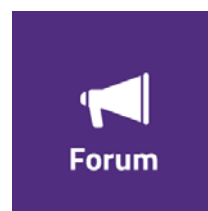
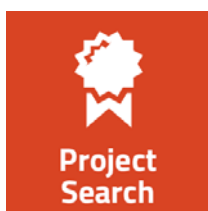


# FarmAnswers.org

*“Helping farmers & ranchers  
find answers and the tools  
they need to succeed”*

## Multi-Sectioned



# **LIBRARY**

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# **IN THE BEGINNING**

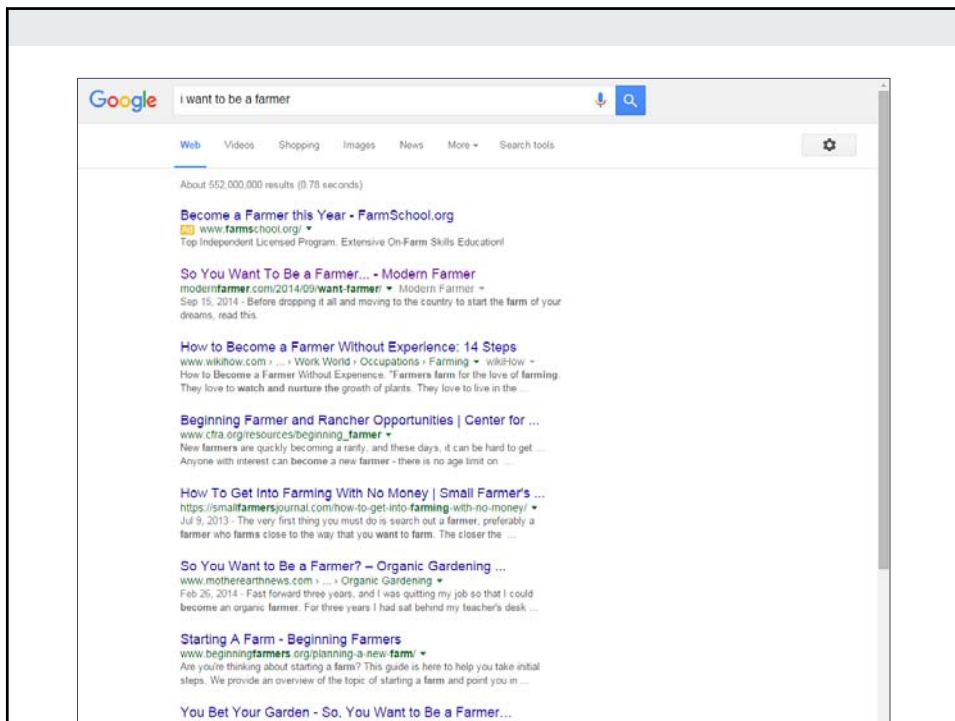
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**BUT THEN...**


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Tuesday, September 15, 2015


- 

**Snapchat update**  
1,000,000+ searches  
Related searches: new snapchat update, snapchat, how to use the new snapchat update, how to use new snapchat...  
Snapchat update offers in-app purchases (and terrifying new "lenses") The Guardian  
The offer is the latest move away from the idea of "ephemeral messaging" which once la...
- 

**The View**  
500,000+ searches  
Related searches: joy behar, the view nurse, the view miss colorado, the view nurse comment, joy behar miss color...  
Nurses bash 'The View' hosts, start #NursesUnite social media campaign Fox News  
Sunday's 2016 Miss America pageant featured Miss Colorado Kelley Johnson, whose tal...
- 

**iOS 9**  
500,000+ searches  
Related searches: ios 9 release, ios 9 release time, ios 9 release date, ios9, when does ios 9 come out  
Apple iOS 9: 11 Important Changes To Know Forbes  
Today Apple AAPL +0.00% releases iOS 9 and the rush to upgrade will be on. There is go...
- 

