

AgMRC COVID Report

October-December 2023

Iowa State University

AgMRC Website Statistics

This period, the total number of page views was a total of 1,318,019 with an average of 14,326 per day.

The Commodities and Products section attracts the most visits, at 5493,952 this period total. Within Commodities and Products, Fruits is the top section at 112,835 visits. Grains and Oilseeds has the next highest visits at 84,201. Vegetables follows at 81,673 visits.

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

1. Millet 10,060
2. Macadamia Nuts 9,533
3. Apples 9,092
4. Strawberries 7,338
5. Avocados 6,697
6. Sweet corn 6,936
7. Pumpkins 6,242
8. Rapeseed 6,176
9. Dragon fruit 6,091
10. Gooseberry 6,006

2020	Pageviews	Page Views Per Day
July	54,865	1,770
August	57,227	1,846
September	67,456	2,249
October	71,066	2,293
November	67,698	2,257
December	57,092	1,842
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
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
2023		
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
July	179,522	5,123
August	181,614	6,053
September	205,361	6,845
October	190,060	6,130
November	187,784	6,259
December	161,853	5,221

Major Content Sections

The major content sections of the AgMRC website visits:

- Commodities and Products – 493,952 pageviews
- Renewable Energy – 1131,927 pageviews
- Business Development – 88,094 pageviews
- Media Room – 33,164 pageviews

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

- Fruits – 112,835 pageviews
- Grains and oilseeds – 84,201 pageviews
- Vegetables – 81,673 pageviews

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

- Renewable Energy and Climate Change Report – 87,736 pageviews
- Ethanol – 17,151 pageviews
- AgMRC Renewable Energy Newsletter – 4,136 pageviews

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

- Value Added Agriculture – 32,935 pageviews
- Business and Economic Concepts and Principles – 9,445 pageviews
- Business Workbench – 7,597 pageviews

AgMRC Website Updates:

Profiles and Pages updated this period:

Ag Summit Homepage
MarketMaker Member Spotlights – Value Added Producers
Janie’s Mill
Trinity Valley Dairy
Kitsap Fresh
Chili Pepper Ranch
Resilient Food Systems
Rural Grocery
Fruit/Nut/Vegetable Processors – MarketMaker
Organic Certified – MarketMaker
Renewable Energy
Scaling Up Processing
Value Added Agriculture
VAPG Recipients

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 26 e-mailed questions pertaining updating value-added provider listings, business development, urban farming, and organic crops, among many other topics.

PHONE CALLS

Between October 1-December 31, AgMRC staff reported having 32 toll-free phone inquiries from 15 different states.

FACEBOOK

AgMRC’s Facebook page has garnered a total of 4,065 followers. During this period the AgMRC Facebook page had 12 posts, which were seen by more than 2,300 people with 533 direct visits to the page.

YOUTUBE

The AgMRC YouTube channel continued promotion of the VAPG videos this period, with 1,575 views, and has a lifetime total of 34,600 views. There are a total of 112 VAPG videos now highlighting case studies across the country. The channel now has 563 subscribers.

Project 1. Extension’s Role in Supporting Resilient Community Food Systems

The final report for this project was included in the previous update from September.

Project 2. Fruit and Vegetable Processing for COVID

All mobile cart testing was completed in October. Windsor elementary completed their trials for taste testing on Friday, October 6, and the Iowa Food Cooperative utilized the cart for a one day

event on Sunday, October 8. Following these events, each submitted their tracking sheets for the finances and impact. Throughout the quarter we have also compared the design of the cart and have made proposed changes. We have also worked on updated designs for the processing trailer proposal. All edits and final written report on finances, designs, and stories from pilot case studies will be in a final written report to be posted on AgMRC website in February.

Project 3. Value-added Agriculture/Food Entrepreneur Centers

During this quarter, research wrapped up on the food innovation centers across the country. Staff compiled the research into one paper for AgMRC. The paper includes information from the national survey done of food innovation centers and focus groups/case studies on individual centers of note. Highlights to note – the Census of Agriculture now captures sales of direct food products from the farm and value-added products. All centers surveyed and interviewed had increases in client inquiries, but all were facing funding challenges to continue operation. Centers varied as to the amount of funding received from the state budget, but all charged something for client fees. Staff ranged from business and marketing specialists to food scientists and microbiologists to coach clients through all stages of product and business development. The final paper is being edited and will be placed on AgMRC in the food industry section once completed. This is anticipated by mid-February.

Project 4. Rural Grocery Store Development

Duane Johnson and team have been working on finishing touches on our rural grocery informational pieces, covering about 14 topics related to starting and operating a small grocery store in a rural community. The team has also been finishing up the Rural Grocery Profit Simulator, a program that will allow prospective store owners to run various financial scenarios to see how the bottom line is impacted. These will both be posted to the AgMRC website very soon, at <https://www.agmrc.org/business-development/rural-grocery>.

Project 4. Midwest Farm to School and Early Care Covid Response

The final report for this project was included in the quarterly update in June.