

Agricultural Marketing Resource Center

Quarterly Report – April – June 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).



Agricultural Marketing Resource Center

Quarterly Report – April – June 2016

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

This quarter, the average number of sessions per day to the AgMRC website was 1,706, up from 352 per day last quarter, while the average number of pageviews per day was 2,725, an increase from 799 per day last quarter. These numbers have rebounded from some glitches we had from our website redesign in December 2015.

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

1. Organic Food Trends
2. Cherries
3. Value-Added Agriculture Articles

During this quarter, a graduate student from Cal Poly Pomona updated 12 commodities and products profiles and wrote four articles on value-added producers. These articles were sent to more than 15 agricultural news outlets and commodity groups to be shared with their members and clients.

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

The Renewable Energy Monthly Report is now produced as a partnership between the Agricultural Marketing Center, the Iowa Grain Quality Initiative, and is authored by Decision Innovation Solutions after the retirement of Don Hofstrand and Dr. Bob Wisner.

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.

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.



During this quarter, three issues of the Renewable Energy Monthly Report were published and distributed. Some article topics included were, “Current Ethanol Market: Prices, Production, Profitability, and Co-Products”, “Update on U.S. Biomass-Based Diesel Production and the D4 RINs Market”, and “Biofuels Driving the California Low Carbon Intensity Standard Program Credits”. In addition to these articles, a featured chart of the month and balance sheets and profitability spreadsheets were updated monthly. The monthly report was distributed, on average, to 1,916 individuals. Significant work has been done during this quarter to clean up our subscriber list, and eliminate any emails that have bounced back on a frequent basis. The Decision Innovation Solutions Team has also started compiling list of potential subscribers to promote our newsletter to. In addition, the Decision Innovation Solutions team is working on a survey to send to current subscribers about their preferences for topics for future issues.

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 40 e-mailed questions pertaining to financial planning tools, certified organic or all-natural industry reports, number of pounds produced and consumed of particular vegetables and fruits, and specific industry organic statistics.

As of June, AgMRC staff reported having 44 toll-free phone inquiries from 19 different states.

AgMRC has expanded its public outreach by creating a page on Facebook. During this quarter, the AgMRC Facebook page had 10 posts, which were seen by over 3,000 people.

Two radio spots were created during this quarter. The first, “USDA Value-Added Grants Available to Farmers”, was utilized by 32 stations with multiple affiliates in multiple states. The second radio spot, “Renewable Fuels Report Highlights Renewable Energy”, was utilized by 14 news stations with multiple affiliates in multiple states.