

AGRICULTURAL MARKETING RESOURCE CENTER

REPORT – OCTOBER 2023 – DECEMBER 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 – OCTOBER 2023 – 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

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
<i>January</i>	173,237	5,588
<i>February</i>	190,849	6,816
<i>March</i>	225,814	7,284
<i>April</i>	195,589	6,519
<i>May</i>	267,814	8,639
<i>June</i>	153,697	5,123
<i>July</i>	179,522	5,791
<i>August</i>	181,614	6,053
<i>September</i>	205,361	6,845
<i>October</i>	219,072	7,066
<i>November</i>	206,617	6,887
<i>December</i>	211,498	6,822
2022		
<i>January</i>	67,178	2,167
<i>February</i>	63,074	2,253
<i>March</i>	72,289	2,332
<i>April</i>	176,305	5,876
<i>May</i>	187,113	6,035
<i>June</i>	171,675	5,722
<i>July</i>	172,103	5,551
<i>August</i>	169,477	5,467
<i>September</i>	183,550	6,118
<i>October</i>	190,060	6,130
<i>November</i>	187,784	6,259
<i>December</i>	161,853	5,221
2021		
<i>January</i>	61,933	1,998
<i>February</i>	65,338	2,108
<i>March</i>	74,621	2,407
<i>April</i>	73,151	2,438
<i>May</i>	71,668	2,312
<i>June</i>	58,396	1,947
<i>July</i>	56,628	1,827
<i>August</i>	58,722	1,894
<i>September</i>	62,632	2,088
<i>October</i>	70,929	2,288
<i>November</i>	72,936	2,431
<i>December</i>	56,617	1,826

MAJOR CONTENT SECTIONS

The major content sections of the AgMRC website visits:

1. Commodities and Products – 493,952 pageviews
2. Renewable Energy – 1131,927 pageviews
3. Business Development – 88,094 pageviews
4. Media Room – 33,164 pageviews

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



1. Fruits – 112,835 pageviews
2. Grains and oilseeds – 84,201 pageviews
3. Vegetables – 81,673 pageviews

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

1. Renewable Energy and Climate Change Report – 87,736 pageviews
2. Ethanol – 17,151 pageviews
3. AgMRC Renewable Energy Newsletter – 4,136 pageviews

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

1. Value Added Agriculture – 32,935 pageviews
2. Business and Economic Concepts and Principles – 9,445 pageviews
3. 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.

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. The update is nearly complete, adding one chapter and finalizing two others.

INTERCULTURAL DEVELOPMENT INVENTORY (IDI):

The Intercultural Development Inventory integration into programming continued in the quarter. Three personnel completed the IDI certification and offered an evaluation to the two pilot communities. The food systems team discussed best practices for integration of IDI into programming and will be having strategic discussions with partners in 2024.

COMMODITY REPORTS AND ADVANCED MAPPING IN PARTNERSHIP WITH MARKET MAKER

COMMODITY REPORTS

- Hourly undergraduate student helping work on the project – Kendra Scace
- Published interactive tableau dashboards for Tomatoes, Cranberries, Honey, Strawberries to website — <https://indicators.extension.iastate.edu/projects/CommodityReport/#>
- Worked on interactive tableau dashboards for Wine, Lettuce, Dairy, Pecans, and Cherries.
- **Reminder - you can see download metrics for PDF reports in this dashboard (*metrics for tableau dashboard views aren't available in this dashboard yet*)** <https://tableau.vdl.iastate.edu/t/COMXT/views/AgMRCCommodityReportsDownloadStat/AgMRCdownloadstatdashboard/4ced4f3c-e3e8-4d76-a367-4779ff921a6e/f7c96a5b-a45e-439a-92a1-a687c92f4b0e?%3Aembed=y&%3AisGuestRedirectFromVizportal=y>

FOOD SYSTEMS PRACTITIONER AND EDUCATIONAL RESOURCE DATABASE

- Fixed error loading excel file of competencies on the website
- There are currently 195 Practitioner profiles and 96 Educational Resource profiles in the Food Systems Practitioner and Educational Resource Database.



