

Agricultural Marketing Resource Center

Report – July 2022 – September 2022

As a condition of its USDA Rural Development grant, the cooperating universities comprising AgMRC were tasked to prepare four reports a year and submit them to USDA. These reports summarize the activities completed during each quarter, including website development and functions, value-added business and economic analysis tools and outreach activities (workshops, seminars, newsletters and WebMail inquiries).

Agricultural Marketing Resource Center

Report – July 2022 –
September 2022

Iowa State University

AgMRC Website Statistics

This period, the total number of page views was a total of 523,130 with an average of 5686 per day. Around 3% of the visitors to the site were returning users.

The Commodities and Products section attracts the most visits, at 438,774 this period total. Within Commodities and Products, Fruits is the top section at 103,265 visits.

Vegetables follows at 74,704 visits. Grains and Oilseeds has the next highest visits at 68,537.

Within the website, the top topics visited during this quarter were:

1. Rapeseed – 8,862 pageviews
2. Peaches – 7,739 pageviews
3. Potatoes – 7,689 pageviews
4. Apples – 8,033 pageviews

AgMRC

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The mission of AgMRC is to continue to provide independent producers and processors with critical information needed to build successful value-added agricultural enterprises through the www.agmrc.org electronic resource information website.

AgMRC continues to serve a national value-added agriculture audience, with nearly 3,000 unique visits per day.

5. Dragon Fruit – 6,603 pageviews
6. Poultry – 6,133 pageviews
7. Watermelon – 5,292 pageviews
8. Lettuce – 5,324 pageviews

| 2020 | Pageviews | Page Views Per Day |
|------------------|------------------|---------------------------|
| <i>July</i> | 54,865 | 1,770 |
| <i>August</i> | 57,227 | 1,846 |
| <i>September</i> | 67,456 | 2,249 |
| <i>October</i> | 71,066 | 2,293 |
| <i>November</i> | 67,698 | 2,257 |
| <i>December</i> | 57,092 | 1,842 |
| 2021 | | |
| <i>January</i> | 61,933 | 1,998 |
| <i>February</i> | 65,338 | 2,108 |
| <i>March</i> | 74,621 | 2,407 |
| <i>April</i> | 73,151 | 2,438 |
| <i>May</i> | 71,668 | 2,312 |
| <i>June</i> | 58,396 | 1,947 |
| <i>July</i> | 56,628 | 1,827 |
| <i>August</i> | 58,722 | 1,894 |
| <i>September</i> | 62,632 | 2,088 |
| <i>October</i> | 70,929 | 2,288 |
| <i>November</i> | 72,936 | 2,431 |
| <i>December</i> | 56,617 | 1,826 |

2022

| | | |
|------------------|---------|-------|
| <i>January</i> | 67,178 | 2,167 |
| <i>February</i> | 63,074 | 2,253 |
| <i>March</i> | 72,289 | 2,332 |
| <i>April</i> | 176,305 | 5,876 |
| <i>May</i> | 187,113 | 6,035 |
| <i>June</i> | 171,675 | 5,722 |
| <i>July</i> | 172,103 | 5,551 |
| <i>August</i> | 169,477 | 5,467 |
| <i>September</i> | 183,550 | 6,118 |

Major Content Sections

The major content sections of the AgMRC website visits:

1. Commodities and Products – 438,774 pageviews
2. Renewable Energy – 106,513 pageviews
3. Business Development – 63,800
4. Media Room – 48,179 pageviews

Within the Commodities and Products section, the top three topics visited during this period were:

1. Fruits – 103,265 pageviews
2. Vegetables – 74,704 pageviews
3. Grains and oilseeds – 68,537 pageviews

Within the Renewable Energy Section, the top three topics visited during this period were:

1. Renewable Energy and Climate Change Report – 71,603 pageviews
2. Ethanol – 14,222 pageviews
3. Climate Change – 1,958 pageviews

Within the Business Development Section, the top three topics visited during this period were:

1. Value Added Agriculture – 21,231 pageviews
2. Business and Economic Concepts and Principles – 9,047 pageviews
3. Business Workbench – 8,342 pageviews

AgMRC Website Updates:

Profiles and Pages updated this period (31):

| |
|------------------------|
| Abalone |
| Addison Farms Vineyard |
| Aquaponics |
| B & E's Trees |
| Biofuels |
| Biomass |
| Cellulosic Ethanol |
| Clams |
| Corn Stover |
| Crappie |
| Crystal Prairie LLC |
| Dream Apple Farm |
| Fee Fishing |
| General Biomass |
| Hay Biomass |
| Heavenly Creations |
| Hickory Hill Milk |
| Hickory Nut Gap Meats |

| |
|------------------------------|
| Jubilee Orchards |
| Little Vine Updated |
| Manure Biogas |
| Marine Shrimp |
| Miscanthus |
| New South Produce Co-op |
| Ralston Family Farms |
| Round Mountain Creamery |
| Sawdust |
| Shipleigh Farms |
| Short Rotation Woody Crops |
| Switchgrass |
| Taylor Fish Farm Partnership |

Commodities and products profiles are updated based on client inquiries to AgMRC Match participants and AgMRC office staff, and available USDA data. This period we reviewed active webpages for relevancy, consistent formatting, and broken links, particularly in static descriptive pages where the information does not need updating, but does need to be reviewed.

We began contracting with specialists across the country to do more comprehensive profile updates to a variety of commodity sections including aquaculture, grains & oilseeds, and biofuels. The first round of aquaculture, and grains & oilseeds commodity sections were updated, with the remainder of those sections and the biofuels section coming later this spring.

Email

AgMRC staff researched and responded to 92 e-mailed questions pertaining to wine, popcorn, blackberries, buckwheat, and many other topics.

Phone Calls

Between April 1 and June 31, 2022, AgMRC staff reported having 34 toll-free phone inquiries from 15 different states.

Facebook

AgMRC has expanded its public outreach by creating a page on Facebook which has 3,853 followers. During this period the AgMRC Facebook page had 35 posts, which were seen by more than 3,836 people.

YouTube

The AgMRC YouTube channel continued promotion of the VAPG videos this period and garnered 4,821 new views, for a lifetime total of 24,028. There are a total of 96 VAPG videos now highlighting case studies across the country. The channel gained 39 new subscribers and now has 222. The AgMRC videos have been viewed an additional 3,745 times on the [Model Farm Vimeo Channel](#).

Iowa State University

Grocery Report

July – September

The rural grocery store project finalized interviews and began analyzing data. the tristate team kept in communication and started to discuss the data analysis coding method to identify and understand findings in each state's interviews. The interviews had three areas of focus including: relationships; demand; logistics; and layout. The three teams began analyzing their data separately by state and identified strengths, challenges, and opportunities that grocers and farm and food businesses experience when pursuing a grocer/local producer relationship. By the end of September, the tristate team started to compare the interview findings to later compare each state interview coded results with a regional view of the coded findings for both grocers and producers. Additionally, the Iowa team submitted two presentation proposals to the 2022 National Agricultural Marketing Summit and the Food Distribution Research Society.

Farm to School and Early Care Coalition

The 2022 campaign closed July 1, 2022, at which time participating sites submitted receipts, stories and a final survey to share about their experience participating. A link to the 2022 Iowa Farm to Summer Campaign evaluation is available [here](#).

As of September 2022, the National Toolkit, an output of this grant project, has been posted online on the Iowa Farm to School and Early Care Coalition website. A link to the resource is [here](#) and the webpage is available [here](#). “Farm to Summer Toolkit: Tools and Best Practices for Program Delivery” covers the timeline, themed promotional materials, partnership opportunities, financing, and standard operating procedures we recommended from hosting five years of farm to summer campaigns for a national audience. The toolkit will be posted on the AgMRC website.

