2014 Farm Bill Decision Aid

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www.fapri.missouri.edu

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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: 33.7%
- New Visitor: 66.3%
Decision Aid Use

- **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**: 71.6%
- **New Visitor**: 28.4%
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
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
Where to find the decision aid:
  - http://www.fapri.missouri.edu

Help line
  - Monday – Friday, 7am-7pm Central time
  - 1-844-229-7373

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