INNOVATIVE RURAL GROCERY MODELS

Between October and December, we began completing interviews with grocers around the country. To date we have reached out to over 50 grocers and have interviewed 10. Within the next quarter we will continue to reach out to grocers to meet our goal of 3-5 grocers for each of the five regions. We will also begin travel to conduct onsite impact interviews in March 2024.

THE STATE OF FARMWORKERS AND DIRECTORY OF RESOURCES

Megan Kemp finished and sent the Farmworkers in Iowa report for review by Courtney Long. Pending suggestions and edits, the Whitepaper should be ready for posting soon. Kemp is finalizing the resource list associated with farmworkers, their employers, workforce development, and other relevant topics. Kemp and Long are still considering the best platform and format for the resources, but anticipate it could be incorporated into either the AgMRC Resources section or a different labor or workforce development category. The Migrant and Seasonal Farm Worker Coalition rescheduled their December meeting into January to host it virtually, so there was no MSFW Coalition meeting to report on from the last quarter.

PLANNING AND CONVENING THE AGRICULTURAL MARKETING SUMMIT

The AgSummit was hosted in Washington D.C. November 12-14 with a record-breaking year of over 360 participants. Attached is the evaluation report from the Summit regarding satisfaction of presentations and venue. The committee will reconvene in 2024 to discuss next steps.