Overview | Coalition Evaluation and Communications

Annual Reports: The Iowa Farm to School and Early Care Coalition has met consistently for bi-monthly, virtual meetings since 2020. Three co-chairs facilitate communication and meeting logistics, and five strategy team coordinators facilitate meetings for three strategy teams. An output of this grant, two Iowa Farm to School and Early Care Coalition Annual Report have been completed. Both reports are available on the [coalition website](#).

Website and Newsletter: The Iowa Farm to School and Early Care Coalition website continues to be updated as projects and partnership evolve. [This website](#) serves as a one-stop resource hub for the Iowa Farm to School and Early Care Network. The Network Newsletter, “The Iowa Beet!” launched in January of 2022 and features stories and resources shared by network members.

Annual Coalition Member Survey: In January 2021 and 2022, coalition co-chairs shared the Annual Coalition Member Survey to gauge feedback around members' year of coalition involvement. The results of this survey are used annually to define our strategic planning processes. The outcomes from the 2022 Annual Coalition Member Survey (highest and lowest rated topics) are listed below.

| <i>Highest Rated Topics</i> | <i>Lowest Rated Topics</i> | | |
|--|----------------------------|--|------|
| <i>I really care about the future of Coalition</i> | 3.00 | Interest is generally high | 2.46 |
| <i>Processes used to define priorities and decision making</i> | 2.83 | Follow through on the Coalition’s activities | 2.67 |
| <i>Commitment of Coalition co-leads to the coalition</i> | 2.92 | Efforts to promote collaborative action | 2.67 |



| | | | |
|---|------|--|------|
| <i>Opportunities for Coalition members to take leadership roles</i> | 2.92 | Clarity of the vision for where Coalition is going | 2.67 |
| <i>Facilitation of Coalition meetings by co-chairs</i> | 2.92 | Commitment to build and sustain diverse membership | 2.50 |
| <i>Meeting location (virtual for 2021)</i> | 2.92 | Meeting length (3 hours including strategy team meeting) | 2.25 |
| <i>Communication between Coalition co-leads and members</i> | 3.00 | Communication between Coalition and the Network | 1.92 |

April – June 2022 Quarter Update

The coalition met in May 2022 and the annual Iowa Farm to School and Early Care Coalition Conference took place virtually in June 2022. An estimated 280 attendees joined the virtual conference to learn of projects, funding and partners supporting this work across Iowa.

July – September 2022 Quarter Update

The coalition met in July and September 2022. The coalition's Network Development Strategy Team is developing the final version the output, "Best Practices for Farm to School and Early Care Coalition Development," to be posted on the AgMrc website in late fall of 2022.

AgMRC Subcontracts

MarketMaker Collaboration

Task 1 Food Searcher Program - Enhancements and Expansions

Product / Business Type Plug Ins –

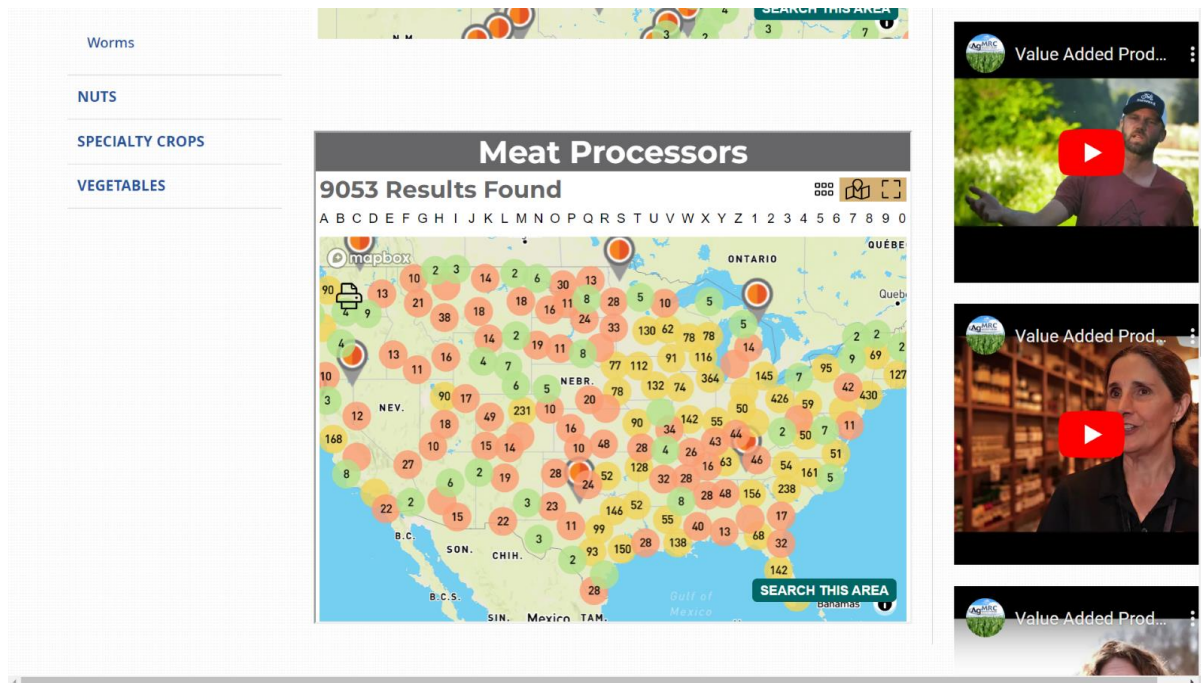
Currently total 43 total product/ business plug-ins on AgMRC site. New commodities include **wheat, maple syrup, blackberries, raspberries, mushrooms, and herbs.**

During the months of July - September 2022, AgMRC users performed 55,442 product/business searches, averaging 4,232 searches per week.

The top 5 commodity searches were:

1. Potatoes 392 searches per week
2. Peaches 381 searches per week
3. Apples 355 searches per week
4. Processors 332 searches per week
5. Agri-tourism 256 searches per week

Outreach: MarketMaker had a booth at the American Association of Meat Processors tradeshow in Des Moines, Iowa on July 14 – 16, 2022 where we featured the AgMRC FoodSearcher meat processor plug-in with 9,053 meat processors to search from. This search tool is one of a kind for meat processors and is consistently in the top five of searched products (above).



Task 2 Interactive Mapping Tools for Researchers, Classroom Instruction, and Technical Assistant Providers

