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 – October 2021 – December 2021

Iowa State University

AgMRC Website Statistics
This period, the total number of page views was up more than 20,000 for a total of 200,482 with an average of 2,179 per day. Around 2% of the visitors to the site were returning users.

The Commodities and Products section attracts the most visits, at 160,645 this period total. Within Commodities and Products, Fruits is the top section at 42,215 visits. Vegetables follows at 35,559 visits. Grains and Oilseeds has the next highest visits at 23,193.

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

1. Apples – 7,111 pageviews
2. Macadamia Nut – 4,757 pageviews
3. Dragon Fruit – 3,979 pageviews
4. Industrial Hemp – 3,970 pageviews
5. Lettuce – 3,892 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.
### Pageviews and Page Views Per Day

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<th>Month</th>
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### Major Content Sections

The major content sections of the AgMRC website visits:

1. Commodities and Products – 160,645 pageviews
2. Business Development – 15,081 pageviews
3. Renewable Energy – 10,970 pageviews
4. Directories and State Resources – 1,804 pageviews

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

1. Fruits – 42,215 pageviews
2. Vegetables – 35,559 pageviews
3. Grains and oilseeds – 23,193 pageviews

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

1. Renewable Energy and Climate Change Report – 7,296 pageviews
2. Ethanol – 1,294 pageviews
3. Biodiesel/biofuels – 982 pageviews
Within the Business Development Section, the top three topics visited during this period were:

1. Value Added Agriculture – 6,517 pageviews
2. Business and Economic Concepts and Principles – 3,926 pageviews
3. Business Management – 2,047 pageviews

AgMRC Website Updates:

Profiles and Pages updated this period (71):

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Commodities and products profiles are updated based on client inquiries to AgMRC Match participants and AgMRC office staff, and available USDA data. This period we focused more on the updating of commodity pages on our website and continued to work at removing pages from the backend of our website that are no longer relevant and linked. We were able to add the VAPG success stories case studies and videos to the appropriate commodity pages, giving producers an opportunity to see how a VAPG could help an operation potentially similar to theirs. Additionally we worked to make the front end of the website more consistent visually – an ongoing process.

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. We anticipate the majority of those updated profiles being added in the late winter or early spring.
Email
AgMRC staff researched and responded to 95 e-mailed questions pertaining to macadamia nuts, flax, processing, cedar, and many other topics.

Phone Calls
Between October 1 and December 31, 2021, AgMRC staff reported having 30 toll-free phone inquiries from 19 different states.

Facebook
AgMRC has expanded its public outreach by creating a page on Facebook which has 3,990 followers. During this period the AgMRC Facebook page had 41 posts, which were seen by more than 2,038 people.

YouTube
The AgMRC YouTube channel garnered a total of 2,514 new views for a lifetime total of 13,866. The channel gained 23 new subscribers and now has 138.

Iowa State University

Modular Produce Processing Cart

Students began design edits and ordered equipment for the mobile processing trailer. The team was awarded $6000 for equipment from NCR FSMA. Some of the materials were delayed due to supply chain issues, and it is now anticipated that the students will complete build out of the prototype in early Spring 2022 and then testing of the cart will occur with farmers and food businesses.

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

Iowa Farm to Summer Campaign partners (ISU FFED, Iowa Department of Education, Iowa Department of Agriculture and Land Stewardship, and FoodCorps Iowa) are meeting to plan the 2022 Iowa Farm to Summer Campaign. Since 2018, we’ve seen an increase in applications from new organizations interested in participating and a significant number of organizations applying to participate again. The 2021 Iowa Farm to Summer Campaign confirmed this increasing interest again. Figures from 2018 through an estimate of 2022 are listed in Table 1.
Table 1. Annual Iowa Farm to Summer Campaign Figures

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<th>Campaign Year</th>
<th># of Participating Sites</th>
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<td>2018</td>
<td>13 sites</td>
<td>$1,950</td>
<td>760 youth reached</td>
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<tr>
<td>2019</td>
<td>25 sites</td>
<td>$3,750</td>
<td>1,850 youth reached</td>
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<tr>
<td>2020</td>
<td>43 sites</td>
<td>$6,250</td>
<td>13,083 youth reached</td>
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<td>2021</td>
<td>85 sites</td>
<td>$14,800</td>
<td>9,047 youth reached</td>
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<tr>
<td>2022</td>
<td>Estimating: 150 sites</td>
<td>Goal: $30,000</td>
<td>Partner Dependent</td>
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In the fall of 2021, a final report regarding the 2021 Iowa Farm to Summer Campaign, “Kick it with Carrots” was completed and shared with Iowa Farm to School and Early Care Coalition partners (shared as an addendum to this report). This was a notable year for the campaign as, for the first time, partners networked to attain additional funding to meet demand from applicants. A central goal for partners in the 2022 year is to determine ongoing fundraising opportunities to support the campaign, and its growing popularity, annually.