**Monday Night Football**  
200,000+ searches  
NFL's 'Monday Night Football' Opener Ratings Steady For ESPN From 2014, Game 2 ...  
Deadline  
With some brand new graphics featuring Howard Cosell and a blazing tribute to Frank Gifford, ESPN's Monday Night Football took the field for the 2015-16 season last night. ...
- 

**Champions League**  
200,000+ searches  
Related searches: luke shaw, manchester united, luke shaw injury, luke shaw broken leg  
Barcelona vs. Roma, Champions League 2015: Time, TV schedule and team news  
SB Nation  
Trips to the Stadio Olimpico in Rome are rarely fun for European teams. It's incredibly lou...
- 

**Jennifer Lien**  
200,000+ searches  
Star Trek: Voyager Actress Jennifer Lien Arrested For Indecent Exposure, It Turns Out

**CURATED CONTENT**

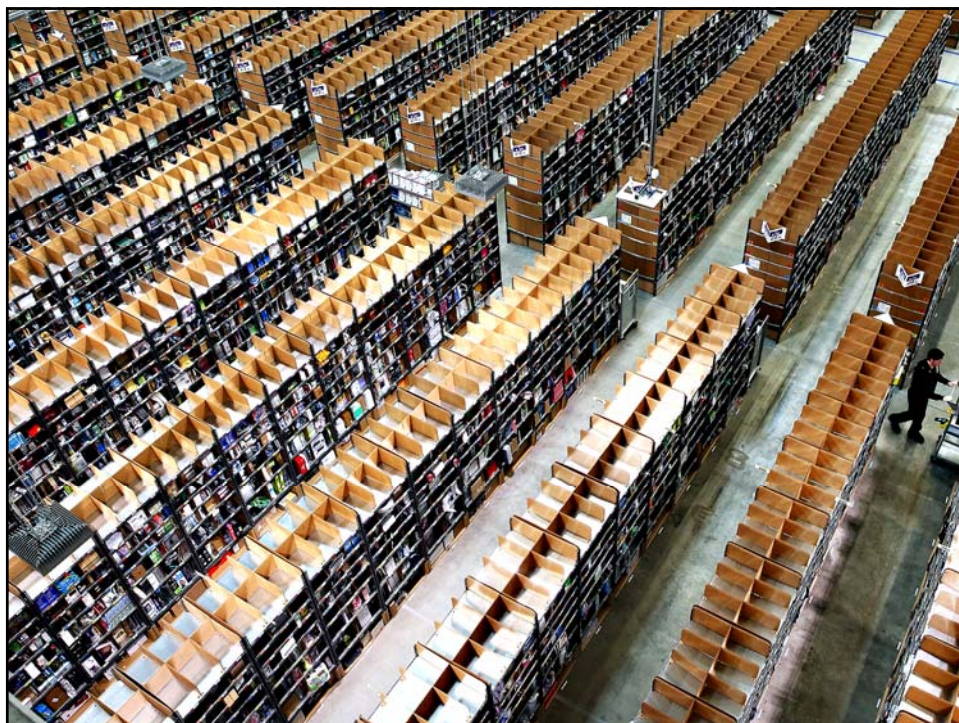
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## Curated Content

- **Content** curation is the process of collecting, organizing and displaying information relevant to a particular topic or area of interest.
- Services or people that implement **content** curation are called **curators**.
- Curation services can be used by businesses as well as end users.

## Value of Curated Content

- Quickly provide the right info to the right audience
- Focus on information shared
- Surround yourself with other respected content creators
- Expanded audience ... larger reach





## WHERE WE STARTED

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### Data from Start2Farm.gov

- Scrubbed data to separate Library Materials from Programs
- Several hundred Library Materials & Programs
- Continued to expand & add to both sections
- 981 Materials
- 291 Programs

## Material Types

### How many Materials are in the Farm Answers Library?



## Library Categories

### Business Management (165)

Analyzing the Farm (61)  
Farm Bill (3)  
Growing the Farm (33)  
Insuring the Farm (21)  
Planning the Farm (63)

### Marketing (128)

Adding Value (36)  
Commodity Marketing (39)  
Contract Production (4)  
Local and Direct Marketing (71)  
Other Marketing Topics (24)

