

farmdoc project fact sheet



Purpose

- Provide crop and livestock producers in the U.S. Cornbelt with round-the-clock access to economic information and analysis to better manage their farm businesses

Organizational Model

- Website is primary delivery mechanism
- Extension meetings and publications reinforce material on website and direct people back to website
- Integrated team structure w/12 ACE faculty and staff, project manager, and a blogger
- 22 member advisory committee drawn from farming, agribusiness, and education

farmdoc Website

- 8 publications series ranging from weekly market outlook newsletters to in-depth research reports
- 58 downloadable spreadsheet decision tools
- 24 online decision tools and databases
- Average usage over last twelve months: 350,000 page requests/mo.
- Receives over 30,000 unique visitors monthly

farmgate Website

- First public-sector blog for farmers and agribusinesses in the U.S. Cornbelt.
- Based on the concept of a 'digital county agent', this site provides integrated information across agricultural subject-matter disciplines
- Average usage over last twelve months: 100,000 page requests/mo.
- Receives over 10,000 unique visitors monthly

Meetings

- Regional Illinois Farm Economics Summit meetings held at 4 locations around Illinois each December; over 500 attended in 2008
- Numerous FAST Tools training workshops offered annually
- Multi-day Young and Innovative Farmer workshops initiated in 2006

Budget

- Currently \$250,000/yr. for website and educational programs
- C-FAR IT-SRI provided funding for first five years
- University of Illinois Extension provides funding for project manager position

Awards

- College of ACES Team Award, 2004
- Holt Achievement Award, Illinois C-FAR, 2004
- Cool Site Award – Content, U. of I. Webmaster's Forum, 2004
- Distinguished Extension Program Award, American Agricultural Economics Association, 2002

farmdoc: www.farmdoc.uiuc.edu

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