

# Agricultural Marketing Resource Center

Quarterly Report – October - December 2014

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).



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## *Goal 1. Maintain an electronic, web-based library.*

This quarter, the average number of sessions per day to the AgMRC website was 3,476, down from 3,495 per day last quarter, while the average number of pageviews per day was 5,450, a decrease from 5,480 per day last quarter.

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

1. Fruits
2. Livestock
3. Vegetables

## *Goal 2. Provide value-added business and economic analysis tools.*

The Renewable Energy and Climate Change newsletter is written by Don Hofstrand and Robert Wisner, retired professors at Iowa State University.

The newsletter contains pricing, profitability and supply/demand tools used for analysis of ethanol, biodiesel and distillers grains.

An analysis of the Renewable Energy & Climate Change newsletter was conducted. During this quarter, a new sponsor of the Renewable Energy Monthly Report was finalized and formally accepted by the Iowa State University administration. The new report-style format will be monthly in 2015 under the sponsorship of the Iowa Grain Quality Initiative.

## *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](http://www.agmrc.org) electronic resource information website.

AgMRC continues to serve a national value-added agriculture audience, with more than 4,000 unique visits per day.



*Goal 3. Link producers with electronically available information and resources.*

AgMRC staff researched and responded to 62 e-mailed questions pertaining to the Value Added Producer Grants, the Commodities and Products section, the Markets and Industries section, the Renewable Energy section and the Directories and State Resources section of the website this quarter. The questions requested information about such topics as aquaculture, industrial hemp, organic eggs and chickens and aronia hybrids.

As of June, AgMRC staff reported receiving 67 toll-free phone inquiries from 9 different states.

AgMRC has expanded its public outreach by creating a page on Facebook. During this quarter, the AgMRC Facebook page had the following 12 posts, which were seen by more than 2,166 people.

A Google + page was created in May 2014. AgMRC has 254 followers and 216,103 views.