

AGRICULTURAL MARKETING RESOURCE CENTER

REPORT – JANUARY-MARCH 2024

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

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IOWA STATE UNIVERSITY

AGMRC WEBSITE STATISTICS

This period, the total number of page views was a total of 867,690 with an average of 9,535 per day.

The Commodities and Products section attracts the most visits, at 450,357 this period total. Within Commodities and Products, Fruits is the top section at 111,064 visits. Grains and Oilseeds has the next highest visits at 80,768. Vegetables follows at 79,028 visits.

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

1. Aquaculture fin fish species 10,998
2. Apples 9,911
3. Strawberries 8,909
4. Sweet corn 7,743
5. Millet 7,694
6. Potatoes 7,335
7. Macadamia Nuts 7,194
8. Avocados 7,153
9. Aquaculture non fish species 7,032
10. Rapeseed 6,980

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.



2024	Pageviews	Page Views Per Day
January	273,086	8,809
February	232,993	8,034
March	128,502	4,145
April		
May		
June		
July		
August		
September		
October		
November		
December		
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	5,791
August	181,614	6,053
September	205,361	6,845
October	219,072	7,066
November	206,617	6,887
December	211,498	6,822
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 – 450,357 pageviews
2. Renewable Energy – 82,498pageviews
3. Business Development – 79,359 pageviews
4. Media Room – 33,889 pageviews

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

1. Fruits – 111,064 pageviews
2. Grains and oilseeds – 80,768 pageviews
3. Vegetables – 79,028 pageviews

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

1. Renewable Energy and Climate Change Report – 46,953 pageviews
2. Ethanol – 11,151 pageviews
3. AgMRC Renewable Energy Newsletter – 4,921 pageviews

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

1. Value Added Agriculture – 32,495 pageviews
2. Business and Economic Concepts and Principles – 9,138 pageviews
3. Business Workbench – 6,274 pageviews

AGMRC WEBSITE UPDATES:

PROFILES AND PAGES UPDATED THIS PERIOD:

Watermelon

Buckwheat

Zucchini

Chickpeas

Fruit Commodity pages – broken links

Vegetable Commodity pages – broken links

Cheese

Strawberry

Honey

Agritourism

Renewable Energy Report

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

PHONE CALLS

Between January 1-March 31, AgMRC staff reported having 37 toll-free phone inquiries from 11 different states.

FACEBOOK

AgMRC's Facebook page has garnered a total of 4,101 followers. During this period the AgMRC Facebook page had 18 posts, which were seen by more than 3,100 people with 486 direct visits to the page.

YOUTUBE

The AgMRC YouTube channel continued promotion of the VAPG videos this period, with 2,152 views, and has a lifetime total of 35,803 views. There are a total of 112 VAPG videos now highlighting case studies across the country. The channel now has 567 subscribers.



IOWA STATE UNIVERSITY INITIATIVES

RURAL COMMUNITY DEVELOPMENT

MUNICIPAL ZONING FOR LOCAL FOODS GUIDEBOOK AND VIDEOS

Taylor and his graduate assistant continue to update text of previous edition based on research conducted during previous quarters.

INTERCULTURAL DEVELOPMENT INVENTORY (IDI):

The team for IDI has continued to meet to plan the incorporation of IDI within Local Food Leader. The training will launch in spring 2024 and will offer additional options of individual and community level response. Facilitators are able to work with both individuals and groups to bring clarity to conversations involving these concepts, leading to a report and planning process for the group. This will allow for more comprehensive understanding of communities and provide additional ways to support communities that have diverse populations and potentially difficulty connecting and discussing equity related issues.

COMMODITY REPORTS AND ADVANCED MAPPING IN PARTNERSHIP WITH MARKET MAKER

COMMODITY REPORTS

- Hourly undergraduate student helping with the project – Kendra Scace
- Finalizing details on interactive tableau dashboards for Dairy, Pecans, and Cherries (will be published to the website in the next week or two) — <https://indicators.extension.iastate.edu/projects/CommodityReport/#>
- Worked on interactive tableau dashboards for Wine, Lettuce.
- Updated database with data on dairy consumption, wine productions and producers.
- Worked on database improvements related to better updating and maintaining datasets.
- Started the update process for 2022 Ag Census data.

