

Agricultural Marketing Resource Center

Quarterly Report – October – December 2016

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 2,436, up from 1,948 per day last quarter, while the average number of pageviews per day was 3,684, an increase from 2,973 per day last quarter.

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

1. Industrial Hemp
2. Pumpkins
3. Strawberries

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

The Renewable Energy Monthly Report is produced as a partnership between the Agricultural Marketing Center, the Iowa Grain Quality Initiative, and is authored by Decision Innovation Solutions.

The newsletter contains pricing, profitability and supply/demand tools used for analysis of ethanol, biodiesel and distiller's grains and is sent out on a monthly basis.

During this quarter, three issue of the Renewable Energy Monthly Report were published and distributed. Some article topics included were, "Ethanol Production: Positive Margins, Record Exports, Record High Domestic Demand, and Exploded RINS", "Gasoline and Ethanol Price Relationship and Blending Margins", and "How Do Ethanol Ending Stocks Affect Ethanol Price". In addition to these articles, a featured chart of the month

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 2,000 unique visits per day.



and balance sheets and profitability spreadsheets were updated monthly. The monthly report was distributed, on average, to 1,718 subscribers, an increase from an average of 1,642 subscribers from Quarter 4.

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

AgMRC staff researched and responded to 29 e-mailed questions pertaining cost of production for industrial hemp, demand for honey, and acreage breakdowns between artisanal grapes and large commercial grapes.

As of December, AgMRC staff reported having 13 toll-free phone inquiries from 10 different states.

AgMRC has expanded its public outreach by creating a page on Facebook. During this quarter, the AgMRC Facebook page had 8 posts, which were seen by more than 1,100 people.

One radio spot was created during this quarter entitled, “Farmers Finding Added Value in Agritourism”. This radio spot was utilized by 19 stations with multiple affiliates in multiple states.

During Quarter 1, AgMRC started an Accessibility Project to make AgMRC compliant with the Americans with Disabilities Act. These updates to the content and framework of our website, will ensure that users who use devices to interpret web-content, such as screen readers, will be able to get value added agriculture information they are seeking. This project, due to the size of AgMRC, will take a few months to complete.