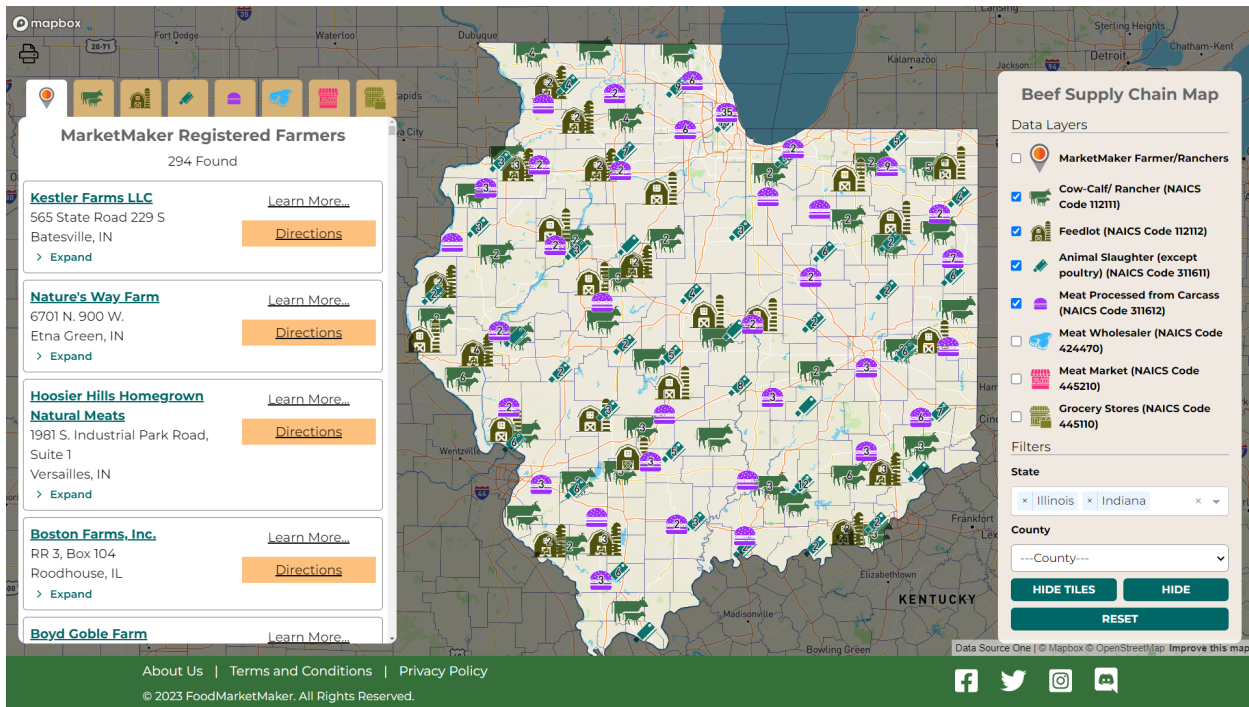
AGMRC SUBCONTRACTS

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 5th quarter we focused on new data tools for the user, the result of which is always discovering ways to improve our business data. The biggest development this quarter was product specific mapping features for product supply chains. Below is an example of a Beef Supply Chain Map for Illinois and Indiana showing cow-calf producers, feedlots, slaughter facilities, and further processing facilities. This type of supply chain map is being further developed.



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 member has joined the Food and Farm Business Development team for the Iowa Food System Coalition
- Created 2 new Iowa Business Spotlights: Howell's Greenhouse and Story City Locker.
- Continued discussion with Practical Farmers of Iowa about a plug-in on their website, will be coming in the first quarter of 2024.
- MarketMaker booth at Early Morning Harvest Field Day in Panora, IA.
- We featured Bob Ferguson's presentation at the at the Intelligent Community Forum in New York City in the November Newsletter and on the MarketMaker site. Bob Ferguson, Executive Director, Sustainable Living Coalition, represented Fairfield, Iowa as an Intelligent Community. Ferguson described projects, diversity, growth, and the results on behalf of one rural community.

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 October – December 2023, AgMRC users performed 84,761 product/ business searches, averaging 6,321 searches per week. This is the highest weekly average of any quarter, exceeding the previous highest quarter by 6.4%.

The top 5 commodity searches were:

1. Agri-tourism 450 searches per week
2. Apples 360 searches per week
3. Strawberries 286 searches per week



4. Potatoes 229 searches per week
5. Avocados 213 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 a 2023 open rate on nearly 40%. In the October Newsletter, we featured an article on Agri-Tourism, the most popular Food Searcher products/ business types over the past year. This article included a listing of the 5 most popular Agri-tourism profiles and information on how

to update your profile, so you experience more traffic. This article had the most traffic with just about 40% of all clicks, resulting in readers moving to the AgMRC site for additional information.

Both the October and November issues of the Newsletter include information on the National Agricultural Marketing Summit in Alexandria, Virginia.

CONFERENCES:

November was the National Ag Marketing Summit in Alexandria, Virginia, and MarketMaker staff and partners were heavily involved with representatives on the Planning Committee, speakers, MarketMaker is a Sponsor, MarketMaker holds its annual face to face National Meeting at the conference, MarketMaker has a booth and presents the annual FarmCredit sponsored MarketMaker Innovation Awards.

MarketMaker staff have a booth representing MarketMaker and AgMRC at the Great Lakes Fruit, Vegetable and Farm Market Expo in Grand Rapids, Michigan in December with over 5,000 industry decision makers. These are the kinds of events that we not only register and update profiles, but make FoodSearcher such a powerful tool.

SOCIAL MEDIA:

MarketMaker continues to promote and market AgMRC and USDA through social media, such as MarketMaker Facebook page including information on the National Ag Marketing Summit in October and November announcing the United States Department of Agriculture (USDA) has announced the publication of The Resilience Playbook, found on the AgMRC Facebook page.

UNIVERSITY OF MINNESOTA

VAPG GRANT WRITTEN STORIES

CHILI PEPPER RANCH, TASTE AND TRUST STEERING SALES, TENNESSEE

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.

JANIE'S MILL, YEARS OF FLOURISHING STONE GROUND MILLING, ILLINOIS

Local connection is what drove Harold Wilken, co-owner of Janie's Mill, to begin his Illinois-based organic flour mill three miles away from his farm. Since 2017 when the company began operating, they have been focused on creating a variety of milled products to those locally and beyond. With the USDA's financial assistance, this two-time Value-Added Producer Grant recipient has been able to add to their customer base by marketing to both retail and wholesale audiences. Though there have been some jolting events that changed their original business plans, such as the COVID-19 pandemic, they have only pushed their growth further and allowed them to seek out grant funding.

