanovic@etondigital.com
+38163561336

www.organicnet.eu