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 – April 2022 – June 2022

Iowa State University

AgMRC Website Statistics

This period, the total number of page views was up more than 2,000 for a total of 535,093 with an average of 5,880 per day. Around 1% of the visitors to the site were returning users.

The Commodities and Products section attracts the most visits, at 451,066 this period total. Within Commodities and Products, Fruits is the top section at 104,112 visits. Vegetables follows at 77,863 visits. Grains and Oilseeds has the next highest visits at 70,705.

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

1. Rapeseed – 8,399 pageviews
2. Potatoes – 8,089 pageviews
3. Peaches – 7,293 pageviews
4. Apples – 7,016 pageviews
5. Dragon Fruit – 6,777 pageviews
6. Poultry – 6,593 pageviews
7. Watermelon – 6,099 pageviews
8. Cherries – 5,946 pageviews
9. Lettuce – 5,217 pageviews

AgMRC

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.
<table>
<thead>
<tr>
<th></th>
<th>Pageviews</th>
<th>Page Views Per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2020</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>54,865</td>
<td>1,770</td>
</tr>
<tr>
<td>August</td>
<td>57,227</td>
<td>1,846</td>
</tr>
<tr>
<td>September</td>
<td>67,456</td>
<td>2,249</td>
</tr>
<tr>
<td>October</td>
<td>71,066</td>
<td>2,293</td>
</tr>
<tr>
<td>November</td>
<td>67,698</td>
<td>2,257</td>
</tr>
<tr>
<td>December</td>
<td>57,092</td>
<td>1,842</td>
</tr>
<tr>
<td><strong>2021</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>January</td>
<td>61,933</td>
<td>1,998</td>
</tr>
<tr>
<td>February</td>
<td>65,338</td>
<td>2,108</td>
</tr>
<tr>
<td>March</td>
<td>74,621</td>
<td>2,407</td>
</tr>
<tr>
<td>April</td>
<td>73,151</td>
<td>2,438</td>
</tr>
<tr>
<td>May</td>
<td>71,668</td>
<td>2,312</td>
</tr>
<tr>
<td>June</td>
<td>58,396</td>
<td>1,947</td>
</tr>
<tr>
<td>July</td>
<td>56,628</td>
<td>1,827</td>
</tr>
<tr>
<td>August</td>
<td>58,722</td>
<td>1,894</td>
</tr>
<tr>
<td>September</td>
<td>62,632</td>
<td>2,088</td>
</tr>
<tr>
<td>October</td>
<td>70,929</td>
<td>2,288</td>
</tr>
<tr>
<td>November</td>
<td>72,936</td>
<td>2,431</td>
</tr>
<tr>
<td>December</td>
<td>56,617</td>
<td>1,826</td>
</tr>
<tr>
<td><strong>2022</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>January</td>
<td>67,178</td>
<td>2,167</td>
</tr>
<tr>
<td>February</td>
<td>63,074</td>
<td>2,253</td>
</tr>
<tr>
<td>March</td>
<td>72,289</td>
<td>2,332</td>
</tr>
<tr>
<td>April</td>
<td>176,305</td>
<td>5,876</td>
</tr>
<tr>
<td>May</td>
<td>187,113</td>
<td>6,035</td>
</tr>
<tr>
<td>June</td>
<td>171,675</td>
<td>5,722</td>
</tr>
</tbody>
</table>

**Major Content Sections**

The major content sections of the AgMRC website visits:

1. Commodities and Products – 451,066 pageviews
2. Renewable Energy – 111,280 pageviews
3. Business Development – 65,993 pageviews
4. Media Room – 52,136 pageviews

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

1. Fruits – 104,112 pageviews
2. Vegetables – 77,863 pageviews
3. Grains and oilseeds – 70,705 pageviews
Within the Renewable Energy Section, the top three topics visited during this period were:

1. Renewable Energy and Climate Change Report – 76,037 pageviews
2. Ethanol – 13,114 pageviews
3. Renewable Energy Newsletter – 2,290 pageviews

