

AGRICULTURAL MARKETING RESOURCE CENTER

REPORT – JANUARY 2023 - MARCH 2023

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 – JANUARY 2023 - MARCH 2023

IOWA STATE UNIVERSITY

AGMRC WEBSITE STATISTICS

This period, the total number of page views was a total of 589,900 with an average of 6,554 per day.

The Commodities and Products section attracts the most visits, at 584,230 this period total. Within Commodities and Products, Fruits is the top section at 126,551 visits. Vegetables follows at 101,451 visits. Grains and Oilseeds has the next highest visits at 97,824.

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

1. Rapeseed 14,612
2. Macadamia nuts 11,148
3. Apples 9,655
4. Potatoes 9,617
5. Rabbits 8,630
6. Dragon Fruit 8,028
7. Poultry 7,917
8. Strawberries 7,910
9. Sweet Corn 7,152
10. Lettuce 7,125

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 7,000 unique visits per day.

2023	Pageviews	Page Views Per Day
<i>January</i>	173,237	5,588
<i>February</i>	190,849	6,816
<i>March</i>	225,814	7,284
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
<i>October</i>	190,060	6,130
<i>November</i>	187,784	6,259
<i>December</i>	161,853	5,221
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

MAJOR CONTENT SECTIONS

The major content sections of the AgMRC website visits:

1. Commodities and Products – 584,230 pageviews
2. Renewable Energy – 88,903 pageviews
3. Business Development – 78,987 pageviews
4. Media Room – 47,612 pageviews

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

1. Fruits – 126,551 pageviews
2. Vegetables – 101,451 pageviews
3. Grains and oilseeds – 97,824 pageviews

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

1. Renewable Energy and Climate Change Report – 88,903 pageviews



2. Ethanol – 13,785 pageviews
3. AgMRC Renewable Energy Newsletter – 2,188 pageviews

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

1. Value Added Agriculture – 26,642 pageviews
2. Business and Economic Concepts and Principles – 12,643 pageviews
3. Business Workbench – 11,603 pageviews

AGMRC WEBSITE UPDATES:

PROFILES AND PAGES UPDATED THIS PERIOD (27):

Business Development Link Updates

Cappadona Ranch

Celery

Community Food Systems Tactics

Eggplant

Food Systems Database

Golden Farms

Herbs

Homepage – Facebook & YouTube links in header

J Berry Nursery

Local/Regional Foods

Pears

Maple Syrup

Mesquite Field Farm

Mushrooms

Mustard

One Up Mushroom Products

Peppers

Plums

Raspberries

Resilient Food Systems

Rye

School Bus Farm

Spinach

Texas Olive Ranch

Wheat

Yahweh's Farm

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.

EMAIL

AgMRC staff researched and responded to 84 e-mailed questions pertaining updating value-added provider listings, business development, urban farming, and organic crops, among many other topics.

PHONE CALLS

January 1st and March 31st, AgMRC staff reported having 31 toll-free phone inquiries from 10 different states.

FACEBOOK

AgMRC's Facebook page has garnered a total of 3,900 followers. During this period the AgMRC Facebook page had 15 posts, which were seen by more than 1,303 people.

YOUTUBE

The AgMRC YouTube channel continued promotion of the VAPG videos this period, with 2,9320 views, and has a lifetime total of 26,225 views. There are a total of 106 VAPG videos now highlighting case studies across the country. The channel now has 257 subscribers.

IOWA STATE UNIVERSITY INITIATIVES

RURAL COMMUNITY DEVELOPMENT

MUNICIPAL ZONING FOR LOCAL FOODS GUIDEBOOK AND VIDEOS

Taylor and his grad assistant finished checking all references to state and local laws for amendments or deletions, and concluded a new search for new state and local laws pertaining to the topics of each chapter that did not exist in 2015. Began updating text of first 4 chapters.

INTERCULTURAL DEVELOPMENT INVENTORY (IDI):

The team met this quarter to start planning for the program this summer. The team identified the two communities that will benefit from the cultural competency component (IDI).

COMMODITY REPORTS AND ADVANCED MAPPING IN PARTNERSHIP WITH MARKET MAKER

COMMODITY REPORTS

- Collected and updated our database with data on the number of food businesses for all counties in the U.S.