In this winter of 2021-2022, partners have begun meeting to finalize the “Farm to Summer Toolkit: Tools and Best Practices for Program Delivery.” This resource will be completed in early spring of 2022, after plans for the 2022 campaign are determined and included in the report. Once complete, the toolkit will be posted on the AgMRC website. This resource will cover 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 Iowa Farm to School and Early Care Coalition is supporting Campaign partners by offering edits through the work of three strategy teams: Local Food Procurement, Food Education, and Network Development.

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:** Since June 2020, the Iowa Farm to School and Early Care Coalition has met consistently for bi-monthly, virtual meetings. Three co-chairs continue to facilitate communication and meeting logistics, and five strategy team coordinators facilitate meetings for three strategy teams (Network Development, Local Procurement, and Food Education). An output of this grant, the first [Iowa Farm to School and Early Care Coalition Annual Report](#) was completed in October 2020 and a second annual report was completed October 2022 (shared as an addendum to this report). The 2020-2021 report will be posted on the Iowa Farm to School and Early Care Website in February of 2022.

**Website and Newsletter:** The Iowa Farm to School and Early Care Coalition prioritizes honest and effective communications across coalition members and with the broader network. 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:** Throughout December 2021 and January 2022, the Coalition began developing a 2022 Conference Planning Committee. Partners from Iowa State Extension and Outreach, the Iowa Association for the Education of Young Children, FoodCorps Iowa, and Cocoa Creative Agency are partnering to coordinate and lead a virtual conference in late June 2022. The 2022 Iowa Farm to School and Early Care Virtual Conference will be live-streamed 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, we hosted the first Annual Coalition Member Survey to gauge perspective and feedback around members' first full year of coalition involvement. The results of this survey were used to define our 2021 strategic planning processes. In December of 2021, coalition co-chairs and strategy team coordinators determined the outline and content to be
included in the 2022 Annual Coalition Member Survey. This survey was sent late December 2021 and will be evaluated in late February 2022. The systems and templates 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 AgMRG website by March 2022.

**Food Systems Practitioner and Educational Resource Database**

A quarterly newsletter was sent out in December as outreach to existing profile holders that included updates, profile spotlights and other related resources. There were 141 practitioner profiles and 91 educational resource profiles reported to be on the database in December. 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 also attended the Direct Marketing Summit to present on the database and increase profile creation.

**Extension’s Role in Supporting Resilient Community Food Systems**

Analysis of surveys, interviews and focus groups have started. Initial findings were shared at the Direct Marketing Summit in Dallas, TX in October, 2021 and further descriptions will be shared at the Community Food Systems Event in Des Moines, Iowa in February 2022. Analysis will be shared in snapshots with each community, currently anticipated to be complete in April 2022.

**Geospatial Technology Program**

The Community and Economic Development Program’s Geospatial Technology Program creates reports for the AgMRC Mini Report Generator here:

[https://indicators.extension.iastate.edu/projects/CommodityReport/](https://indicators.extension.iastate.edu/projects/CommodityReport/)

Since the reports have been made live, the following numbers have been downloaded:

- Apples 187
- Tomatoes 217
- Potatoes 71
- Grapes 98
- Pork 11
- Strawberries 152
- Cheese 73
We have also been working on creating interactive dashboards (including web maps) that show the current commodity data and allow users to interact with it through selections, filters, and by geography. We are updating all of the USDA data for each commodity and are planning to add a couple additional commodities to the tool.

**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 October - December 2021, AgMRC users performed 54,735 product/business searches, averaging 4,178 searches per week. **This quarter experienced the most total searches for any quarter since the FoodSearcher site was setup.**

The top 5 commodity searches were:

1. Apples 560 searches per week
2. Processors 499 searches per week
3. Agri-tourism 390 searches per week
4. Lettuce 300 searches per week
5. Potatoes 284 searches per week

**Outreach:** As part of promoting MarketMaker, AgMRC and the FoodSearcher Tools, the MarketMaker Team participated in the 2021 National Agricultural Marketing Summit, National MarketMaker Partner Meeting, 2021 National Farmer Veteran Coalition Conference and Trade Show in Knoxville, TN; and the Great Lakes Fruit, Vegetable and Farm Market Trade Show in Grand Rapids, Michigan.

