

Agricultural Marketing Resource Center

Report – July 2021 – September 2021

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).

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Iowa State University

AgMRC Website Statistics

This period, the total number of page views was 179,982 with an average of 1,956 per day. Around 10% of the visitors to the site are returning users.

The Commodities and Products section attracts the most visits, at 141,100 this period total. Within Commodities and Products, Fruits is the top section at 37,685 visits. Vegetables follows at 26,580 visits. Grains and Oilseeds has the next highest visits at 25,288.

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

1. Rapeseed – 8,141 pageviews
2. Macadamia Nut – 5,196 pageviews
3. Apples – 4,914 pageviews
4. Industrial Hemp – 3,801 pageviews
5. Peaches – 3,598 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.



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

Major Content Sections

The major content sections of the AgMRC website visits:

1. Commodities and Products – 141,100 pageviews
2. Business Development – 12,984 pageviews
3. Renewable Energy – 9,798 pageviews
4. Directories and State Resources – 1,564 pageviews

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

1. Fruits – 37,685 pageviews
2. Vegetables – 26,580 pageviews
3. Grains and oilseeds – 25,288 pageviews

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

1. Renewable Energy and Climate Change Report – 6,146 pageviews
2. Ethanol – 844 pageviews
3. Feedstocks (biofuels)- 727 pageviews

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

1. Value Added Agriculture – 6,215 pageviews
2. Business and Economic Concepts and Principles – 2,776 pageviews
3. Business Management – 1,385 pageviews



AgMRC Website Updates:

Profiles and Pages updated this period (40):

About Us	https://www.agmrc.org/about-us
Almonds	https://www.agmrc.org/commodities-products/nuts/almonds
Apples	https://www.agmrc.org/commodities-products/fruits/apples
Apricots	https://www.agmrc.org/commodities-products/fruits/apricots
Asparagus	https://www.agmrc.org/commodities-products/vegetables/asparagus
Avocado	https://www.agmrc.org/commodities-products/fruits/avocados
Blackberries	https://www.agmrc.org/commodities-products/fruits/blackberries
Blueberries	https://www.agmrc.org/commodities-products/fruits/blueberries
Carrots	https://www.agmrc.org/commodities-products/vegetables/carrots
Case Studies of Value Added Producer Grant Recipients	https://www.agmrc.org/business-development/valueadded-agriculture/case-studies-of-value-added-producer-grant-recipients
Cauliflower	https://www.agmrc.org/commodities-products/vegetables/cauliflower
Cherries	https://www.agmrc.org/commodities-products/fruits/cherries
Chickpeas	https://www.agmrc.org/commodities-products/vegetables/chickpeas
Cranberries	https://www.agmrc.org/commodities-products/fruits/cranberries
Dates	https://www.agmrc.org/commodities-products/fruits/dates
Dragon Fruit	https://www.agmrc.org/commodities-products/fruits/dragon-fruit
Eggplants	https://www.agmrc.org/commodities-products/vegetables/eggplants
Farm Life Creamery	https://www.agmrc.org/business-development/valueadded-agriculture/case-studies-of-value-added-producer-grant-recipients/farm-life-creamery
Figs	https://www.agmrc.org/commodities-products/fruits/figs



Gooseberry	https://www.agmrc.org/commodities-products/fruits/gooseberry
Grapes	https://www.agmrc.org/commodities-products/fruits/grapes
Hazelnuts	https://www.agmrc.org/commodities-products/nuts/hazelnuts
Melons	https://www.agmrc.org/commodities-products/vegetables/melons
Mulberries	https://www.agmrc.org/commodities-products/fruits/mulberries
National Value Added Agriculture Conference	https://www.agmrc.org/national-value-added-agriculture-conference
Olives	https://www.agmrc.org/commodities-products/fruits/olives
Organic Food Trends	https://www.agmrc.org/food/organic-food-trends
Organizations Supporting Agritourism	https://www.agmrc.org/commodities-products/agritourism/organizations-supporting-agritourism
Pawpaw	https://www.agmrc.org/commodities-products/fruits/pawpaw
Peaches	https://www.agmrc.org/commodities-products/fruits/peaches
Pears	https://www.agmrc.org/commodities-products/fruits/pears
Persimmon	https://www.agmrc.org/commodities-products/fruits/persimmon
Plums	https://www.agmrc.org/commodities-products/fruits/plums
Pomegranates	https://www.agmrc.org/commodities-products/fruits/pomegranates
Pumpkins	https://www.agmrc.org/commodities-products/vegetables/pumpkins
Raisins	https://www.agmrc.org/commodities-products/fruits/raisins
Scaling Up Processing	https://www.agmrc.org/food/scaling-up-processing
Spinach	https://www.agmrc.org/commodities-products/vegetables/spinach
Vegetables	https://www.agmrc.org/commodities-products/vegetables
Watermelons	https://www.agmrc.org/commodities-products/vegetables/watermelon



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 focused more on the updating of commodity pages on our website and continued to work at removing pages from the backend of our website that are no longer relevant and linked. Additionally we worked to make the front end of the website more consistent visually.