This data comes from [Salesgenie.com](https://www.salesgenie.com) and is a paid licensed database of businesses. There is a manual process for collecting the number of food businesses for each county in the US, compiling that information into a table and then importing it into our database that supports the creation of the Commodity Reports. This information shows up in the Market and Consumption Profile section of the reports.

- Updated our database with most recent food directory information for CSAs, farmers markets, food hubs, and on farm markets

This data comes from USDA. Local Food Directory, and is downloaded, cleaned, and imported into our database that supports the creation of the Commodity Reports. This information shows up in the Market and Consumption Profile section of the reports.

- Database and web server maintenance
- Transitioning the download metrics dashboard from an R Shiny dashboard to a Tableau dashboard (better support for our server configuration and easier maintenance)

In past years, we created a dashboard for Christa Hartsook to view the number of downloads and report views by commodity type and geographic area. This information can be used in the AgMRC reports you have to send out, or for general evaluation of how many people are utilizing the resources. During a recent update to our server and dashboard, that tool's functionality broke. We have been working on recreating that tool using a new software called Tableau. This is an internal dashboard that will be provided to anyone who needs/wants to track metrics related to how many people are utilizing resources.

FOOD SYSTEMS PRACTITIONER AND EDUCATIONAL RESOURCE DATABASE

- Updated Google Analytics for the website (Google made a change with Analytics which required us to research the change and implement the new method into the website). Google Analytics tracks the web traffic data for the website and is important to understanding how and who is using the website.
- Updated the SSL certificate for the website. An SSL certificate is a digital certificate that authenticates a website's identity and enables an encrypted connection. SSL stands for Secure Sockets Layer, a security protocol that creates an encrypted link between a web server and a web browser. This is part of regular website maintenance.
- There are currently 185 Practitioner profiles and 93 Educational Resource profiles in the Food Systems Practitioner and Educational Resource Database.

INNOVATIVE RURAL GROCERY MODELS

- Utilized the USDA NIFA regional divisions to provide a geographic framework for identifying independent grocers across the USA
- Set up framework for searching and categorizing independent grocers across the USA - the framework includes:
 - Region (Northeast, North Central, West, South)
 - Name of grocery store; number of stores owned (must be less than 10 to qualify as independent grocery); if they source local products; engage their local community; stock culturally relevant foods; cultural origin of those specialty foods; the specialty of the grocery store / what it is best known for; population of the local community
- Searched and have identified independent grocery case studies across regions

THE STATE OF FARMWORKERS AND DIRECTORY OF RESOURCES

This past quarter, Kemp attended a coalition meeting and worked on her research report. The Migrant and Seasonal Farm Workers (MSFW) Coalition held an in-person meeting on February 7, where they discussed coalition structure as well as a health and COVID-19-related projects with the National Center for Farmworker Health. Kemp has finished writing her Farmworkers in Iowa research report draft, and it is now in review. After initial review, she will be sending it for further review by Courtney Long (ISU Extension's Food Systems Program Manager), Alex Johnson (Iowa Migratory Education Program), Shirley Ortega (Iowa Legal Aid), and Marco Adasme (Iowa Workforce Development).

PLANNING AND CONVENING THE AGRICULTURAL MARKETING SUMMIT

The committee continues to meet, update agenda items, and determine budget. In partnership with FDRS, Farmer Veteran Coalition and numerous others, the Summit will be hosted in Washington D.C. in November 2023. The Save the Date is included below.



AGMRC SUBCONTRACTS

MARKETMAKER

2ND QUARTER JANUARY 1 – MARCH 31, 2023

POW 2022-2024

DATA MAPPING AND DATA VISUALIZATION

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 this 3-month period, MarketMaker worked on upgrades on the advanced data mapping site in preparation for the USDA Ag Outlook Forum Tradeshow and a presentation and case study use of the platform for a 400 level Ag Economics Class at the University of Illinois. Upgrades include: upgrading and refreshing of the purchased data, reformatting the display of the business types in both the Members and purchased data for easier searches, and new admin tools for manipulating the secondary data.