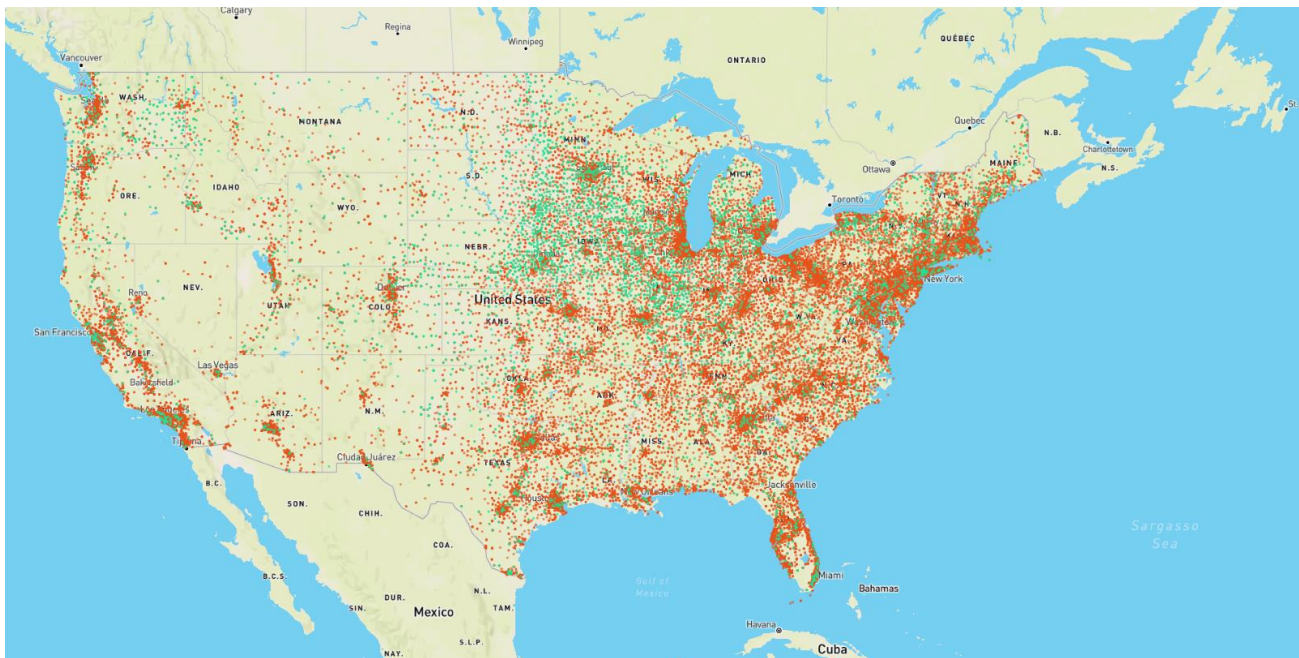
MarketMaker continues to improve on the advanced mapping capabilities. It is currently available on the Search feature of all MarketMaker supported sites.

<https://foodmarketmaker.com/business/search?qb=e30&c=null>

During the period of July – September 2022 we focused on upgrading the business data, and adding the business data types such as truckers, short haul and long haul, producers, and wholesalers, for more complete food infrastructure mapping. This involved adding an additional 700,000 businesses, moving the total available for mapping to over 1.5 million.

We also added the ability to save the mapping in various formats. The map below shows local trucking companies in green and long-haul trucking in red.

We also did several minor improvements to the advanced mapping site in preparation for presenting at 2022 Ag Marketing Summit in Pensacola, Florida in October.

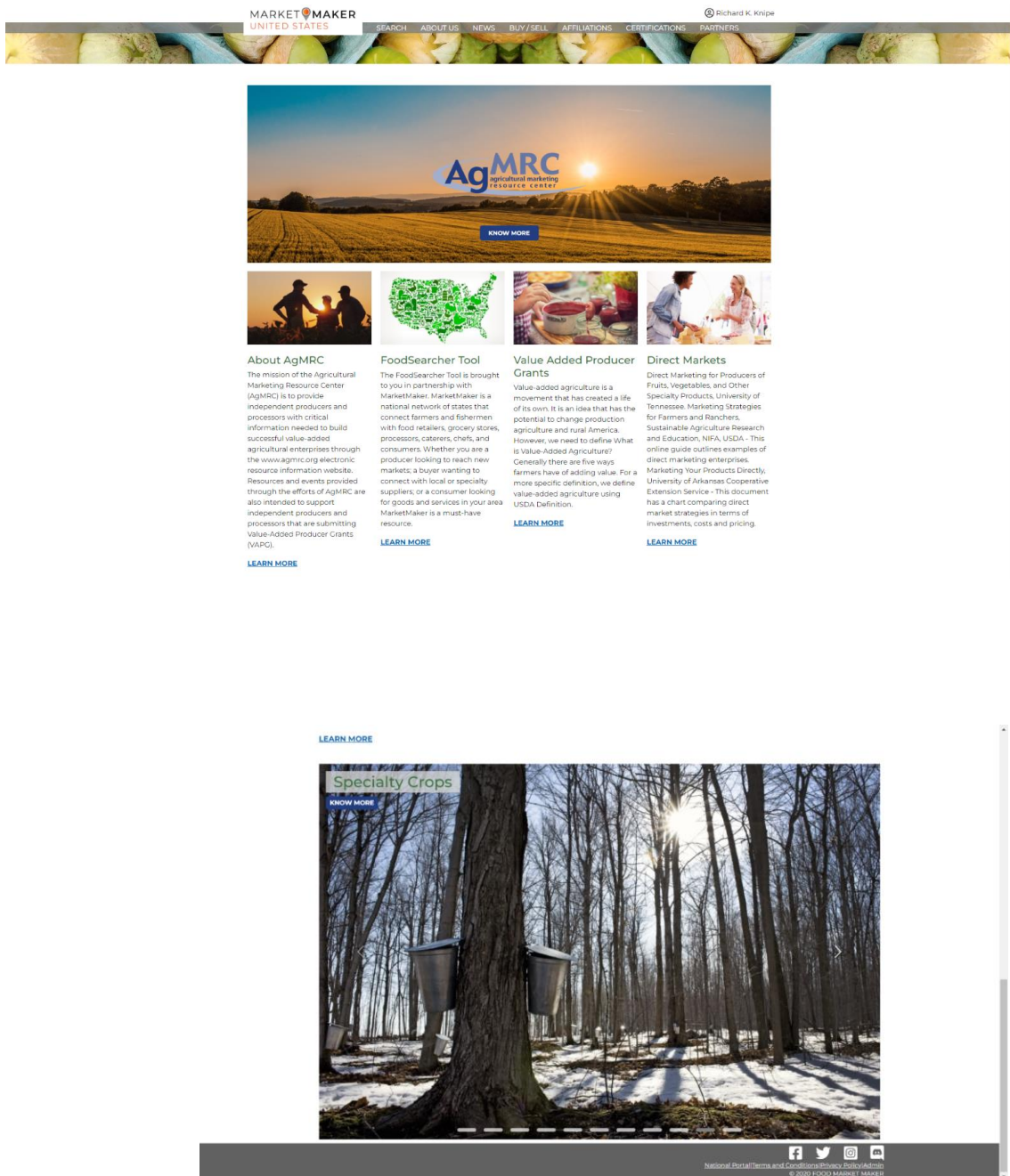


Task 3 AgMRC/ MarketMaker Data and Content Integration

Agricultural Marketing Resource Center



A new feature that links MarketMaker to AgMRC content is shown in the screenshot below. This is a new MarketMaker landing page dedicated to AgMRC content found on the MarketMaker homepage. At the bottom of the page is a website carousel representing the 11 major themes of the AgMRC site.



In this three-month period, we have added this feature to the profile-product information in 18 products: Herbs: Anise, Basil, Borage, Caraway, Chive, Coriander, Dill, Fennel, Lemon Balm,

Lovage, Mint, Peppermint, Spearmint, Parsley, Rosemary, Sweet Marjoram, Tarragon and Thyme.

The screenshot shows the MarketMaker United States website. The header includes the MarketMaker logo, a search bar, and navigation links: ABOUT US, NEWS, BUY / SELL, AFFILIATIONS, CERTIFICATIONS, and PARTNERS. A user profile for Richard K. Knipe is visible in the top right. The main content area is titled "Strawberries Details" and includes a paragraph about the U.S. strawberry industry, a link to the AgMRC website, and sections for "Attributes" and "Product Forms". The "Attributes" section lists: Natural, No Preservatives, Non-GMO (Not Certified), Pesticide-Free, Source Verified, and Sustainable Practices. The "Product Forms" section lists: Bottled, Canned, Cured, Dehydrated, Dried, Fresh, Fresh (Processed), Fresh (Unprocessed), Frozen, and Juiced. A "BACK" button is at the bottom of the content area. The footer contains the URL <https://www.agmrc.org/commodities-products/fruits/strawberries>, social media icons, and copyright information: National Portal Terms and Conditions Privacy Policy Admin © 2020 FOOD MARKET MAKER.