Email

AgMRC staff researched and responded to 103 e-mailed questions pertaining to wine, tomatoes, camelina, hemp and many other topics.

Phone Calls

Between July 1 and September 30, 2021, AgMRC staff reported having 21 toll-free phone inquiries from 17 different states.

Facebook

AgMRC has expanded its public outreach by creating a page on Facebook which has 3,970 followers. During this period the AgMRC Facebook page had 25 posts, which were seen by more than 1,418 people.

YouTube

The AgMRC YouTube channel added 2 new videos during this period, making the total number of channel videos 95. The channel garnered a total of 1,099 new views for a lifetime total of 11,352. The channel gained 12 new subscribers and now has 115.

Specialty Producer Grant Videos

Twenty videos produced by Model Farm were added to the website:

[Becker Farms](#)

[Blue Heron Orchard](#)

[Brightly Farms](#)

[Country Blossom](#)

[Devine Gardens](#)

[Fair Share Farm](#)

[Finger Lakes Cidery](#)

[Fiore Winery & Distillery](#)

[Groff's Content Farm](#)

[Giofre Apiaries: Honey Ice Cream](#)

[Larson Farms](#)

[Leffel Roots](#)

[Mary's Alpaca](#)

[North Country Creamery](#)

[Oak Spring Farm](#)

[Orchard Point Oyster Company](#)

[Run Amok Maple](#)

[Serenity Acres Farm](#)

[The Frozen Farmer](#)

[Trinity Valley](#)

Iowa State University

Modular Produce Processing Cart

In March of 2021, the project team began working with a capstone course student team in Iowa State University College of Engineering. The engineering team supported updates to initial designs from a previous course project in fall 2020. The students designed the mobile cart for prototyping which is planned to occur between November-December 2021. Following the build of the cart, five partner businesses will use the cart to understand use, functionality and costs associated in the field. Partner businesses will be asked to provide feedback regarding features of the cart, both positive and negative, to determine if design modifications are needed.



Food Systems Practitioner and Educational Resource Database

Monthly meetings were held with the ISU database team to discuss updates that need to be done to the website based on feedback from partners and database users. Press releases and outreach to listervs, as well as presentations on the database increased profile creation through the quarter. There were 88 practitioner profiles and 111 educational resource profiles reported to be on the database in September. A quarterly newsletter is being developed as outreach to existing profile holders that will include updates, profile spotlights and other related resources. The first newsletter will be sent out at the beginning of November. The ISU database team is continuing to meet bi-monthly to create state or regional maps of practitioner and educational resource profiles that can be used by partners on their existing websites.

Extension's Role in Supporting Resilient Community Food Systems

All data collection was complete in September, 2021. This included 70 interviews, 14 focus groups and 302 survey responses. Due to delays in survey outreach and response, snapshots are now being developed and will be ready in winter 2021. These will be used in the second phase of the work to create resilient food systems strategic plans.

- Arkansas: one focus group (6 participant); 14 interviews; 120 survey responses
- Iowa: two focus groups (6 participants); 21 interviews; 38 survey responses
- Virgin Islands: four focus groups (20 participants); 13 interviews; 20 survey responses
- Texas: five focus groups (12 participants); 17 interviews; 85 survey responses
- Alaska; 2 focus groups (6 participants); 9 interviews conducted; 39 survey responses

AgMRC Subcontracts

MarketMaker Collaboration

Task 1 Food Searcher Program - Enhancements and Expansions

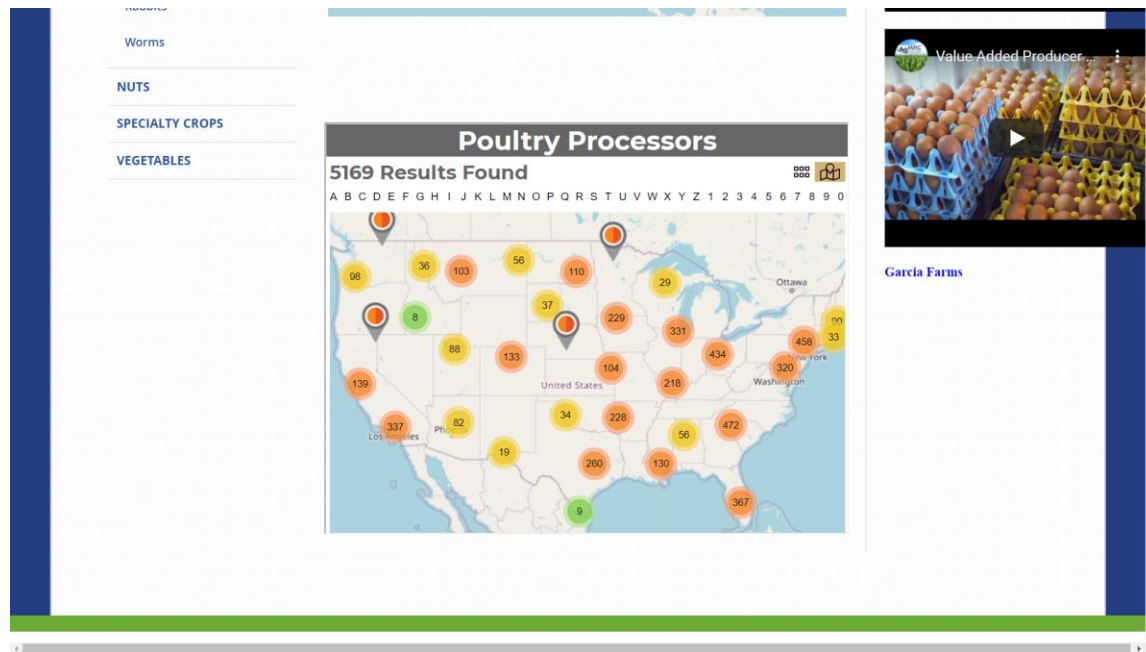
Testing and improvements continued for the new version of the MarketMaker Registration recently released which features value added products.