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

**Task 2 Interactive Mapping Tools for Researchers, Classroom Instruction, and Technical Assistant Providers**
MarketMaker is progressing on the advanced mapping capabilities. We are integrating a new, powerful mapping library called Mapbox-gl that enables a lot of the planned features. We are currently replacing the previous map with Mapbox. We have introduced side tabs for advanced analysis tools.

One tab allows the user to show all the census tracts overlaid on the map and then select one or more of those tracts. Once those tracts are selected the user will be able to launch a census report for the selection. This will create a new browser tab that has census and consumer spending data listed in an easy-to-read format.

The second tab currently being worked on will allow 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 Map above Shows:
- business profiles
- secondary businesses
- census tracts

The beta version of the Advanced Mapping tools will be tested with an Ag Economics class at the University of Illinois in March 2022.

**Task 3 AgMRC/MarketMaker Data and Content Integration**

The October Newsletter, going out to 10,000 subscribers, Feature Article: *Chickens and Soil and Veggies, Oh My!*  
https://foodmarketmaker.com/news/art-KNXzo7dng

This article originated from the AgMRC facebook page and was a follow-up article to update the progress of the project. The article referenced AgMRC as the source and provided a live link to AgMRC. Jo Pisel interviewed Dr. Ajay Nair, Iowa State University horticulture professor, a source AgMRC provided.
New and Improved Newsletter:

With the new layout of our MarketMaker layout and inclusion of feature articles from AgMRC, the MarketMaker Newsletter, TidBits has seen performance improvements:

- 7% increase in Open Rate
- 16% increase in click through rate

Task 4 E-Commerce Support to Farmers

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

Outreach

Kami Semick, founder and chief executive of Food4All and Raghela Scavuzzo, associate director of food system development for Illinois Farm Bureau and Illinois MarketMaker PI, demonstrated the new locally and regionally organized Market Places program in October at the 2021 National Agricultural Marketing Summit in Dallas. Semick and Scavuzzo are piloting Food4All Hub (the market solution) in Illinois and will be a feature available throughout the MarketMaker network.
Darlene Knipe was a speaker at the National Farmer Veteran Coalition Meeting in Nashville in November, 2021 where she spoke to the e-commerce capabilities in MarketMaker, along with new materials at our display.

**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.
   v. Schmidt, C., Chase, L., Barbieri, C., Rilla, E., Singh Knights, D., Thilmany, D., Tomas, S., Dickes, L., Cornelisse, S., Lamie, D., Callahan, R., George, H., & Leff,
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)
5. Decision Tool for Navigating Regulations -- in progress.

2) **Trainings to share best practices, decision aids, tools, and resources** with a focus on marketing, value added enterprises, agritourism and direct sales. During the first year of the grant, we were not able to host in-person trainings so we organized webinar series for producers, agricultural service providers, and others working with agritourism and value-added enterprises. We are continuing with virtual trainings and planning ahead for in-person trainings.


- **September 22, 2020, Welcoming Guests Back on our Farms and Ranches**, 221 registered representing 27 countries, 98 attended representing 14 countries.
- **October 8, 2020, Regenerative Tourism & Agriculture**, 308 registered representing 27 countries, 159 attended representing 19 countries.
- **November 19, 2020, Indigenous and Tribal Perspectives on Agritourism**, 386 people registered representing 32 countries, 185 attended representing 18 countries.
- **December 9, 2020, Creating Virtual Farm and Food Experiences**, 507 registered representing 26 countries, 255 attended representing 14 countries.
- **January 13, 2021, Farm-Based Education in Every City and Town: 4 Unique Stories**, 310 registered representing 25 countries, 173 attended representing 15 countries.
- **February 17, 2021, Agritourism within the US Racial Justice movement**, 440 registered representing 19 countries, 246 attended representing 13 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 that will run from October 2021 – May 2022, leading up the International Workshop on Agritourism to be held in Vermont August 30 – September 1, 2022.


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.


7. 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.


9. 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 and December 2021, the project team completed 68 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

Cereal Innovators

A series of monthly seminars was created and delivered both live and in video archive focusing on the specialty and niche markets for small grains. This project was conducted as a sub-award from the University of Minnesota Crookston to the Northern Crops Institute.