Task 4 E- Commerce Support to Farmers

MarketMaker, in partnership with Food4All is working on a tool to allow MarketMaker profile owners to do e-commerce from the Buy/ Sell Forum Ads. This would allow the profile owner to post an ad with a single item and sell it from their ad without setting up an entire store.

At this time MarketMaker has 472 profiles with e-commerce stores in their profile. (see map below.)

Agricultural Marketing Resource Center



MARKETMAKER
UNITED STATES

SEARCH ABOUT US NEWS BUY/SELL AFFILIATIONS CERTIFICATIONS PARTNERS

Richard K. Knipe

Search

Enter search terms 1 - 472 of 472

Location Business Type Products Affiliations Certifications Product Attributes Filters Clear All Relevance

Yes X

mapbox

© Mapbox © OpenStreetMap. Improve this map.

SEARCH THIS AREA

National Portal Terms and Conditions Privacy Policy Admin

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University of Vermont

Agritourism, Direct-to-Consumer Sales, and Value-added Enterprises

Project period: July 1, 2020 to June 30, 2022 with a no cost extension through December 30, 2022

Submitted October 10, 2022

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Work Plan and Deliverables

The overall goal is to improve the viability of farms and ranches through research-based tools, resources, and technical assistance that promote best practices for agritourism and value-added enterprises. The project builds on past deliverables funded by AgMRC as well as new research, data analysis, and resources to provide support for producers and agricultural service providers in the Northeast and throughout the U.S. Deliverables include:

1) Publications for producers, agricultural service providers, and researchers. During the past three months, we continued to analyze and summarize data from a national survey of farms and ranches open to visitors for experiences and direct sales. We continued to build the inventory of publications for a variety of audiences including producers, agricultural service providers, policymakers, and researchers. The current inventory is listed below:

- a. Reports and summaries developed from national survey data of farms and ranches open to visitors for experiences and product sales. The following items were published on the project website, linked here:

<https://www.uvm.edu/vtrc/agritourism-survey>

- i. Three full data analysis reports, including national quantitative and qualitative data, and Vermont quantitative data.
 1. US Survey Report
 2. US Interview Report
 3. Vermont Survey Report
- ii. Eleven summary reports were developed: seven using the data from the national survey, and four using data from Vermont respondents. The

purpose of these summaries is to provide overviews of the important findings from the study that are accessible to lay audiences.

1. US Overview
 2. US Motivations
 3. US Challenges
 4. US Supports Needed
 5. US Revenue & Profitability
 6. US Regional Summary
 7. US and VT Comparison Summary
 8. VT Overview
 9. VT Motivations
 10. VT Challenges
 11. VT Supports Needed
- b. Seven published articles, including:
- i. Schmidt, C., Chase, L., Barbieri, C., Rilla, E., Singh Knights, D., Thilmany, D., Tomas, S., Dickes, L., Cornelisse, S., Lamie, R.D., Callahan, R., George, H., & Leff, P. (2022.) Linking Research and Practice: The Role of Extension on Agritourism Development in the United States. Applied Economics Teaching Resources published by the Agricultural & Applied Economics Association (AAEA), Volume 4, July 2022.
https://www.aaea.org/UserFiles/file/AETR_2022_005RRProofFinal1.pdf
 - ii. Wang, W., Hollas, C.R., Chase, L., Conner, D., and Kolodinsky, J., (2022). Challenges for the agritourism sector in the United States: Regional comparisons of access. Journal of Agriculture, Food Systems, and Community Development. Online publication.
<https://doi.org/10.5304/jafscd.2022.113.003>
 - iii. Grillini, G., Sacchi, G., Chase, L., Taylor, J., Van Zyl, C.C., Van Der Merwe, P., Streifeneder, T., and Fischer, C. (2022). Qualitative assessment of agritourism development support schemes in Italy, the USA and South Africa. Sustainability 14(13), 7903. <https://doi.org/10.3390/su14137903>
 - iv. Hollas, C.R., Chase, L., Conner, D., Dickes, L., Lamie, R.D., Schmidt, C., Singh-Knights, D., & Quella, L. (2021). Factors related to profitability of agritourism in the United States: Results from a national survey of operators. Sustainability, 13, 13334. <https://doi.org/10.3390/su132313334>



- v. Quella, L., Chase, L., Conner, D., Reynolds, T., Wang, W., & Singh-Knights, D. (2021). Visitors and values: A qualitative analysis of agritourism operator motivations across the U.S. *Journal of Agriculture, Food Systems, and Community Development*, 10(3), 1–15.
<https://doi.org/10.5304/jafscd.2021.103.010>
- vi. Lamie, R. D., Chase, L., Chiodo, E., Dickes, L., Flanigan, S., Schmidt, C., & Streifeneder, T. (2021). Agritourism around the globe: Definitions, authenticity, and potential controversy. *Journal of Agriculture, Food Systems, and Community Development*, 10(2), 1–5.
<https://doi.org/10.5304/jafscd.2021.102.002>
- vii. Hollas, C.R., and Chase, L.C. (2021) Agritourism: Challenges and opportunities for the rural future. Travel and Tourism Research Association: Advancing Tourism Research Globally. Research Papers from the 2021 International Conference, June 14-6, 2021.
- c. Four journal publications in press or in review:
 - i. Smith, D., J. Van Soelen Kim Sitaker, L.C. Chase, H. Estrin, J. Kolodinsky, and M. Sitaker. (in review). Insights into virtual short course learning to support adoption of a novel direct-to-consumer market strategy. *Journal of Extension*.
 - ii. Quella, L., Chase, L., Conner, D., Reynolds, T., Schmidt, C. (in review). Perceived Success in Agritourism: Results from a Study of US Agritourism Operators. *Journal of Rural and Community Development*.
 - iii. Schmidt, C., Hollas, C.R., Daigle, K., & Chase, L., (in review). Agritourism Safety and Liability: The Need for a Regional Support System Approach. *Journal of Extension*.
 - iv. Schmidt, C., Goetz, S.J, Tian, Z., Chase, L., & Hollas, C. (in review). Agritourism and Direct Sales Clusters in the United States. *Agricultural and Resource Economics Review*.

We also created outreach materials specifically for producers:

1. Best Management Practices for Farms Open to Visitors During the COVID-19 Pandemic online at https://www.uvm.edu/sites/default/files/Vermont-Agritourism-Collaborative/COVID-19_guidelines_for_agritourism_1.9.2021.pdf
2. Vermont Act No. 31 of 2021: An Act Relating to Limiting Liability for Agritourism online at https://www.uvm.edu/sites/default/files/Agriculture/Agritourism/Act_31.pdf

3. Comparison of Farm Stay Listing Sites online at https://www.uvm.edu/sites/default/files/Vermont-Agritourism-Collaborative/FarmStay_Sites.pdf
4. Decision Tool for Navigating Regulations online at <https://www.uvm.edu/extension/vtagritourism/guide-navigating-vermont-agritourism>

2) Trainings to share best practices, decision aids, tools, and resources with a focus on marketing, value added enterprises, agritourism and direct sales. During the first year of the grant, we were not able to host in-person trainings so we organized webinar series for producers, agricultural service providers, and others working with agritourism and value-added enterprises. We are continuing with virtual trainings and also conducting in-person trainings.

Agritourism gatherings: A virtual series for farm, food, and travel communities. Webinar series, September 2020 – May 2022. <https://www.agritourismworkshop.com/gatherings.html>

Total of 2616 unique registrants representing 82 countries between September 2020 and May 2022.