KITSAP FRESH, POSITIVE LINK BETWEEN THE PRODUCER AND CONSUMER, WASHINGTON

In the height of the COVID-19 pandemic, the shutdown of businesses left many scrambling to find places to purchase goods. Because Kitsap Fresh, a producer-owned cooperative and online farmers market, was still able to operate through contactless pickup options, this local Washington-based co-op was there for those in the community during this time of need. Although there was no way of knowing what would transpire in 2020, Kitsap Fresh's pre-pandemic plan to begin home delivery with the help of the Value-Added Producer Grant (VAPG) was something highly fitting for the time. Even with a few changes during VAPG experience, the grant process was beneficial for the co-op both with an increase in customers and sales.

TRINITY VALLEY DAIRY, "NEXT LEVEL" CHANGES SUPPORTED BY THE VAPG, NEW YORK

Fluid milk and cheese curds are Trinity Valley Dairy's current production focus, and the USDA's Value-Added Producer Grant (VAPG) has been a part of both of these ventures. By assisting with everything from offsetting material costs to introducing a new food safety plan, there have been plenty of grant-related additions that have boosted the business in positive ways. Most notably, their VAPG-funded label redesign has been one of the reasons for their recent increase in sales. With long-standing dreams of producing ice cream in their future, the company's plan is to apply for the grant for a third time, just as they did with their present offerings.

VAPG VIDEOS PRODUCED

Video 74 -- Government Shutdown Impact on Agricultural Programming: Explore how a government shutdown could impact agricultural programming across the country as everyone from farmers to those who depend on nutritional assistance may be impacted depending on the length and severity of the shutdown.

Video 75 -- Implications of Foreign Ownership of US Farmland: What's the big deal with foreign ownership of US farmland and what are the implications on National Security, food production, and other issues that have a major impact on economics?

Video 76 -- Corruption Indictment of Senator Menedez: Following the corruption indictment of Senator Menendez as it pertained to an agricultural favor, we explored how corruption negatively impacts global agricultural practices. Watch to find out how prevalent these practices are and how they impact prices and productivity.

Video 77 -- Agriculture's Impact on Halloween: Agriculture's impact on Halloween is huge! Both from a financial as well as cultural perspective, tune in to learn how Halloween impacts this sector and our region and how Halloween may contribute to fluctuating prices and the environment.



Video 78 -- Women in Agriculture: Women in agriculture continues to be a topic that is very important to the sustainable and innovative growth of farming practices. Join us as we discuss the current trajectory of female participation and growth in one of the globe's most important economic sectors.

Video 79 -- Agricultural Artificial Intelligence: Artificial Intelligence supporting the agricultural sector will likely approach \$2 trillion in market share by 2030. Given the amount of funding, coupled with growth in precision agriculture practices, the world is likely to see an acceleration of innovative practices that drive higher crop yields, reduced disease, and healthier margins. Join us as we discuss unique opportunities in this space.

Video 80 -- Explore the Sugar Industry: As sugar prices are at record highs due to constrained supply and increased consumption, the Red River Valley enjoyed record production this year. Yields combined with prices are enhancing local economic impact; join us as we explore the sugar industry.

Video 81 -- Livestock and Climate Change: Livestock production contributes roughly 1/6 of the world's methane emissions. Numbers continue to increase due to production and consumption patterns. Join us to learn more about the nexus to climate change and how innovation could improve sustainable production.

Video 82 -- How War Impacts Agricultural Production: War in the Levant threatens agricultural production and livelihoods for both Israeli and Palestinian farmers. Among the strongest producers of crops in the region, both populations risk losing major market share and the ability to feed themselves due to conflict. Join us and learn how the war is impacting production.

