AGRICULTURAL MARKETING RESOURCE CENTER

REPORT – APRIL 2023 - JUNE 2023

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

REPORT – APRIL 2023 - JUNE 2023

IOWA STATE UNIVERSITY

AGMRC WEBSITE STATISTICS

This period, the total number of page views was a total of 891,497 with an average of 9,905 per day.

The Commodities and Products section attracts the most visits, at 558,337 this period total. Within Commodities and Products, Fruits is the top section at 124,498 visits. Vegetables follows at 96,036 visits. Grains and Oilseeds has the next highest visits at 92,230.

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

1. Rapeseed 11,687
2. Peaches 8,600
3. Apples 7,699
4. Watermelon 7,334
5. Gooseberry 7,124
6. Dragonfruit 6,513
7. Potatoes 6,232
8. Sweet corn 6,174
9. Lettuce 5,992
10. Sugarcane 5,726

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 nearly 7,000 unique visits per day.

2023	**Pageviews**	**Page Views Per Day**
January	173,237	5,588
February	190,849	6,816
March	225,814	7,284
April	195,589	6,519
May	267,814	8,639
June	153,697	5,123
2022		
January	67,178	2,167
February	63,074	2,253
March	72,289	2,332
April	176,305	5,876
May	187,113	6,035
June	171,675	5,722
July	172,103	5,551
August	169,477	5,467
September	183,550	6,118
October	190,060	6,130
November	187,784	6,259
December	161,853	5,221
2021		
January	61,933	1,998
February	65,338	2,108
March	74,621	2,407
April	73,151	2,438
May	71,668	2,312
June	58,396	1,947
July	56,628	1,827
August	58,722	1,894
September	62,632	2,088
October	70,929	2,288
November	72,936	2,431
December	56,617	1,826

Major Content Sections

The major content sections of the AgMRC website visits:

1. Commodities and Products – 558,337 pageviews
2. Renewable Energy – 99,240 pageviews
3. Business Development – 77,690 pageviews
4. Media Room – 37,462 pageviews

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

1. Fruits – 124,498 pageviews
2. Vegetables – 96,036 pageviews
3. Grains and oilseeds – 92,230 pageviews

Within the Renewable Energy Section, the top three topics visited during this period were:

1. Renewable Energy and Climate Change Report – 66,811 pageviews

2. Ethanol – 14,176 pageviews
3. AgMRC Renewable Energy Newsletter – 3,291 pageviews

Within the Business Development Section, the top three topics visited during this period were:

1. Value Added Agriculture – 27,480 pageviews
2. Business and Economic Concepts and Principles – 11,732 pageviews
3. Business Workbench – 10,979 pageviews

AgMRC Website Updates:

PROFILES AND PAGES UPDATED THIS PERIOD:

Ag Summit Homepage
Apricots
Avocados
Buzz Savories
Dragon Fruit
Figs
Flax
Freeman Vineyard and Winery
Gooseberry
MarketMaker Member Spotlights – Value Added Producers
Mulberries
Pawpaw
Persimmon
Pomegranates
Peaceful Harvest Mushroom
Rapeseed
Raisins
Resilient Food Systems Resources
Salad Days Produce
Squash
State Supported Agritourism Organizations page
Straight Arrow Bison
Wine
Wine Industry
Wine Video

Commodities and products profiles are updated based on client inquiries to AgMRC Match participants and AgMRC office staff, and available USDA data. This period we reviewed active webpages for relevancy, consistent formatting, and broken links, particularly in static descriptive pages where the information does not need updating but does need to be reviewed.

EMAIL

AgMRC staff researched and responded to 69 e-mailed questions pertaining updating value-added provider listings, business development, urban farming, and organic crops, among many other topics.

PHONE CALLS
Between April 1 and June 30, AgMRC staff reported having 35 toll-free phone inquiries from 14 different states.

FACEBOOK
AgMRC's Facebook page has garnered a total of 4,031 followers. During this period the AgMRC Facebook page had 13 posts, which were seen by more than 1,513 people.

YOUTUBE
The AgMRC YouTube channel continued promotion of the VAPG videos this period, with 2,211 views, and has a lifetime total of 31,578 views. There are a total of 106 VAPG videos now highlighting case studies across the country. The channel now has 269 subscribers.