Business Type Plug Ins

Meat, Poultry, and Egg Processors

We merged all federal and state inspected meat, poultry, and egg processing plants in the United States into the MarketMaker database, deleted duplicates, adding profile detail, etc. so that we can map by inspection type. We downloaded the federal plants from USDA-FSIS site, while contacting all 27 states that have state meat inspection to request their current processor list. All 27 states cooperated.

We developed FoodSearcher plug-ins for Meat Processors, Poultry Processors, and Egg Processors that went live in July 2021. In July MarketMaker staff invested a great deal of time cleaning and expanding processor profiles.



During the months of July - September 2021, AgMRC users performed 37,374 product/ business searches, averaging 2,853 searches per week. The top 5 commodity searches were:

1. Apples 319 searches per week
2. Processors 305 searches per week
3. Agri-tourism 226 searches per week
4. Strawberries 192 searches per week
5. Cherries 177 searches per week

New business type plug-ins added this quarter: Meat processors, egg processors, and poultry processors.

Outreach: As part of promoting the new FoodSearcher processor plug-ins the MarketMaker team exhibited in the tradeshow at the American Association of Meat Processors (AAMP) in Oklahoma City



on July 14 – 16, 2021. Our booth featured both MarketMaker and AgMRC. The AAMP convention and tradeshow had record attendance and was a great opportunity to show the new plug-ins and other educational information on AgMRC site. The result was the new plug-ins were the second highest viewed offering for the quarter. MarketMaker also had an exhibit at the Illinois State Fair, August 6 – 15th, 2021 in the Illinois Specialty Growers Tent.

The MarketMaker Team also invested considerable time as members of the Planning Committee for the 2021 National Agricultural Marketing Summit, October 17 – 19th Grapevine, Texas. The MarketMaker Teams involvement 2021 National Ag Marketing Summit included our annual National Partner Meeting, the MarketMaker display including AgMRC information, a sponsorship, and presentations in 4 breakout sessions including demos of the new AgMRC Processor plug-ins.

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

The MarketMaker Team has met with AgMRC staff to discuss data bases to be added to the interactive mapping tools and have been searching for data to purchase.

Task 3 AgMRC/ MarketMaker Data and Content Integration

As reported in Task 1, we integrated the processor data, built the AgMRC plug-ins, represented MarketMaker and AgMRC at the American Association of Meat Processors TradeShow, plus a MarketMaker Newsletter rolling out the new effort to 10,000 subscribers. All three monthly MarketMaker monthly newsletters this quarter included feature articles leading to searches in the AgMRC site.

The July Newsletter was completely dedicated to the new meat processors plug-ins on AgMRC's site, how to find processors near you and additional information on the site.

The August MarketMaker Newsletter included a feature article on "Wine and Cheese Pairings" <https://foodmarketmaker.com/news/art-nTfLKRInR> that encouraged the reader to go to AgMRC to find a Winery Near you.


All Other Expenses (net)	5.0%	4.8%	3.7%	3.9%	2.7%
Profit Before Taxes	3.4%	4.9%	5.9%	8.1%	9.0%

The cost to develop a winery can be as high as \$70,000 per 1,000 gallons (400 cases) of wine making capacity for just the building and wine making equipment. Adding a vineyard is extra.

Wine


806 Results Found

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1 2 3 4 5 6 7 8 9 0




The Estate at White Hall Vineyard
3668 White Hall Road
King George, VA
5406566958

[Learn More...](#)
[Directions](#)



Talon Winery
7086 Tates Creek Road
Lexington-Fayette County, KY
(859) 971-3214

[Learn More...](#)
[Directions](#)
[Shop Online](#)



Vines 79 Wine Barn & Vineyard
3839 G Road
Palisade, CO

[Learn More...](#)
[Directions](#)

Resources/Other Links

[EU-27 Wine Annual Report and Statistics](#), GAIN Report, FAS, USDA, February 2014.

