

# Agricultural Marketing Resource Center

Quarterly Report – April – June 2014

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 visits per day to the AgMRC website was 6,219, up from 5,851 per day last quarter, while the average number of pageviews per day was 21,665, slightly down from 21,851 per day last quarter.

Within the Commodities and Products section, the top three topics visited during this quarter were:

1. Fruits
2. Livestock
3. Grains and Oilseeds

During this quarter, the AgMRC Blog had 54,827 visitors, who opened a collective 158,205 pages and spent an average time of 2 minutes and 51 seconds.

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

The Renewable Energy and Climate Change 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.

These tools are distributed bi-monthly through the AgMRC Renewable Energy & Climate Change newsletter, with approximately 3,000 subscribers. An issue went out for March/April. In addition to the profitability tools and pricing models, articles included, “Ethanol, Gasoline, Crude Oil and Corn

## *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.



Prices: Are the Relationships Changing?” and “Corn Revenue, Costs and Returns, Trends and Implications for Ethanol Profitability.”

An analysis of the Renewable Energy & Climate Change newsletter was conducted.

Statistics on the **Constant Contact** portion of the newsletter:

July/August 2014	2192 sent	380 open	98 clicks
March/April 2014	2203 sent	424 opens	130 clicks
January/February 2014	1284 sent	261 opens	70 clicks
November/December 2013	1284 sent	254 opens	79 clicks
June 2013	1284 sent	255 opens	62 clicks
May 2013	1281 sent	246 opens	79 clicks
April 2013	1283 sent	262 opens	69 clicks
March 2013	1282 sent	264 opens	64 clicks

Statistics on the **Renewable Energy & Climate Change Newsletter web page** portion of the newsletter.

July 2014	3,247 visits	12,167 page views
June 2014	3,414 visits	10,298 page views
May 2014	3,470 visits	10,927 page views
April 2014	3,750 visits	10,972 page views
March 2014	3,379 visits	10,561 page views
February 2014	2,891 visits	10,035 page views
January 2014	3,253 visits	10,051 page views

Specific **inquiries in the past 12 months on the Renewable Energy & Climate Change Newsletter** came from:

- The Kansas City Star
- University of Minnesota
- Purdue University
- Nidera BV, Rotterdam
- The Wall Street Journal
- Fanie Brink, biofuels advisor to the South African government
- Division of Agriculture, Forestry and Veterinary Medicine, Mississippi State University
- Business and Energy Norte Dame
- Results thru Strategy
- USDA, ERS
- Bain & Company, Inc., Brussels, Belgium
- Pole Economie, Rance
- North Dakota University
- Caseus Energy, Encino, California
- Norfolk Southern, Norfolk, Virginia



- Renewable Fuels Association, Washington, D.C.
- Wallaces Farmer, Urbandale, Iowa
- Hospitality Services, Inc., Aberdeen, SD
- Department of Energy, Washington, D.C.
- C12 Energy
- Utah State University
- Lumina Decision Systems
- Tim LaSalle
- Advanced Biofuels Corp.
- Cargill Risk Management
- Texas A&M
- Oklahoma State University
- American Feed Industry Association
- Center for Food and Agricultural Research
- Milling and Baking News
- Inteligencia de Mercado, Graos, Brazil
- WOI Radio, Ames, Iowa

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

AgMRC staff researched and responded to 104 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 aquaculture, industrial hemp, organic eggs and chickens and aronia hybrids.

As of June, AgMRC staff reported receiving 87 toll-free phone inquiries from 9 different states.

AgMRC has expanded its public outreach by creating a page on Facebook. During this quarter, the AgMRC Facebook page had the following 14 posts, which were seen by more than 1,780 people.

A Google + page was created in mid-May. AgMRC has 111 followers and 16,132 views.

Two radio spots were created – the Rise of the Aquaculture Industry, parts 1 and 2, were created by interviewing specialists Dan Burden and Allen Pattillo. Spots were picked up by 10 stations with 74 affiliates.

## Agricultural Marketing Resource Center



Staff members at the University of Minnesota worked with VAPG recipients and business development members in Minnesota, North Dakota and South Dakota.

Staff members in Iowa attended the following trade shows and/or spoke at the following events on AgMRC:

Women in Ag Risk Management Education Conference	April 1-3	Madeline Schultz
National Value-added Agriculture Conference	May 12-15	Ray Hansen and Craig Tordsen
Fuel Ethanol Workshop	June 9-12	Connie Hardy