October:
The Cereal Innovators October webinar was held on October 13, 2021. This webinar featured Andrew Green as he discussed *NDSU Spring Wheat Breeding - “Value On The Farm And In The Market.”*

- 21 participants watched the live version of the webinar
- 13 participants watched the re-purposed recorded video
- Of these participants, five different countries were represented. The countries represented are The United States, Canada, Israel, Belarus, and The Netherlands.

To watch the link or download the video, click HERE.

November:
The Cereal Innovators November webinar was held on November 10, 2021. This webinar featured Riley Gordon, Jason Robinson, and Connie Carlson. The group discussed *Exploring Markets for Kernza Perennial Grain.*

- 24 participants watched the live version of the webinar
- 17 participants watched the re-purposed recorded video
- Of these participants, five different countries were represented. The countries represented are Canada, India, Indonesia, Israel, and The United States.

To watch the link or download the video, click HERE.

December:
The Cereal Innovators December webinar was held on December 8, 2021. This webinar featured Brian LaPlante and Laurie Scanlin. Brian LaPlante discussed *Traditional Sourdough Fermentation and the Impact on Cereal Grains.* Laurie Scanlin discussed *Gluten-Free and Gluten Containing Ancient Grains.*

- 28 participants watched the live version of the webinar
- 10 participants watched the re-purposed recorded video
- Of these participants, six different countries were represented. The countries represented are Belgium, Mexico, Canada, The United States, Portugal, and Tunisia.

To watch the link or download the video, click HERE.
Video Seminars conducted by University of Minnesota Crookston

The University of Minnesota Crookston has developing a set of videos to explain the impact on global supply chains due to COVID-19. We have spent the past year making these videos and distributing them to commodity groups, schools, and social media outlets like LinkedIn and Facebook. Four new videos have been developed since the previous report:

Video 22- Farming implements, driving up costs of inputs across farming communities in the Upper Midwest

Video 23- Ag manufacturing and its impact on supply chains throughout the nation

Video 24- Drought impact on the agriculture supply chain

Video 25- Ag labor and impact on overall ag economy

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

- Videos 1-3 --Fundamentals of supply chains (1,245 views) 34
- Video 4 --Meat supply chains (404 views) 8
- Video 4b-Meat supply chains in Spanish (6 views) 1
- Video 5 --Eggs supply chains (45 views) 6
- Video 6 --Corn and Ethanol supply chains (191 views) 12
- Video 7 -- Dairy supply chains (381 views) 16
- Video 7b— Dairy supply chains in Spanish (6 views) 3
- Video 8 -- Fresh Produce supply chains (307 views) 29
- Video 8b-- Fresh Produce supply chains in Spanish (3 views) 1
- Video 9 -- Shipping and the supply chain implications (141 views) 4
- Video 10 – Restaurants and the supply chain implications (141 views) 9
- Video 11 -- Food Banks and the supply chain implications (109 views) 6
- Video 12 --Local Markets and the supply chain implications (150 views) 9
- Video 13 --Halal and Kosher Markets and the supply chain implications (94 views) 9
- Video 14-- Human Capital (154 views) 12
- Video 15--Long-Term Food Supply Chain Trends (21 views) 1
- Video 16--Long-Term Food Supply Chain Trends (14 views) 2
- Video 17-- ESG Impact on the Food Supply Chain (6 views) 1
- Video 18-- Food Supply Chain Shocks (13 views) 2
- Video 19 Supply Chain Shocks (15 views) 3
- Video 20 - Creating a More Resilient Midwest (5 views) 1
- Video 21: Supply Chain Series 2021 – (17 views) 17
- Video 22: Supply Chain Series 2021 – (0 Views) 0
- Video 23: Supply Chain Series 2021 – (9 views) 9
- Video 24: Supply Chain Series 2021 – (2 views) 2
Work with Under-represented producer groups
Simultaneous to completing the video content and panels, we continue to work closely with Minnesotans and North Dakotans of East African origin to develop new business concepts that have a rural-urban nexus and provide more enhanced food security for groups with unique dietary needs. For example, work has been to introduce ethnic minority entrepreneurs to farmers to begin a product line on pasta in the region. Working with business leaders to access financing and develop a logistics network using locally produced wheat to develop Somali and Arab pasta products.

This would improve rural agricultural economics through higher premiums yet reduce costs for consumers given major reductions in global supply chain movements. We will continue to work with this group and others on developing business plans that enhance rural economic agricultural growth prospects.