

# Agricultural Marketing Resource Center

Quarterly Report – April - June 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 3,391, down from 3,864 per day last quarter, while the average number of pageviews per day was 5,312, a decrease from 6,102 per day last quarter.

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

1. Commodities and Products
2. Citrus
3. Organic Food Trends

## *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, three issues of the Renewable Energy Monthly Report were created and distributed. Articles included Current Indicators Point to Ample Low-priced Feedstocks for U.S. Biofuels but Weak Processing Margin; The Coming Electricity Storage Revolution; An overview of U.S. Progress in Renewable Energy; The Future of Electric Powered Vehicles; Implications of EPA's Proposed 2014 through 2017 Biofuels Mandates and The Importance of China in Combating Global Warming.

## *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.



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 3,000 individuals.

During this quarter, AgMRC hired a graduate student in Agricultural Education to look at the curriculum section of AgMRC and revise lesson plans for additional student interactivity vs. lecture/worksheet lesson plans. The graduate student, John Rasty, will stay on through the spring semester and summer on a part-time basis to promote the revised curriculum to ag teachers.

### *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 walnut and pecan varieties in Arizona, sesame seeds, kenaf and agritourism farms.

As of June, AgMRC staff reported receiving 88 toll-free phone inquiries.

AgMRC has expanded its public outreach by creating a page on Facebook. During this quarter, the AgMRC Facebook page had 14 posts, which were seen by more than 2,799 people.

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

One radio spot was created during this quarter – Value Added Producer Grants Benefit Smaller Producers in Big Ways in May 2015. The spot was utilized by 19 stations, each with multiple syndicates.