IOWA STATE UNIVERSITY INITIATIVES

RURAL COMMUNITY DEVELOPMENT

MUNICIPAL ZONING FOR LOCAL FOODS GUIDEBOOK AND VIDEOS
Taylor continues to update text of previous edition based on research conducted during previous quarters, with 3 chapters nearly finished.

INTERCULTURAL DEVELOPMENT INVENTORY (IDI):
For the second quarter, Hernandez, Adams, Weinand, Long, Hohenshell, and Kemp confirmed the two pilot communities for incorporating the Intercultural Development Inventory (IDI) curricula as a process for agricultural communities. These will include the Iowa Food Systems Coalition, a statewide network across the state of Iowa, and Marshall County as a next step from their project related to resilient food systems and learning more inclusive efforts and participation in community. The Iowa Food Systems coalition has confirmed dates for training on Friday July 7th with 26 participants and the in-person training on July 31.

COMMODITY REPORTS AND ADVANCED MAPPING IN PARTNERSHIP WITH MARKET MAKER

COMMODITY REPORTS

- Hired an hourly undergraduate student to help work on the project – Kendra Scace
- Updated the AgMRC Commodity Reports landing page to include a user interface that allows for a user to select and view the interactive tableau dashboards being developed for the reports and also still have access to the PDF reports for all the commodities
- Published interactive tableau dashboards for apples and potatoes (on the website above)
- Worked on the interactive tableau dashboards for Tomatoes, Grapes, Cranberries, and Cheese – they are almost complete and will be published in the next week or so
- Completed & published the download metrics dashboard that can be used by you for reporting to AgMRC
- Updated database with newest USDA NASS Ag Census data for commodities – apples, potatoes, tomatoes, grapes, cranberries, and cheese

FOOD SYSTEMS PRACTITIONER AND EDUCATIONAL RESOURCE DATABASE

- Continued general maintenance, security, and hosting of website, server, and database.
- There are currently 186 Practictioner profiles and 93 Educational Resource profiles in the Food Systems Practitioner and Educational Resource Database.

Innovative Rural Grocery Models

The project team determined to utilize the four Regional Rural Development Centers, per NIFA, to help identify existing practices in sourcing local in independent groceries across the United States. A fifth region was added include non-contiguous states and territories, similar to the regional food business project (Alaska, Hawaii, and territories). We felt this was an appropriate inclusion as their own region due to their differences in operating from the mainland. The team developed an indicators matrix to inventory the possible grocery case studies in each of the regions including a verification that the store owns 10 stores or less, local product sourcing, community involvement or engagement, culturally relevant foods, specialty of that store, and the population of the grocery store's community. This matrix provides the structure to ensure a diverse representation of grocer conditions is present as the best practice case studies are researched and identified. Also, developed during this quarter was a template to share the final case study examples with others including grocers and local producers.

The State of Farmworkers and Directory of Resources

This past quarter, Megan Kemp attended the quarterly Migrant and Seasonal Farm Workers (MSFW) Coalition meeting on May 10. They continue discussion on coalition structure and roles, as well as current farmworker community needs and collaboration opportunities between organizations in the Coalition. Kemp shared about the Community Food Systems + Farm to School and Early Care Conference as well as the Iowa Food System Plan.

Planning and Convening the Agricultural Marketing Summit

The full steering committee met each month to discuss the agenda. A save the date was developed and shared in May. In June, Courtney traveled to D.C. to meet with the hotel and review rooms for the conference. Additionally, the RFP was complete and shared on the agsummit.org website along with AgMRC website. The full conference registration will go live in early August.