FOOD SYSTEMS PRACTITIONER AND EDUCATIONAL RESOURCE DATABASE

- Regular checks of the system and maintenance
- There are currently 199 Practitioner profiles and 96 Educational Resource profiles in the Food Systems Practitioner and Educational Resource Database.



INNOVATIVE RURAL GROCERY MODELS

Between January and March we continued interviews with grocers around the country, and completed on-site interviews in two regions. We have met with 15 businesses and organizations on the impacts of independent grocers in rural grocers. Next quarter we anticipate completing at least two more site visits.

THE STATE OF FARMWORKERS AND DIRECTORY OF RESOURCES

This past quarter, Megan Kemp attended the Iowa Migrant and Seasonal Farm Workers (MSFW) Coalition meeting on January 19, where they heard presentations on and discussed family resources, youth programs, taxes and wages for 2024, protecting workplace rights, types of work visas, and the USDA Farm and Food Worker Program. Additionally, with both the AgMRC farmworker project and the Iowa Food System Coalition's Labor Equity Priority team, Kemp has been able to connect more organizations that support migrant and seasonal farmworkers, like Proteus, Inc., to the broader food system conversation.

FOOD IS OUR MEDICINE

The project has evolved and will not continue a contract with Nourish out of Canada. However, the team is continuing work on the Food as Medicine concept and a final draft of the annotated bibliography is complete and anticipated to be live on AgMRC in May. Additionally, the full series of food as medicine webinars have been coordinated and will be recorded between April and May.

PLANNING AND CONVENING THE AGRICULTURAL MARKETING SUMMIT

The Ag Summit has been confirmed for November 13-15 in Albuquerque, New Mexico. The committee began meeting monthly again in February to discuss plans. A save the date and RFP is planned to be launched in April.

AGMRC SUBCONTRACTS

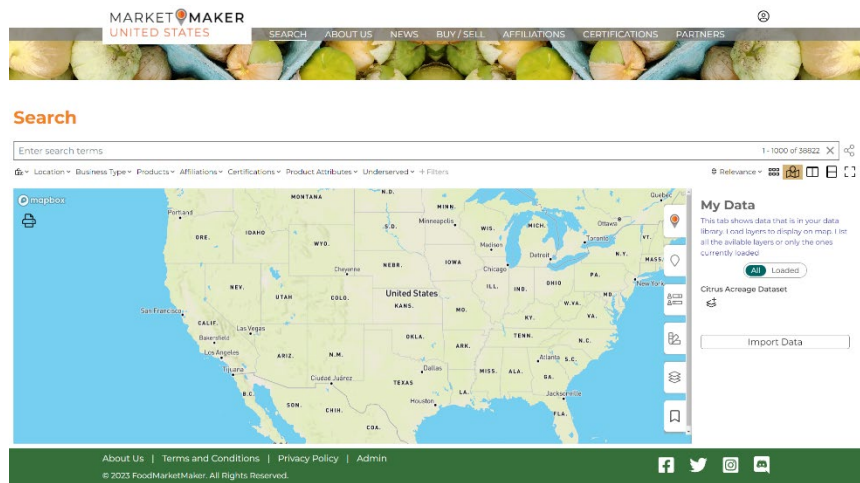
MARKETMAKER

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>

During the 6th quarter we focused on new data tools for the user, the result of which is always discovering ways to improve our advanced mapping tools. What we focused on was a tool to allow researchers to drop in their own data sets for their own mapping or can share with other researchers.

Here is an example of a USDA data set that was dropped in showing citrus acreage with MarketMaker citrus data. This is still under development to make more user friendly.



