

# Agricultural Marketing Resource Center

Quarterly Report – July - September 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 2,668, down from 3,391 per day last quarter, while the average number of pageviews per day was 4,174, a decrease from 5,312 per day last quarter.

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

1. Commodities and Products
2. Meat Goats
3. Aronia Berries

The subcontract with Cal Poly Pomona College of Agriculture staff updated the following profiles: Apricots, Blackberries, Blood oranges, Blueberries, Cherries, Citrus, Figs, Nectarines, Peaches, Pears, Plums, Pomegranates, Raspberries, Strawberries, Almond, Black Walnuts, Chestnuts, English Walnuts, Hazelnuts, Pecans, Pine Nuts and Pistachios.

## *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 Caution Signs in k Costs for Biofuels; Declining Corn and

*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 2,000 unique visits per day.



Ethanol Prices Change the Profitability Picture; Crude Oil Price Trends: Their Impact on Soybean Complex Prices and Biodiesel Economics; Impact of California's Drought on its Agriculture; Ethanol Export Trends and Prospects and The Clean Power Plan: What, Why and How.

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.

The University of Minnesota staff worked with faculty and attorneys at Oklahoma State, University of Nebraska, and University of Minnesota Law School on a 20-odd page publication on governance issues in value-added cooperatives. The publication has involved speaking with a number of stakeholders in the U.S. on this topic and should be ready for the AgMRC website soon. It is currently being reviewed.

### *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 the next value-added agriculture conference, where to find grant opportunities, and markets for rye.

During this quarter, AgMRC staff reported receiving 66 toll-free phone inquiries.

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 more than 2,476 people.

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

Two radio spots was created during this quarter – California Producers Finding Ways to Deal with Drought in July of 2015 and Sportsman Agritourism Offers Benefits for Farmers, Land Owners in September of 2015. The spots were utilized by 23 stations each, each with multiple syndicates.