1. September 22, 2020, Welcoming Guests Back on our Farms and Ranches, 221 registered representing 27 countries, 98 attended representing 14 countries.
2. October 8, 2020, Regenerative Tourism & Agriculture, 308 registered representing 27 countries, 159 attended representing 19 countries.
3. November 19, 2020, Indigenous and Tribal Perspectives on Agritourism, 386 people registered representing 32 countries, 185 attended representing 18 countries.
4. December 9, 2020, Creating Virtual Farm and Food Experiences, 507 registered representing 26 countries, 255 attended representing 14 countries.
5. January 13, 2021, Farm-Based Education in Every City and Town: 4 Unique Stories, 310 registered representing 25 countries, 173 attended representing 15 countries.
6. February 17, 2021, Agritourism within the US Racial Justice movement, 440 registered representing 19 countries, 246 attended representing 13 countries.
7. March 16, 2021, Exploring the Diversity and Impact of Agritourism in Southern Africa, 172 registered representing 26 countries, 73 attended representing 17 countries.
8. April 20, 2021, Culinary Lens on Agritourism, 361 registered representing 34 countries, 185 attended representing 18 countries.

9. May 11, 2021, Regional Strategies for Promoting Agritourism and Community Economic Development, 375 registered representing 38 countries, 198 attended representing 25 countries.
10. October 5, 2021, Building a Regional Taste, Trade and Identity: International Case Study on Cider, 255 registered representing 29 countries, 131 attended representing 16 countries.
11. November 16, 2021, Agritourism Definitions and Standards around the Globe, 283 registered representing 41 countries, 143 attended representing 25 countries.
12. December 7, 2021, Agritourism as a Tool for Rural Development and Women's Empowerment, 211 registered representing 35 countries, 101 attended represented 21 countries.
13. January 18, 2022, Reaching Your Target Market: Booking Sites for Farm Stays and Experiences, 309 registered representing 30 countries, 178 attended representing 19 countries.
14. February 15, 2022, Innovative Ways to Sell Agricultural Products Direct to Consumers – In French and English, 292 registered representing 30 countries, 169 attended representing 21 countries.
15. March 2, 2022, Culinary Innovation on the Farm, 224 registered representing 26 countries, 105 attended representing 15 countries.
16. April 6, 2022, Agritourism and Wellness, 275 registered representing 30 countries, 131 attended representing 20 countries.
17. May 10, 2022, Agritourism Networking Session, 230 registered representing 32 countries, 88 attended representing 14 countries.

Considerations including Marketing, Safety and Liability for Farms Open to Visitors during COVID-19. Webinar series May 2021 – September 2022.

<https://www.uvm.edu/extension/vtagritourism/safety-and-liability-farms-during-covid-19>

1. May 4, 2021, Getting Ready for Pick Your Own – Do's and Don'ts for the Upcoming Season, 103 registered, 63 attended.
2. May 11, 2021, Agritourism Operation Checklists and Self-Assessment, 51 registered, 29 attended.
3. May 18, 2021, Crisis Management and Communications for Farms Open to Visitors, 34 registered, 17 attended.
4. May 25, 2021, Liability Insurance for Farms Open to Visitors, 40 registered, 18 attended.
5. June 1, 2021, Cultivating Farm and Food Safety for Visitors -- Guided Video Tours of Two Farms, 38 registered, 21 attended.
6. June 15, 2021, Farm Tours and Overnight Stays, 37 registered, 26 attended.



7. June 29, 2021, Growing Farm-Based Education in a Post-Covid World, 47 registered, 26 attended.
8. July 1, 2021, Ask the Experts: Farm Agritourism Risk Management Tips, 15 registered, 7 attended.
9. December 9, 2021, Welcoming Visitors to your Sugarhouse and Sugarbush. Vermont Maple Conference organized by University of Vermont Extension, 80 registered, 39 attended.
10. January 11, 2022, Agritourism Essentials: Strategies to Avoid Community Conflicts. Webinar organized with University of New Hampshire Extension. 37 attendees.
11. March 3, 2022. Preparing for Vermont Maple Open House Weekends. Webinar organized with the Vermont Maple Sugar Makers Association, 40 registered, 29 attendees.

In-person and hybrid events for producers and agricultural service providers.

1. Agritourism Networking event held in collaboration with Health Roots Collaborative at 14th Star Brewing in St. Albans, Vermont. March 28, 2022. 49 participants.
2. Agritourism Networking event held in collaboration with Addison County Relocalization Network (ACORN) at American Flatbread in Middlebury, Vermont. May 16, 2022. 61 participants.
3. International Workshop on Agritourism. Hilton Hotel, Burlington, Vermont. Originally scheduled for October 27-29, 2020. Postponed to August 30 - September 1, 2022. 504 participants with 352 participants in person and 152 participants online for hybrid conference.

3) Presentations at workshops and conferences to share new and existing tools. During the past year, we presented research, tools and resources for producers and agricultural service providers at workshops and conferences.

1. Ferguson, G., Chase, L., and Lane, T., Food is Medicine and the Realm of Tourism: An Interdisciplinary Panel Discussion organized by the Native Center for Alcohol Research and Education (virtual, invited), September 21, 2022. 106 registered, 47 attended.
2. Chase, L. Developing Tribal Tourism Enterprises Based on Native Values, (virtual, invited). Webinar hosted by the American Indian Native Alaskan Tourism Association (AIANTA) and USDA Rural Development, August 9, 2022. 142 registered, 83 attended.

3. Schmidt, C., Chase, L., Goetz, S., and Tian, Z. Drivers of Agritourism and Direct Sales Clusters in the United States. 2022 Agricultural & Applied Economics Association (AAEA) Annual Meeting (peer-reviewed), Anaheim, CA, July 31-August 2, 2022.
4. Singh-Knights, D., Chase, L., and Hollas, C. Critical Success Factors for Small and Medium-Sized Farms with Direct Sales and Agritourism – Opening Doors of Opportunity Across the U.S. and Internationally. The 23rd International Farm Management Conference (peer-reviewed). Copenhagen, Denmark, June 26 – July 1, 2022.
5. Tweedy, A., and Chase, L. Hosting farm stays and on-farm experiences: A resource to help agritourism operators connect with their target markets. Agriculture, Food, and Human Values Society (AFHVS) and the Association for the Study of Food and Society (ASFS) Conference, Athens, Georgia, (peer-reviewed) May 18-21, 2022.
6. Singh-Knights, D., Chase, L., and Schmidt, C. Agritourism Safety and Liability: Updating Best Risk Management Practices for the COVID-19 Pandemic. 2022 Extension Risk Management Education National Conference, Omaha, Nebraska, (peer-reviewed) March 31, 2022.
7. Schmidt, C., Hollas, C., Chase, L., Daigle, K., and Infante-Casella, M. Northeast ERME Grant: Agritourism Safety and Liability: Updating Best Risk Management Practices for the COVID-19 Pandemic. Mid-Atlantic Fruit and Vegetable Convention. Hershey, PA, (peer-reviewed) February 3, 2022. 30 attendees.
8. Lamie, D., L.C. Chase, W. Culler, and C. Schmidt. Exploring Opportunities in Agritourism. Peer reviewed presentation, Carolina Farm Stewardship Association (virtual), November 12, 2021.
9. Chase, L.C., Singh-Knights, D., Wang, W., and Leff, P. Agritourism Successes and Challenges: Results from a National Survey of Farms and Ranches Open to Visitors. Peer reviewed presentation, National Extension Tourism Network Conference (presented in person at hybrid conference), Savannah, Georgia, November 8-11, 2021.
10. Lamie, D., L.C. Chase, and L. Dickes. Agritourism: Opening Doors of Opportunity Across the U.S. Peer reviewed presentation, National Agricultural Marketing Summit (virtual), Grapevine, Texas, October 17 – 19, 2021.
11. Singh-Knights, D., L.C. Chase, L. Quella. Cultivating Success on Farms with Agritourism and On-Farm Sales – Lessons on Successes and Challenges. Peer reviewed presentation, National Farm Viability Conference (virtual), October 8, 2021.