AGMRC SUBCONTRACTS

MARKETMAKER

Quarterly Report

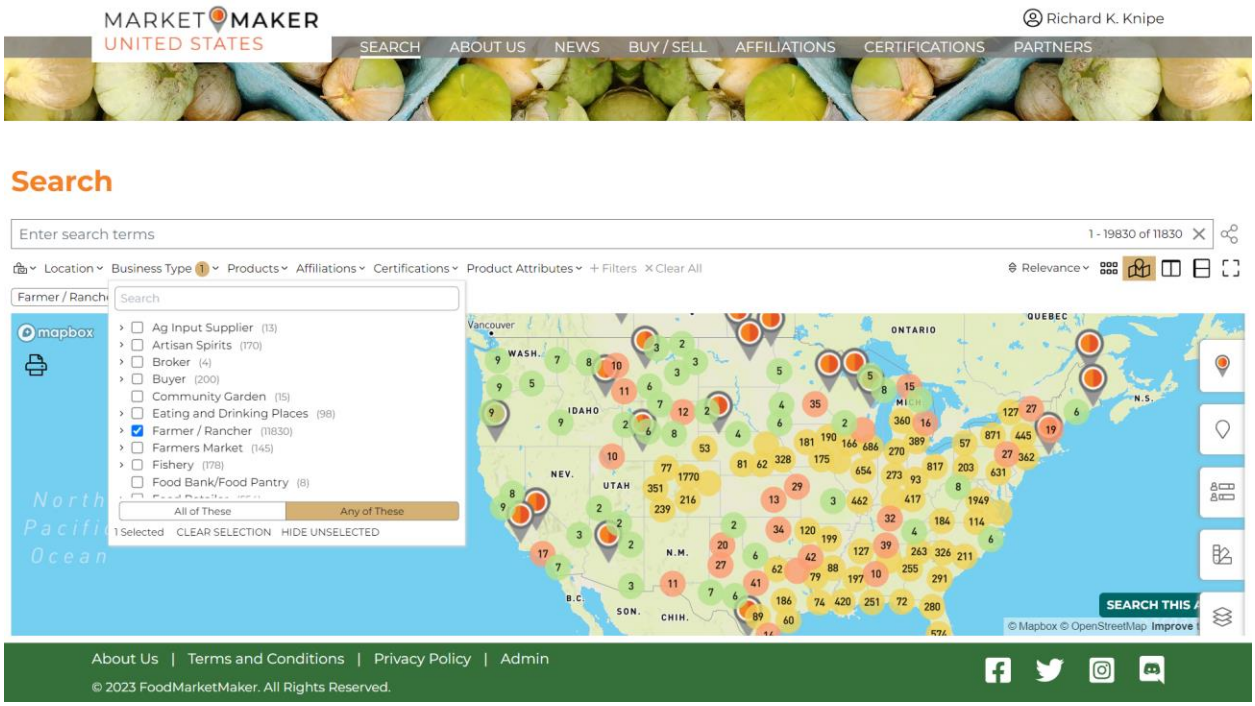
3rd Quarter April 1 – June 30, 2023

Projects for AgMRC / MarketMaker POW 2022-2024

DATA MAPPING AND DATA VISUALIZATION

MarketMaker continues to improve on the advanced mapping capabilities. It is currently available on the Search feature of all MarketMaker supported sites. https://foodmarketmaker.com/business/search?qb=e30&c=null

This quarter was focused on improving methods of presenting the data, particularly allowing the user better methods of searching for businesses and products. Below you will find a map that shows the current business type listing, plus the ability to further drill to sub-categories on business type and product type.



The areas of improvement on the advanced mapping were primarily for administrative tools, allowing for data download, editing, deleting etc. of the purchased data by admin.

DIRECTORY AND DATABASE API PILOT PROJECT

June 15th - 17th, 2023, MarketMaker personnel attended the Community Food Systems + Farm to School & Early Care Conference in Waukee, Iowa. This included a MarketMaker display and presentation, resulting in collaboration with the Southeast Iowa Food Web where MarketMaker and AgMRC will be working with the group in southeast Iowa to survey the food industry and ultimately develop a regional food web. Other potential collaborators include Farm to School Initiative in SW Iowa and Pick a Better Snack, which has resulted in a series of "Looking to Buy" ads in the Buy/ Sell Forum.

MarketMaker personnel worked with Iowa registered users to update 181 stale Iowa MarketMaker profiles and archive 22 during this three-month period to prepare the database for this pilot project.

FOOD SEARCHER PROGRAM - ENHANCEMENTS AND EXPANSIONS

Business Type Plug Ins – currently a total of 62 total product/ business plug-ins on AgMRC site. During the months of April – June 2023, AgMRC users performed 69,109 product/ business searches, averaging 5,276 searches per week. This is the second highest weekly average of any quarter, exceeded only by the first quarter of 2023.

