

MEMORANDUM

To: Board of Regents
From: Board Office
Subject: New Center to be Called the Agricultural Marketing Resource Center (AgMRC), ISU
Date: May 6, 2002

Recommended Action:

Accept Iowa State University's report of a new center to be called the Agricultural Marketing Resource Center (AgMRC).

Executive Summary:

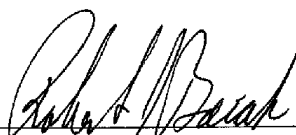
Board Policy The Board of Regents policy (*Policy Manual §6.06*) requires that the Board be informed of new centers or institutes that are financed from external sources and do not require a "major commitment of State appropriated/institutional funds in excess of \$25,000. When the external funding expires, these units are to be terminated or Board approval is needed for their continuance.

Mission The mission of the Agricultural Marketing Resource Center is to provide independent producers and processors with critical information needed to build successful value added agricultural enterprises via an electronic-based resource center. It will create an electronic, web-based library with powerful search engine capabilities; provide critical information on business principles, legal, financial and logistical issues; initiate and coordinate new analytical research and outreach utilizing supply chains, price discovery and case study analysis of successful and failed value added projects. It will also develop a consortium of national specialists for various commodities that will link agricultural producers with electronically available resources within federal and state agencies and land grant universities.

External Funding This Center has been funded through a grant (\$5,043,579) from the U.S. Department of Agriculture for a three-year period. It is a cooperative project of Iowa State University, Kansas State University and the University of California. Matching funds were required in this grant but will have no impact on the general fund.

This Center will be closed upon expiration of the USDA grant unless other external funds are secured to continue its operation.

Regent Review Questions A copy of the University's responses to the Regent Review Questions on new centers and institutes is attached (pages 3-5).



Robert J. Barak

Approved: 

Gregory S. Nichols

Agricultural Marketing Resource Center

1. Title of Proposed Center or Institute

Agricultural Marketing Resource Center -- funded with federal United States Department of Agriculture money for three years. The Center is a cooperative project of Iowa State University, Kansas State University and the University of California.

2. Administrative relationship to other entities on campus, such as departments and colleges

The AgMRC is a product of Iowa State University Extension and relates to several colleges. Management of the Center will be coordinated through the ISU College of Agriculture. The AgMRC will have specific links to the Iowa Beef Center, the Iowa Pork Center, the Center for Agriculture and Rural Development (CARD) and the Center for Industrial Research and Service (CIRAS).

3. To whom will the administrative director of the unit report?

Co-directors Mary Holz-Clause and Don Hofstrand will report to the Director for Agriculture and Natural Resources Extension.

4. Succinctly describe the basic purposes and objectives of the unit.

The mission of the AgMRC is to provide independent producers and processors with critical information needed to build successful value added ag enterprises via an electronic-based resource center.

The AgMRC will create an electronic, web-based library with powerful search engine capabilities; provide critical information on business principles, legal, financial and logistical issues; initiate and coordinate new analytical research and outreach utilizing supply chains, price discovery and case study analyses of successful and failed value added projects. The Center will develop a consortium of national specialists for various commodities, which will link agricultural producers with electronically available resources within federal and state agencies and land grant universities.

5. How will the activities of the unit relate to the general mission and teaching programs of the university?

The focus of the Center includes discovery, learning and engagement, three key areas in Iowa State University and Iowa State University Extension. The activities complement the work of the College of Agriculture and ISU Extension by providing useful, hands-on information to clients to increase their knowledge and ultimately, profitability, through the development of successful value added agriculture ventures.

6. Do similar units exist at other public or private colleges or universities in Iowa? If so, how does the proposed unit relate to them?

No other center like this exists anywhere in the Regents System. In fact, centers such as this are not well established in any other land grant institutions, a determining factor in granting this proposal.

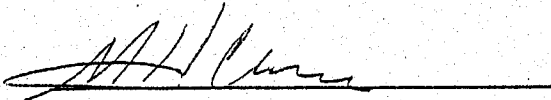
7. What are the proposed sources and annual amounts of funding for the unit? Show budget with the following three columns: Budgetary item (faculty, staff, clerical, supplies, equipment, travel, other), Source of Funds, Annual Amount.

BUDGETARY ITEMS	SOURCES OF FUNDS	ANNUAL AMOUNT
Personnel (faculty, staff and clerical)	USDA	\$516,878
Benefits	USDA	\$136,633
Total Salary and Benefits	USDA	\$653,511
Travel	USDA	\$53,000
Materials and Supplies	USDA	\$15,000
Contracts with Other States and Indirect costs on Contracts	USDA	\$790,711
Other Costs	USDA	\$69,200
ISU Indirect at 25%	USDA	\$197,678
Total to ISU Per Year	USDA	\$1,681,193

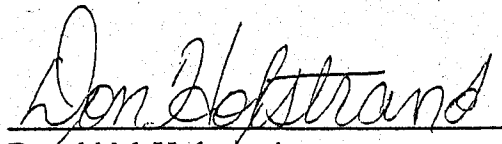
8. Which of the costs in Item #7 represent new financial obligations to the general fund?

There is a one to one match requirement on the federal funds. This match requirement has no impact on the general fund, but does preclude the use of state funds for other match purposes. The focus of the Center is very complementary to the direction of development for ISU Extension and Iowa agriculture in general - thus, the match can be made without distorting existing Extension programming.

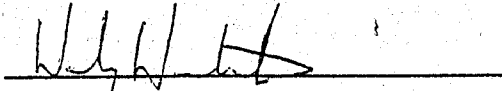
Agricultural Marketing Resource Center
Administrative Team



Mary S. Holz-Clause
Co-Director
Agricultural Marketing Resource Center



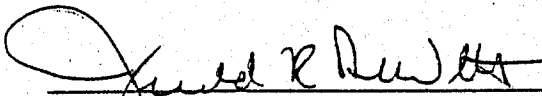
Donald M. Hofstrand
Co-Director
Agricultural Marketing Resource Center



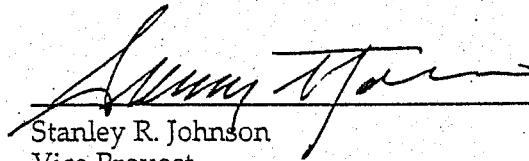
Wendy K. Wintersteen
Senior Associate Dean
College of Agriculture



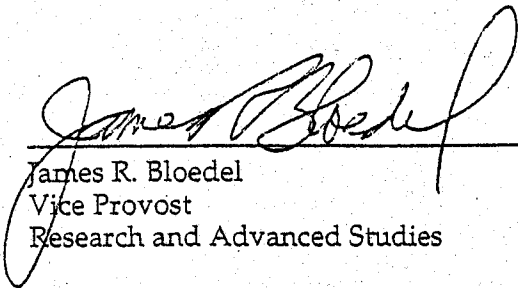
Catherine E. Woteki
Dean
College of Agriculture



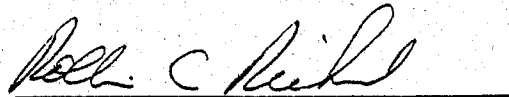
Jerald R. DeWitt
Interim Director
Ag & Natural Resources Extension



Stanley R. Johnson
Vice Provost
Extension



James R. Bloedel
Vice Provost
Research and Advanced Studies



Rollin C. Richmond
Provost
Iowa State University