Farm Answers.org

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

Multi-Sectioned

- Library
- Producer Programs
- Blogs & News
- Toolbox
- Project Search
- Forum
BUT THEN...
CURATED CONTENT
**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

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?

- 21 App
- 4 Audio
- 32 Online Course
- 62 Presentation
- 211 Video
- 630 Written Material
- 981 Total

Library Categories

<table>
<thead>
<tr>
<th>Business Management (165)</th>
<th>Marketing (128)</th>
<th>People (61)</th>
<th>Production (606)</th>
<th>Taxes &amp; Legal (135)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analyzing the Farm (61)</td>
<td>Adding Value (36)</td>
<td>Employee Insurance (2)</td>
<td>Conservation (29)</td>
<td>Land Use (4)</td>
</tr>
<tr>
<td>Farm Bill (3)</td>
<td>Commodity Marketing (59)</td>
<td>Farm Safety (23)</td>
<td>Field Crop (155)</td>
<td>Legal Issues (87)</td>
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<tr>
<td>Growing the Farm (33)</td>
<td>Contract Production (4)</td>
<td>Managing Employees (28)</td>
<td>Livestock (176)</td>
<td>Organic Certification (13)</td>
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<tr>
<td>Insuring the Farm (21)</td>
<td>Local and Direct Marketing (71)</td>
<td>Working with Family (1)</td>
<td>Pasture/Rangeland (19)</td>
<td>Taxes (15)</td>
</tr>
<tr>
<td>Planning the Farm (63)</td>
<td>Other Marketing Topics (24)</td>
<td></td>
<td>Trees-Ornamentals (63)</td>
<td>Transferring the Farm (37)</td>
</tr>
</tbody>
</table>

Water Rights (5) |
Program Filters

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

- Audience
  - Immigrants
  - Veterans
  - Women

- Production Type
  - Local/Regional
  - Organic
  - Urban Ag

- Delivery Areas
  - National
  - Online
  - Regional/State-Specific
    - Northeastern
    - Northwestern
    - Southern
    - Western

Producer Programs

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

- 252 Organizations

- Linked to Producer Programs and/or Library Materials
BLOGS & NEWS

Blogs & News

- News (11)
- Podcasts (12)
- Ag Education (11)
- Farm Life (10)
- USDA (11)
PHASE 2 & BEYOND

Phase 2 & Beyond

- Toolbox
- Project Search
- Forum
**TOOLBOX**

Toolbox

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

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

On Social Media/ FarmAnswers
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
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