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

1. Value Added Agriculture – 21,870 pageviews
2. Business and Economic Concepts and Principles – 8,910 pageviews
3. Business Workbench – 8,206 pageviews

AgMRC Website Updates:

Profiles and Pages updated this period (31):

<table>
<thead>
<tr>
<th>Abalone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addison Farms Vineyard</td>
</tr>
<tr>
<td>Aquaponics</td>
</tr>
<tr>
<td>B &amp; E’s Trees</td>
</tr>
<tr>
<td>Biofuels</td>
</tr>
<tr>
<td>Biomass</td>
</tr>
<tr>
<td>Cellulosic Ethanol</td>
</tr>
<tr>
<td>Clams</td>
</tr>
<tr>
<td>Corn Stover</td>
</tr>
<tr>
<td>Crappie</td>
</tr>
<tr>
<td>Crystal Prairie LLC</td>
</tr>
<tr>
<td>Dream Apple Farm</td>
</tr>
<tr>
<td>Fee Fishing</td>
</tr>
<tr>
<td>General Biomass</td>
</tr>
<tr>
<td>Hay Biomass</td>
</tr>
<tr>
<td>Heavenly Creations</td>
</tr>
<tr>
<td>Hickory Hill Milk</td>
</tr>
<tr>
<td>Hickory Nut Gap Meats</td>
</tr>
<tr>
<td>Jubilee Orchards</td>
</tr>
<tr>
<td>Little Vine Updated</td>
</tr>
<tr>
<td>Manure Biogas</td>
</tr>
<tr>
<td>Marine Shrimp</td>
</tr>
<tr>
<td>Miscanthus</td>
</tr>
<tr>
<td>New South Produce Co-op</td>
</tr>
<tr>
<td>Ralston Family Farms</td>
</tr>
<tr>
<td>Round Mountain Creamery</td>
</tr>
<tr>
<td>Sawdust</td>
</tr>
<tr>
<td>Shipley Farms</td>
</tr>
<tr>
<td>Short Rotation Woody Crops</td>
</tr>
</tbody>
</table>
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**

**Sustaining the Iowa Farm to Summer Campaign: Institutionalizing Sponsor Participation and Local Producer Support**

**Interest Increases Annually** Since 2018, Iowa Farm to Summer Campaign partners (ISU FFED, Iowa Department of Education, Iowa Department of Agriculture and Land Stewardship, and FoodCorps
Iowa) have seen an increase in applications from new organizations interested in participating in the annual Iowa Farm to Summer Campaign and a significant number of organizations applying to participate again. Figures from 2018 through an estimate of 2022 are listed in Table 1.

On April 4th, 2022, Iowa Farm to Summer Campaign launched the 2022 Iowa Farm to Summer Campaign, “Let Us Eat Lettuce!” The application to participate is open April 4th-29th.

<table>
<thead>
<tr>
<th>Campaign Year</th>
<th># of Participating Sites</th>
<th>Dollars Awarded</th>
<th>Youth Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>13 sites</td>
<td>$1,950</td>
<td>760 youth reached</td>
</tr>
<tr>
<td>2019</td>
<td>25 sites</td>
<td>$3,750</td>
<td>1,850 youth reached</td>
</tr>
<tr>
<td>2020</td>
<td>43 sites</td>
<td>$6,250</td>
<td>13,083 youth reached</td>
</tr>
<tr>
<td>2021</td>
<td>85 sites</td>
<td>$14,800</td>
<td>9,047 youth reached</td>
</tr>
<tr>
<td>2022</td>
<td>Estimating: 150 sites</td>
<td>Goal: $30,000</td>
<td>Partner Dependent</td>
</tr>
</tbody>
</table>

2022 Goals for Sustainability of the Iowa Farm to Summer Campaign

**Funding:** A central goal for partners in the 2022 year is to determine ongoing fundraising opportunities to support the campaign, and its growing popularity, annually. The Iowa Department of Agriculture and Land Stewardship has secured funding for 47 stipends and promotional materials for the next 2-3 years. We know, however, that this funding will not be enough to support continued increasing interest. We will be exploring grant opportunities and potential sponsors in the 2022 campaign year.