DIRECTORY AND DATABASE API PILOT PROJECT

In building the networks in Iowa, MarketMaker staff displayed a booth at the Iowa Specialty Growers Conference in February, resulting in potential partnerships with such organizations as Practical Farmers of Iowa, Eat Greater Des Moines, and Seed Saver Exchange. In preparation for these partnerships, MarketMaker staff did a data cleanup of all the business profiles in MarketMaker, checking to see if they are still in business, adding logos, and additional business details.

MarketMaker also designed and developed a new look for plug-ins to be made available to future and current partners and affiliations.

Search

POWERED BY MARKETMAKER
CLICK HERE TO GET LISTED FOR FREE

Enter search terms 1 - 546 of 546

- Shop Online
- Location
- Business Type
- Products
- Affiliations
- Certifications
- Product Attributes
- Product Forms
- Methods Of Sale
- Payment Types
- Business Details
- Name
- Sort By

Gunpowder Bison and Trading Company
1270 Monkon Road
Monkon, MD
(410) 343-2277
[Learn More...](#)
[Directions](#)
[Shop Online](#)

Sharp's at Waterford Farm
4003 Jennings Chapel Rd
Brookeville, MD
(410) 489-2572
[Learn More...](#)
[Directions](#)

Pasa
SUSTAINABLE
AGRICULTURE

FOOD SEARCHER PROGRAM - ENHANCEMENTS AND EXPANSIONS

Business Type Plug Ins – currently total 55 total product/ business plug-ins on AgMRC site. During the months of Jan. – March 2023, AgMRC users performed 79,679 product/ business searches, averaging 6,274 searches per week. This quarter was 22% higher than any quarter since the Food Searcher site was set up.

The top 5 commodity searches were:

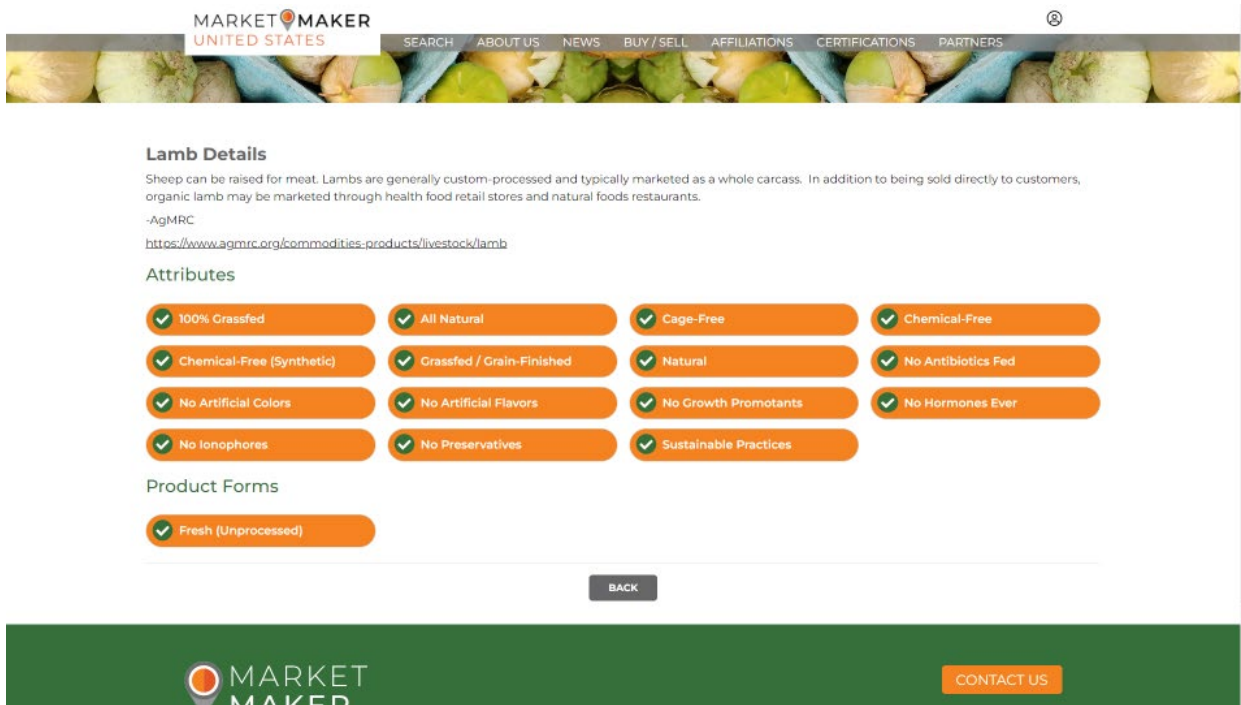
1. Processors 488 searches per week
2. Agri-tourism 477 searches per week
3. Apples 391 searches per week
4. Potatoes 385 searches per week
5. Strawberries 312 searches per week

