AgMRC COVID Report

April 2022 – June 2022

Iowa State University

AgMRC Website Statistics

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

The Commodities and Products section attracts the most visits, at 438,774 this period total. Within Commodities and Products, Fruits is the top section at 103,265 visits. Vegetables follows at 74,704 visits. Grains and Oilseeds has the next highest visits at 68,537.

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

1. Rapeseed – 8,862 pageviews
2. Peaches – 7,739 pageviews
3. Potatoes – 7,689 pageviews
4. Apples – 8,033 pageviews
5. Dragon Fruit – 6,603 pageviews
6. Poultry – 6,133 pageviews
7. Watermelon – 5,292 pageviews
8. Lettuce – 5,324 pageviews

2020	**Pageviews**	**Page Views Per Day**
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
October	70,929	2,288
November	72,936	2,431
December	56,617	1,826
2022		
January	67,178	2,167
February	63,074	2,253
March	72,289	2,332
April	176,305	5,876
May	187,113	6,035
June	171,675	5,722
July	172,103	5,551
August	169,477	5,467
September	183,550	6,118

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.

Project 1. Extension's Role in Supporting Resilient Community Food Systems

Commented [B[1]]: P 1 Complete

Continued planning for action planning sessions based on findings from research (surveys, interviews and focus groups in 2021) occurred in spring 2022. Each community will host multiple 2-hour sessions that are open to the public to discuss the suggested priorities and the action steps moving forward. Sessions include a brief presentation of findings, facilitated discussion on gaps, and priority project voting. The voting helps to determine how funding is utilized for priority implementation in 2023 across all five communities participating in the research project.

The first sessions occurred Bastrop County, Texas in June 2022 (two sessions with 11 participants). Specific findings and next steps will be shared in the report (to be located on the Agricultural Marketing Resource Center) by winter 2022. Texas Center for Local Food will work to connect food systems resilience with their hazard mitigation and emergency response teams in their county.

Future action planning sessions:

- Territory of the Virgin Islands: August 14-19
- Benton and Washington County, Arkansas: September 14-16

Project 2. Fruit and Vegetable Processing for COVID

The cart was moved to a new location on campus for storage. The team also began working with Iowa State's procurement and legal office to develop the contractual language for farmers and food businesses who will use the cart for testing. This includes both a scope of work for the partner organization that details the proper use for the cart, expectations for completion of reports and financial spreadsheets and legal requirements and process for using the cart on site.

Project 3. Value-added Agriculture/Food Entrepreneur Centers

Commented [B[2]]: P 3 Complete

Researchers are currently studying existing value-added centers/programs with the end goal of creating a best practices manual for other land grant institutions, including financial models, common needs for technical assistance and introductory research needed on Covid-19 impacts to value-added businesses. Initial steps in this process also included the development of a full list of value-added and food entrepreneur centers throughout the United States. During this quarter, the comprehensive list developed of food centers across the United States was analyzed and cataloged for services offered, funding sources and clients/food businesses served.

Project 4. Rural Grocery Store Development

Commented [B[3]: P 4 Complete

Attended Rural Grocery Summit and began to develop ideas for innovative grocery solutions. Continued research of financial scenarios.

Project 5. Midwest Farm to School and Early Care COVID Response

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From April through June 2022, the Midwest Farm to School and Early Care COVID Response Networking Group made progress toward developing a series of best practices that may be applied nationally. The first group meeting in March offered an opportunity for states to share a broad introduction to their work and support and partnership needs. In May, this group of representatives from seven midwestern states (Iowa, Illinois, Minnesota, South Dakota, Missouri, Wisconsin, and Nebraska) who lead farm to school and early care initiatives at the state level met for the second time for discussion of local food supply chains, and growing capacity for school and early care sites to purchase local food.