Agricultural Marketing Resource Center



Search

Enter search terms 1 - 1000 of 38820

Location Business Type Products Affiliations Certifications Product Attributes Underserved Filters

Relevance

State: FL
County: 12069
Area: 2590
Crop: Citrus
GEOID: 12069

MAY BROTHERS INC
37315 STATE ROAD 19 UMATILLA F
EUSTIS, FL
3523573454

Sales: LESS THAN \$500,000
Employees: 1 TO 4
NAICS: 11132002 CITRUS (EXCEPT ORANGE) GROVES
SIC: 017401 CITRUS GROWERS

My Data
This tab shows data that is in your data library. Load layers to display on map. List all the available layers or only the ones currently loaded.

All Loaded

Citrus Acreage Dataset

Choose Year

2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

Media Controls

Fill Color

Method

Fixed Color

Data Source

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DIRECTORY AND DATABASE API PILOT PROJECT

MarketMaker staff worked with various Iowa groups on this project to build out the Iowa database and plugins.

- MarketMaker Staff have focused this quarter on developing the Practical Farmers of Iowa affiliation database and plug-in. <https://practicalfarmers.org/programs/local-foods/local-foods-directory/>
- Working with the PFI Staff, MarketMaker cleaned up the existing affiliation, taking out those that were no longer members or out of business, while expanding the affiliation by 50%.
- Iowa MarketMaker saw unprecedented growth, with 4 times the number of new registrations in the first quarter of 2024 compared to all of 2023. This demonstrates the power of new MarketMaker partnerships.

The Practical Farmers of Iowa MarketMaker Plug-In is live on their website.

The screenshot shows the Practical Farmers of Iowa website's search interface. On the left, there is a list of search results for various farms and wineries, each with a 'Learn More...' button and 'Directions' and 'Shop Online' links. The search results include:

- West End Farm LLC**: 57975 721st Rd, Plymouth, NE (574) 400-5538
- Long Walk Farm**: 23780 Dogwood Rd, Council Bluffs, IA (402) 881-0553
- Hansen's Farm Fresh Dairy**: 8461 Lincoln Rd, Hudson, IA (319) 242-1074
- Summerset Winery**: 15101 Fairfax St

On the right, a map of Iowa is displayed with numerous 'pfi' location markers. The map includes a search bar at the top right with the text '1 - 96 of 96' and various map controls. Below the map, the Practical Farmers of Iowa logo and contact information are visible:

Practical Farmers of Iowa
Equipping farmers to build resilient farms and communities.
1615 Golden Aspen Drive, Suite 101 Ames, IA 50010
515.232.5661 info@practicalfarmers.org

FOOD SEARCHER PROGRAM - ENHANCEMENTS AND EXPANSIONS

Business Type Plug Ins – currently a total of 68 total product/ business plug-ins on AgMRC site. During the months of January – March 2024, AgMRC users performed 80,338 product/ business searches, averaging 6,247 searches per week.

The top 5 commodity searches were:

1. Strawberries 363 searches per week
2. Agri-tourism 334 searches per week



3. Apples 324 searches per week
4. Potatoes 282 searches per week
5. Avocados 274 searches per week

ONGOING AGMRC SUPPORT TASKS

OUTREACH:

Each month MarketMaker staff emails out the MarketMaker TidBits Newsletter to over 11,000 MarketMaker subscribers with an open rate of nearly 40%. In the February Newsletter, we featured an article on the USDA Value Added Producer Grant program including an AgMRC youtube video of a successful Value Added Producer Grant Award recipient, Elmwood Stock Farm.

<https://www.youtube.com/watch?v=2rGk0puVJUc>



This article had the most traffic with just about 27% of all clicks, resulting in readers moving to the AgMRC site for additional information.

CONFERENCES:

MarketMaker and AgMRC shared a booth at the tradeshow at the USDA Ag Outlook Forum in Alexandria, Virginia on February 15 – 16, 2024.

SOCIAL MEDIA:

MarketMaker continues to promote and market AgMRC and USDA through social media, such as MarketMaker Facebook page including information on the USDA Value-Added Producer Grant Program.