Video 83 -- Thanksgiving Consumer vs Farmer Pocketbooks: How does Thanksgiving impact consumer pocketbooks? With lower Thanksgiving prices, families will be able to afford more food for their money however surprising statistics surface during this discussion as farmers don't make large margins on Thanksgiving fare. Join us to learn more about this holiday's impact on the nation's agricultural sector.

Video 84 -- Sustainable Nitrogen Use and Food Preservation: Nitrogen continues to be used in applications like fertilizers to increase yields within the agricultural sector. Although yields are increasing, so are greenhouse gas emissions. How will this important input be decarbonized to realize increased yields and reduce impacts on the environment?

Video 85 -- Technological Advancements and Workforce Implications: Labor continues to plague industries across industrial nations. Agriculture is not immune and in fact has some of the most difficult staffing shortages to overcome this decade. Learn how robots are mitigating this challenge in nations such as the United States and Japan.

Video 86 -- Agricultural Products in Christmas Celebrations: Christmas has many positive impacts on the agricultural sector. In this episode, learn how tree farms grow through sustainable growth and which industries are most impacted by the season.

VIDEOS OF VIDEOS SINCE INCEPTION

Videos 1 -3 --Fundamentals of supply chains (1,577 views) 43

Video 4 --Meat supply chains (535 views) 17

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

Video 5 --Eggs supply chains (91 views) 3



- Video 6 --Corn and Ethanol supply chains (217 views) 2
- Video 7 -- Dairy supply chains (440 views) 18
- Video 7b—Dairy supply chains in Spanish (6 views) 0
- Video 8 -- Fresh Produce supply chains (396 views) 6
- Video 8b-- Fresh Produce supply chains in Spanish (3 views) 0
- Video 9 -- Shipping and the supply chain implications (183 views) 4
- Video 10 – Restaurants and the supply chain implications (181 views) 4
- Video 11 -- Food Banks and the supply chain implications (134 views) 3
- Video 12 --Local Markets and the supply chain implications (189 views) 4
- Video 13 --Halal and Kosher Markets and the supply chain implications (108 views) 4
- Video 14-- Human Capital (6 views) 1
- Video 15--Long-Term Food Supply Chain Trends (45 views) 1
- Video 16--Long-Term Food Supply Chain Trends (25 views) 1
- Video 17-- ESG Impact on the Food Supply Chain (8 views) 1
- 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) 10
- Video 24: Supply Chain Series 2021 – (10 views) 0
- Video 25: Supply Chain Series 2021 –(16 views) 1
- Meat Production Panel 2020 - (95 views) 2
- 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) 1
- Video 44: Supply Chain Series 2023 – (16 views) 0
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- Video 46: Supply Chain Series 2023 – (5 views) 0
- Video 47: Supply Chain Series 2023 – (9 views) 0
- Video 48: Supply Chain Series 2023 – (5 Views) 0
- Video 49: Supply Chain Series 2023 – (16 views) 0
- Video 50: Supply Chain Series 2023 – (3 Views) 0
- Video 51: Supply Chain Series 2023 – (15 Views) 0
- Video 52: Supply Chain Series 2023 – (17 Views) 0
- Video 53: Supply Chain Series 2023 – (14 Views) 0
- Video 54: Supply Chain Series 2023 – (13 Views) 0
- 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) 5
- Video 63: Supply Chain Series 2023 – (5 Views) 3
- Video 64: Supply Chain Series 2023 – (6 Views) 4
- Video 65: Supply Chain Series 2023 – (6 Views) 0
- Video 66: Supply Chain Series 2023 – (4 Views) 3
- Video 67: Supply Chain Series 2023 – (2 Views) 0
- Video 68: Supply Chain Series 2023 – (3 Views) 0
- Video 69: Supply Chain Series 2023 – (4 Views) 0
- Video 70: Supply Chain Series 2023 – (4 Views) 0
- Video 71: Supply Chain Series 2023 – (1 Views) 0
- Video 72: Supply Chain Series 2023 – (2 Views) 1
- Video 73: Supply Chain Series 2023 – (4 Views) 1
- Video 74: Supply Chain Series 2023 – (4 Views) 2
- Video 75: Supply Chain Series 2023 - 5 Views
- Video 76: Supply Chain Series 2023 – 6 Views
- Video 77: Supply Chain Series 2023 – 5 Views
- Video 78: Supply Chain Series 2023 – 6 Views
- Video 79: Supply Chain Series 2023 – 2 Views
- Video 80: Supply Chain Series 2023 – 2 Views
- Video 81: Supply Chain Series 2023 – 2 Views
- Video 82: Supply Chain Series 2023 – 2 Views
- Video 83: Supply Chain Series 2023 - 5 Views
- Video 84: Supply Chain Series 2023 – 3 Views
- Video 85: Supply Chain Series 2023 – 6 Views
- Video 86: Supply Chain Series 2023 - 5 Views