The top 5 commodity searches were:

- Agri-tourism 373 searches per week
- Processors 351 searches per week
- Apples 270 searches per week
- Watermelon 251 searches per week
- Peaches 238 searches per week

New feature: Newly added products to FoodSearcher include Apricot, Avocado, Dragon Fruit, Flax, Rapeseed, Squash. The new FoodSearcher products were featured in the 2023 MarketMaker Newsletter that is emailed out to over 10,500 MarketMaker members.

ONGOING AGMRC SUPPORT TASKS

During this quarter MarketMaker supported the AgMRC program by MarketMaker contributed 8 MarketMaker member spotlights (articles about Value-Added agriculture) to the AgMRC VAPG page. https://www.agmrc.org/business-development/valueadded-agriculture/marketmaker-member-spotlights

OUTREACH

Each month MarketMaker staff emails out the MarketMaker TidBits Newsletter to over 11,000 MarketMaker subscribers. In the April Newsletter, we featured an article on the USDA Value Added Producer Grants https://foodmarketmaker.com/news/art-qn14npEVR that linked to the AgMRC VAPG Page. https://www.agmrc.org/business-development/valueadded-agriculture/vapg-program

SOCIAL MEDIA

MarketMaker continues to promote and market AgMRC and USDA through social media, such as MarketMaker Facebook page including information on the Value-Added Producer Grants and the Community Food Systems + Farm to School & Early Care Conference.

UNIVERSITY OF MINNESOTA

VAPG GRANT WRITTEN STORIES

BALAKIAN FARMS, CALIFORNIA ORGANIC FARM WITH VAST HISTORY

For Balakian Farms, a generations-old business focused on growing organic produce, the Value-Added Producer Grant (VAPG) was the "right fit." With assistance from a USDA representative as well as informational videos, the company successfully applied for the VAPG to update the visual elements of their brand. An online rebrand and newly designed packaging funded by the grant were perfect for the future direction of the farm: continuing to cater to their online market and developing a new skincare line.

CORDI WINERY, VINEYARD BRANCHING OUT WITH VAPG FUNDS

Although Emily Cordi, assistant winemaker at Cordi Winery, had grown up with parents in the farming business, she never would have thought she would return back to the family business after college. However, after working closely with her father, she not only gained the hands-on experience to create wine, but also the knowledge to dive into the Value-Added Producer Grant application. When the winery was granted the funds in 2020, they were able to maintain their local reach while expanding their customer base in the state.

FARM LIFE CREAMERY (NOTE: THIS IS AN UPDATED STORY FROM A FARM WHO ALREADY HAD THEIR STORY PUBLISHED.)
A great experience is one of the main priorities of Farm Life Creamery. Whether it is through their farm tours, date night events, or their newly created mini golf course, the farm caters to the community with all they do. They recognize the importance of rural America and are grateful the USDA Value-Added Producer Grant allows them to sustain these local, fun experiences for those in South Dakota.

HERBAL REVOLUTION, A HUSTLE FOR HEALTHY HERBAL PRODUCTS
Outdoor enthusiast and owner of Herbal Revolution, Kathi Langelier, has always been ambitious at every stage of her business. From sharing her medicinal products with a small circle of clients and loved ones in 2014 to selling an award-winning tea in 2023, she has worked hard to create this business. With the help of the Value-Added Producer Grant, Herbal Revolution was able to grow both in employees and in the number of sales locations. In the business' journey, Kathi explains the grant opportunity was a "stepping stone" to reach the level of success of her Maine-based farm.

SINGING PASTURES, LEADING A REGENERATIVE MOVEMENT IN MAINE
John and Holly Arbuckle, regenerative pig farmers based in Maine, are no strangers to the Value-Added Producer Grant. Because they found such great success in their first grant experience for the marketing of their Roam Sticks, they reapplied to use toward the relaunch of their pork-based salami. The Arbuckles hope that through customers discovering their products and their family roots, they are able to take them through a journey of understanding the importance of why they do what they do: maintaining holistic farm practices that are being overrun by large companies.

VAPG Videos Produced

Video 50 -- Where do food dollars go?

https://www.youtube.com/watch?v=6vgCXJm4SKo

Where do food dollars go? With rising costs, a dynamic market, pandemic, and war, the food dollar is in a constant state of fluctuation. Learn where your hard earned money goes and how it is spent and distributed within this paradigm.