12. Singh-Knights, D., L.C. Chase, D. Conner, D. Lamie, C. Schmidt, L. Dickes, T. Arogundade, W. Wang. National Perspective of Critical Factors for Success and Risk Mitigation in Farms with Direct Sales and Agritourism. Peer reviewed session with four presentations, 2021 Agricultural and Applied Economics Association (AAEA) Annual Meeting (virtual), August 1-3, 2021.
13. Hollas, C., L.C. Chase, D. Lamie. Agritourism and Community: Findings from a National Survey on Agritourism. Peer reviewed presentation, Community Development Society Annual Conference (virtual), July 12-15, 2021.
14. Conner, D., L.C. Chase. Critical Success Factors for Agritourism: Results of a National Survey. Peer reviewed presentation, Annual Joint Conference of the Association for the Study of Food and Society (ASFS); Agriculture, Food, and Human Values Society (AFHVS); Canadian Association for Food Studies (CAFS); the Society for the Anthropology of Food and Nutrition (SAFN), and hosted by the Culinary Institute of America & New York University (virtual), June 9-15, 2021.
15. Chase, L.C. Taking Your Agritourism Enterprise to the Next Level. Invited presentation. Organized by the Washington Tourism Alliance and Washington State Department of Agriculture (virtual), June 14, 2021. 218 registered, 124 participants.
16. Chase, L.C. Congressional Briefing on Agritourism. Invited presentation, Organized by the University of Vermont and Food and Agriculture Organization of the United Nations (FAO North America) with support from the Office of U.S. Senator Patrick Leahy (virtual), June 3, 2021. 288 registered, 142 participants.
17. Chase, L.C., Schmidt, C., and Hollas, C. Agritourism Development and Research in the USA. Invited presentation. Rural Women Sustainable Entrepreneurship Opportunities through Agri Tourism, International Conference on Agri Tourism hosted by Agri Tourism India, World Agri Tourism Day (virtual), May 15, 2021.
18. Chase, L.C., Hollas, C., Quella, L., Lamie, D., and Singh-Knights, D. Agritourism Success Factors for Entrepreneurship and Community Development. Peer reviewed presentation. National Association of Community Development Extension Professionals (NACDEP) Conference, April 21, 2021. 40 participants.
19. Singh-Knights, D., L.C. Chase, and P. Leff. Critical Success Factors for Small and Medium-Sized Farms with Direct Sales and Agritourism – Results from a National Study. Peer-reviewed poster presentation. Extension Risk Management Education (ERME) Center Conference (virtual), March 24, 2021.
20. Opening Your Farm to Visitors and Controlling for Liability. Conservation Law Foundation Legal Food Hub Webinar. March 9, 2021. 113 registered, 62 attended.



21. Chase, L., Singh-Knights, D., Wang, W., Leff, P. Challenges and Resources for Agritourism Operators: Findings from a national survey. Invited presentation (virtual), North American Farmers' Direct Marketing Association (NAFDMA) International Agritourism Association, February 4, 2021.
22. Chase, L.C. Agritourism as Economic Development. Invited presentation, Vermont House Committee on Commerce and Economic Development (virtual), February 2, 2021.
23. Agritourism around the US: Findings from a National Survey of Farms Open to Visitors for Education, Entertainment, Recreation, Hospitality and Product Sales. National Extension Tourism Network Webinar. January 28, 2021. 313 registered, 196 attended.
24. Chase, L.C., E. Buckwalter, and A. Matthews. Future of Direct Sales: Securing Strong Foundations and Nurturing New Beginnings . Invited presentation, Vermont Farm to Plate Gathering (virtual), November 13, 2020.
25. Chase, L.C., T.C Lane, and L. Redhouse. Building Tourism into Tribal Agricultural Programs. Invited presentation, Webinar hosted by the American Indian Alaska Native Tourism Association (AIANTA), October 29, 2020. 150 registered, 76 participants.
26. Wang, W., and L.C. Chase. Access to Resources for Agritourism Operators in the US: A Regional View. Peer reviewed presentation. FoodTreX Food Travel Research Summit (virtual) hosted by the World Food Travel Association, October 16, 2020.

4) One-on-one technical assistance to support producers with agritourism, direct sales, and value-added enterprises. During the first nine months of the grant, we were limited to virtual technical assistance due to COVID-19 travel restrictions. Through videoconferences (Zoom, FaceTime and Teams), phone calls, texts, and emails, we provided one-on-one consultations to 43 different farms, many having multiple exchanges. These farms were located primarily in Vermont and nearby states in the Northeast. Beginning in April 2021, COVID-19 travel restrictions eased, and we were able to conduct in-person farm visits following COVID-19 restrictions such as wearing face masks and social distancing. Between April 2021 and September 2022, the project team completed 123 farm visits across Vermont, New Hampshire, Maine, West Virginia, Pennsylvania, and Maryland. During these visits, we discussed challenges, barriers, and improvements needed regarding marketing, safety, and liability for agritourism operations. We also gathered input on supports needed and made plans to address those in the coming months.

University of Minnesota

VAPG Grant Written Stories

Cylon Rolling Acres, Goat Meat Farm to Suit Growing Demographics

In Western Wisconsin, there is a large demand for goat meat. When Leslie Svacina, owner of Cylon Rolling Acres and 2021 VAPG recipient, recognized there were limited options at grocery stores in her area, she knew that a grass-fed goat farm would be a great fit for her and the diverse community around her. The VAPG funds provided Leslie the opportunity to update her marketing and branding through their cooking guides and packaging.

Keene Garlic, E-commerce Connecting Farmers Nationwide

This story showcases a small family farm that grows a specialty crop and sells their products on their website at keeneorganics.com. They collaborate with other small, organic family farms to produce and sell the highest quality garlic in the United States. In addition to the farm's background, this feature highlights how the USDA grant helped them expand their line of seasonings produced from their organic and gourmet heirloom garlic in their own licensed kitchen in Madison, Wisconsin.

Star Bright Farm, Herbal Beauty Experienced Through the Senses

Whether viewing the beautiful fields of lavender, smelling the aromas of their herbal products, or listening to the sounds of musicians surrounded by rows of vibrant plants, Star Bright Farm appeals to many senses. With the expenses this Maryland-based farm had from their products and services, they found that the Value-Added Producer Grant "helped us alleviate some of that burden." They were able to focus on their marketing and visual elements for their products with the funds and are inclined to expand their hydrosols in other parts of the United States in the future.

New Videos Produced

Videos 34-38 were completed during this period.

Video 34: This video explores the current grain storage situation in Ukraine, its implication on regional and global markets, assistance from neighboring countries as well as options to move the product out of the region during conflict.

Video 35: This video quantifies and explores food waste, its impact on the environment and the opportunities that are being lost as a result. This video also quantifies waste's impact and offers more effective solutions for producers and processors.

Video 36: This video examines the recent deal brokered by the United Nations and Turkey concerning releasing 25MM tons of wheat that have been trapped in Ukraine. It also highlights how global prices of commodities will be impacted.

Video 37: July 2022's heatwave has impacted farmers throughout the nation and the world. This video explores high heat and drought as well as its impact on domestic crop production and overseas growing seasons.