Total new views: 201



AGMRC SOCIAL MEDIA STATS

LINKEDIN - OCTOBER - DECEMBER 2023



University of Minnesota Crookston

7,693 followers

2w •

On this episode of the AgMRC Supply Chain Series, we discuss the update on the farm labor shortage, why it continues, and where both private industry and policy makers can invest to improve conditions as well as productivity.

Watch video: <https://lnkd.in/gGaC-zin>



Challenges Faced by U.S. Farms due to Labor Shortages

James H. Larson

- Background
 - U.S. farms experiencing a severe labor shortage
 - Impact on agricultural productivity and food supply chain
- H2A Visa and Guest Workers
 - Utilization of H2A visa program for temporary agricultural workers
 - Increasing reliance on guest workers to fill labor gaps
 - Concerns about the H2A visa program's limitations and its impact on workers' rights
- Extreme Heat and Working Conditions
 - Heatwaves and extreme weather affecting farmworkers' health and safety
 - Impact on productivity and work efficiency in harsh conditions
 - Calls for improved working conditions and safety measures

University of Minnesota Crookston - Supply Chain Series 2023 - Video #...

youtube.com



3

12/22/2023

460 Impressions

3 Engagements

1.52% Engagement rate

4 Clicks

0.87% Click-through rate


3 Reactions

0 Comments



 **University of Minnesota Crookston**
7,693 followers
2w • 

On this episode of the Supply Chain Series, we discuss how regenerative agricultural practices have become increasingly popular in recent years. Learn why private industry is taking the lead in this space and how these practices ...see more



5 Core Principles of REGENERATIVE AGRICULTURE

- MINIMIZE SOIL DISTURBANCE
- KEEP THE SOIL COVERED
- INTEGRATE LIVESTOCK
- MAXIMIZE CROP DIVERSITY
- MAINTAIN LIVING ROOTS YEAR-ROUND

Scaling Regenerative Agriculture

- Aims to restore and improve soil health, biodiversity, and ecosystem resilience while promoting sustainable and productive agricultural practices
- Regenerative agriculture promotes soil health, biodiversity, and ecosystem restoration
- The World Economic Forum highlights 5 ways to scale regenerative agriculture at Davos23
 - It emphasizes the importance of farmer education and training
 - The adoption of digital technologies can enhance regenerative practices
 - Collaboration among stakeholders is crucial for scaling regenerative agriculture
 - Policies and incentives can encourage farmers to adopt regenerative practice

University of Minnesota Crookston - Supply Chain Series 2023 - Video #...
youtube.com