**National Toolkit:** In this winter of 2021-2022, partners began meeting to finalize the “Farm to Summer Toolkit: Tools and Best Practices for Program Delivery.” As of spring 2022, the final resource has been completed (and is attached as an addendum to this report). The toolkit will be posted on the AgMRC website. One edit will be made to include evaluation information from the 2022 campaign after it is completed in the fall of 2022. This resource 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.

**Collaboration:** Partners had planned to transition the program to be hosted by the Iowa Department of Education (IDOE) in 2022. However, recent staffing changes have decreased the capacity of the IDOE to host the program this year. We will continue conversation about transitioning and institutionalizing the program within IDOE in the future as staff capacity allows, and in the meantime, facilitate the campaign via collaborative efforts of the coalition.

**Sustaining Strategy and Partnerships: Iowa Farm to School & Early Care Coalition**

**Annual Reports:** 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](#) and via the links below:


**Website and Newsletter:** With the support of a communications intern, the Iowa Farm to School and Early Care Coalition website now exists and 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. Additionally, in December 2021, the Network Development Strategy Team within the coalition formalized a plan to enhance and make more consistent posting of the Network Newsletter, “The Iowa Beet!” The updated newsletter launched in January of 2022 and will now feature stories and resources shared by network members.

**Annual Conference:** Coalition partners are meeting to coordinate and lead the 2022 virtual conference, set-for June 17th, 2022. [The 2022 Iowa Farm to School and Early Care Virtual Conference will be live-streamed here](#), via the coalition website, and will broadcast to an estimated 300+ members of the Iowa Farm to School and Early Care Network.

**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. The template supporting the Annual Report and Annual Survey will be included in the output, "Best Practices for Farm to School and Early Care Coalition Development," to be posted on the AgMrc website in May 2022.
<table>
<thead>
<tr>
<th>Highest Rated Topics</th>
<th>Lowest Rated Topics</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>I really care about the future of Coalition</td>
<td>Interest is generally high</td>
<td>3.00</td>
</tr>
<tr>
<td>Processes used to define priorities and</td>
<td>Follow through on the Coalition’s activities</td>
<td>2.83</td>
</tr>
<tr>
<td>decision making</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commitment of Coalition co-leads to the</td>
<td>Efforts to promote collaborative action</td>
<td>2.92</td>
</tr>
<tr>
<td>coalition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunities for Coalition members to</td>
<td>Clarity of the vision for where Coalition is going</td>
<td>2.92</td>
</tr>
<tr>
<td>take leadership roles</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facilitation of Coalition meetings by co-</td>
<td>Commitment to build and sustain diverse membership</td>
<td>2.92</td>
</tr>
<tr>
<td>chairs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meeting location (virtual for 2021)</td>
<td>Meeting length (3 hours including strategy team meeting)</td>
<td>2.92</td>
</tr>
<tr>
<td>Communication between Coalition co-leads and</td>
<td>Communication between Coalition and the Network</td>
<td>3.00</td>
</tr>
<tr>
<td>members</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2.46</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2.67</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2.67</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2.50</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2.25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.92</td>
</tr>
</tbody>
</table>

**Food Systems Practitioner and Educational Resource Database**

A quarterly newsletter will be sent out in April as outreach to existing profile holders that included updates, profile spotlights and other related resources. There were 154 practitioner profiles and 91 educational resource profiles reported to be on the database in April. The ISU database team will continue to create state or regional maps of practitioner and educational resource profiles that can be used by partners on their existing websites. The team will also be attending two conferences this quarter, NACDEP and Association for the Study of Food and Society: Cultivating Connections, to host exhibit booths for the database and increase profile creation.