Video 38: How vertical farming is changing agricultural practices across the Midwest and Western states. Improvements in supply chains and logistics networks, deficits in energy uses in markets such as California

Video Statistics

- Videos 1 -3 --Fundamentals of supply chains (1,403 views) 33
- Video 4 --Meat supply chains (467 views) 6
- Video 4b--Meat supply chains in Spanish (6 views) 0
- Video 5 --Eggs supply chains (56 views) 2
- Video 6 --Corn and Ethanol supply chains (207 views) 2
- Video 7 -- Dairy supply chains (384 views) 3
- Video 7b—Dairy supply chains in Spanish (6 views) 0
- Video 8 -- Fresh Produce supply chains (356 views) 7
- Video 8b-- Fresh Produce supply chains in Spanish (3 views) 0
- Video 9 -- Shipping and the supply chain implications (168 views) 5
- Video 10 – Restaurants and the supply chain implications (164 views) 1
- Video 11 -- Food Banks and the supply chain implications (123 views) 0
- Video 12 --Local Markets and the supply chain implications (164 views) 1
- Video 13 --Halal and Kosher Markets and the supply chain implications (103 views) 4
- Video 14-- Human Capital (165 views) 1
- Video 15--Long-Term Food Supply Chain Trends (34 views) 0
- Video 16--Long-Term Food Supply Chain Trends (22 views) 0
- Video 17-- ESG Impact on the Food Supply Chain (6 views) 0
- Video 18-- Food Supply Chain Shocks (19 views) 0
- Video 19 Supply Chain Shocks (20 views) 0
- Video 20 - Creating a More Resilient Midwest (8 views) 0
- Video 21: Supply Chain Series 2021 – (21 views) 0
- Video 22: Supply Chain Series 2021 – (26 Views) 0
- Video 23: Supply Chain Series 2021 – (18 views) 0
- Video 24: Supply Chain Series 2021 – (10 views) 1
- Video 25: Supply Chain Series 2021 –(15 views) 0
- Meat Production Panel 2020 - (82 views) 1
- Video 26: Supply Chain Series 2022 – (9 Views) 1
- Video 27: Supply Chain Series 2022 – (25 views) 6
- Video 28: Supply Chain Series 2022 – (15 Views) 3
- Video 29: Supply Chain Series 2022 – (11 views) 0
- Video 30: Supply Chain Series 2022 – (25 Views) 18
- Video 31: Supply Chain Series 2022 – (17 views) 8



- Video 32: Supply Chain Series 2022 – (14 views) 10
- Video 33: Supply Chain Series 2022 – (8 views) 6
- Supply Chain Training – (11 views) 4
- Video 34: Supply Chain Series 2022 – (10 views)
- Video 35: Supply Chain Series 2022 – (8 views)
- Video 36: Supply Chain Series 2022 – (11 views)
- Video 37: Supply Chain Series 2022 – (14 views)
- Video 38: Supply Chain Series 2022 – (7 views)

Total new views: 174

Marketing Information

Supply Chain Series - AgMRC

LinkedIn Analytics

July 1 - September 30



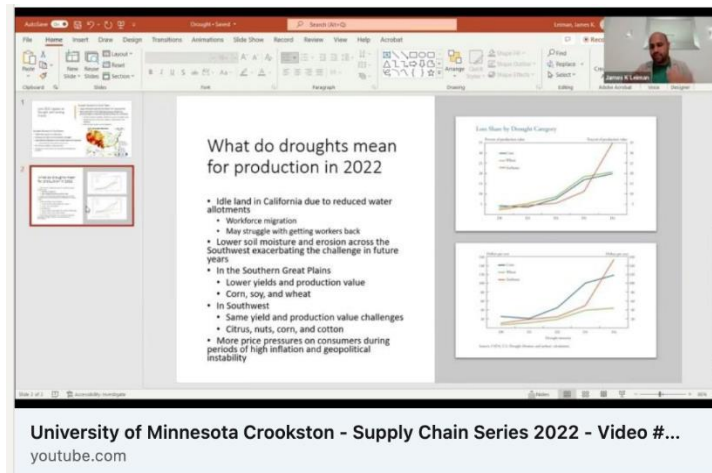
7/6/2022

In mid-May 2022, the FBI issued a warning concerning cyber vulnerabilities within precision agriculture. This video explains those warnings and potential supply chain shocks that can occur in the event of a disruption caused by a cyber attack.

Watch video #30 of the AgMRC Supply Chain Series: <https://lnkd.in/gA3dWij5>

Analytics

- 628 Impressions
- 390 Unique impressions
- 15 Engagements
- 2.4% Engagement rate
- Clicks 10
- Click-through rate 1.6%
- Reactions 5
- Comments 0
- Reposts 0



7/12/2022

This AgMRC Supply Chain Series video touches on the 2022 Drought Forecast. This video provides an update to the drought forecast for 2022 and how the Midwest as well as Southwestern agricultural communities will be impacted by drought. This also provides a synopsis on the impact to global commodity prices.

Watch Full Video: <https://lnkd.in/gBw4pMhi>

- 342 Impressions
- 246 Unique impressions
- 2 Engagements
- 0.6% Engagement rate
- Clicks 1
- Click-through rate 0.3%
- Reactions 1
- Comments 0
- Reposts 0

June 2022 Update on Global Grain Markets

Current Situation in Ukraine

- 20 million tons are trapped in Ukraine
 - Port blockades as well as land bridge challenges
- Russia is negotiating with international community over relaxing the blockage in exchange for concessions
 - Africa is particularly vulnerable due to contract disruptions and price increases

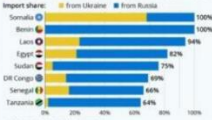


Additional Pressures

- India ban on exports
 - 25M tons
 - Drives wheat inflation
- Fertilizer access challenges
- Dry conditions and floods in high producing areas
 - US Midwest

The Most Vulnerable Countries Amid Wheat Shortages

Countries among the world's least developed which are most dependent on wheat imports from Russia and Ukraine (2020)



Least developed and/or African countries
Source: UNCTAD, Statista

statista

University of Minnesota Crookston - Supply Chain Series 2022 - Video #...
youtube.com

7/14/2022

AgMRC Supply Chain Series: Update on Global Grain Situation. This video is about the June 2022 update on the global grain situation as it pertains to supply and demand, the conflict in Ukraine, and what to anticipate over the next 12 months as a result of drought, production, bumper crops, and anticipated international agreements.

Watch Video: <https://lnkd.in/gs9yD2DV>

- 388 Impressions
- 253 Unique impressions
- 8 Engagements
- 2.1% Engagement rate
- Clicks 4
- Click-through rate 1.0%
- Reactions 3
- Comments 0
- Reposts 1

Interest Rate Hike Impact on Agriculture

- Operating loans compounds higher input costs from COVID as well as supply chain issues
- Lower use of inputs may equate to less productive yields
- Farm equipment industry and technological innovation may take a hit
- Land values in the Midwest will be impacted as land rents returns will be lower
- Stronger dollar
 - Historically has impacted exports
 - 20 percent rise in the value of the dollar will cause farm exports to drop by 15 percent
 - Ukraine dynamic may change this

Figure 64. DB fed funds rate expectations versus Fed median and market pricing

%

— Fed funds rate
• DB projections
— Fed funds futures

2.5
2.0
1.5
1.0
0.5
0.0

15 16 17 18 19 20 21 22 23 24 Long Run

Note: Data for market pricing is 6/1/19 DB. Source: Fed Reserve Analytics, Bloomberg Finance LP, Deutsche Bank

University of Minnesota Crookston - Supply Chain Series 2022 - Video #...
youtube.com

7/15/2022

AgMRC Supply Chain Series: How Interest Rate Increases Impact Farming Operations

This video explores recent interest rate increases and their impact on farming operations. This includes land values, input costs, the ability to manage operating loans, and projected impacts.