[List of Permitted Wineries](#), Alcohol and Tobacco Tax and Trade Bureau, U.S. Department of the Treasury.

Black Ankle Vineyards

Emerson Vineyards

F. Teldeschi Winery

Farmer's Daughter Vineyards

Little Vine Vineyards and Winery

Lodi Winegrape Commission

Page Springs Cellars

Pedroncelli Vineyard & Winery

Sugarloaf Mountain

The September MarketMaker Newsletter focused on the Buy / Sell Forum, including a Feature article on Pork Processing from the AgMRC site, updated by MarketMaker staff.

Task 4 E- Commerce Support to Farmers

The Food Searcher MarketMaker platform was developed to embed e-commerce capability in user profiles. In collaboration with an e-commerce partner, Food4All, to and focus group sessions and surveys were conducted help inform and prioritize the business-to-business needs and interests related to transactional capability.

Kami Semick, founder and chief executive of Food4All has developed an online Market Place feature to integrate into MarketMaker, where consumers could purchase all their locally grown and produced products through a central online store that aggregates products from multiple vendors. Semick, alongside Raghela Scavuzzo, associate director of food system development for Illinois Farm Bureau and Illinois MarketMaker PI, demonstrated the new locally and regionally organized Market Places program in October at the [2021 National Agricultural Marketing Summit in Dallas](#). Semick and Scavuzzo are piloting Food4All Hub (the market solution) in Illinois and will be a feature available throughout the MarketMaker network.

University of Vermont

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. Two published articles, including:
 - i. 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>

- ii. 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>
- iii. 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.
- iv. https://scholarworks.umass.edu/ttra/2021/research_papers/8
- c. Three publications in review or in progress:
 - i. Factors related to profitability of agritourism in the United States: Results from a national survey of operators. Lead Author: Chadley Hollas; Co-authors: Lisa Chase, David Conner, Lori Dickes, David Lamie, Dee Singh-Knights, Lindsay Quella. In review at Sustainability.
 - ii. Perceived Success in Agritourism: Results from a Study of US Agritourism Operators. Lead Author: Lindsay Quella; Co-authors: Lisa Chase, David Conner, Travis Reynolds, Claudia Schmidt. In review at *Journal of Rural and Community Development*.
 - iii. Challenges in Agritourism and Access to resources: A US regional analysis. Lead Author: Weiwei Wang; Co-authors: Lisa Chase, David Conner, Jane Kolodinsky, Chadley Hollas. In progress.

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. Tool for Navigating Regulations -- in progress.
4. Comparison of Farm Stay Listing Sites -- in progress.

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 planning ahead for 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 1704 unique registrants representing 66 countries for the first 9 webinars..

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.

We are organizing a continuation of the monthly webinars that will run from October 2021 – May 2022, leading up the International Workshop on Agritourism to be held in Vermont August 30 – September 1, 2022.

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.

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.

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. Because of COVID-19 travel restrictions, all presentations during the past year were virtual.

1. 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.
2. 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.
3. 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.
4. 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.
5. 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.
6. 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.
7. 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.
8. 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.
 9. 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.
 10. 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.
 11. Opening Your Farm to Visitors and Controlling for Liability. Conservation Law Foundation Legal Food Hub Webinar. March 9, 2021. 113 registered, 62 attended.
 12. 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.
 13. Chase, L.C. Agritourism as Economic Development. Invited presentation, Vermont House Committee on Commerce and Economic Development (virtual), February 2, 2021.
 14. 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.
 15. 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.
 16. 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.
 17. 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. During the next three months of the grant (April – June 2021), COVID-19 travel restrictions eased and we were able to conduct 19 farm visits across three states (Maine, Vermont, and New Hampshire). Between July – September 2021, the project team completed 35 farm visits across Vermont and Maine, one virtual visit in Pennsylvania, and four farm visits by Extension collaborators in West Virginia, for a total of 40 farm visits. 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

Cereal Innovators

A series of monthly seminars was created and delivered both live and in video archive focusing on the specialty and niche markets for small grains. Eleven extensive video interactive webinar interviews/over views of market potential are found at the following link. This project was conducted as a sub-award from the University of Minnesota Crookston to the Northern Crops Institute. These were recently posted so data on downloads and information will be provided in subsequent reports.

https://youtube.com/playlist?list=PLJvpV3NyiE8ywnBHbUZkPm_-n2Ozbyuih

Video Seminars conducted by University of Minnesota Crookston

The University of Minnesota Crookston has developing a set of videos to explain the impact on global supply chains due to COVID-19. We have spent the past year making these videos and distributing them to commodity groups, schools, and social media outlets like LinkedIn and Facebook. One newly created videos entitled “Meat Production Panels,” seeks to education the public, students as well as industry on supply chain shortages.

