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The Agricultural Marketing Resource Center for value-added agriculture

Christa Hartsook

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New soybean oil eliminates need for hydrogenation and cuts trans fats, continued from page 4

Interest in the new oil is growing. A major supplier of frying oil this week requested oil for testing. In addition, Fehr will travel to Japan next week to discuss the new oil with representatives of their vegetable oil industry.

To cut trans fats in their products by 2006, the food industry could switch from soybean oil to alternative oils that don't contain linolenic acid. However, the supply of alternative oil is limited.

"There aren't enough acres of alternative vegetable oil crops, like canola or sunflower, to meet the industry's oil needs.

More than 73 million acres of soybeans are grown in the United States. Soybeans supply 81 percent of the U.S. food industry's needs for edible oils and fats.

I am working with Iowa grower groups, including Innovative Growers and the Iowa Quality Agriculture Guild, that will plant the one percent linolenic acid soybean next spring.

This is a special opportunity for growers who already are getting a premium for their non-GMO soybeans. The current premium applies only to the value of the non-GMO protein obtained from the soybeans. The one percent linolenic acid soybeans will make it possible to get an additional premium for the oil.

Growers will plant about 40,000 acres of the one percent linolenic acid varieties in 2004 to obtain the seed needed for large-scale oil production in 2005. We'll need one million acres in 2005 to meet the demand that the food industry estimates it will have for this oil.

The Agricultural Marketing Resource Center for value-added agriculture

by Christa Hartsook, communications specialist, Agricultural Marketing Resource Center, hartc@iastate.edu

The Agricultural Marketing Resource Center (AgMRC) is a national virtual resource center for value-added agricultural groups. The purpose and mission of the AgMRC is to provide independent producers and processors with critical information to build successful value-added agricultural enterprises.

The Web site, www.AgMRC.org contains links and AgMRC developed materials on everything from networks of ethanol cooperatives to organic beef producers to value-added worm businesses. This extensive collection of resources and tools can help anyone involved in value-added agriculture develop and improve any aspect of their business.

Content

The content portion of the AgMRC Web site is divided into four main sections:

- Commodities and Products
- Markets and Industries

- Business Development
- Directories and State Resources

The **Commodities and Products** section provides information on adding value to the commodities and products traditionally produced on the farm. Examples are adding value to corn, beef, fruits, etc. Information is provided along the supply chain from production, processing and marketing for each commodity/product, focusing on marketing.

The **Markets and Industries** section provides information on the major markets and industries (food, energy, etc.) that producers will participate in during the process of adding value to their farm products.

The **Business Development** section focuses on information needed to create and operate a viable value-added business. The information is provided sequentially for use during the business analysis, creation, development and operation process.

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The final main area of content is the **Directories & State Resources** section. Several directories were created for the Web site by AgMRC staff, including directories of consultants and service providers, value-added agricultural businesses and specific contacts in each state.

Partners

The Center combines expertise at Iowa State University, Kansas State University and the University of California. The center works with other leading land grant universities, such as Oklahoma State University and Montana State University, as well as organizations such as Sparks Companies and CoBank on value-added projects. Partial support is derived from the USDA Rural Business-Cooperative Service.

Contact us

Producers, consultants, extension personnel, rural development specialists and others in-

involved in value-added agriculture can contact the resource center either via toll free phone at 866-277-5567, e-mail at agmrc@iastate.edu or the Web site, www.agmrc.org.

AgMRC staff would be happy to come speak at value-added agricultural gatherings or at annual meetings to share with your group what the Center offers. Additionally, we will provide promotional or other background information for meetings and events.

Please contact us through the above channels with any questions or opportunities to share the message of the Center. We look forward to hearing from you.

... and justice for all

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