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

Report – January 2022 – March 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 202,541 with an average of 2,250 per day. Around 1% of the visitors to the site were returning users.

The Commodities and Products section attracts the most visits, at 164,081 this period total. Within Commodities and Products, Fruits is the top section at 45,554 visits. Vegetables follows at 33,987 visits. Grains and Oilseeds has the next highest visits at 23,432.

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

1. Macadamia Nut – 5,766 pageviews
2. Apples – 5,472 pageviews
3. Dragon Fruit – 4,362 pageviews
4. Potatoes – 4,198 pageviews
5. Avocados – 4,107 pageviews

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>Year</th>
<th>Month</th>
<th>Pageviews</th>
<th>Page Views Per Day</th>
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<td></td>
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<td>67,456</td>
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<td>November</td>
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<td>December</td>
<td>57,092</td>
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<td></td>
<td>January</td>
<td>61,933</td>
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<tr>
<td></td>
<td>February</td>
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<td></td>
<td>March</td>
<td>74,621</td>
<td>2,407</td>
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<tr>
<td></td>
<td>April</td>
<td>73,151</td>
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<td></td>
<td>May</td>
<td>71,668</td>
<td>2,312</td>
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<td></td>
<td>June</td>
<td>58,396</td>
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<tr>
<td></td>
<td>July</td>
<td>56,628</td>
<td>1,827</td>
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<tr>
<td></td>
<td>August</td>
<td>58,722</td>
<td>1,894</td>
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<td></td>
<td>September</td>
<td>62,632</td>
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<td>October</td>
<td>70,929</td>
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<tr>
<td></td>
<td>November</td>
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<td></td>
<td>December</td>
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<td>February</td>
<td>63,074</td>
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<tr>
<td></td>
<td>March</td>
<td>72,289</td>
<td>2,332</td>
</tr>
</tbody>
</table>

**Major Content Sections**

The major content sections of the AgMRC website visits:

1. Commodities and Products – 164,081 pageviews
2. Business Development – 12,906 pageviews
3. Renewable Energy – 9,578 pageviews
4. Directories and State Resources – 2,205 pageviews

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

1. Fruits – 45,554 pageviews
2. Vegetables – 33,987 pageviews
3. Grains and oilseeds – 23,432 pageviews

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

2. Ethanol – 493 pageviews
3. Prices and Profitability Models – 270 pageviews

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

1. Value Added Agriculture – 7,694 pageviews
2. Business and Economic Concepts and Principles – 2,946 pageviews

AgMRC Website Updates:

Profiles and Pages updated this period (51):

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<tr>
<th></th>
<th>URL</th>
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</thead>
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</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.

**Value Added Producer Grant Videos**
15 new Value Added Producer Grant Videos, produced by Model Farm, were added to the website this quarter:

- Alluvial Farms
- Bow Hill Blueberries
- By George Farm
- DD Ranch
- Deck Family Farm
- Emmerson Vineyards
- Grace Harbor Farms
- Henry Estate Winery
- Lesedi Farm
- Nehalem River Ranch
- Oshala Farms
- Rainshadow Organics
- Samish Bay Cheese
- Seely Mint
- Seely Mint
- Whistling Duck Farm
Email
AgMRC staff researched and responded to 102 e-mailed questions pertaining to wine, popcorn, blackberries, buckwheat, and many other topics.

Phone Calls
Between January 1 and March 31, 2022, AgMRC staff reported having 27 toll-free phone inquiries from 20 different states.

Facebook
AgMRC has expanded its public outreach by creating a page on Facebook which has 4,003 followers. During this period the AgMRC Facebook page had 45 posts, which were seen by more than 2,452 people.

YouTube
The AgMRC YouTube channel added 15 new videos this period and garnered a total of 4,092 new views, for a lifetime total of 17,958. The channel gained 39 new subscribers and now has 177. 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 1. Annual Iowa Farm to Summer Campaign Figures

<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>
</tbody>
</table>
### 2020 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>
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</thead>
<tbody>
<tr>
<td>I really care about the future of Coalition</td>
<td>Interest is generally high</td>
</tr>
<tr>
<td>Processes used to define priorities and decision making</td>
<td>Follow through on the Coalition’s activities</td>
</tr>
<tr>
<td>Commitment of Coalition co-leads to the coalition</td>
<td>Efforts to promote collaborative action</td>
</tr>
<tr>
<td>Opportunities for Coalition members to take leadership roles</td>
<td>Clarity of the vision for where Coalition is going</td>
</tr>
<tr>
<td>Facilitation of Coalition meetings by co-chairs</td>
<td>Commitment to build and sustain diverse membership</td>
</tr>
<tr>
<td>Meeting location (virtual for 2021)</td>
<td>Meeting length (3 hours including strategy team meeting)</td>
</tr>
<tr>
<td>Communication between Coalition co-leads and members</td>
<td>Communication between Coalition and the Network</td>
</tr>
</tbody>
</table>

9
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.
Overview

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 $267-28 million. 97 percent of its value comes from Wisconsin.