12/20/2023

445 Impressions

4 Engagements

1.8% Engagement rate

4 Clicks

0.9% Click-through rate

4 Reactions

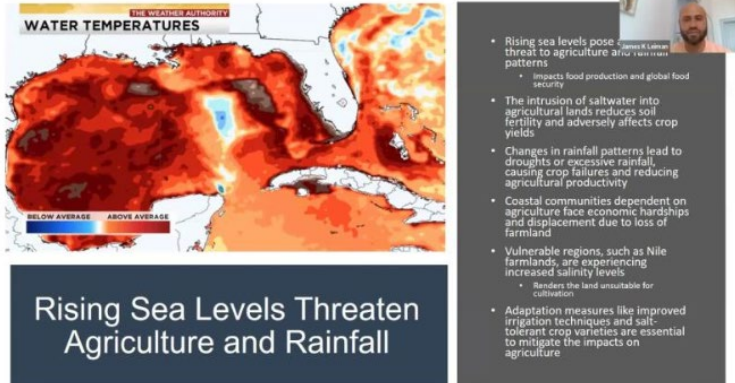
0 Comments



 University of Minnesota Crookston
7,693 followers
2w • 

On this episode of the AgMRC Supply Chain Series, we discuss how rising sea temperatures are beginning to have an adverse impact on agriculture as well as aquaculture production. Learn how climate change is impacting food production in the United States as well as other food producing regions throughout the world.

Watch video: https://lnkd.in/ewQ_7Tja



WATER TEMPERATURES
THE WEATHER AUTHORITY

Rising Sea Levels Threaten Agriculture and Rainfall

- Rising sea levels pose threat to agriculture and patterns
 - Impacts food production and global food security
- The intrusion of saltwater into agricultural lands reduces soil fertility and adversely affects crop yields
- Changes in rainfall patterns lead to droughts or excessive rainfall, causing crop failures and reducing agricultural productivity
- Coastal communities dependent on agriculture face economic hardships and displacement due to loss of farmland
- Vulnerable regions, such as Nile farmlands, are experiencing increased salinity levels
 - Renders the land unsuitable for cultivation
- Adaptation measures like improved irrigation techniques and salt-tolerant crop varieties are essential to mitigate the impacts on agriculture

University of Minnesota Crookston - Supply Chain Series 2023 - Video #...
youtube.com

12/18/2023  Dr Anas Al-Fattal and 1 other

389 Impressions

2 Engagements

1.54% Engagement rate

4 Clicks

1.03% Click-through rate

2 Reactions

0 Comments



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 AgMRC 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: Chase, L. 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: Chase, L. 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.

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).

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)

The following was completed during the October-December reporting period:

- Contracted with a web developer (MM Outreach Solutions) to improve the searchability of our website (www.nichemeatprocessing.org). Pages and posts will be tagged with key words and a new search button will feature a drop down menu with those key words. This will also allow us to display information chronologically and archive older information on our website. The search tool and tagging process have been completed, but we will not be unveiling the new search feature until the end of 2023 after we finish up some design/layout aspects of how it looks to the user
- Translated the entire website into Spanish, which is now easily found with the click of a button on the top right hand corner
- Updated several key webpages, including our Technical Assistance page, our Business Feasibility Studies page, and our webinar archive page
- Hired and onboarded a new Research Manager, who is working with the web developer on website improvements, updating content, and managing the revisions of our Business Planning Guide and our Plant Design Guide
- Finished revisions of our Business Planning Guide and contracted with a graphic designer (Deer Island Studios) to do layout of the guide

NOURISH LEADERSHIP: FOOD IS OUR MEDICINE LEARNING JOURNEY

Nourish is continuing to support learners from Iowa State and its research network to take the Food is Our Medicine (FIOM) Learning Journey course modules and have meaningful discussions during the virtual Learning Circles. We hosted Learning Circles in [October](#), [November](#) and two in [December](#). Kacey has continued to guest write blogs that are published in two of the links above. Nourish has continued to follow up emails to remind learners to attend and keep informed should they have missed. The [Easy Retro board](#) is continuing to be an excellent tool to track reflections and questions for participants to add to at any time. The Nourish Director of Indigenous Programs, Climate Program Manager and Communications Manager continue to co-host the Virtual Learning Circles, working alongside Kacey and Courtney from Iowa State. Jen or Mair have been meeting with Courtney and Kacey on a regular basis, as well as the Food as Medicine Group meetings. There will be one final Virtual Learning Circle hosted in January of 2024. Jen and Mair will meet with Courtney to plan next steps for partnership.