Watch full video: <https://lnkd.in/giDtR88n>

- 341 Impressions
- 230 Unique impressions
- 5 Engagements
- 1.5% Engagement rate
- Clicks 3
- Click-through rate 0.9%
- Reactions 2
- Comments 0
- Reposts 0



7/25/2022

This video in the AgMRC Supply Chain series explores the current grain storage situation in Ukraine, its implication on regional and global markets, assistance from neighboring countries as well as options to move the product out of the region during conflict.

Watch here: <https://lnkd.in/gGKmtz9M>

- 418 Impressions
- 257 Unique impressions
- 6 Engagements
- 1.4% Engagement rate
- Clicks 4
- Click-through rate 1.0%
- Reactions 1
- Comments 0
- Reposts 1

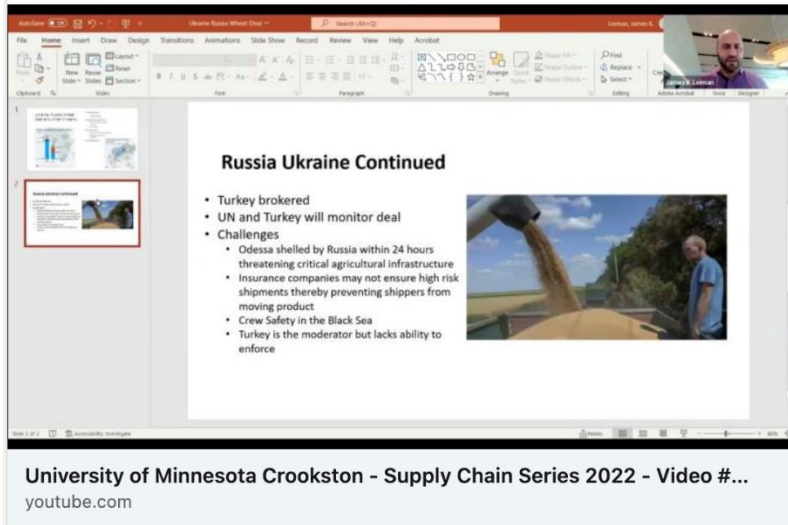
8/5/2022



Check out this AgMRC Supply Chain Video #35 - Quantifies and explores food waste, its impact on the environment and the opportunities that are being lost as a result. This video also quantifies waste's impact and offers more effective solutions for producers and processors.

Watch here: <https://lnkd.in/gkbJDRqq>

- 446 Impressions
- 287 Unique impressions
- 6 Engagements
- 1.3% Engagement rate
- Clicks 2
- Click-through rate 0.4%
- Reactions 3
- Comments 0
- Reposts 1

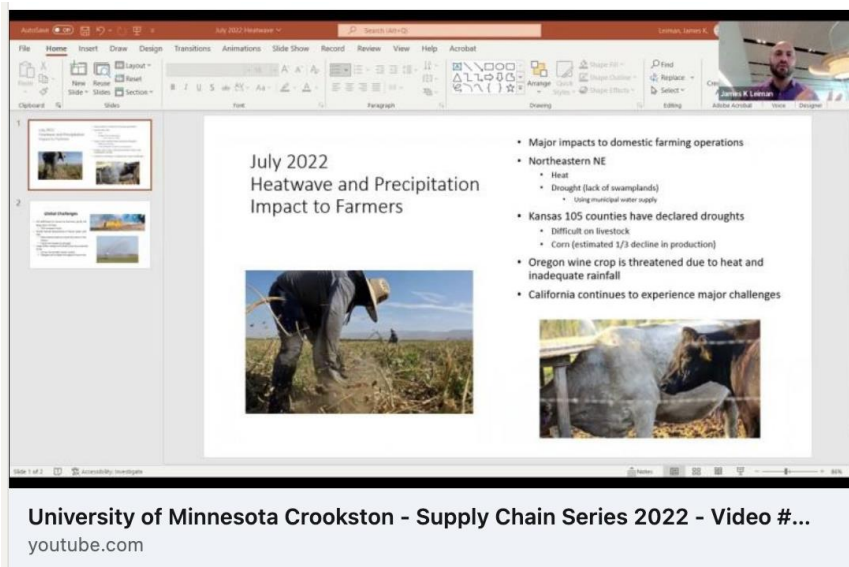


8/11/2022

This video in the AgMRC Supply Chain Series examines the recent deal brokered by the United Nations and Turkey concerning releasing 25MM tons of wheat that have been trapped in Ukraine. It also highlights how global prices of commodities will be impacted.

Watch here: <https://lnkd.in/gMysRqjY>

- 510 Impressions
- 339 Unique impressions
- 6 Engagements
- 1.2% Engagement rate
- Clicks 2
- Click-through rate 0.4%
- Reactions 2
- Comments 0
- Reposts 2



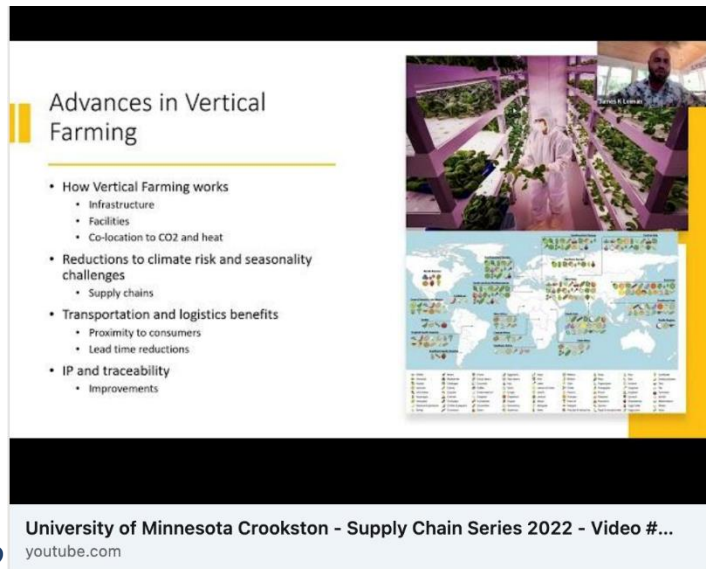
9/7/2022

During this episode of the Supply Chain Series, we discuss how the July heatwave has impacted farmers throughout the nation and the world. This video explores high heat and drought as well as its impact on domestic crop production and overseas growing seasons.

Watch here:

<https://lnkd.in/gHnBfPb>

- 437 Impressions
- 303 Unique impressions
- 5 Engagements
- 1.1% Engagement rate
- Clicks 2
- Click-through rate 0.5%
- Reactions 2
- Comments 0
- Reposts 1



9/21/2022

Check out this Supply Chain Series episode #38 - How vertical farming is changing agricultural practices across the Midwest and Western states. Improvements in supply chains and logistics networks, deficits in energy uses in markets such as California.

Watch now: <https://lnkd.in/deQcDusV>

- 410 Impressions
- 285 Unique impressions
- 11 Engagements
- 2.7% Engagement rate
- Clicks 2
- Click-through rate 0.5%
- Reactions 8
- Comments 0
- Reposts 1

Assisting Producer Groups

Regarding Halal Meat Marketing for Wajir Enterprises:



1. Began working value chain mapping with the Somali-American entrepreneurs.
2. Located farmer/ rancher willing to lease land in both Otter Tail and Norman Counties.
3. Identified value-added producer grants offered by both the federal government and the State of MN.
4. Began analyzing business plan for feasibility and have begun educating the group on developing a pro forma.