The other videos produced earlier talk about the large and small scale impacts on different industries since the pandemic occurred. Cumulative viewing numbers are shown in parenthesis in the information below and views during the quarter are shown at the end of each line.

With this group of existing videos, there is a specific month made for each industry such as meat, eggs, corn, dairy, and fresh produce. Our group has come up with a monthly calendar to distribute each set of videos that corresponds with the industry.



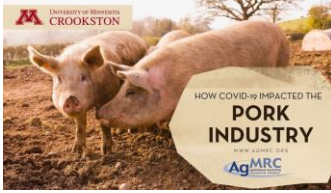
Overall, the views on all of the videos have been growing with the help of promoting each video that goes along with the month. August promoted Corn/Ethanol.

- Videos 1 -3 --Fundamentals of supply chains (1,211 views) 37
- Video 4 --Meat supply chains (396 views) 4
- Video 4b--Meat supply chains in Spanish (5 views) 1
- Video 5 --Eggs supply chains (37 views) 3
- Video 6 --Corn and Ethanol supply chains (179 views) 12
- Video 7 -- Dairy supply chains (365 views) 7
- Video 7b—Dairy supply chains in Spanish (3 views) 0
- Video 8 -- Fresh Produce supply chains (278 views) 22
- Video 8b-- Fresh Produce supply chains in Spanish (3 views) 0
- Video 9 -- Shipping and the supply chain implications (137 views) 12
- Video 10 -- Restaurants and the supply chain implications (132 views) 9
- Video 11 -- Food Banks and the supply chain implications (103 views) 7
- Video 12 --Local Markets and the supply chain implications (141 views) 0
- Video 13 --Halal and Kosher Markets and the supply chain implications (85 views) 14
- Video 14-- Human Capital (142 views) 17
- Video 15--Long-Term Food Supply Chain Trends (20 views) 2
- Video 16--Long-Term Food Supply Chain Trends (12 views) 3
- Video 17-- ESG Impact on the Food Supply Chain (5 views) 1
- Video 18-- Food Supply Chain Shocks (11 views) 0
- Video 19 Supply Chain Shocks (12 views) 2
- Video 20 - Creating a More Resilient Midwest (4 views) 3
- Video 21 —Meat Production Panel (56 views)

To help educate the public about the availability of these videos, we have begun extensive social media postings. Here are statistics for the reporting period and through when this work began. .Posts are listed from newest to oldest for Facebook.

Why is bacon so expensive? James Leiman, Fellow at the Veden Center for Rural Economic Development at UMN Crookston sat down with Tim Burrack, a NE Iowa Farmer, to chat about how COVID-19 impacted the pork industry.

Watch video here: <https://youtu.be/VJ8ZnOuzvmA>



- Posted October 26, 2021 at 7:00 AM
 - 861 People reached
 - 10 Engagements
 - 1 Share
-



Finish up the AgMRC Supply Chain Series by watching Dr. James Leiman discuss the complications of COVID-19 on the poultry industry with Mike Sencer, Senior Vice President of Hidden Villa Ranch in California, and Oscar Garrison, Senior Vice President of the United Egg Producers.

Link to Video 5: <https://youtu.be/EfdMfk8IVTY>

AgMRC Supply Chain Series Playlist: https://youtube.com/playlist?list=PLJvpV3NyiE8zZBToWo4ue--TapsQVd_ss

- Posted on September 3, 2021 at 2:19 PM
 - 776 People Reached
 - 11 Post Engagements
 - 7 Reactions
 - 0 Comments
 - 0 Shares
-



Did you know that the ethanol industry focuses on automotive, food and beverage, pharmaceuticals, and personal care? The industry traditionally works for energy production and the automotive industry. However, energy production dropped drastically at the beginning of the COVID-19

pandemic. For more information about the impact of COVID-19 on the ethanol industry as well as various other agricultural industries, view AgMRC's Supply Chain Series.

Watch video: <https://youtu.be/njvNKYZj7cg>

Link to playlist: https://youtube.com/playlist?list=PLJvpV3NyiE8zZBToWo4ue--TapsQVd_ss

- Posted on August 7, 2021 at 10:00 AM
 - 740 People Reached
 - 22 Post Engagements
 - 3 Reactions
 - 0 Comments
 - 2 Shares
-



We've teamed up with AgMRC to discuss the ways COVID-19 has impacted the fresh produce industry. 🍎🥕🥦🍇 Did you know.... 1. Fresh produce had major supply chain impacts last year but the impacts continue. 2. Food cost inflation has increased the most since 2008. 3. Vertical farming and greenhouses are improving access to food across the nation. 4. Fresh produce transportation remains strained. 5. Labor shortages are impacting the nation's food security. To learn more -- watch the video here: www.youtube.com/watch?v=W5cF-18t0Yw

