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).
Iowa State University

AgMRC Website Statistics

This period, the total number of page views was a total of 523,130 with an average of 5,686 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

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.
5. Dragon Fruit – 6,603 pageviews
6. Poultry – 6,133 pageviews
7. Watermelon – 5,292 pageviews
8. Lettuce – 5,324 pageviews

<table>
<thead>
<tr>
<th>2020</th>
<th>Pageviews</th>
<th>Page Views Per Day</th>
</tr>
</thead>
<tbody>
<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>2021</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>
</tbody>
</table>
**2022**

<table>
<thead>
<tr>
<th></th>
<th>Visits</th>
<th>Pageviews</th>
</tr>
</thead>
<tbody>
<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>
<tr>
<td>July</td>
<td>172,103</td>
<td>5,551</td>
</tr>
<tr>
<td>August</td>
<td>169,477</td>
<td>5,467</td>
</tr>
<tr>
<td>September</td>
<td>183,550</td>
<td>6,118</td>
</tr>
</tbody>
</table>

**Major Content Sections**

The major content sections of the AgMRC website visits:

1. Commodities and Products – 438,774 pageviews
3. Business Development – 63,800
4. Media Room – 48,179 pageviews

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

1. Fruits – 103,265 pageviews
2. Vegetables – 74,704 pageviews
3. Grains and oilseeds – 68,537 pageviews

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

2. Ethanol – 14,222 pageviews
3. Climate Change – 1,958 pageviews
Within the Business Development Section, the top three topics visited during this period were:

1. Value Added Agriculture – 21,231 pageviews
2. Business and Economic Concepts and Principles – 9,047 pageviews
3. Business Workbench – 8,342 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>
</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
Grocery Report
July – September
The rural grocery store project finalized interviews and began analyzing data. The tristate team kept in communication and started to discuss the data analysis coding method to identify and understand findings in each state’s interviews. The interviews had three areas of focus including: relationships; demand; logistics; and layout. The three teams began analyzing their data separately by state and identified strengths, challenges, and opportunities that grocers and farm and food businesses experience when pursuing a grocer/local producer relationship. By the end of September, the tristate team started to compare the interview findings to later compare each state interview coded results with a regional view of the coded findings for both grocers and producers. Additionally, the Iowa team submitted two presentation proposals to the 2022 National Agricultural Marketing Summit and the Food Distribution Research Society.
Farm to School and Early Care Coalition

The 2022 campaign closed July 1, 2022, at which time participating sites submitted receipts, stories and a final survey to share about their experience participating. A link to the 2022 Iowa Farm to Summer Campaign evaluation is available here.

As of September 2022, the National Toolkit, an output of this grant project, has been posted online on the Iowa Farm to School and Early Care Coalition website. A link to the resource is here and the webpage is available here. “Farm to Summer Toolkit: Tools and Best Practices for Program Delivery” 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. The toolkit will be posted on the AgMRC website.
Overview | Coalition Evaluation and Communications

**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.

**Website and Newsletter:** The Iowa Farm to School and Early Care Coalition website 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. The Network Newsletter, “The Iowa Beet!” launched in January of 2022 and features stories and resources shared by network members.

**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.

<table>
<thead>
<tr>
<th><strong>Highest Rated Topics</strong></th>
<th><strong>Lowest Rated Topics</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><em>I really care about the future of Coalition</em></td>
<td><em>Interest is generally high</em></td>
</tr>
<tr>
<td>Processes used to define priorities and decision making</td>
<td><em>Follow through on the Coalition’s activities</em></td>
</tr>
<tr>
<td>Commitment of Coalition co-leads to the coalition</td>
<td><em>Efforts to promote collaborative action</em></td>
</tr>
<tr>
<td>3.00</td>
<td>2.46</td>
</tr>
<tr>
<td>2.83</td>
<td>2.67</td>
</tr>
<tr>
<td>2.92</td>
<td>2.67</td>
</tr>
</tbody>
</table>
April – June 2022 Quarter Update

The coalition met in May 2022 and the annual Iowa Farm to School and Early Care Coalition Conference took place virtually in June 2022. An estimated 280 attendees joined the virtual conference to learn of projects, funding and partners supporting this work across Iowa.