### People (61)

Employee Insurance (2)  
Farm Safety (29)  
Managing Employees (28)  
Working with Family (1)

### Production (606)

Conservation (29)  
Field Crops (155)  
Fruit-Nuts (162)  
Livestock (176)  
Pasture / Rangeland (19)  
Trees-Ornamentals (63)  
Vegetables (202)

### Taxes & Legal (135)

Land Use (4)  
Legal Issues (67)  
Organic Certification (13)  
Taxes (16)  
Transferring the Farm (37)  
Water Rights (5)

## Library Filters

### Material Type

- App
- Online Course
- Presentation
- Video
- Website
- Written Material

### Production Type

- Organic
- Local Foods
- Urban Ag

### Locations

- Northcentral
- Northeastern
- Southern
- Western

### Commodities

- Field Crops
- Fruits & Nuts
- Livestock
- Trees-Ornamentals
- Vegetables

# PRODUCER PROGRAMS

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## Program Filters

### Primary Topics

- Apprenticeship & Mentoring
- Business Management
- Farm Transition
- Financing
- Marketing
- Sustainable Agriculture

### Production Type

- Local Foods
- Organic
- Urban Ag

### Audience

- Immigrants
- Veterans
- Women

### Delivery Areas

- National
- Online
- Regional/State-Specific
  - Northcentral
  - Northeastern
  - Southern
  - Western

## Producer Programs

- **291 Producer Programs**
- 272 Regional/State-Specific
- 15 National Programs
- 7 Online Programs

# ORGANIZATIONS

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## **Organizations**

- **252 Organizations**
- Linked to Producer Programs and/or Library Materials

## **BLOGS & NEWS**

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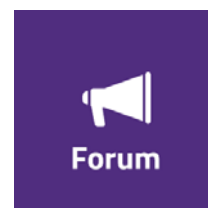
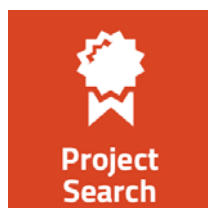
### **Blogs & News**

- News (11)
- Podcasts (12)
- Ag Education (11)
- Farm Life (10)
- USDA (11)

# PHASE 2 & BEYOND

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## Phase 2 & Beyond



# TOOLBOX

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## **Toolbox**

- **A select set of key Library Materials for beginning farmers & ranchers**



## **PROJECT SEARCH**

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### **Project Search**

- **Quickly & easily search USDA NIFA BFRDP Projects**
- **View Project activities and their results**
- **Populated from info added to the Results Verification System**

# FORUM

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## Forum

- **A peer-driven environment for registered users to dialogue**
- **Threaded discussions on specific topics for enhanced learning**

## SOCIAL MEDIA

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### On Social Media/ FarmAnswers





# RESULTS VERIFICATION SYSTEM

## What Are Proposed Results?

Center for Farm Financial Management  
University of Minnesota

## Tell Your Story

- ▶ The RVS helps you tell others, the public at large, about your project
- ▶ Use it to spread the word about what you are doing and accomplishing
- ▶ Your project story will be available to the public on [FarmAnswers.org](http://FarmAnswers.org)

# Outcome Based Funding

- ▶ Funding focused on producing results not on conducting activities
- ▶ Most of you envision results for your program participants - just need to enter them into RVS
- ▶ They do not have to be directly linked to project activities

# Proposed Results

- ▶ Proposed Results are:
  - ▶ What Participants Will Learn, Achieve, Apply
  - ▶ Behavioral change
  - ▶ Indicators that participants will improve their ability to manage risk

## These are NOT Proposed Results

- ▶ Producers will attend workshop on..
- ▶ Participants will receive training...
- ▶ Participants will visit our website to..
- ▶ Inform participants about...

## These are GOOD Proposed Results

- ▶ Participants will develop a succession plan for their farming operation.
- ▶ Participants will understand how to select the proper crop insurance product to match their financial needs and marketing plan.
- ▶ Attendees will develop written goals for their operation