UNIVERSITY OF MINNESOTA

VAPG GRANT WRITTEN STORIES

BALFOUR FARM, BRAND IDENTITY BROADENED THROUGH GRANT FUNDING

There are many branding changes in store for Balfour Farm as their once dairy-focused operation is now making its way into the meat industry. To accomplish the visual updates and offset travel costs needed for this endeavor, Doug and Heather were fortunate to apply their second Value-Added Producer Grant (VAPG) in 2023 to this expansion. If it were not for a longtime customer of theirs introducing them to this funding opportunity and writing their first VAPG in 2020, their past and current product additions would have lacked the extra funding this grant provides.

CHERRY VALLEY ORGANICS, LETTING LOOSE ON THEIR TEA OFFERINGS

Like many businesses in 2020, Cherry Valley Organics' original Value-Added Producer Grant (VAPG) plans became unattainable due to the pandemic. With halted shipments overseas and closed



businesses, there was no way for the Pennsylvania-based company to proceed in mechanizing and marketing their single-serving tea bag products. Founder Jodi Danyo did not let this stop her VAPG experience, however, as she altered her grant to focus on a completely new organic product altogether: loose-leaf tea.

CHILI PEPPER RANCH, TASTE AND TRUST STEERING SALES

When selling a consumable product, taste is highly important for the producer to consider. Jim Osborn, owner of Chili Pepper Ranch, realized this early on in his business and has fine-tuned his wagyu cattle's feed regime to ensure his beef's taste is prioritized. He sells this unique meat cut to both retail and restaurant customers, so the extra boost of the Value-Added Producer Grant was imperative in helping his company increase customer-centered exchanges and opening the door to new business opportunities.

FARMERS BREWING COMPANY, MAKING BIG IMPRESSIONS ON CALIFORNIA REGION

Basketball fans and beer cans sum up the Value-Added Producer Grant's (VAPG) impact on California-based Farmers Brewing Company. Although the company started as Bill Weller's pastime in the comfort of his garage, the brewery has now made its mark on the canned product industry and local advertising in the region. With billboards and a radio commercial during Golden State Warriors games, the four-year-old company is getting its name out there with VAPG-supported products and promotions. Moving forward with his fourth VAPG application, Bill hopes to expand his small-town marketing to residents in the surrounding western area.

HOME PLACE PASTURES, A CELEBRATION OF MISSISSIPPI CULTURE

Four-time Value-Added Producer Grant (VAPG) recipient, Home Place Pastures, is a farm committed to connecting more thoughtfully to all customers. Whether it is those online receiving the company's "Free Ground Beef for Life" promotion or visitors at their on-site events, the business facilitates an environment rooted in community. With the help of the VAPG over the years correlating to many aspects of the business, including processing costs and marketing efforts, Owner Marshall Bartlett is certain the grant was a primary factor resulting in their current success.

MELLANO FARMS

In the rolling fields of San Diego County California, once abloom with a myriad of flowers, a quiet but profound change is sweeping across the American flower industry. As we explore the fertile landscapes and converse with industry experts like Mellano Farms, a picture emerges of an industry at a pivotal crossroads, grappling with both thorny challenges and budding opportunities.

PASO ROBLES

Nestled in the heart of California's Central Coast, Paso Robles, renowned for its exquisite Cabernet Sauvignon, is facing a period of profound change. Despite its reputation for producing some of the finest wines, the region has witnessed a gradual decline in sales and consumption, with a 3-5% drop annually over the last few years. However, amidst these challenges, there are rays of hope and opportunities for rejuvenation, as revealed in an interview with Parker Sanpei, a leading marketer for the region's largest wine producers.

TERRAVOX, WHERE HISTORY AND MISSOURI WINES MEET

TerraVox has an unconventional business hurdle to face every day. While offering wines made with unfamiliar, overlooked, and indigenous grapes from the country's past, Owner Jerry Eisterhold relies on historical storytelling to draw new customers to his products. The Value-Added Producer Grant (VAPG) was a "storytelling exercise" for Jerry as it not only provided him with professional marketing guidance, but also propelled his narrative-focused mission for the company. With the opening of on-site events



and activities for customers to both enjoy and learn from, this standout brand found its fit with the VAPG.