July – September 2022 Quarter Update

The coalition met in July and September 2022. The coalition’s Network Development Strategy Team is developing the final version the output, "Best Practices for Farm to School and Early Care Coalition Development," to be posted on the AgMrc website in late fall of 2022.

AgMRC Subcontracts

MarketMaker Collaboration

Task 1 Food Searcher Program - Enhancements and Expansions

Product / Business Type Plug Ins –

Currently total 43 total product/ business plug-ins on AgMRC site. New commodities include wheat, maple syrup, blackberries, raspberries, mushrooms, and herbs.
During the months of July - September 2022, AgMRC users performed 55,442 product/business searches, averaging 4,232 searches per week.

The top 5 commodity searches were:

1. Potatoes 392 searches per week
2. Peaches 381 searches per week
3. Apples 355 searches per week
4. Processors 332 searches per week
5. Agri-tourism 256 searches per week

Outreach: MarketMaker had a booth at the American Association of Meat Processors tradeshow in Des Moines, Iowa on July 14 – 16, 2022 where we featured the AgMRC FoodSearcher meat processor plug-in with 9,053 meat processors to search from. This search tool is one of a kind for meat processors and is consistently in the top five of searched products (above).

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
During the period of July – September 2022 we focused on upgrading the business data, and adding the business data types such as truckers, short haul and long haul, producers, and wholesalers, for more complete food infrastructure mapping. This involved adding an additional 700,000 businesses, moving the total available for mapping to over 1.5 million.

We also added the ability to save the mapping in various formats. The map below shows local trucking companies in green and long-haul trucking in red.

We also did several minor improvements to the advanced mapping site in preparation for presenting at 2022 Ag Marketing Summit in Pensacola, Florida in October.
A new feature that links MarketMaker to AgMRC content is shown in the screenshot below. This is a new MarketMaker landing page dedicated to AgMRC content found on the MarketMaker homepage. At the bottom of the page is a website carousel representing the 11 major themes of the AgMRC site.

In this three-month period, we have added this feature to the profile-product information in 18 products: Herbs: Anise, Basil, Borage, Caraway, Chive, Coriander, Dill, Fennel, Lemon Balm,
Lovage, Mint, Peppermint, Spearmint, Parsley, Rosemary, Sweet Marjoram, Tarragon and Thyme.

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.

At this time MarketMaker has 472 profiles with e-commerce stores in their profile. (see map below.)
University of Vermont

Agritourism, Direct-to-Consumer Sales, and Value-added Enterprises

Project period: July 1, 2020 to June 30, 2022 with a no cost extension through December 30, 2022

Submitted October 10, 2022
Lisa Chase
Natural Resources Specialist, University of Vermont Extension

Commented [B3]: University of Vermont - Complete
- Do we need the Agritourism portion? Or directly to Work Plan?
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. Seven published articles, including:


c. Four journal publications in press or in review:

We also created outreach materials specifically for producers:
Agricultural Marketing Resource Center

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 2616 unique registrants representing 82 countries between September 2020 and May 2022.

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.


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 and hybrid 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. March 28, 2022. 49 participants.
2. Agritourism Networking event held in collaboration with Addison County Relocalization Network (ACORN) at American Flatbread in Middlebury, Vermont. May 16, 2022. 61 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.
1. Ferguson, G., Chase, L., and Lane, T., Food is Medicine and the Realm of Tourism: An Interdisciplinary Panel Discussion organized by the Native Center for Alcohol Research and Education (virtual, invited), September 21, 2022. 106 registered, 47 attended.
2. Chase, L. Developing Tribal Tourism Enterprises Based on Native Values, (virtual, invited). Webinar hosted by the American Indian Native Alaskan Tourism Association (AIANTA) and USDA Rural Development, August 9, 2022. 142 registered, 83 attended.


14. 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.


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 September 2022, the project team completed 123 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.
Cylon Rolling Acres, Goat Meat Farm to Suit Growing Demographics

In Western Wisconsin, there is a large demand for goat meat. When Leslie Svacina, owner of Cylon Rolling Acres and 2021 VAPG recipient, recognized there were limited options at grocery stores in her area, she knew that a grass-fed goat farm would be a great fit for her and the diverse community around her. The VAPG funds provided Leslie the opportunity to update her marketing and branding through their cooking guides and packaging.

