

2014 Farm Bill Decision Aid

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Columbia, MO
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NAAFP Decision Aid

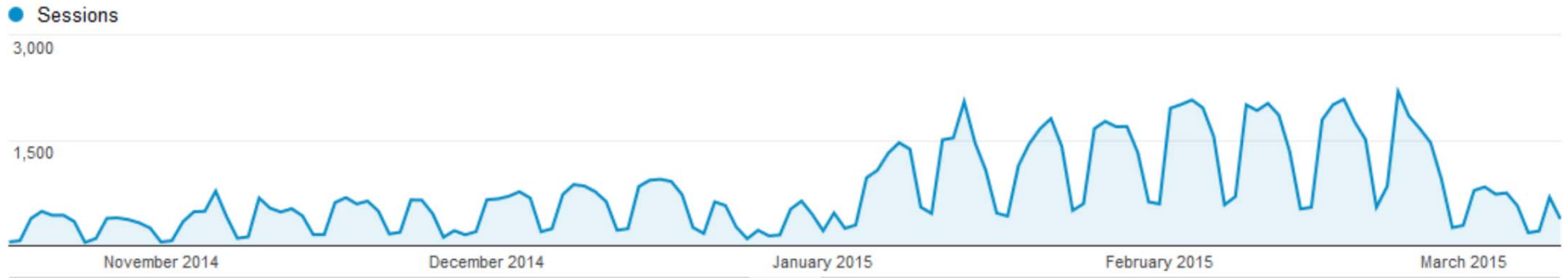
- Partnering with Texas A&M University Ag and Food Policy Center to develop web based tools for:
 - Yield update
 - Base reallocation and PLC/ARC decision
 - Crop insurance
 - Generic base allocation
- Incorporates risk
- Initial version released September 25, 2014
- Link on FAPRI home page
 - <http://www.fapri.missouri.edu>



Key Features

- Provides farm-specific estimates of expected payments and crop insurance benefits
 - ARC-IC, ARC-CO and PLC
 - With and without base reallocation
 - SCO, STAX and other crop insurance net benefits (indemnities minus producer-paid premiums)
 - Considering variation around projected future prices and yields
- Summary tables and graphs, with lots of detail available for those who want it
 - Annual estimates, distribution of payments, results with different crop insurance choices and much more
 - Can use pre-loaded price projections from FAPRI (updated monthly) and USDA or the user can specify own prices

Decision Aid Use



Sessions

112,963



Users

38,731



Pageviews

2,536,072



Pages / Session

22.45



Avg. Session Duration

00:23:35



Bounce Rate

22.75%

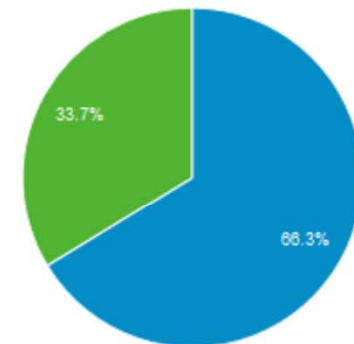


% New Sessions

33.66%

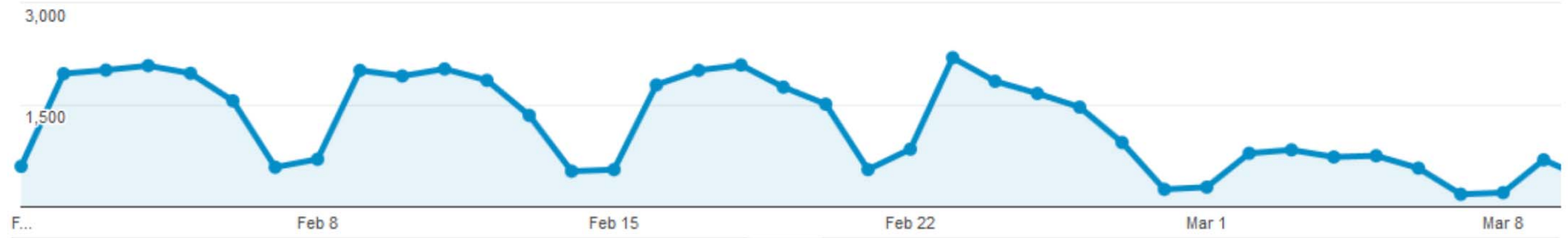


■ Returning Visitor ■ New Visitor



Decision Aid Use

● Sessions



Sessions

46,098



Users

16,252



Pageviews

1,116,556



Pages / Session

24.22



Avg. Session Duration

00:25:20



Bounce Rate

20.33%

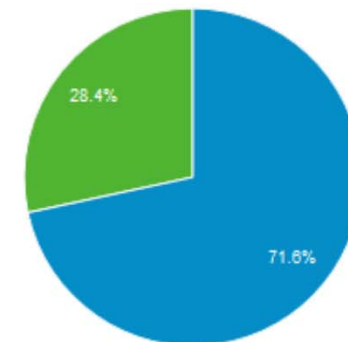


% New Sessions

28.30%



■ Returning Visitor ■ New Visitor



Decision Aid Statistics

- Users
 - 27,810 (2,220 in Missouri)
- Farm Units
 - 203,501 (22,136 in Missouri)
- Total Logins
 - 49,474
- Number of times each decision aid was run
 - Yield Update – 89,809
 - Base Acre Reallocation & ARC/PLC – 95,329
 - Insurance – 8,660

Decision Aid Education/Assistance

- Educational Meetings
 - 248 presentations with 19,238 attendees
 - FAPRI-MU
 - 64 presentations with 4,582 attendees
- Help Desk
 - 1,496 calls from 40 states
 - Average length of time answering calls is 10 minutes

Addresses and phone numbers

- Where to find the decision aid:
 - <http://www.fapri.missouri.edu>
- Help line
 - Monday – Friday, 7am-7pm Central time
 - 1-844-229-7373
- Contact information:
 - Peter Zimmel (FAPRI farm-level analysis leader)
 - zimmelp@missouri.edu, 573-884-8787
 - Pat Westhoff (FAPRI director)
 - westhoffp@missouri.edu, 573-882-4647