Resources

AgMRC - a national tool for value-added agriculture resources.
http://www.agmrc.org

MarketMaker - a national network connecting farmers with consumers and retailers.
http://foodmarketmaker.com

USDA AMS - Specialty Crops Market News (formerly Fruit and Vegetable Market News) reports have provided an exchange of information among growers, shippers, wholesalers, and others on current supplies, demand, and prices of over 400 fresh fruit, vegetable, nut, ornamental, and other specialty crops.
http://www.marketcrop.usda.gov

Map of Area Growers

© 2022 Mapbox © OpenStreetMap
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 January - March 2022, AgMRC users performed 57,573 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. Processors 557 searches per week
2. Apples 426 searches per week
3. Agri-tourism 412 searches per week
4. Potatoes 319 searches per week
5. Strawberries 289 searches per week

Outreach:

As part of promoting MarketMaker, AgMRC and the FoodSearcher Tools, the MarketMaker Team participated in the Illinois Specialty Growers Conference Trade Show in January, the Iowa Specialty Growers Conference February, and the Live Local Conference in East Peoria, IL in March 2022, where MarketMaker staff do live demo’s of the MarketMaker and FoodSearcher sites and help users Sign Up or update their profile.

New feature: Search This Area, allows user to reduce the results to profiles shown on the map.

Example shown reduced the profiles to 33 results from 772 Sweet potato farmers.

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

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

https://foodmarketmaker.com/business/search?qb=e30&c=null  The beta version of the Advanced Mapping tools was used in Ag Economics class at the University of Illinois in March 2022.
The first tab allows the user to show additional businesses (from a national level paid directory) based on the NAICS code. Those businesses can then be overlaid on the same map as the MarketMaker business profiles. This allows researchers to study various relationships.

The example map above shows cheese manufactures (purchased data) in the purple dots and the orange map pins represent MarketMaker registered cheese manufacturers.
The second tab allows the user to show all the census tracts overlaid on the map and then select one or more of those tracts. In the example above, four census tracts in Cook County Illinois were selected. This allows one to create a new browser tab that has census and consumer spending data listed in an easy-to-read format.

You can see in the charts above, for each census tract selected you receive detailed data on ethnic background, education, income, and buying power of the population in that tract. You can see the large difference in Spending Power Index in the three census tracts just in Cook County.
Task 3 AgMRC/MarketMaker Data and Content Integration

The March MarketMaker Newsletter, going out to 10,000 subscribers, Feature Article: USDA Announces 2022 Grant Opportunities https://foodmarketmaker.com/news/art-4Y1MoIE7g included information on the USDA Valued Added Producer Grants, Farmers Market Promotion Program, Local Food Promotion Program, and the Regional Foods Systems Partnership. The newsletter features MarketMaker members that have received USDA VAPG Grants that are featured on the AgMRC site with links to their profiles, plus links to information on how to apply for grants.

Task 4 E-Commerce Support to Farmers

MarketMaker, in partnership with Food4All now offers a HUB solution which streamlines setup and management and can be used for retail, and/or wholesale buyers. Users can shop from many vendors and pay just once, and payments for each vendor are automatically deposited into their accounts. The HUB solution includes:

- Real-time reporting
- Vendors are in control of their products, prices and inventory
- Intuitive interface for vendors and customers
- Time saving automatic payouts to vendors

This is suited for farmers, farmers markets, food hubs and online virtual marketplaces.

Outreach

Kami Semick, founder and chief executive of Food4All and Darlene Knipe with MarketMaker demonstrated the new HUB solution at the Live Local Conference in East Peoria, IL in March 2022.

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. Four published articles, including:


c. Five journal publications in review:
   ii. Streifeneder, T., Chase, L., and Taylor, J. (in review). Sustainability assessment of agritourism development policies and regulations in Italy, the USA and South Africa. *Sustainability*.

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](https://www.uvm.edu/sites/default/files/Vermont-Agritourism-Collaborative/FarmStay_Sites.pdf)


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
Agricultural Marketing Resource Center

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.


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.


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.

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.


9. 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.


11. 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.


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 March 2022, the project team completed 78 farm visits across Vermont, New Hampshire, Maine, West Virginia, Pennsylvania, and Maryland. During these visits, we
discussed challenges, barriers, and improvements needed regarding marketing, safety, and liability for agritourism operations. We also gathered input on supports needed and made plans to address those in the coming months.

**University of Minnesota**

**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 social media outlets like LinkedIn and Facebook. Cumulative viewing numbers are shown in parenthesis in the information below and views during the quarter are shown at the end of each line.