New feature: Newly added products to FoodSearcher include: spinach, mustard, pears, plums, peppers, and rye. The new FoodSearcher products were featured in the January 2023 MarketMaker Newsletter that is emailed out to over 10,500 MarketMaker members.

ONGOING AGMRC SUPPORT TASKS

During this quarter MarketMaker supported the AgMRC program by launching the U.S. Virgin Islands MarketMaker platform, and participating in the launch of MarketMaker in the Virgin Islands. That included signing up farmers at the Fair, meeting public and dignitaries, and training the admin for Virgin Island MarketMaker. MarketMaker Staff also supported a joint AgMRC/ MarketMaker display at the USDA Ag Outlook Forum in February, 2023.

PRODUCT DEFINITIONS AND LINKS TO AGMRC SITE – MarketMaker staff added definitions and URL links to the following 22 products in the following format: goats, lamb, pork, chicken, turkey, rabbit, ostrich/emu, almonds, chestnuts, hazelnuts, macadamia nuts, peanuts, pistachios, melons, cheese, milk/dairy, butter, frozen dairy desserts, ice cream, yogurt, bees and honey. (see below)



OUTREACH:

Each month MarketMaker staff emails out the MarketMaker TidBits Newsletter. In March 2023 there was a feature article on a value-added producer that sent the reader on to AgMRC for more information. As was mentioned earlier, the February MarketMaker Newsletter included a full page highlighting the new products in FoodSearcher with clickable links, sending the reader straight to AgMRC FoodSearcher for more information and full maps of MarketMaker producers/ businesses.



Social Media: MarketMaker Facebook page announced the Value-Added Producer Grants in March and pushed readers to AgMRC site.

UNIVERSITY OF MINNESOTA

VAPG GRANT WRITTEN STORIES

BUZZ SAVORIES, NEBRASKA BEE FARM STUCK ON NATURAL HONEY PRODUCTION

Betty Sayers of Buzz Savories found her passion for beekeeping late in life after returning to Holdrege, Nebraska and attending beekeeping classes. In 2018, she began Buzz Savories, a company committed to selling 100% honey and beeswax candles as well as a collection of mustards made with



honey from the bees on the farm. Being that Betty sells her products both online and through various in-person locations, marketing is a huge part of getting the word out about these local products. The Value-Added Producer Grant allowed her to understand this sales-oriented process and recognize the best marketing practices and connections for her business.

FREEMAN VINEYARD AND WINERY, “AFFORDABLE LUXURY” OFFERED INTERNATIONALLY

Two food and wine fanatics, Ken and Akiko Freeman, were faced with an international business opportunity in the early 2000s that was the answer to their dreams. After learning about the winemaking process and revitalizing their property, the Freemans started this business to appeal to tourists from California and customers around the world. To market their sparkling wine product abroad during the COVID-19 pandemic, Ken and Akiko consulted the Value-Added Producer Grant to assist them in this endeavor. The observable sales growth and success of this process has pushed the business to look into other grant opportunities in the future.

SALAD DAYS PRODUCE, A HYDROPONIC APPROACH TO AGRICULTURE

Although they both had years of experience selling homes in the real estate industry, Leigh Bailey and Jamie Redmond began a new career venture selling hydroponic produce ten years ago. This process is not like traditional farming as it only requires nutrient-rich water to sustain the plants. As the pair looked to switch to solely selling lettuce, they required funds to gain more farm help and purchase the equipment for the growing of this product. With the positive outcomes of Value-Added Producer Grant, their business and staff-related expectations were exceeded.