- Posted on July 20, 2021 at 10:00 AM
 - 667 People Reached
 - 7 Post Engagements
 - 5 Reactions
 - 1 Comments
 - 0 Shares
-



Instagram

Have you wondered how COVID-19 has impacted the fresh produce industry? We've collaborated with AgMRC on a Supply Chain Series - watch the video learn more! 🍎🥕🥦🍇

www.youtube.com/watch?v=W5cF-18t0Yw To learn about how COVID-19 impacted various agricultural industries, follow the link below. www.youtube.com/watch?v=qPrkMeB618c

- Posted on July 7, 2021 at 9:32 AM
- 625 People Reached
- 18 Likes
- 0 Comments



Facebook

Have you wondered how COVID-19 has impacted the fresh produce industry? We've collaborated with AgMRC on a Supply Chain Series - watch the video learn more! 🍅🥒🥦🥔

www.youtube.com/watch?v=W5cF-18t0Yw To learn about how COVID-19 impacted various agricultural industries, follow the link below. www.youtube.com/watch?v=qPrkMeB618c

- July 6, 2021 at 4:35 PM
- 840 People Reached
- 11 Post Engagements
- 10 Reactions
- 0 Comments
- 0 Shares



It's Dairy Month! 🐄 To learn more about how COVID-19 impacted your industry and various others, check out the AgMRC Supply Chain Series!

AgMRC Supply Chain Series Playlist:

https://www.youtube.com/playlist?list=PLJvpV3NyiE8zZBToWo4ue--TapsQVd_ss

Follow this link to go straight to Video 7, discussing the dairy industry:

https://www.youtube.com/watch?v=elvDNrxydpl&list=PLJvpV3NyiE8zZBToWo4ue--TapsQVd_ss&index=7

- Posted on June 3, 2021 at 12:00 PM
 - 727 People Reached
 - 5 Post Engagements
 - 4 Reactions
 - 0 Comments
 - 0 Shares
-



The final video of the AgMRC Supply Chain Series follows Dr. James Leiman as he discusses how to create a more resilient Midwest. Follow the link below! Video 20:

https://www.youtube.com/watch?v=Xw-Kx-_1CkA&list=PLJvpV3NyiE8zZBToWo4ue--TapsQVd_ss&index=20

- May 21, 2021 at 2:00 PM
 - 646 People Reached
 - 1 Post Engagements
 - 1 Reactions
 - 0 Comments
 - 0 Shares
-



Nearing the end of the AgMRC Food Supply Chain Series, Dr. James Leiman discusses the future of supply chains, environmental, social, and corporate governance, and supply chain shocks.

Future of Supply Chains Part 1: https://www.youtube.com/watch?v=6uwL-By1xk&list=PLJvpV3NyiE8zZBToWo4ue--TapsQVd_ss&index=16

Future of Supply Chains Part 2:

https://www.youtube.com/watch?v=qAuK0bYSPNw&list=PLJvpV3NyiE8zZBToWo4ue--TapsQVd_ss&index=17

ESG: https://www.youtube.com/watch?v=pkjI-us3IU&list=PLJvpV3NyiE8zZBToWo4ue--TapsQVd_ss&index=18

Supply Chain Shocks: https://www.youtube.com/watch?v=-K-GNsoPjmU&list=PLJvpV3NyiE8zZBToWo4ue--TapsQVd_ss&index=19

- May 20, 2021 at 2:00 PM
 - 461 People Reached
 - 3 Post Engagements
 - 0 Reactions
 - 0 Comments
 - 1 Shares
-



Watch Dr. James Leiman discuss the impacts of COVID-19 on various agricultural industries with two special guests within the ag industry! This video is part of the AgMRC Food Supply Chain Series.

Video 15: https://www.youtube.com/watch?v=CwCaDmeGhS4&list=PLJvpV3NyiE8zZBToWo4ue--TapsQVd_ss&index=15

- May 18, 2021 at 2:00 PM
 - 786 People Reached
 - 9 Post Engagements
 - 3 Reactions
 - 0 Comments
 - 0 Shares
-



Upcoming in the AgMRC Supply Chain series are videos nine through twenty. These videos discuss supply chain implications and expand on the topic of how COVID-19 has impacted supply chains within various agricultural industries.

To watch videos nine, ten, and eleven follow the links below!

Shipping and the Supply Chain Implications:

https://www.youtube.com/watch?v=Kgc3uvCbI1o&list=PLJvpV3NyiE8zZBToWo4ue--TapsQVd_ss&index=9

(video 9)

Restaurants and the Supply Chain Implications: (video 10)

https://www.youtube.com/watch?v=LOq95-JCEp0&list=PLJvpV3NyiE8zZBToWo4ue--TapsQVd_ss&index=10

Food Banks and the Supply Chain Implications:

https://www.youtube.com/watch?v=2MV_n6Z0ijs&list=PLJvpV3NyiE8zZBToWo4ue--TapsQVd_ss&index=11

- May 17, 2021 at 2:00 PM
 - 816 People Reached
 - 11 Post Engagements
 - 4 Reactions
 - 0 Comments
 - 2 Shares
-



(video 4 again)

To learn more about how COVID-19 has impacted the meat industry be sure to watch the Meat Supply Chains video of the AgMRC Supply Chain Series.