- Videos 1-3 -- Fundamentals of supply chains (1,360 views) 115
- Video 4 -- Meat supply chains (458 views) 54
- Video 4b -- Meat supply chains in Spanish (6 views) 0
- Video 5 -- Eggs supply chains (54 views) 9
- Video 6 -- Corn and Ethanol supply chains (205 views) 14
- Video 7 -- Dairy supply chains (373 views) 8
- Video 7b -- Dairy supply chains in Spanish (6 views) 0
- Video 8 -- Fresh Produce supply chains (344 views) 37
- Video 8b -- Fresh Produce supply chains in Spanish (3 views) 0
- Video 9 -- Shipping and the supply chain implications (160 views) 19
- Video 10 -- Restaurants and the supply chain implications (159 views) 18
- Video 11 -- Food Banks and the supply chain implications (123 views) 14
- Video 12 -- Local Markets and the supply chain implications (163 views) 13
- Video 13 -- Halal and Kosher Markets and the supply chain implications (97 views) 3
- Video 14 -- Human Capital (162 views) 8
- Video 15 -- Long-Term Food Supply Chain Trends (33 views) 12
- Video 16 -- Long-Term Food Supply Chain Trends (18 views) 4
- Video 17 -- ESG Impact on the Food Supply Chain (6 views) 0
- Video 18 -- Food Supply Chain Shocks (14 views) 1
- Video 19 -- Supply Chain Shocks (17 views) 2
- Video 20 -- Creating a More Resilient Midwest (6 views) 1
- Video 21: Supply Chain Series 2021 – (21 views) 4
- Video 22: Supply Chain Series 2021 – (21 Views) 21
- Video 23: Supply Chain Series 2021 – (16 views) 7
- Video 24: Supply Chain Series 2021 – (9 views) 7
Check out this video on how farming implements are driving up costs of inputs across farming communities in the Upper Midwest. This video is in partnership with AgMRC. [https://lnkd.in/ew7ZGyaA](https://lnkd.in/ew7ZGyaA)

Impressions: 946
Clicks: 15
Reactions: 9
Comments: 0
Shares: 2
In this video of the supply chain series, we chat about ag manufacturing and its impact on supply chains throughout the nation. The ag manufacturing supply chain was impacted by container shortages, disruptions in production capacity both domestically and internationally and other factors that have influenced farming costs. Some costs are the highest in recorded history, even when inflation is accounted for. Watch here: [https://lnkd.in/ed5fUFtY](https://lnkd.in/ed5fUFtY)

Impressions: 525  
Clicks: 3  
Reactions: 1  
Comments: 0  
Shares: 1

Check out this video on about the drought impact on the agriculture supply chain. The Upper Midwest has been impacted by a severe drought which has impacted farming operations
throughout the region. This has impacted various supply chain verticals thereby straining the system. Commodity price volatility, high transportation costs and unreliable precipitation has created very difficult conditions for Upper Midwestern farmers. Watch video here: https://lnkd.in/ez_yhdX9

Impressions: 694
Clicks: 3
Reactions: 2
Comments:0
Shares: 1

3/23/2022

Check out video #25 of the AgMRC Supply Chain Series - This one touches on the agriculture labor and impact on overall ag economy. Labor continues to impact the ag economy. Wage inflation is at its highest in four decades creating difficult situations for farmers across the country. The issue is not relegated to issues on the farm as it is equally as accurate within processing facilities and manufacturers. Watch video: https://lnkd.in/dBSbyJT8

Impressions: 296
Clicks: 1
Reactions: 3
Comments:0
Shares: 1
In addition to the videos a series of webinars has been conducted the Norther Crops Institute located at North Dakota State University (NDSU). Summary information is noted below.

**January:**
The Cereal Innovators January webinar was held on January 12, 2022. This webinar featured Neil Doty and Delore Zimmerman. The two discussed *Cereal Foods Manufacturing Start-Up Guide*.

- 17 participants watched the live version of the webinar
- 16 participants watched the re-purposed recorded video
- Of these participants, six different countries were represented. The countries represented were the United States, Pakistan, Tunisia, Netherlands, South Korea, and Canada.

To watch or download the video, click [HERE](#).

**February:**
The Cereal Innovators February webinar was held on February 9, 2022. This webinar featured Neil Doty as he discussed *Food Industry Trends That Impact Cereal Grain Opportunities*.

- 20 participants watched the live version of the webinar
- 19 participants watched the re-purposed recorded video
- Of these participants, eight different countries were represented. The countries represented were the United States, Canada, Morocco, Belgium, Singapore, Tunisia, Taiwan and Pakistan.

To watch or download the video, click [HERE](#).

**March:**
The Cereal Innovators March webinar was held on March 9, 2022. This webinar featured Bill Patrie as he discussed *The Development of Cereal Grain Based Enterprises*.

- 17 participants watched the live version of the webinar
- 6 participants watched the re-purposed recorded video
• Of these participants, two different countries were represented. The countries represented were the United States, Canada and Taiwan.