Keene Garlic, E-commerce Connecting Farmers Nationwide

This story showcases a small family farm that grows a specialty crop and sells their products on their website at keeneorganics.com. They collaborate with other small, organic family farms to produce and sell the highest quality garlic in the United States. In addition to the farm’s background, this feature highlights how the USDA grant helped them expand their line of seasonings produced from their organic and gourmet heirloom garlic in their own licensed kitchen in Madison, Wisconsin.

Star Bright Farm, Herbal Beauty Experienced Through the Senses

Whether viewing the beautiful fields of lavender, smelling the aromas of their herbal products, or listening to the sounds of musicians surrounded by rows of vibrant plants, Star Bright Farm appeals to many senses. With the expenses this Maryland-based farm had from their products and services, they found that the Value-Added Producer Grant “helped us alleviate some of that burden.” They were able to focus on their marketing and visual elements for their products with the funds and are inclined to expand their hydrosols in other parts of the United States in the future.
New Videos Produced

Videos 34-38 were completed during this period.

Video 34: 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: This video 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 36: This video examines the recent deal brokered by the United Nations and Turkey concerning releasing 25MM tons of wheat that have been trapped in Ukraine. It also highlights how global prices of commodities will be impacted.

Video 37: July 2022’s heatwave has impacted farmers throughout the nation and the world. This video explores high heat and drought as well as its impact on domestic crop production and overseas growing seasons.

Video 38: How vertical farming is changing agricultural practices across the Midwest and Western states. Improvements in supply chains and logistics networks, deficits in energy uses in markets such as California
Video Statistics

- Videos 1-3 -- Fundamentals of supply chains (1,403 views) 33
- Video 4 -- Meat supply chains (467 views) 6
- Video 4b--Meat supply chains in Spanish (6 views) 0
- Video 5 -- Eggs supply chains (56 views) 2
- Video 6 -- Corn and Ethanol supply chains (207 views) 2
- Video 7 -- Dairy supply chains (384 views) 3
- Video 7b-- Dairy supply chains in Spanish (6 views) 0
- Video 8 -- Fresh Produce supply chains (356 views) 7
- Video 8b-- Fresh Produce supply chains in Spanish (3 views) 0
- Video 9 -- Shipping and the supply chain implications (168 views) 5
- Video 10 -- Restaurants and the supply chain implications (164 views) 1
- Video 11 -- Food Banks and the supply chain implications (123 views) 0
- Video 12 -- Local Markets and the supply chain implications (164 views) 1
- Video 13 -- Halal and Kosher Markets and the supply chain implications (103 views) 4
- Video 14 -- Human Capital (165 views) 1
- Video 15 -- Long-Term Food Supply Chain Trends (34 views) 0
- Video 16 -- Long-Term Food Supply Chain Trends (22 views) 0
- Video 17 -- ESG Impact on the Food Supply Chain (6 views) 0
- Video 18 -- Food Supply Chain Shocks (19 views) 0
- Video 19 -- Supply Chain Shocks (20 views) 0
- Video 20 -- Creating a More Resilient Midwest (8 views) 0
- Video 21: Supply Chain Series 2021 -- (21 views) 0
- Video 22: Supply Chain Series 2021 -- (26 views) 0
- Video 23: Supply Chain Series 2021 -- (18 views) 0
- Video 24: Supply Chain Series 2021 -- (10 views) 1
- Video 25: Supply Chain Series 2021 -- (15 views) 0
- Meat Production Panel 2020 - (82 views) 1
- Video 26: Supply Chain Series 2022 -- (9 views) 1
- Video 27: Supply Chain Series 2022 -- (25 views) 6
- Video 28: Supply Chain Series 2022 -- (15 views) 3
- Video 29: Supply Chain Series 2022 -- (11 views) 0
- Video 30: Supply Chain Series 2022 -- (25 Views) 18
- Video 31: Supply Chain Series 2022 -- (17 views) 8
Agricultural Marketing Resource Center

- Video 32: Supply Chain Series 2022 – (14 views) 10
- Video 33: Supply Chain Series 2022 – (8 views) 6
- Supply Chain Training – (11 views) 4
- Video 34: Supply Chain Series 2022 – (10 views)
- Video 35: Supply Chain Series 2022 – (8 views)
- Video 36: Supply Chain Series 2022 – (11 views)
- Video 37: Supply Chain Series 2022 – (14 views)
- Video 38: Supply Chain Series 2022 – (7 views)

Total new views: 174

Marketing Information

Supply Chain Series - AgMRC

LinkedIn Analytics

July 1 - September 30
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.