STRAIGHT ARROW BISON, A PASTURE FOR PEOPLE TO PASS THROUGH

Agriculture has always been in the Bredthauer's lives. After dealing with financial hardships with their previous conventional farm, Karen and Marty Bredthauer, owners of Straight Arrow Bison, decided on switching their attention to bison farming. They offer a wide range of products that ensures no part of the animal goes to waste, and their offerings tailor to both human and animal preferences. Learning the nutritional benefits of their products and communicating their message to their customers were the primary reasons Straight Arrow Bison consulted the Value-Added Producer Grant. In turn, they now have a newfound awareness of their brand that will help them in the future of their business.

VAPG VIDEOS PRODUCED

Video 43: This video explores why eggs have become so expensive. An avian flu, coupled with inflationary pressures and public policy have resulted in major price increases in eggs whereas egg farmers continue to feel pressure from both disease and workforce challenges.

[University of Minnesota Crookston - Supply Chain Series 2023 - Video #43 - YouTube](#)

Video 44: The future of biofuels shows tremendous promise, especially as it relates to reducing carbon emissions into the atmosphere. There are new demands projected for these biofuels, most notably sustainable aviation fuel or SAF; this video describes the future use of crops that support the aviation sector.

[University of Minnesota Crookston - Supply Chain Series 2023 - Video #44 - YouTube](#)

Video 45: Dr. James Leiman interviews Dr. John Reilly, former Co-Director of the MIT Joint Program and an energy, environmental, and agricultural economist on topics concerning farming opportunities for carbon management and developing new revenue streams.

[University of Minnesota Crookston - Supply Chain Series 2023 - Video #45 - YouTube](#)

Video 46: Artificial Intelligence is rapidly transforming the way in which farms and supporting industry are being managed. New capabilities are enabling more efficient operations and higher yields as a result, learn how this is happening in real-time.

[University of Minnesota Crookston - Supply Chain Series 2023 - Video #46 - YouTube](#)

Video 47: Update on the American drought situation and its impact on communities and commodities across the nation. The situation appears to be improving in most of the country while getting worse in the Great Plains.

<https://youtu.be/Cw7yY832VGE>

Video 48: Update on domestic food security as a result of inflation and the reduction of federal nutrition benefit programming. Inflation and fewer benefits and tax breaks available to lower income Americans may create a food bank crisis.

<https://youtu.be/UPCBmJVumo8>

Video 49: The impact on agriculture should the snow melt delay continue through April and potentially be felt into May. How might the late onset of spring impact yields, soil health, flooding as well as regional economics?

[University of Minnesota Crookston - Supply Chain Series 2023 - Video #49 - YouTube](#)

VIDEO STATISTICS CUMULATIVE SINCE STARTING TO PRODUCE VIDEOS

- Videos 1 -3 --Fundamentals of supply chains (1,494 views) 69
- Video 4 --Meat supply chains (509 views) 15
- Video 4b-Meat supply chains in Spanish (6 views) 0
- Video 5 --Eggs supply chains (73 views) 8
- Video 6 --Corn and Ethanol supply chains (212 views) 4
- Video 7 -- Dairy supply chains (407 views) 14
- Video 7b—Dairy supply chains in Spanish (6 views) 0
- Video 8 -- Fresh Produce supply chains (380 views) 16
- Video 8b-- Fresh Produce supply chains in Spanish (3 views) 0
- Video 9 -- Shipping and the supply chain implications (175 views) 4
- Video 10 – Restaurants and the supply chain implications (174 views) 6
- Video 11 -- Food Banks and the supply chain implications (128 views) 5
- Video 12 --Local Markets and the supply chain implications (176 views) 7
- Video 13 --Halal and Kosher Markets and the supply chain implications (104 views) 4
- Video 14-- Human Capital (169 views) 0
- Video 15--Long-Term Food Supply Chain Trends (43 views) 9
- Video 16--Long-Term Food Supply Chain Trends (23 views) 1