Video 51 -- AI and Reduction of Global Food Insecurity

https://www.youtube.com/watch?v=6vgCXJm4SKo

Video 52 -- AI and Influence on Farming

https://www.youtube.com/watch?v=7xRs6m5H6DY

Artificial Intelligence's influence on farming, how it is improving crop yields as well as agricultural operations at the farm level. Although growing rapidly to support supply chain and logistics management, AI does come with concerns.

Video 53 -- Ukrainian wheat situation

https://www.youtube.com/watch?v=sWhh5Z9HzGg

Update on Ukrainian wheat situation, recent bans by EU states, a tentative deal and how this will impact global wheat and grain pricing.

Video 54 -- Upper Midwest Planting and Commodities Progress Update

https://www.youtube.com/watch?v=zhuVYDwynnQ

Update on Upper Midwest planting conditions, the impact on commodities in the region, as well as how the late start may impact crop yields for Minnesota and the Dakotas.

Video 55 -- Agricultural Impact on Seven State Deal with Colorado River

https://www.youtube.com/watch?v=J14Q6O8I64k

Seven western states have struck a deal on Colorado River water allocations which will likely have a major impact on agriculture. Impacts include reduced production as well as long-term legal challenges that may ensue given the deviation from traditional western water legal practices.

Video 56 -- 2023 Farm Income Forecasts for Upper Midwest

https://www.youtube.com/watch?v=GuGjmnBKd98

2023 farm income forecasts demonstrating that after major increases in revenues over the last two years, markets for a variety of major crops produced in the Upper Midwest will experience a decline in overall prices. In the aggregate, the sector remains very profitable and stable but production costs continue to increase.

Video 57 -- US Food Insecurity post COVID-19

https://www.youtube.com/watch?v=0UMvMHn07ZM

Update on food insecurity in the United States following the pandemic. After decades of improvements in food security efforts, the pandemic slowed progress for the United States. In 2023, food insecurity appears to be worsening due to higher costs for food and other factors that influence access to nutrition.

Video 58 -- 2022 US Crop Loss Recap

https://www.youtube.com/watch?v=JncFyrnM25U

2022 was noted as one of the worst crop lost years on record yielding over $22B in damage across the United States. Join us in exploring what the causes were, where many of the crop losses were located and which types of events are costing producers more money.

Video 59 -- El Nino - Ag Production Benefit or Suffer?

https://www.youtube.com/watch?v=YEaBQMDlBGo

What is El Nino? We hear so much about this weather phenomenon yet so few of us know what it is, how it will impact the climate of our region and subsequently, how agricultural producers will either benefit or suffer.

Video 60 -- Ogallala Aquifer Importance

https://www.youtube.com/watch?v=EF_tPdm_Z6Q

What is the Ogallala Aquifer and why is it so important to the long-term viability of Midwestern farming and the nation's food system. Join Dr. Leiman to learn more about the Ogallala and its rapid depletion and how it will impact local economies in the years to come.

Video 61—Grand Farm and its Importance to Agriculture

https://www.youtube.com/watch?v=OXWyxNiMdmI

Interview with Dr. William Aderholdt, Director of the Grand Farm. In this interview we discuss how the Grand Farm is facilitating agricultural advancements in the region and beyond and we learn how this innovative team has already successfully engaged in over 700 projects accelerating agricultural advancements across the globe.

VIEWS OF VIDEOS SINCE INCEPTION

Videos 1 -3 --Fundamentals of supply chains (1,511 views) 17

Video 4 --Meat supply chains (513 views) 4

Video 4b-Meat supply chains in Spanish (6 views) 0

Video 5 --Eggs supply chains (78 views) 5

Video 6 --Corn and Ethanol supply chains (214 views) 2

Video 7 -- Dairy supply chains (411 views) 1

Video 7b—Dairy supply chains in Spanish (6 views) 0

Video 8 -- Fresh Produce supply chains (387 views) 7

Video 8b-- Fresh Produce supply chains in Spanish (3 views) 0

Video 9 -- Shipping and the supply chain implications (177 views) 2

Video 10 – Restaurants and the supply chain implications (176 views) 2

Video 11 -- Food Banks and the supply chain implications (129 views) 1

Video 12 --Local Markets and the supply chain implications (183 views) 7

Video 13 --Halal and Kosher Markets and the supply chain implications (104 views) 0