WHITESTONE MOUNTAIN ORCHARD, FUELING OUR FUTURE WITH ORGANIC FRUITS

In the secluded city of Tonasket, Washington, Whitestone Mountain Orchard is committed to facilitating community both on the property and in the surrounding region. Although they have always focused on relationship building, especially with their devoted packing crew, their 2020 Value-Added Producer Grant was imperative in helping them continue to build connections with local customers through a website revamp and an inexpensive delivery process. There may be many miles between this orchard and the end wholesale customer, but the grant helped bridge the gap to make these direct sales possible.

VAPG VIDEOS PRODUCED

VIDEO 90 -- [INFLATION REDUCTION ACT'S IMPACT ON SUSTAINABLE AGRICULTURE](#)

In this video, we discuss the Inflation Reduction Act and its impact on accelerating sustainable agriculture. There are several unique opportunities to leverage this legislation to obtain cleaner and more sustainable production.

VIDEO 91 -- [LA NINA'S POSSIBLE IMPACT ON 2024 AGRICULTURE](#)

La nina was recently forecasted for 2024. How might a la nina year impact agriculture in our region and how can farmers begin to prepare for pattern and trend adjustments?

VIDEO 92 -- [OVERVIEW OF 2024 FARMER PROTESTS IN EUROPE](#)

This video highlights developments concerning the large and well-coordinated farming protests that are occurring in Europe. Should the situation not be resolved, global commodity prices may be impacted.

VIDEO 93 -- [DAMAGE OVERVIEW OF THE 2024 TEXAS FIRES](#)

This video explores the impact of Texas' second largest wildfire in history and how it will impact both crop production on over a million acres as well as ranching.

VIDEO 94 -- [ROBOTICS ON THE FARM](#)

Robotics are revolutionizing the way in which crops are managed. Combined with sophisticated operating systems, these tools can be used to augment existing labor as well as create efficiencies in areas that were once difficult and expensive.

VIDEO 95 -- [HYDROGEN AND ITS USE ON THE FARM](#)

Hydrogen may ultimately become the fuel source that alters how fossil fuel driven technologies are currently being used. Whether reducing carbon footprint and increasing operational efficiencies of implements or creating clean fertilizer, this is a technology to watch.

VIEWS OF VIDEOS SINCE INCEPTION

- Videos 1 -3 --Fundamentals of supply chains (1,644 views) 67
- Video 4 --Meat supply chains (553 views) 18
- Video 4b-Meat supply chains in Spanish (6 views) 0
- Video 5 --Eggs supply chains (107 views) 3
- Video 6 --Corn and Ethanol supply chains (223 views) 8
- Video 7 -- Dairy supply chains (457 views) 0



- Video 7b—Dairy supply chains in Spanish (6 views) 0
- Video 8 -- Fresh Produce supply chains (403 views) 7
- Video 8b-- Fresh Produce supply chains in Spanish (3 views) 0
- Video 9 -- Shipping and the supply chain implications (186 views) 3
- Video 10 – Restaurants and the supply chain implications (184 views) 3
- Video 11 -- Food Banks and the supply chain implications (136 views) 2
- Video 12 --Local Markets and the supply chain implications (192 views) 3
- Video 13 --Halal and Kosher Markets and the supply chain implications (108 views) 0
- Video 14-- Human Capital (8 views) 2
- Video 15--Long-Term Food Supply Chain Trends (48 views) 3
- Video 16--Long-Term Food Supply Chain Trends (25 views) 0
- Video 17-- ESG Impact on the Food Supply Chain (8 views) 0
- Video 18-- Food Supply Chain Shocks (21 views) 0
- Video 19 Supply Chain Shocks (22 views) 0
- Video 20 - Creating a More Resilient Midwest (12 views) 0
- Video 21: Supply Chain Series 2021 – (26 views) 0
- Video 22: Supply Chain Series 2021 – (27 Views) 0
- Video 23: Supply Chain Series 2021 – (28 views) 0
- Video 24: Supply Chain Series 2021 – (10 views) 0
- Video 25: Supply Chain Series 2021 –(16 views) 0
- Meat Production Panel 2020 - (96 views) 1
- 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 – (37 views) 0