- Video 17-- ESG Impact on the Food Supply Chain (6 views) 0
- Video 18-- Food Supply Chain Shocks (19 views) 1
- Video 19 Supply Chain Shocks (21 views) 1
- Video 20 - Creating a More Resilient Midwest (9 views) 1
- Video 21: Supply Chain Series 2021 – (22 views) 1
- Video 22: Supply Chain Series 2021 – (27 Views) 0
- Video 23: Supply Chain Series 2021 – (18 views) 0
- Video 24: Supply Chain Series 2021 – (10 views) 0
- Video 25: Supply Chain Series 2021 –(15 views) 0
- Meat Production Panel 2020 - (89 views) 1
- Video 26: Supply Chain Series 2022 – (10 Views) 0
- Video 27: Supply Chain Series 2022 – (26 views) 1
- Video 28: Supply Chain Series 2022 – (15 Views) 0
- Video 29: Supply Chain Series 2022 – (11 views) 0
- Video 30: Supply Chain Series 2022 – (25 Views) 0
- Video 31: Supply Chain Series 2022 – (18 views) 1
- Video 32: Supply Chain Series 2022 – (14 views) 0
- Video 33: Supply Chain Series 2022 – (9 views) 1
- Supply Chain Training – (25 views) 12
- Video 34: Supply Chain Series 2022 – (10 views) 0
- Video 35: Supply Chain Series 2022 – (9 views) 0
- Video 36: Supply Chain Series 2022 – (11 views) 0
- Video 37: Supply Chain Series 2022 – (14 views) 0
- Video 38: Supply Chain Series 2022 – (9 views) 0
- Video 39: Supply Chain Series 2022 – (21 views) 1
- Video 40: Supply Chain Series 2022 – (16 views) 4
- Video 41: Supply Chain Series 2022 – (14 views) 3
- Video 42: Supply Chain Series 2022 – (13 views) 8
- Video 43: Supply Chain Series 2023 – 25 Views
- Video 44: Supply Chain Series 2023 – 15 Views
- Video 45: Supply Chain Series 2023 – 13 Views
- Video 46: Supply Chain Series 2023 – 10 Views
- Video 47: Supply Chain Series 2023 - 1 Views
- Video 48: Supply Chain Series 2023 - 0 Views
- Video 49: Supply Chain Series 2023 – 2 Views

Total new views: 268

MARKETING INFORMATION

SUPPLY CHAIN SERIES - AGMRC

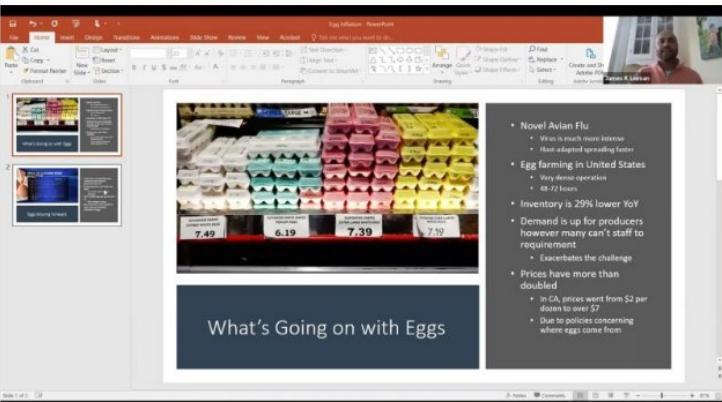
LinkedIn Analytics

January 1 - March 30, 2023

University of Minnesota Crookston
7,466 followers
2mo •

Check out episode #43 of the AgMRC Supply Chain Series. We explore why eggs have become so expensive. An avian flu, coupled with inflationary pressures and public policy have resulted in major price increases in eggs, whereas egg farmers continue to feel pressure from both disease and workforce challenges.

Watch video: <https://lnkd.in/gKw9f4Zh>



University of Minnesota Crookston - Supply Chain Series 2023 - Video #...

youtube.com

Video #43

2/8/2023

667 Impressions

445 Unique impressions

14 Engagements

7 Clicks

6 Reactions

0 Comments

1 Reposts



Check out episode #44 of the Supply Chain Series: The future of biofuels shows tremendous promise, especially as it relates to reducing carbon emissions into the atmosphere. There are new demands projected for these biofuels, most notably sustainable aviation fuel or SAF; this video describes the future use of crops that support the aviation sector.

