

Agricultural Marketing Resource Center

Quarterly Report – October - December 2015

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 2,870, down from 3,864 per day last quarter, while the average number of pageviews per day was 4,464, a decrease from 6,102 per day last quarter.

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

1. Pumpkins
2. Commodities and Products
3. Citrus

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

The Renewable Energy Monthly Report 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.

During this quarter, two issues of the Renewable Energy Monthly Report were created and distributed. Articles included Uptrend in U.S. Gasoline Use Lifts Ethanol Demand; Revisiting the Impact of Biofuels on Agriculture; Trends in U.S. Energy Inventories: Has Increased Ethanol Production Resulted in Increased Stocks? And Causes and Consequences of a Warming Planet.

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 more than 4,000 unique visits per day.



In addition to these articles, a feature of the month and balance sheets and profitability spreadsheets were updated monthly. The monthly report is distributed to 3,000 individuals.

John Rasty, our hired graduate student in Agricultural Education, continues to update the curriculum section of AgMRC and revise lesson plans for additional student interactivity vs. lecture/worksheet lesson plans.

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

AgMRC staff researched and responded to 35 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 white popcorn, applying for a VAPG grant, eel farming, kenaf and agritourism farms.

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 2,372 people.

A Google + page was created in May 2014. AgMRC has 329 followers and 318,821 views.

One radio spot was created during this quarter – Biofuels Production Reports Help Farmers Understand Markets in October 2015. The spot was utilized by 18 stations, each with multiple syndicates.