August 2015

Who Reads Iowa Ag Review?

Steven L. Elmore
Iowa State University

Mary Adams
Iowa State University

Follow this and additional works at: http://lib.dr.iastate.edu/iowaagreview

Recommended Citation
Available at: http://lib.dr.iastate.edu/iowaagreview/vol2/iss2/8
The total estimated annual impacts to the Iowa economy (again, calculated impacts are from crop production and CRP payments and do not include recreational benefits) are a loss of 3,998 jobs and income reductions of approximately $26 million per year. This estimate is based on a 2.22 million acre enrollment applied to the 1,000-acre-unit coefficients. These losses tend to be concentrated in agricultural sectors, but also include main street retailers and service businesses. Additionally, the losses are concentrated geographically in the counties that have higher percentages of their cropland enrolled in CRP. Counties in the southern tier of Iowa had especially high enrollment, with several counties at the maximum enrollment level of 25 percent of county cropland.

Other economic benefits resulting from the CRP include increased tourism and recreational spending induced by improvements in water quality and wildlife habitat — these benefits are not included in the analysis. Separate studies indicate these benefits are substantial. Also, some would argue that the CRP payments help stabilize the income stream in rural Iowa. The steady stream of income may help stabilize bank loan activities not only for production agriculture but for nonagricultural businesses as well.

---

**Who Reads Iowa Ag Review?**

(Steven L. Elmore, 515/294-6175)
(Mary Adams, 515/294-4755)

The Iowa Ag Review recently began its second year of publication. As of February 1996, we had over 2,000 subscribers to our quarterly publication. Using our address list, we tried to provide a look at who receives the Iowa Ag Review.

The addresses of subscribers for the December issue, yield the data in Figure 1. Iowa residents are in the majority (1,374), followed by the Washington D.C. area (271), and other states and countries (129).

**Figure 1: Mailing Addresses of Subscribers to Iowa Ag Review**

- Iowa 77.5%
- DC, MD, VA 15.3%
- Other 7.3%

A rough compilation of the subscribers' occupations was gathered from the address list (Figure 2). This, however, is only a indication because the address list did not include an occupation for everyone.

The categories are imperfect, but they do provide a sampling of the readers' occupations. The government category includes: elected officials, administrators, military personnel, and lobbyists. The education category includes those involved with university teaching and extension, county extension, and secondary education. The press category includes all the subscribers involved in print and broadcast media. The agribusiness group encompasses those who receive Iowa Ag Review at businesses and financial institutions. Producers are those who are involved in farming and others for whom no indication can be drawn from their addresses.

**Iowa Ag Review is on the Web**

It is increasingly difficult to pin down the maximum readership and occupation of Iowa Ag Review readers because the newsletter is now online on the World Wide Web. To access our site, type the following address into your Web browser:

http://www.econ.iastate.edu/card/agreview

The current and all back issues are available in PDF format. They can be downloaded by using the Adobe Acrobat Reader which can be accessed through our site. You can either read the newsletter or print it out already formatted.

Other CARD/FAPRI research information and analysis are available on CARDS' home page:

http://www.ag.iastate.edu/card.