Video 14-- Human Capital (170 views) 1

Video 15--Long-Term Food Supply Chain Trends (43 views) 0

Video 16--Long-Term Food Supply Chain Trends (23 views) 0

Video 17-- ESG Impact on the Food Supply Chain (6 views) 0

Video 18-- Food Supply Chain Shocks (20 views) 1

Video 19 Supply Chain Shocks (21 views) 0

Video 20 - Creating a More Resilient Midwest (11 views) 2

Video 21: Supply Chain Series 2021 – (23 views) 0

Video 22: Supply Chain Series 2021 – (27 Views) 0

Video 23: Supply Chain Series 2021 – (18 views) 0

Video 24: Supply Chain Series 2021 – (10 views) 0

Video 25: Supply Chain Series 2021 –(15 views) 0

Meat Production Panel 2020 - (89 views) 0

Video 26: Supply Chain Series 2022 – (10 Views) 0

Video 27: Supply Chain Series 2022 – (26 views) 0

Video 28: Supply Chain Series 2022 – (15 Views) 0

Video 29: Supply Chain Series 2022 – (11 views) 0

Video 30: Supply Chain Series 2022 – (25 Views) 0

Video 31: Supply Chain Series 2022 – (18 views) 0

Video 32: Supply Chain Series 2022 – (14 views) 0

Video 33: Supply Chain Series 2022 – (9 views) 0

Supply Chain Training – (36 views) 11

Video 34: Supply Chain Series 2022 – (10 views) 0

Video 35: Supply Chain Series 2022 – (9 views) 0

Video 36: Supply Chain Series 2022 – (11 views) 0

Video 37: Supply Chain Series 2022 – (14 views) 0

Video 38: Supply Chain Series 2022 – (10 views) 1

Video 39: Supply Chain Series 2022 – (21 views) 0

Video 40: Supply Chain Series 2022 – (17 views) 1

Video 41: Supply Chain Series 2022 – (14 views) 0

Video 42: Supply Chain Series 2022 – (13 views) 0

Video 43: Supply Chain Series 2023 – (29 views) 4

Video 44: Supply Chain Series 2023 – (16 views) 1

Video 45: Supply Chain Series 2023 – (20 views) 7

Video 46: Supply Chain Series 2023 – (1 views) 1

Video 47: Supply Chain Series 2023 – (9 views) 8

Video 48: Supply Chain Series 2023 - 5 Views

Video 49: Supply Chain Series 2023 – (16 views) 2

Video 50: Supply Chain Series 2023 - 3 Views

Video 51: Supply Chain Series 2023 - 9 Views

Video 52: Supply Chain Series 2023 - 14 Views

Video 53: Supply Chain Series 2023 - 11 Views

Video 54: Supply Chain Series 2023 - 7 Views

Video 55: Supply Chain Series 2023 - 4 Views

Video 56: Supply Chain Series 2023 - 3 Views

Video 57: Supply Chain Series 2023 - 3 Views

Video 58: Supply Chain Series 2023 - 5 Views

Video 59: Supply Chain Series 2023 - 5 Views

Video 60: Supply Chain Series 2023 - 1 Views

SUPPLY CHAIN SERIES - AGMRC
LINKEDIN ANALYTICS
APRIL 1 - JUNE 30, 2023

Video #47

4/3/2023

Impressions- 561

Clicks - 0

Reactions - 7

Comments - 0

Reposts – 2

Video #48

5/25/2023

- Impressions: 276
- Clicks: 0
- Reactions: 1
- Comments: 0
- Reposts: 0

Video #49

5/30/2023

- Impressions: 533
- Clicks: 6
- Reactions: 8
- Comments: 0
- Reposts: 1

Video #51

6/2/2023

- Impressions: 426
- Clicks: 4
- Reactions: 1
- Comments: 0
- Reposts: 1

Video #52

6/9/2023

- Impressions: 636
- Clicks: 4
- Reactions: 3
- Comments: 0
- Reposts: 1

Video #53

6/14/2023

- Impressions: 428
- Clicks: 6
- Reactions: 1
- Comments: 0
- Reposts: 1

Video #54

6/29/2023

- Impressions: 490

- Clicks: 6
- Reactions: 7
- Comments: 0
- Reposts: 2

WORKING WITH PRODUCERS

Developed framework for developing a halal meat production industry involving rural ranchers and Somali-American distributors in rural Minnesota. This report examines the potential challenges associated with establishing a large-scale halal meat operation in Greater Minnesota. The report focuses on four key areas: sourcing, raising, slaughtering, and marketing. Through a thorough analysis involving local producers, processors, transporters, and wholesalers, of each stage of the value chain, the report identifies the obstacles that may hinder the success of such an operation and provides strategies to overcome them. The findings suggest that inadequate ability to source, raise, and slaughter goats, as well as limited market opportunities, pose significant challenges in rural Minnesota. To address these challenges, the report recommends comprehensive sourcing strategies, investment in specialized infrastructure and equipment, and the development of a robust marketing strategy to tap into the niche halal meat market.

UNIVERSITY OF VERMONT

DEVELOPING A NATIONAL NETWORK AND RESOURCE REPOSITORY FOR AGRITOURISM

WORK PLAN AND DELIVERABLES