Watch video #30 of the AgMRC Supply Chain Series: https://lnkd.in/gA3dWij5

Analytics
- 628 Impressions
- 390 Unique impressions
- 15 Engagements
- 2.4% Engagement rate
- Clicks 10
- Click-through rate 1.6%
- Reactions 5
- Comments 0
- Reposts 0
7/12/2022
This AgMRC Supply Chain Series video touches on the 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.

Watch Full Video: https://lnkd.in/gBw4pMhi

- 342 Impressions
- 246 Unique impressions
- 2 Engagements
- 0.6% Engagement rate
- Clicks 1
- Click-through rate 0.3%
- Reactions 1
- Comments 0
- Reposts 0
AgMRC Supply Chain Series: Update on Global Grain Situation. This video is about the 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.

Watch Video: https://lnkd.in/gs9yD2DV

- 388 Impressions
- 253 Unique impressions
- 8 Engagements
- 2.1% Engagement rate
- Clicks 4
- Click-through rate 1.0%
- Reactions 3
- Comments 0
- Reposts 1
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.

Watch full video: [https://lnkd.in/giDTR8n](https://lnkd.in/giDTR8n)

- 341 Impressions
- 230 Unique impressions
- 5 Engagements
- 1.5% Engagement rate
- Clicks 3
- Click-through rate 0.9%
- Reactions 2
- Comments 0
- Reposts 0
This video in the AgMRC Supply Chain series 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.

Watch here: https://lnkd.in/gGKmtz9M

- 418 Impressions
- 257 Unique impressions
- 6 Engagements
- 1.4% Engagement rate
- Clicks 4
- Click-through rate 1.0%
- Reactions 1
- Comments 0
- Reposts 1
Check out this AgMRC Supply Chain Video #35 - 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.

Watch here: [https://lnkd.in/gkbJDRqq](https://lnkd.in/gkbJDRqq)

- 446 Impressions
- 287 Unique impressions
- 6 Engagements
- 1.3% Engagement rate
- Clicks 2
- Click-through rate 0.4%
- Reactions 3
- Comments 0
- Reposts 1
This video in the AgMRC Supply Chain Series examines the recent deal brokered by the United Nations and Turkey concerning releasing 25MM tons of wheat that have been trapped in Ukraine. It also highlights how global prices of commodities will be impacted.

Watch here: [https://lnkd.in/gMysRqiY](https://lnkd.in/gMysRqiY)

- 510 Impressions
- 339 Unique impressions
- 6 Engagements
- 1.2% Engagement rate
- Clicks 2
- Click-through rate 0.4%
- Reactions 2
- Comments 0
- Reposts 2
During this episode of the Supply Chain Series, we discuss how the July heatwave has impacted farmers throughout the nation and the world. This video explores high heat and drought as well as its impact on domestic crop production and overseas growing seasons.

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

- 437 Impressions
- 303 Unique impressions
- 5 Engagements
- 1.1% Engagement rate
- Clicks 2
- Click-through rate 0.5%
- Reactions 2
- Comments 0
- Reposts 1
9/21/2022

Check out this Supply Chain Series episode #38 - How vertical farming is changing agricultural practices across the Midwest and Western states. Improvements in supply chains and logistics networks, deficits in energy uses in markets such as California.

Watch now: [https://lnkd.in/deQcDusV](https://lnkd.in/deQcDusV)

- 410 Impressions
- 285 Unique impressions
- 11 Engagements
- 2.7% Engagement rate
- Clicks 2
- Click-through rate 0.5%
- Reactions 8
- Comments 0
- Reposts 1

Assisting Producer Groups

Regarding Halal Meat Marketing for Wajir Enterprises:
1. Began working value chain mapping with the Somali-American entrepreneurs.
2. Located farmer/rancher willing to lease land in both Otter Tail and Norman Counties.
3. Identified value-added producer grants offered by both the federal government and the State of MN.
4. Began analyzing business plan for feasibility and have begun educating the group on developing a pro forma.