**Geospatial Technology Program**

Since January five students from the Data Science project course (DS 401) have been recreating the commodity reports in the form of Tableau dashboards. These dashboards are interactive visualizations of all of the data already displayed in the PDF version of the reports. The reason for this is that it allows for more interaction and exploration of data before exporting/creating a PDF report. Initial dashboard development has been started for previous commodity reports (grapes, apples, honey/bees, strawberries, tomatoes). Students have also been developing Tableau dashboards for new commodity reports (walnuts, melons, pecans, cherries, and cranberries). Attached is an example of the cranberry commodity report in the form of a Tableau dashboard. Also, In January all of the USDA commodity data has been updated in our databases to reflect the most current information available. Once reviewed, these will all be able to be made publicly available on the AgMRC website.
This report can be used as preliminary research in determining current production, market analysis, demographic data and price points. It can be useful in applying for a wide variety of grant funding, financial institutional loans, etc. The customizable marketing studies provide Value Added Producer Grant (VAPG) applicants with market intelligence that can easily be incorporated into feasibility studies and business plans that support the application process. This report should never replace further due diligence by the applicant.

According to the USDA National Agricultural Statistics Board, the forecast for U.S. cranberry production in 2017 was forecast to be down 6 percent from 2016, with a total of 9.54 million barrels harvested or approximately 905 million pounds. Wisconsin is the leading producer of cranberries, producing 62 percent of the U.S. crop in 2017. Other leading cranberry producing states include Massachusetts, New Jersey, Oregon, and Washington. (USDA NASS 2020). The total acres of cranberries harvested in 2016 was 41,500, with average yield per acre of 11.5 tons, ranging from 5.45 to nearly 14.4 tons per acre. The total value of the utilized U.S. cranberry production was $227.92 million, 22 percent of the value coming from Wisconsin.
AgMRC Subcontracts

MarketMaker Collaboration

Task 1 Food Searcher Program - Enhancements and Expansions

Business Type Plug Ins – currently total 38 total product/ business plug-ins on AgMRC site.

During the months of April - June 2022, AgMRC users performed 59,806 product/ business searches, averaging 4,463 searches per week. This quarter set another new record for the most total searches for any quarter since the Food Searcher site was setup.

The top 5 commodity searches were:
1. Potatoes 445 searches per week
2. Processors 432 searches per week
3. Agri-tourism 388 searches per week
4. Apples 314 searches per week
5. Watermelon 291 searches per week

New feature: **New Filters**, allows user to filter profiles by Shop Now, UPick, Direct to Consumer, Wholesale, GAP Certified, Organic Certified as shown on the map. Example shown reduced the profiles to 415 results from 1,129 strawberry producers by searching for U-Pick. The user can also select multiple filters as well as **Search This Area** tool.

![Strawberries](https://foodmarketmaker.com/business/search?qb=e30&c=null)

**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.


The first tab allows the user to show/ hide the registered MarketMaker business profiles.
The second tab allows the user to add additional purchased business data information. Those businesses can then be overlaid on the same map as the MarketMaker business profiles. This allows researchers to study various relationships.
The third tab allows the user to do comparison census tract reports as reported in the previous quarter. The fourth tab allows the user to map census data and consumer preference data as reported in the previous quarter.

The fifth tab allows the user to select from 73 different Layers to map, such as Congressional Districts, school districts, or Native American Regions. The example map below shows the Congressional Districts mapped in blue line, overlaid with (purchased data) in the orange map dots representing the grocery stores (without convenient stores.)