Meat Supply Chains:

https://www.youtube.com/watch?v=mAkjSSBI3_w&list=PLJvpV3NyiE8zZBToWo4ue--TapsQVd_ss&index=4

- May 12, 2021 at 2:00 PM
 - 1,031 People Reached
 - 21 Post Engagements
 - 10 Reactions
 - 0 Comments
 - 4 Shares
-



It's National Beef Month! What's your favorite beef cut? 🍖 For those following the AgMRC Supply Chain Series, the link for the Meat Supply Chains video will be posted on Wednesday.

- May 10, 2021 at 2:00 PM
- 810 People Reached
- 13 Post Engagements

- 12 Reactions
 - 0 Comments
 - 0 Shares
-



(video 2 again)

The link for the second Fundamentals of Supply Chains video in the AgMRC Supply Chain series is posted below! Be sure to follow along to learn more about how COVID-19 has impacted various agricultural industries. https://www.youtube.com/watch?v=nX-khhVdXHk&list=PLJvpV3NyiE8zZBToWo4ue--TapsQVd_ss&index=3

- May 5, 2021 at 12:00 PM
 - 875 People Reached
 - 16 Post Engagements
 - 9 Reactions
 - 0 Comments
 - 0 Shares
-



(Video 1 again)

To learn about how COVID-19 has impacted various agricultural industries be sure to follow the AgMRC Supply Chain Series! Today's video begins the series and discusses the Fundamentals of Supply Chains. Check it out!

https://www.youtube.com/watch?v=qPrkMeB618c&list=PLJvpV3NyiE8zZBToWo4ue--TapsQVd_ss

- May 4, 2021 at 1:39 PM
 - 809 People Reached
 - 15 Post Engagements
 - 9 Reactions
 - 0 Comments
 - 0 Shares
-



May is National Beef Month! Over the next five months, UMN Crookston will be sharing the AgMRC Supply Chain series explaining the impact COVID-19 has had on various industries within agriculture. This week videos 1-3, Fundamentals of Supply Chains, will be posted, followed by five more videos in the next two weeks.

- May 3, 2021 at 10:46 AM
 - 1,068 People Reached
 - 31 Post Engagements
 - 22 Reactions
 - 0 Comments
 - 2 Shares
-



Video 10 of the Supply Chain Series brought to you by AgMRC and UMN Crookston. In this series, learn about our nation's food supply and how it was disrupted during covid. Video 10 description: Restaurants and the supply chain implications- No industry was impacted more by COVID-19 than restaurants. This industry experienced major demand reduction resulting in mass closings thereby impacting supply chains across the nation. #IAmCrookston #UMNProud #ProtectTheNest

<https://www.youtube.com/watch?v=LOq95-JCEp0&feature=youtu.be>

- October 26, 2020 at 1:23 PM
 - 811 People Reached
 - 6 Post Engagements
 - 3 Reactions
 - 0 Comments
 - 0 Shares
-



Video 9 of the Supply Chain Series brought to you by AgMRC and UMN Crookston. In this series, learn about our nation's food supply and how it was disrupted during covid. Video 9 description: Shipping and the supply chain implications- Shipping containers experienced a major shortage early in the outbreak due to manufacturing closures and demand reduction in China. This led to producers struggling to move their product out of the U.S. for consumption; this video explains global demand

for containers and how the shipping industry has responded. #IAmCrookston #UMNProud #ProtectTheNest <https://www.youtube.com/watch?v=Kgc3uvCbI1o&feature=youtu.be>

- October 23, 2020 at 5:21 PM
 - 767 People Reached
 - 7 Post Engagements
 - 3 Reactions
 - 0 Comments
 - 0 Shares
-



Video 8 of the Supply Chain Series brought to you by AgMRC and UMN Crookston. In this series, learn about our nation's food supply and how it was disrupted during covid. Video 8 description: Fresh Produce supply chains- The fresh produce supply chain was impacted by major demand reductions within school systems and restaurants. Although demand increased in retail locations and food banks, distribution networks were able to evolve quickly enough leading to mass waste of product. #IAmCrookston #UMNProud #ProtectTheNest

<https://www.youtube.com/watch?v=W5cF-18t0Yw>

- October 21, 2020 at 1:01 PM
 - 727 People Reached
 - 10 Post Engagements
 - 6 Reactions
 - 0 Comments
 - 0 Shares
-



