

# Agricultural Marketing Resource Center

Quarterly Report – January - March 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 352, down from 2,668 per day last quarter, while the average number of pageviews per day was 799, a decrease from 4,174 per day last quarter. These lower numbers are the result of working out some glitches from our website redesign that switched over in December 2015.

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

1. National Value Added Agriculture Conference
2. Commodities and Products
3. AgMRC Curriculum

During this quarter, a graduate student from Cal Poly Pomona updated 7 commodities and products profiles and wrote four articles on value-added producers. These articles were sent to more than 60 agricultural news outlets and commodity groups.

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

The Renewable Energy Monthly Report is now authored by Decision Innovation Solutions after the retirement of Don Hofstrand and Dr. Bob Wisner, and is still sponsored by the Iowa Grain Quality Initiative.

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

## AgMRC

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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 2,000 unique visits per day.



During this quarter, one issue of the Renewable Energy Monthly Report was published and distributed. One article was written named “An Overview of the Biodiesel Market: Production Imports, Feedstocks, and Profitability”. In addition to these articles, a featured chart of the month and balance sheets and profitability spreadsheets were updated monthly. The monthly report is distributed to 2,099 individuals.

John Rasty, a graduate student in Agricultural Education, is still with AgMRC updating the curriculum section by revising lesson plans for additional student interactivity vs. lecture/worksheet lesson plans. Rasty continues to promote the revised curriculum to ag teachers.

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

AgMRC staff researched and responded to 12 e-mailed questions pertaining to the National Value Added Agriculture Conference, the AgMRC Curriculum section, the Business Development section, 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 the next value-added agriculture conference, where to find a tool to develop a business plan, and markets for white corn and proso millet.

As of March, AgMRC staff reported receiving 6 toll-free phone inquiries from 6 different states.

AgMRC has expanded its public outreach by creating a page on Facebook. During this quarter, the AgMRC Facebook page had 13 posts, which were seen by almost 5,000 people.

Two radio spots were created during this quarter. The first, “Farm Programs for Veterans Abundant”, was utilized by 19 stations. The second radio spot, “National Value-Added Agriculture Conference Planned for July”, was utilized by 15 news stations.