Task 3 AgMRC/ MarketMaker Data and Content Integration

A new feature that links MarketMaker to AgMRC content is shown in the screenshot below. The is found when the users in a business profile and clicks on a product such as apples. The details for that profiles apples will include commodity information and a link to that commodity on the AgMRC site.
In this three month period we have added this feature to 33 products:

Fiber-Cotton
Fruit - Apples, Blueberries, Cherries, Grapes, Peaches, Strawberries
Nuts - Chestnuts, Peanuts, Pecans, Walnuts
Vegetables - Asparagus, Carrots, Cauliflower, Lettuce, Muskmelon, Onions, Potatoes, Pumpkins, Sweetcorn, Sweet Potatoes, Tomatoes, Watermelon
Grains & Oils - Barley, Beans, Camelina, Dent Corn White, Popcorn, Popcorn-white, Popcorn-Yellow, Flax, PennyCress

The May MarketMaker Newsletter, going out to 10,000 subscribers, Feature Article: Price Discovery Tools on AgMRC: https://foodmarketmaker.com/news/art-RO1nVOu7R

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.
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](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. Four published articles, including:


https://doi.org/10.5304/jafscd.2021.103.010


c. Six journal publications in press or in review:


We also created outreach materials specifically for producers:
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.

   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.
8. April 20, 2021, Culinary Lens on Agritourism, 361 registered representing 34 countries, 185 attended representing 18 countries.


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


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.


1. May 4, 2021, Getting Ready for Pick Your Own – Do’s and Don’ts for the Upcoming Season, 103 registered, 63 attended.

5. June 1, 2021, Cultivating Farm and Food Safety for Visitors -- Guided Video Tours of Two Farms, 38 registered, 21 attended.
7. June 29, 2021, Growing Farm-Based Education in a Post-Covid World, 47 registered, 26 attended.

In-person 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. 49 participants.
2. Agritourism Networking event held in collaboration with Addison County Relocalization Network (ACORN) at American Flatbread in Middlebury, Vermont. 61 participants.
3. Agritourism and Pasture held in collaboration with the Vermont Grass Farmers Association at Howling Wolf Farm in Randolph, Vermont. 10 participants.

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.


10. 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.

12. 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.


Native Tourism Association (AIANTA), October 29, 2020. 150 registered, 76 participants.


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 June 2022, the project team completed 83 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.

**University of Minnesota**

**VAPG Grant Written Stories**

Submitted to Christa Hartsook June 2022

**Addison Farms Vineyard, A Business Pouring Delight to Western North Carolina**

One of the 2021 recipients of the Value Added Producer Grant (VAPG) was Addison Farms Vineyard, located in Leicester, North Carolina. This vineyard spans six acres of mountainous land yielding six wine varieties. Outside of their harvesting endeavors, the vineyard also has a social media presence and enjoys providing tours to both locals and tourists from the Asheville area. The VAPG has been beneficial in helping hire a new tasting room manager for the farm.

**B and E’s Trees, Wisconsin Maple Farm Focused on Value Adding Efforts**
A passion for the forest helped Bree Breckel, co-owner of B and E’s Trees, start her own small maple tree farm in Viroqua, Wisconsin with her husband, Eric. As a 2020 recipient of the Value Added Producer Grant, the pair hopes to add a sales manager position to their team as well as continue to fund expansion projects along the way. In addition to tapping, collecting, and cooking the syrup, the employees host on-site gatherings and travel to events to share their products with the community.

Dream Apple Farm, Organic Orchard Committed to Tradition

Dream Apple Farm, certified organic by the USDA and the Real Organic Project, is owned by Ed and Peggy Callahan. Their Wisconsin orchard grows and harvests apples and raspberries while upholding organic principles in every step of the process. With the funds from the Value Added Producer Grant, the pair hired a pastry chef who makes baked goods and jams with harvested produce as well as built a farm store to sell these products. Both tourists and locals in the Port Washington area can browse the DreamPort Harvest Market shelves filled with organic, homegrown treats.

Hickory Nut Gap Meats, A Holistic Farming Mindset with Historical Origins

Sustainable and regenerative farming is a priority for Jamie Ager, co-owner of Hickory Nut Gap Meats. While maintaining a holistic mindset, the farm works to provide meat to local restaurants and WholeFoods stores as well as serve their meat products at their on-site barn venue in Fairview, North Carolina. The Value Added Producer Grant funds allowed the farm to hire new butchers to increase the amount of meat available to consumers.