Video 7 of the Supply Chain Series brought to you by AgMRC and UMN Crookston. In this series, learn about our nation's food supply and how it was disrupted during covid. Video 7 description: Dairy supply chains- The dairy supply chain was impacted by COVID-19. Demand spiked as people rushed grocery stores while demand almost went to zero with schools and restaurants. This imbalance led to hikes in prices for milk and shortages throughout the country. Dairy producers and processors

explain how they weathered the pandemic and innovated through challenges. #IAmCrookston #UMNProud #ProtectTheNest

<https://www.youtube.com/watch?v=elvDNrxydpI>

- October 7, 2020 at 12:55 PM
 - 726 People Reached
 - 13 Post Engagements
 - 8 Reactions
 - 0 Comments
 - 0 Shares
-



Video 6 of the Supply Chain Series brought to you by AgMRC and UMN Crookston. In this series, learn about our nation's food supply and how it was disrupted during covid. Video 6 description: Corn and Ethanol supply chains- COVID-19 immediately decreased demand for energy given a drastic slowdown in vehicle traffic. This led to shutdowns of ethanol facilities as well as backups in the corn industry where producers were unable to move their product. This video explains what the industry went through when COVID arrived. Watch here: <https://www.youtube.com/watch?v=njvNKYZj7cg>

- October 5, 2020 at 12:53 PM
 - 723 People Reached
 - 12 Post Engagements
 - 8 Reactions
 - 0 Comments
 - 0 Shares
-

Video 5 of the Supply Chain Series brought to you by AgMRC and UMN Crookston. In this series, learn about our nation's food supply and how it was disrupted during covid. Video 5 description: Egg supply chain- The egg supply chain was impacted by COVID-19 as restaurants and schools shut down; demand also spiked in retail locations. Production capacity as well as packaging was also in short supply. Egg producers and processors explain how they weathered the pandemic and innovated through challenges. #IAmCrookston #UMNProud #ProtectTheNest

<https://www.youtube.com/watch?v=ZdDbkYIOz30&feature=youtu.be>

- October 1, 2020 at 3:29 PM
- 879 People Reached
- 15 Post Engagements

- 
- A man in a police uniform, wearing a cap and a badge, is speaking into a microphone. He has a goatee and is looking directly at the camera. The background is a plain wall.

- September 28, 2020 at 1:56 PM
- 834 People Reached
- 12 Post Engagements
- 4 Reactions
- 0 Comments
- 0 Shares



Watch video: <https://www.youtube.com/watch?v=HuirLF4IPwk>

- 28

- 10 Post Engagements
 - 7 Reactions
 - 0 Comments
 - 1 Shares
-



Video 2 of the Supply Chain Series brought to you by AgMRC and UMN Crookston. In this series, learn about our nation's food supply and how it was disrupted during covid. Video 2 description: Fundamentals of Supply Chains - The global supply chain is a highly sophisticated grouping of production, distribution and transportation systems. This primer introduces how the web of supply and demand influences the movement of products and how COVID-19 impacted the nation's production and distribution capacity. #IAMCrookston #UMNProud #ProtectTheNest

Watch Here: <https://www.youtube.com/watch?v=nX-khhVdXHk>

- September 23, 2020 at 4:33 PM
 - 844 People Reached
 - 17 Post Engagements
 - 8 Reactions
 - 0 Comments
 - 0 Shares
-



Introducing Video 1 of the Supply Chain Series brought to you by AgMRC and UMN Crookston. In this series, learn about our nation's food supply and how it was disrupted during covid. Video 1 description: Fundamentals of Supply Chains - The global supply chain is a highly sophisticated grouping of production, distribution and transportation systems. This primer introduces how the web of supply and demand influences the movement of products and how COVID-19 impacted the nation's production and distribution capacity. #IAMCrookston #UMNProud #ProtectTheNest

Watch here: <https://www.youtube.com/watch?v=qPrkMeB618c>

- Posted September 21, 2020 at 2:21 PM
- 920 People Reached



- 24 Post Engagements
 - 11 Reactions
 - 0 Comments
 - 1 Shares
-

Are you curious about our nation's food supply and how it was disrupted during covid? AgMRC and the University of Minnesota Crookston brings you a new video series discussing these topics. In this series, you can watch our 14, three-minutes videos. Series released on our socials starting Monday, September 21. Stay tuned!

- Posted September 18, 2020 at 11:36 AM
- 803 People Reached
- 11 Post Engagements
- 8 Reactions
- 0 Comments
- 0 Shares

Work with Under-represented producer groups

Simultaneous to completing the video content and panels, we continue to work closely with Minnesotans of East African origin to develop new business concepts that have a rural-urban nexus and provide more enhanced food security for groups with unique dietary needs. For example, work continues with the Rising Nomads group on developing a business plan for a potential Halal food processing operation focused on meat production and reduction in logistics costs. This would improve rural agricultural economics through higher premiums yet reduce costs for consumers given major reductions in global supply chain movements. We will continue to work with this group and others on developing business plans that enhance rural economic agricultural growth prospects.