

Agricultural Marketing Resource Center

Quarterly Report – July – September 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 1,948, up from 1,706 per day last quarter, while the average number of pageviews per day was 2,973, an increase from 2,725 per day last quarter. It seems that we are finally getting back to normal numbers since our website redesign in December 2015.

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

1. Industrial Hemp
2. Aronia Berries
3. Cherries

During this quarter, a graduate student from Cal Poly Pomona updated 4 commodities and products profiles.

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 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.

During this quarter, three issue of the Renewable Energy Monthly Report were published and distributed. Some article

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.



topics included were, “Ethanol: Beyond the Kernel”, “Recent Trends in Ethanol Profitability: The Contribution of Distillers Corn Oil”, and “The Latest on Production, Domestic Usage, and Exports of Distillers Dried Grains and Solubles”. 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 1,642 individuals. During Quarter 3, the Decision Innovation Solutions Team started compiling list of potential subscribers to promote our newsletter to. This promotion has increased our subscriber list by 125 subscribers, or 8%.

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

AgMRC staff researched and responded to 46 e-mailed questions pertaining to natural meat producer’s data sets, where to find pricing information for tree nuts, and questions on conducting market research interviews to find their target market.

As of September, AgMRC staff reported having 18 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 9 posts, which were seen by more than 1,500 people.

One radio spot was created during this quarter entitled, “Curriculum Available on Value Added Agriculture for Ag Teachers”. This radio spot was utilized by 19 stations with multiple affiliates in multiple states.