Round Mountain Creamery, A Culture of Passionate Goat Farmers

Black Mountain, North Carolina is home to Round Mountain Creamery. With 63 goats and state-of-the-art machinery, the farm employees make goat cheese, also known as chevre. The chevre is later supplied to restaurants or sold in the farm store on-site. When the business received the Value Added Producer Grant in 2021, they used the funds to purchase packaging for their cheese freezers and cultures to make chevre.

New Videos Produced

Video 26—Supply Chain Series 2022: Inflationary Impact on Commodity Video explores the impact of inflation on commodity prices as well as agricultural inputs and projects likely impact into 2022.
Video 27 — Supply Chain Series 2022: Russian Invasion Impact on Wheat This video explores how the Russian invasion is impacting wheat harvesting and planting in Ukraine as well as global prices. This video also highlights the likely duration of the impact of the conflict.

Video 28 — Supply Chain Series 2022: Farming Shortages This video explores continued challenges faced by farmers and their inability to economically access inputs and implements. This video also focuses on the global crisis while showcasing impacts at the farm level.

Video 29 -- Supply Chain Series 2022: COVID-19, congestion at ports, and high prices for containers COVID-19, congestion at ports, and high prices for containers continue to impact the agricultural community. This video explores what is causing many of these challenges as shippers are unable to access containers to move their product to global markets.

Video 30 -- Supply Chain Series 2022: Precision Agriculture Cyber Vulnerabilities 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.

Video 31 -- Supply Chain Series 2022: 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.

Video 32 -- Supply Chain Series 2022: Update on Global Grain Situation 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.

Video 33 -- 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.

Video 34 -- Current Grain Storage Situation in Ukraine
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 -- Food Waste**
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 Statistics**

*(since the beginning of the grant period). Current views in this quarter shown*

- Videos 1 - 3 – Fundamentals of supply chains (1,370 views) 10
- Video 4 -- Meat supply chains (461 views) 3
- Video 4b--Meat supply chains in Spanish (6 views) 0
- Video 5 --Eggs supply chains (54 views) 0
- Video 6 -- Corn and Ethanol supply chains (205 views) 2
- Video 7 -- Dairy supply chains (381 views) 2
- Video 7b—Dairy supply chains in Spanish (6 views) 0
- Video 8 -- Fresh Produce supply chains (349 views) 5
- Video 8b-- Fresh Produce supply chains in Spanish (3 views) 0
- Video 9 -- Shipping and the supply chain implications (163 views) 3
- Video 10 – Restaurants and the supply chain implications (163 views) 4
- Video 11 -- Food Banks and the supply chain implications (123 views) 1
- Video 12 -- Local Markets and the supply chain implications (163 views) 4
- Video 13 -- Halal and Kosher Markets and the supply chain implications (99 views) 2
- Video 14-- Human Capital (165 views) 3
- Video 15--Long-Term Food Supply Chain Trends (34 views) 1
- Video 16--Long-Term Food Supply Chain Trends (22 views) 4
- Video 17-- ESG Impact on the Food Supply Chain (6 views) 0
- Video 18-- Food Supply Chain Shocks (19 views) 5
- Video 19 Supply Chain Shocks (20 views) 3
- Video 20 - Creating a More Resilient Midwest (8 views) 2
- Video 21: Supply Chain Series 2021 – (21 views) 4
- Video 22: Supply Chain Series 2021 – (26 Views) 2
- Video 23: Supply Chain Series 2021 – (18 views) 2
- Video 24: Supply Chain Series 2021 – (9 views) 0
- Video 25: Supply Chain Series 2021 – (15 views) 3
- Meat Production Panel 2020 - (81 views) 3
- Video 26: Supply Chain Series 2022 – (8 Views)
Work with Producers

Socioeconomically Disadvantaged Producers

Held several meetings with Somali-American entrepreneurs and coached them on developing value-added production businesses as it pertained to teff, wheat, and halal meats. The groups will continue to explore opportunities in the Twin Cities area for warehousing and distribution as well as sourcing products, packaging, and transportation from Greater Minnesota and Eastern North Dakota. This work will continue in earnest throughout the fall.