- 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) 0
- Video 39: Supply Chain Series 2022 – (21 views) 0
- Video 40: Supply Chain Series 2022 – (17 views) 0
- Video 41: Supply Chain Series 2022 – (14 views) 0
- Video 42: Supply Chain Series 2022 – (13 views) 0
- Video 43: Supply Chain Series 2023 – (31 views) 0
- Video 44: Supply Chain Series 2023 – (16 views) 0
- Video 45: Supply Chain Series 2023 – (22 views) 0
- Video 46: Supply Chain Series 2023 – (5 views) 0
- Video 47: Supply Chain Series 2023 – (9 views) 0
- Video 48: Supply Chain Series 2023 – (6 views) 1
- Video 49: Supply Chain Series 2023 – (16 views) 0
- Video 50: Supply Chain Series 2023 – (3 views) 0
- Video 51: Supply Chain Series 2023 – (16 views) 1
- Video 52: Supply Chain Series 2023 – (17 views) 0
- Video 53: Supply Chain Series 2023 – (15 views) 1
- Video 54: Supply Chain Series 2023 – (15 views) 2
- Video 55: Supply Chain Series 2023 – (11 views) 0
- Video 56: Supply Chain Series 2023 – (14 views) 0
- Video 57: Supply Chain Series 2023 – (8 views) 0
- Video 58: Supply Chain Series 2023 – (15 views) 0
- Video 59: Supply Chain Series 2023 – (31 views) 0
- Video 60: Supply Chain Series 2023 – (12 views) 0
- Video 61: Supply Chain Series 2023 – (15 views) 0
- Video 62: Supply Chain Series 2023 – (8 views) 0
- Video 63: Supply Chain Series 2023 – (7 views) 0



- Video 64: Supply Chain Series 2023 – (6 views) 0
- Video 65: Supply Chain Series 2023 – (6 views) 0
- Video 66: Supply Chain Series 2023 – (6 views) 2
- Video 67: Supply Chain Series 2023 – (8 views) 6
- Video 68: Supply Chain Series 2023 – (9 views) 6
- Video 69: Supply Chain Series 2023 – (5 views) 1
- Video 70: Supply Chain Series 2023 – (7 views) 0
- Video 71: Supply Chain Series 2023 – (6 views) 0
- Video 72: Supply Chain Series 2023 – (8 views) 6
- Video 73: Supply Chain Series 2023 – (30 views) 0
- Video 74: Supply Chain Series 2023 – (11 views) 7
- Video 75: Supply Chain Series 2023 - (10 views) 5
- Video 76: Supply Chain Series 2023 – (6 views) 0
- Video 77: Supply Chain Series 2023 – (5 views) 0
- Video 78: Supply Chain Series 2023 – (6 views) 0
- Video 79: Supply Chain Series 2023 – (2 views) 0
- Video 80: Supply Chain Series 2023 – (2 views) 0
- Video 81: Supply Chain Series 2023 – (2 views) 0
- Video 82: Supply Chain Series 2023 – (4 views) 2
- Video 83: Supply Chain Series 2023 - (5 views) 0
- Video 84: Supply Chain Series 2023 – (3 views) 0
- Video 85: Supply Chain Series 2023 – (6 views) 0
- Video 86: Supply Chain Series 2023 - (5 views) 0
- Video 87: Supply Chain Series 2024 – 4 views
- Video 88: Supply Chain Series 2024 – 10 views
- Video 89: Supply Chain Series 2024 – 4 views
- Video 90: Supply Chain Series 2024 – 4 views
- Video 91: Supply Chain Series 2024 – 1 views
- Video 92: Supply Chain Series 2024 – 3 views
- Video 93: Supply Chain Series 2024 – 9 views = Total new views: 261



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:

1. 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.
2. 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.
3. Adapting the most effective resources for inclusion on the AgMRC website, with permission from the original sources.
4. Creation of new resources that meet the expressed needs of agritourism service providers and producers.
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 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: Quarterly Meeting of the North America Region of the Global Agritourism Network (GAN), (online), June 15, 2023. 129 registrants, 65 live participants.
16. Webinar: Best Practices in Agritourism in Vermont and West Virginia. West Virginia Sustainable Tourism Webinar Series, (online). August 28, 2023. 25 attended.
17. Webinar: Quarterly Meeting of the North America Region of the Global Agritourism Network (GAN), (online), September 19, 2023. 123 registrants, 67 live participants.
18. Conference roundtable: Developing a National Agritourism Support Network, 2023 National Extension Tourism Conference, (in-person), Milwaukee, Wisconsin, September 24-27, 2023. 25 attended.
19. Conference presentation: Virtual, Hybrid and In-person Extension Programming: An Evaluation of Agritourism Gatherings, 2023 National Extension Tourism Conference, (in-person), Milwaukee, Wisconsin, September 24-27, 2023. 18 attended.
20. Conference presentation: A Worldwide Perspective on Regenerative and Sustainable Agritourism, 2023 National Extension Tourism Conference, (in-person), Milwaukee, Wisconsin, September 24-27, 2023. 20 attended.
21. Conference presentation: Setting the Course for a Sustainable Future for Agritourism Operators. 2023 National Extension Tourism Conference, (in-person), Milwaukee, Wisconsin, September 24-27, 2023. 17 attended.



22. Webinar: October 4, 2023, Legislation to Support Agritourism in the United States, 391 registrants, 206 live participants.
23. Webinar: Growing the Global Agritourism Network: Findings from Evaluations of Webinars and Conferences, October 11, 2023, 185 registrants, 84 live participants.
24. Webinar: Global Agritourism Network Education Committee, October 19, 2023, 79 registrants, 19 live participants.
25. Webinar: Local Partnerships for Restaurants in Vermont, November 27, 2023, 27 registrants, 20 live participants.
26. Webinar: Managing Diversified Food & Farm Businesses in Vermont, November 29, 2023, 27 registrants, 16 live participants.
27. Conference presentation: History, Trends, and the Future of Agritourism in the U.S., Maryland Agritourism Conference, (invited, in-person), Cambridge, Maryland, December 11, 2023. 100 attended the plenary session presentation.
28. Conference presentation: Needs Assessment of Educational Resources for Agritourism, Maryland Agritourism Conference, (invited, in-person), Cambridge, Maryland, December 11, 2023. 30 attended the concurrent session presentation.
29. Webinar: Business Planning for Agritourism Enterprises in Vermont, December 13, 2023, 51 registrants, 26 live participants.
30. Online presentation and discussion. Supporting Agritourism in Vermont and Beyond. Presentation to the Montana Agritourism Steering Committee, (invited, online), February 14, 2024. 14 people on the steering committee.
31. Webinar: National Extension Tourism (NET) Agritourism Working Group Meeting, January 10, 2023, 88 registrants, 58 live participants.
32. Webinar: Business Planning for Agritourism Enterprises, January 23, 2023, 580 registrants, 321 live participants.
33. Webinar: North America Meeting of the Global Agritourism Network (GAN), February 28, 2024, 82 registrants, 36 live participants.
34. Webinar series: Business Planning for Agritourism Enterprises, 7-week online series every Tuesday from February 14 – March 27, 2024, 241 registrants, range of 48 to 112 live participants each week.

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

During the last year, 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.

- 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).



- Using the existing resources, we developed the site map for the AgMRC expanded website and created categories of resources which will be included on the website.
- We created a mock up of selected pages on the updated website to help users and website designers visualize new content and the layout of resources.
- 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).
- We have shared the content for the AgMRC agritourism website with Courtney and Becca. We are ready to edit and adapt the content as needed for updating the AgMRC website.

Regarding Step 5, we developed an ArcGIS map of agritourism service providers, which is online at [Agritourism Support Networking Map \(arcgis.com\)](https://arcgis.com). We are continually adding to this interactive map through an online survey at [U.S. Agritourism Support Networking Map \(arcgis.com\)](https://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 AgMRC 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 AGRICULTURAL SCIENCES

NICHE MEAT PROCESSOR ASSISTANCE NETWORK (NMPAN)

Contract renewed in March of 2024 through September 2024. Will include updates on this renewal next quarter.