Watch video: <https://lnkd.in/gCFm-2S3>

THE JOURNEY OF SUSTAINABLE AVIATION FUEL (SAF)

Feedstock Collected

- Plant oils
- Animal fats
- Algae oils
- Used cooking oils

Feedstock converted to SAF

Now: SAF blended with petroleum per fuel

Soon: More flights will be powered by SAF

- Massive transition fueling vehicles to assets
 - Major push from White House to hit 3 billion gallons per annum
- Sustainable Aviation Fuels trading at almost \$10 per gallon in 23'
 - \$3-\$4 for vehicle grade
- Largest concerns:
 - Trucking industry
 - Developing countries that import large quantities of food for staples
 - Mexico
- Technology has accelerated enabling small scale production
- Major incentives from Western governments
 - Inflation Reduction Act

The Future of Biofuels

University of Minnesota Crookston - Supply Chain Series 2023 - Video #...

youtube.com

Video #44

2/21/2023

539 Impressions

379 Unique impressions

10 Engagements

6 Reactions

0 Comments

2 Reposts

2 Clicks



University of Minnesota Crookston

7,466 followers

3w • 📺

On episode #45 of the AgMRC Supply Chain Series, Dr. James Leiman joins Dr. John Reilly, former Co-Director of the MIT Joint Program and an energy, environmental, and agricultural economist on topics concerning farming opportunities for carbon management and developing new revenue streams.

Watch video: https://lnkd.in/gH_FasMi



University of Minnesota Crookston - Supply Chain Series 2023 - Video #...

youtube.com

Video #45

3/15/2023

428 Impressions

298 Unique impressions

10 Engagements

5 Reactions

0 Comments

1 Repost

4 Clicks



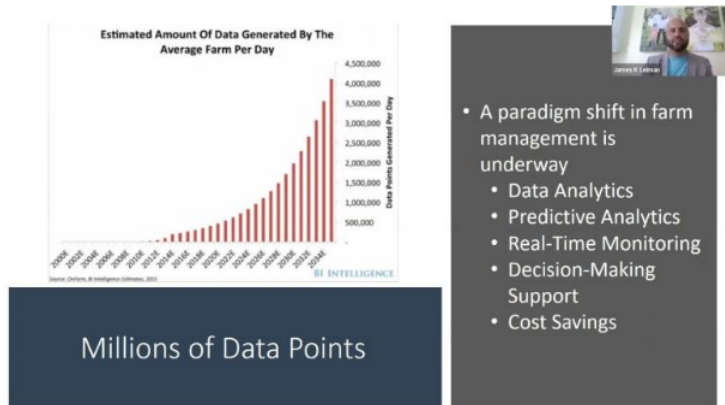
University of Minnesota Crookston

7,466 followers

1w •

Check out episode #46 of the AgMRC Supply Chain Series: Artificial Intelligence is rapidly transforming the way in which farms and supporting industry are being managed. New capabilities are enabling more efficient operations and higher yields as a result, learn how this is happening in real-time.

Watch full video: <https://lnkd.in/gnndjF8r>



University of Minnesota Crookston - Supply Chain Series 2023 - Video #...

youtube.com

Video #46

3/24/2023

398 Impressions

311 Unique impressions

12 Engagements

8 Reactions

0 Comments

0 Reposts

4 Clicks

ASSISTANCE TO PRODUCER GROUPS

Work has been ongoing with a Disadvantaged Farmer exploring a Halal Meat Project: After roughly a collective day or two of review and research from both a supply chain perspective and zoning feasibility, it was determined that the project would likely not be feasible in rural MN. The biggest challenge focused on accessing feedstock and unfortunately, a majority of the product would come from places like Idaho and Western MT where the economics sunk financial feasibility of the project. Organic capabilities in MN as well as herd cultivation experience aren't in great supply, so the project has been placed on hold.



ADDITIONAL CONTRACTS

Contracts were signed for three additional projects in March. Future quarterly reports will include updates on progress. These projects include:

1. Visualizing success and farm videos (this is being completed as a bid)
2. Food as Medicine (this will be complete with several partner contracts)
3. Niche Meat Processing Reports (this will be complete with one contract from Niche Meat Processor Assistance Network)