Current outcomes include:

1. Identified feedstock for value-added pastas.

2. Research and development of pricing for processing and packaging product.

3. Research of Somali markets in the Twin Cities area as well as Fargo-Moorhead to determine competitive pricing.

4. Researching branding in Arabic, Somali and English for maximum effectiveness.

AgMRC Supply Chain Videos - SOCIAL MEDIA REPORT

April 1 - July 15 quarter - Posted on LinkedIn
April 6, 2022 - Video 26
Supply Chain Series 2022:
Inflationary Impact on Commodities Video explores the impact of inflation on commodity prices as well as agricultural inputs and projects likely impact into 2022.

- Impressions: 363
- Clicks: 2
- Reactions: 2
- Comments: 0
- Shares: 0
April 11, 2022 - Video 27
Supply Chain Series 2022: Russian Invasion Impact on Wheat

This video explores how the Russian invasion is impacting wheat harvesting and planting in Ukraine as well as global prices. This video also highlights the likely duration of the impact of the conflict.

- Impressions: 497
- Clicks: 6
- Reactions: 5
- Comments: 1
- Shares: 2
April 18, 2022 - Video 28
Supply Chain Series 2022: Farming Shortages This video explores continued challenges faced by farmers and their inability to economically access inputs and implements. This video also focuses on the global crisis while showcasing impacts at the farm level.

- Impressions: 354
- Clicks: 4
- Reactions: 3
- Comments: 0
- Shares: 2
COVID-19, congestion at ports, and high prices for containers continue to impact the agricultural community. This video explores what is causing many of these challenges as shippers are unable to access containers to move their product to global markets.

- Impressions: 326
- Clicks: 4
- Reactions: 2
- Comments: 0
- Shares: 0
The Agricultural Marketing Resource Center recently posted some new videos about "Cereal Innovators." Check out this new series! You might learn a thing or two!

Watch here: https://lnkd.in/gcEJYVv6

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May 17, 2022 - Cereal Innovators Webinar

The Agricultural Marketing Resource Center recently posted some new videos about "Cereal Innovators." Check out this new series! You might learn a thing or two!

Watch here: https://lnkd.in/gcEJYVv6

- Impressions: 440
- Clicks: 5
- Reactions: 3
- Comments: 0
- Shares: 1
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.

**July 6, 2022 - Video 30**
Supply Chain Series 2022: Precision Agriculture Cyber Vulnerabilities
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.

- Impressions: 368
- Clicks: 6
- Reactions: 5
- Comments: 0
- Shares: 0
University of Arkansas

UA continued to work to promote the Experience Arkansas Agriculture promotional campaign, a consumer-focused promotional campaign. Components of the campaign target engaging farmers, ranchers, farmers’ markets, agritourism enterprises, and agribusinesses with strategically connecting with the campaign to promote their business/farm and products. Specific farmer/business engagements include:

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<thead>
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<th>Event</th>
<th>Details</th>
<th>contacts</th>
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</thead>
<tbody>
<tr>
<td>Arkansas Agritourism Conference</td>
<td>Presented and Attended</td>
<td>100</td>
</tr>
<tr>
<td>Governor's Conference on Tourism</td>
<td>Networked with attendees and shared campaign promotional items</td>
<td>45</td>
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<tr>
<td>Commodity Classic</td>
<td>Attended and Shared Info</td>
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<td>Social Media</td>
<td>On-going engagement promoting content online via several platforms:</td>
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<tr>
<td>Quarterly Content Planning</td>
<td>On-going graphics and social media posts</td>
<td>unknown</td>
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