The overall goal is to develop a library of resources on the AgMRC website and create a support network for agritourism service providers throughout the US. The work plan consists of the following steps that will be implemented throughout the two-year period:

- Hosting a series of networking events online and in person at conferences to develop a national network of agritourism service providers and promote sharing of resource and collaboration.
- Reviewing current resources for agritourism. Existing tools include guides from a past AgMRC grant and many more resources on the AgMRC website as well as websites, courses, and other tools developed by Extension specialists throughout the US.
- Adapting the most effective resources for inclusion on the AgMRC website, with permission from the original sources.
- Creation of new resources that meet the expressed needs of agritourism service providers and producers.
- Creating a menu of contacts and services for agritourism for all 50 states to be included on the AgRMC website.

During the first nine months (October 1, 2022 to June 30, 2023) of the grant, we made progress on all five steps in the work plan. Specifically, we presented at the following events where we had the opportunity to share information about the AgMRC project and gather input from colleagues and producers.

1. Webinar: Agritourism -- Resources Roundup and National Networking. National Extension Tourism Network Webinar (virtual). September 15, 2022. 89 registered, 35 attended. Although this webinar took place shortly before the official start of the grant, we are including it in the report because we developed the webinar with this project in mind, and resources from the

webinar continue to be in use for this project. The recording of the webinar is online at: https://extensiontourism.net/webinar-agritourism-resources-roundup-and-national-networking/

2. Conference presentation: Agritourism Resources -- What's Missing? National Agricultural Marketing Summit (in person). Pensacola, Florida, October 23-25, 2022. 25 attended.
3. Webinar: Supporting Agritourism in the United States. Agritourism Training for America's Small Business Development Centers (SBDCs) hosted by SBDC Rural Ag Special Interest Group, (virtual), January 26, 2023. 69 attended.
4. Conference roundtable: Service Providers Roundtable, NAFDMA – International Agritourism Association (in person), Austin, Texas, February 3-6, 2023. 31 attended.
5. Agritourism Networking Event: Partnered with Vermont Fresh Network and Green Mountain Farm-to-School (in person), Danville, Vermont, March 13, 2023. 44 attended.
6. Conference presentation: Agritourism Risk Education Programming: The Evolving Landscape of the Support Ecosystem, Extension Risk Management Education (ERME) National Conference (in person), Chicago, Illinois, March 28, 2023. 25 attended.
7. Agritourism Resource Share. Organized with the Vermont Farm Bureau, Silloway Maple (in person), Randolph, Vermont, April 6, 2023. 38 attended.
8. Webinar: Global Agritourism Network (GAN) Launch (virtual), April 11, 2023. 676 registrants from 81 countries and 271 live participants from 55 countries.
9. Conference presentation: Back to Our Roots. 2023 FoodTreX Global Summit, (online), April 27-28, 2023. 12 attended.
10. Conference roundtable: Developing an Effective National Support Network and Resource Repository for Agritourism Operators in the US. National Association of Community Development Extension Professionals (NACDEP) 2023 Conference (in-person workshop), Coeur d'Alene, Idaho, May 3, 2023. 8 attended.
11. Agritourism Networking Event: May 15, 2023, Partnered with Vermont Fresh Network and Food Connects (in person), Retreat Farm, Brattleboro, Vermont, 59 attended.
12. Conference presentation: Strengthening International Collaboration on Agritourism Research, ASFS/AFHVS 2023 Conference (in-person), Boston, Massachusetts, May 30 – June 3, 2023. 15 attended.
13. Conference roundtable: Developing a National Network and Resource Repository for Agritourism, ASFS/AFHVS 2023 Conference (in-person), Boston, Massachusetts, May 30 – June 3, 2023. 4 attended.
14. Conference presentation: Can cross-disciplinary conferences improve perceived productivity?, 53rd Annual Travel and Tourism Research Association Annual International Conference (in-person), St. Louis, Missouri, June 13-15, 2023. 16 attended.
15. Webinar: North America Meeting of the Global Agritourism Network (GAN), (online), June 15, 2023. 129 registrants, 65 live participants.

