

Ag Communications: Where we are, where we're going

Owen Taylor

AgFax Media

<http://agfax.com>

Home, Home On The Web

AGFAX.COM

Where ag goes for information
Owen Taylor, Editor

Limited quantities of CLEARFIELD[®] XL745 still available -
order yours today! 877-580-7423



[Your Free Reports](#) | [Ag News 24/7](#) | [Go Mobile!](#) | [Back Issues](#)

Futures/Options

[Cotton](#) | [Soy](#) | [Rice](#) | [Corn](#) | [Wheat](#)

[AllCommodities](#) | [CashGrain](#) | [CustomCharts](#)

[QuickGrab](#): Markets, news, weather!

[Our Blog](#): Our Editors Speak

Sunbelt Ag News

DOANE: Cotton Comment

[Closing Livestock: Lean Hog Rebound by Triple Digits](#) 2-8

[Closing Cotton: Cotton Surges Almost Limit, Finishes Strong](#) 2-8

[Closing Grain: Short-Covering Rally](#) 2-8

[Linn Corn Commentary: Market Opened Higher](#) 2-8

[Linn Wheat Commentary: Grain Prices Seem to be Stabilizing](#) 2-8

[Linn Soybean Commentary: Soybeans Were Higher](#) 2-8

[U.S. Stock Market News](#) 2-8

Advisories/Analysis

(Date indicates when posted)

Updated: February 06, 2010 10:11 PM (ET)

ALABAMA:

[Alabama: 2010 Peanut Disease Risk Index, 2-5](#), Alabama Cooperative Extension Service. _

[Peanuts: Impact of Soil Insecticide Treatments On Yields Of Newly Released Runners, 2-1.](#) _

CALIFORNIA:

[Almonds: How Australian Growers Dealt With Their Own Drought, 2-7.](#) |

[Almonds: New pesticides are effective on Peach Twig borer in early sprays, 2-7.](#) From The Almond Doctor Blog. |

[Almonds: Early bud break, 2-7.](#) From The Almond Doctor Blog. |

[Almonds: Bloom Sprays, What To Use And When, 2-7.](#) From The Almond Doctor. |

From the staff of
[One Grower Publications](#)



Free

Specialists Speaking - Big Decisions:

Florida, Missouri, Georgia, Mississippi, Alabama, Texas, North Carolina

Larry McCleendon Looks Ahead:

Arkansas Producer-Ginner Remains Optimistic

Weather

[Your Local Weather](#)

[Full U.S. Radar](#)

(Click on state for closer view)

They Said, I Said

- They said: "By spreading all these links to more pages you'll prolong each web session. Your visitors will move deeper into your site and have a more complete and satisfying experience."
- I said: "That sounds like a Viagra commercial."

How The Numbers Look

- 3.5 million page views in 2009
- Compared to print, the cost structure is similar up to the point of distribution
- Print publishers pay for printing and postage
- Web publishers lease server space
- Our per page cost in 2009: 0.000085 of a cent
- In scientific terms: 8.5×10^{-5}

Other Factor At Play

- People expect updated news 24/7
- More ad dollars flowing to the web
- Bottom line: fewer newspapers, fewer magazines
- About half the farm magazines published 20 years ago no longer exist
- Ten years from now???

You're A Moving Target

- Five years ago you were tied to a desktop
- Smart phones, wireless internet cut you free
- Mobile content for a mobile audience
- Now, 7% of our visits are mobile in nature

The Dominance Of Email

- No email? Really?
- Survey says: 53% of consultants deliver recs by email, 20% by text messaging
- Survey says: 30% ranked email or email-type device as “best buy”
- How far we’ve come so fast
- Local examples

More Audio And Video On The Web

- Yes, we podcast, a little
- Video is great for how-to subjects
- But more junk than quality
- Some bright spots

More “Citizen Journalism”

- What, exactly, does that mean?
- On YouTube: 24 “sprayer calibration” clips
- On YouTube: 477 covering “soil sampling”
- Blogs: The poor man’s web site
- Blogs: Short items, quick content
- Blogs work best when tightly focused
- Examples...


Louisiana Rice Insect Blog

<http://louisianariceinsects.wordpress.com>


LOUISIANA RICE INSECTS

Just another WordPress.com weblog

Feeds: [Posts](#) [Comments](#)



2010 rice water weevil demonstration plans – Acadia Parish
January 21, 2010 by [Natalie Hummel](#)



2009 field meeting at Horbatour farm in Rayne, LA.

This time of year I do a lot of traveling to line up cooperators for the rice water weevil demonstration test. This test has been conducted for the last two field seasons. To see

BLOG STATS
598 hits

NATALIE HUMMEL, Ph.D.
 [Natalie Hummel](#)

SUBSCRIBE TO RECEIVE AN E-MAIL WHEN I UPDATE THE BLOG.
Enter your email address to subscribe to this blog and receive notifications of new posts by email.

