

farmdoc

Providing Analysis, Tools and Data to Help
Corn Belt Farmers Make Better Decisions



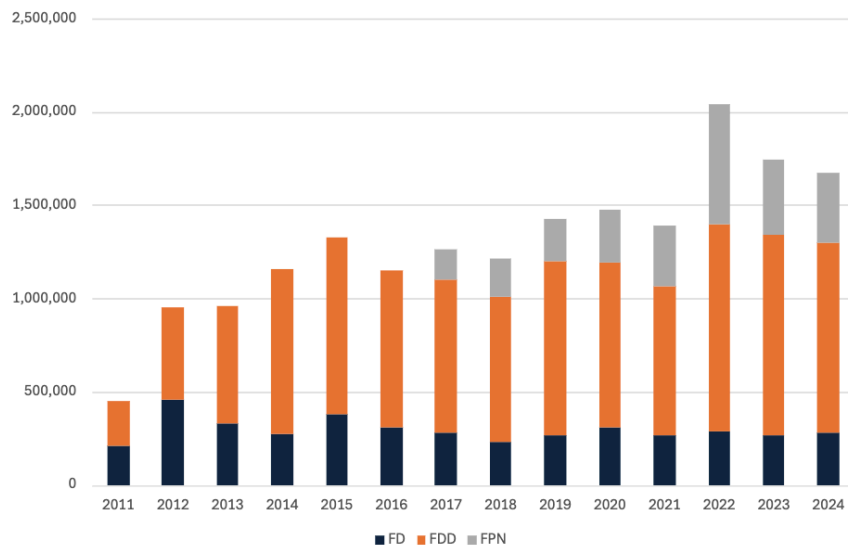
farmdocDAILY | Farm Policy News

- 2024
Building on our trusted legacy, we launched farmdoc Academy. The academy aims to deliver cutting-edge professional development training for professionals worldwide.
- 2022
As social media continued to blossom, we expanded our use of all social platforms, including launching a LinkedIn Newsletter to further expand our digital audience.
- 2019
As online learning became increasingly popular, we started hosting frequent webinars and posting videos on YouTube.
- 2016
In response to the social media revolution, we started another site called Farm Policy News. We began pushing content through social media platforms to expand the use of our site content.
- 2011
We launched a new website called farmdoc daily, where we publish one article of original analysis each day.
- 2003
Our newsletters and other publications were getting more views than tools or data, so we reorganized the site. To secure ongoing funding, we adopted a public radio/TV sponsorship model.
- 2000
Our “web-first” Extension delivery model was born, and we formed a team of faculty who placed all of their Extension materials on the website, under the farmdoc umbrella.
- 1999
Our first website was a page with links to existing webpages for farm financial analysis spreadsheets, crop insurance tools and evaluation of market advisory services (AgMAS).

THE FARMDOC JOURNEY

WEB IMPACT

Annual Pageviews on farmdoc Websites



The addition of the farmdoc daily site in 2011 ushered in a period of explosive growth for farmdoc. The farmdoc family of websites have had more than 1.5 million visits in each of the last three years.

User Statistics

**77% of Users
in the US**

45% in the Corn Belt States | 8% in the D.C. Area

107 Countries
with Website Users

OUR SITES

farmdoc | farmdoc.illinois.edu

Mission: to provide U.S. Corn Belt crop and livestock producers with constant access to integrated information and expertise to better manage their farm businesses

Provides:

decision tools
webinars
crop insurance tools

farm bill tools
legal forms
calculators

management outlooks
market outlooks
lease terms

farmdoc daily | farmdocdaily.illinois.edu

Mission: publish one article of research-based analysis each business day

@farmdocdaily farmdoc
 @farmdoc @farmdoc

Farm Policy News | farmpolicynews.illinois.edu

Mission: publish daily updates on current developments in the farm economy and farm policy

@farmpolicy @farmpolicy farmpolicy

Awards and Recognition

Distinguished Group Extension Program Award, Agricultural and Applied Economics Association (formerly American Agricultural Economics Association): 2002, 2014, 2016, 2021

Team Award, College of Agricultural, Consumer and Environmental Science, University of Illinois at Urbana-Champaign: 2004, 2010, 2013

2008 Donald A. Holt Achievement Award, Illinois Council on Food and Agricultural Research

Selected as one of two organizations nationwide to develop policy decision tools for implementing the 2014 Farm Bill

Team members regularly consulted by government officials and news outlets regarding a wide variety of policies on agricultural trade, price supports and biofuels

THE FARMDOC FAMILY OF WEBSITES IS VISITED AN AVERAGE
OF 4,400 TIMES EACH DAY THROUGHOUT THE YEAR.

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