At all events, we shared information about the AgMRC project and gathered input on attendees' preferred resources for agritourism support. Sharing resources contributes to Step 2: Reviewing current resources for agritourism.

1. During the last quarter, we began developing content for inclusion on the AgMRC agritourism website, and we made substantial progress on Step 2, reviewing existing resources, although it is always an ongoing process as new resources are periodically introduced.
2. We reviewed existing resources to support agritourism in the US, and we made decisions on which ones to reference and adapt for the AgMRC website. We are in the process of receiving

written permissions from the original creators for inclusion on the AgMRC website as adapted resources (Step 3).
3. Using the existing resources, we developed the site map (see attachment) for the AgMRC expanded website and created categories of resources which will be included on the website.
4. We created a mockup of selected pages on the updated website to help users and website designers visualize new content and the layout of resources (see attachment).
5. We have developed a list of new resources to create for the website to fill in gaps where existing materials do not exist (Step 4).

Regarding Step 5, we developed an ArcGIS map of agritourism service providers, which is online at Agritourism Support Networking Map (arcgis.com). We are continually adding to this interactive map through an online survey at U.S. Agritourism Support Networking Map (arcgis.com). The map has been populated at events listed above as well as through outreach to agritourism service providers via email. This map has contributed to Step 5: Creating a menu of contacts and services for agritourism for all 50 states to be included on the AgRMC website. To date, we have created a complete directory of contacts for agritourism support professionals in each of the 50 US states and DC, as well as key organizations for US agritourism communities, such as the American Indian Alaska Native Tourism Association (AIANTA). We are in the process of adding agritourism contacts for US territories.

During the next quarter, we will continue to adapt the existing resources and provide drafts of website content to AgMRC for approval and inclusion on the website. In addition, we will continue to host events online and at in-person conferences to further development of the national network of service providers, producers, and others working in agritourism.

OREGON STATE UNIVERSITY AGRIGULTURAL SCIENCES:

NICHE MEAT PROCESSOR ASSISTANCE NETWORK (NMPAN)

During the April-June quarter we identified a contractor to update & revise the 2011 Business Planning Guide for Small Meat Processors. This is one of our most important resources and needed to be updated, particularly the financial projections. That contractor began work in July.

NMPAN also advertised and hired a new Research Manager, who also began work in late July. She will be updating website content, developing a new Guide to Wholesaling Meat, and overseeing the contractors to update both the Business Guide and the Plant Design Guides.

NMPAN has been in talks with several website designers and have identified one to begin in August to redesign the search function on our website and make our content more searchable/accessible. This will improve the user experience and make the plethora of resources available on our website easier to find.

NOURISH LEADERSHIP: FOOD IS OUR MEDICINE LEARNING JOURNEY

Nourish created an online registration process to register up to 45 U.S. participants to both access the Food is Our Medicine (FIOM) Learning Journey course modules and virtual Learning Circles. FIOM Course modules were also updated to ensure links to key resources (print, web, videos etc) on traditional Indigenous foodways were accessible to learners. A Google slide deck and information page was created to share with Iowa participants to guide and support learning and sharing back. The first two Learning Circles were hosted on May 24 and June 29, 2023. We produced blogs (May blog, June blog) for each Virtual Learning Circle that included key insights, questions surfaced and themes for upcoming circles]. We created and shared an Easy Retro board as an alternative way to track reflections and questions that participants have throughout the program. This board is open and available at all times to participants. The Nourish Director of Indigenous Programs, Climate Program

Manager and Communications Manager co-host the Virtual Learning Circles, working alongside Kacey and Courtney from Iowa State.