The Almond Doctor Blog

<http://www.thealmonddoctor.com>

The Almond Doctor

This blog is about problems found within the almond orchard and the associated processes of problem correction/prevention. Minimally, a new issue/topic will be posted on Monday, once a week.

Blog Author:
David Doll
UCCE Farm Advisor, Merced
County

If any questions arise, please
feel free to comment or email
me at daviddoll01@gmail.com

For more information about
me, please view my [profile](#).

MONDAY, FEBRUARY 1, 2010

Bloom sprays: What and when to use to provide effective disease control.

Written by Brent Holtz, UCCE San Joaquin

Almond trees are susceptible to bloom and foliar diseases when it rains at bloom, and the decision of when to spray and what fungicides to use can be quite difficult. In the San Joaquin Valley we are usually in a low precipitation region and we cannot



HyMark High Spots Blog

<http://hymark.blogspot.com>

HyMark High Spots

Followers

 Follow
with Google Friend Connect

Followers (38) [More »](#)



Already a member? [Sign in](#)

Blog Archive

Saturday, February 6, 2010

Walking Corn in New Zealand

The hosts too us to our first Anglican church service this morning. It is a mix of the Catholic Church and reminds me of my old farm community Methodist Church where we raised our children. Beautiful people, mainly women, 3 men including me.

Then we walked corn fields all afternoon talking about how to grow better corn. Just like doing it at home or Iowa. No non GMO corn in New Zealand and no insecticides, they don't have our issues.

Beautiful countryside, 300 sheep for every person and probably 100 cattle!

Wonderful hosts here, having a great time!

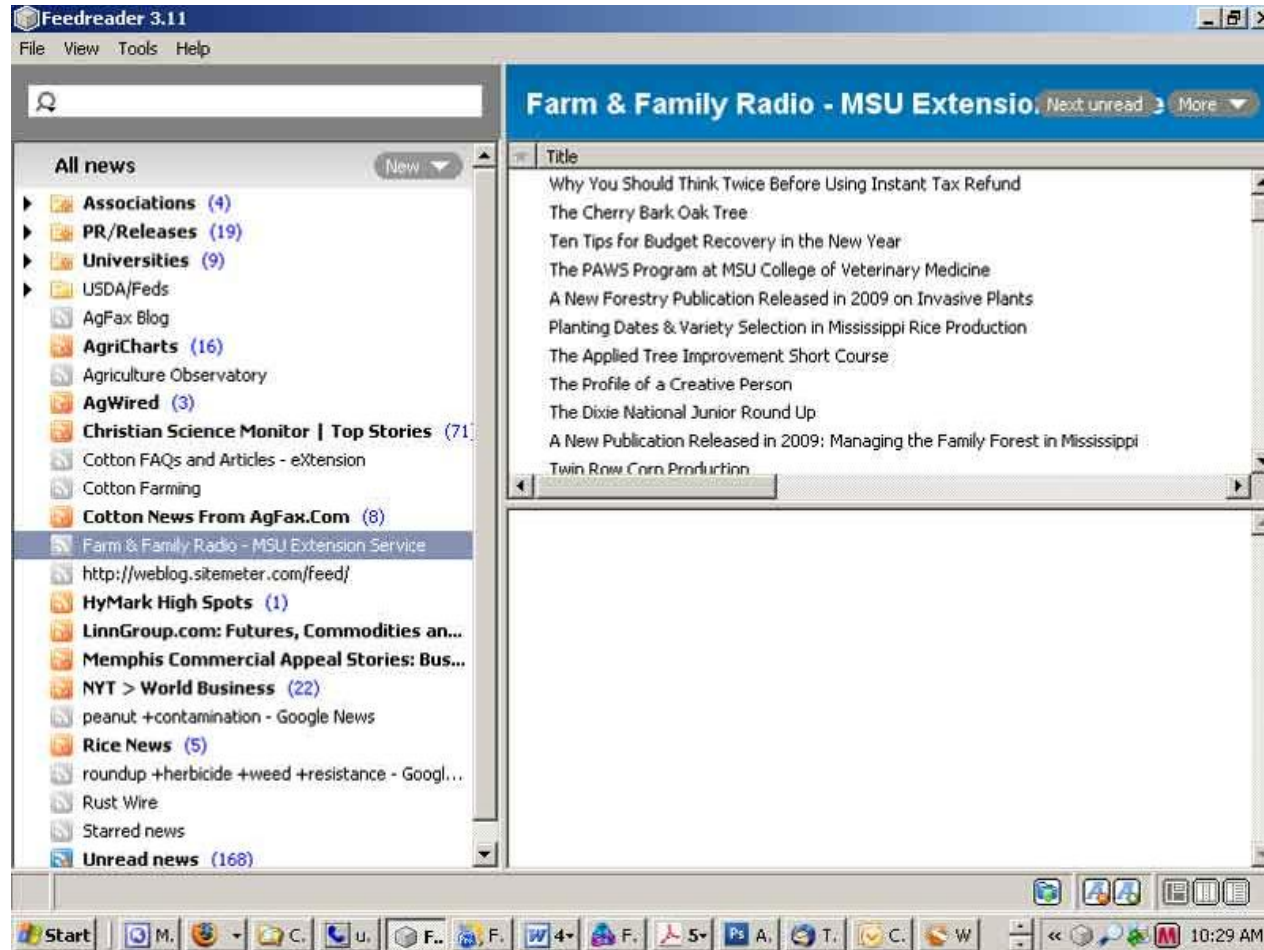
More Later,

Tools And Trade Secrets Blogger.Com

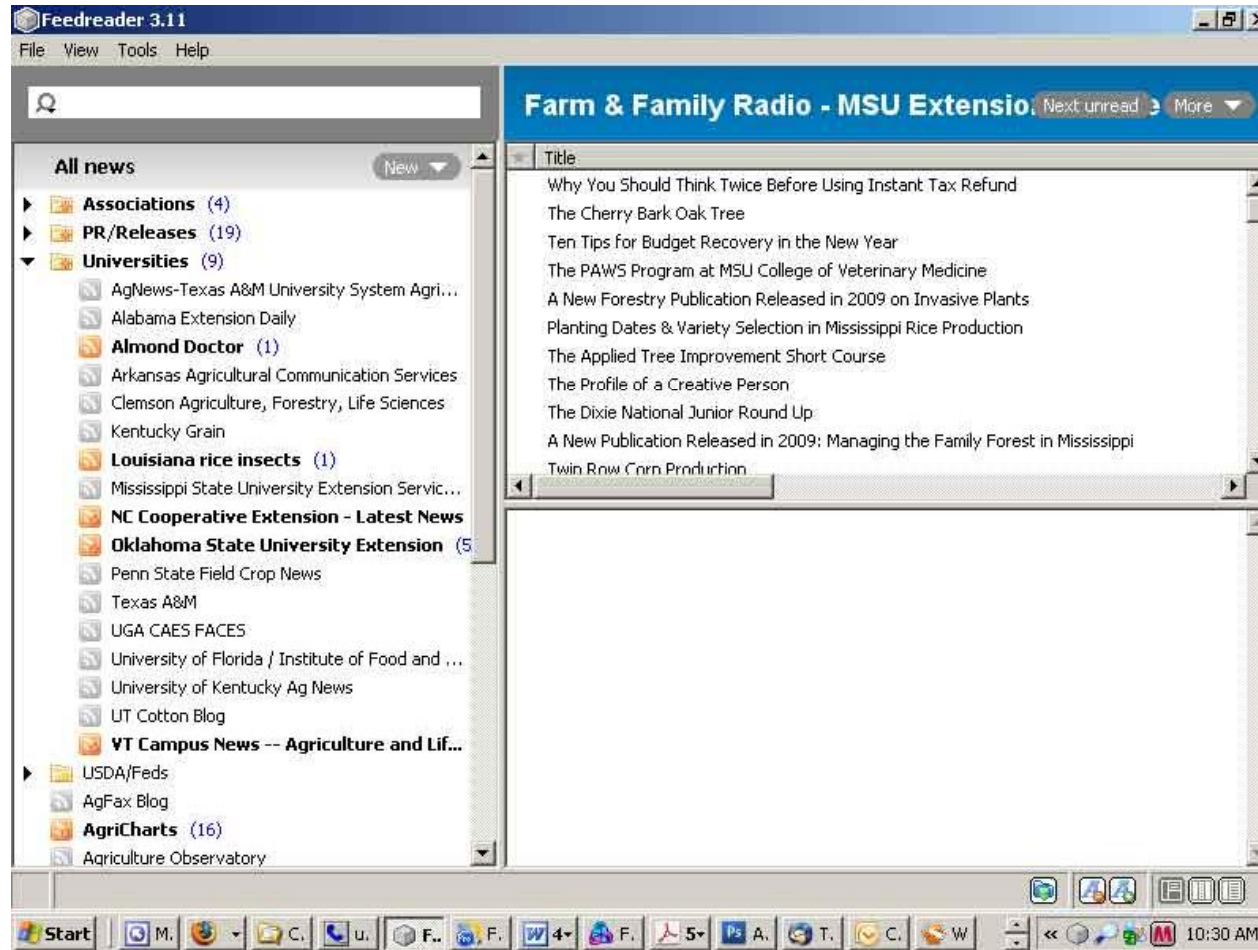
The image shows a screenshot of the Blogger dashboard. At the top, there is a blue header with the Blogger logo on the left and the user's email address 'lookingrouth@gmail.com' followed by links for 'Dashboard', 'My Account', 'Help', and 'Sign out'. Below the header, the word 'Dashboard' is displayed on the left, and a language dropdown menu is set to 'English'. A green notification bar at the top right says 'New! Email Notifications: Get feature announcements and tips to get the most out of your blog. [Enable now!](#)'. The main content area is divided into two columns. The left column shows the user's profile for 'Owen Taylor and Debra L. Ferguson' with a placeholder profile picture and links for 'View Profile', 'Edit Profile', 'Edit Photo', and 'Edit Notifications'. The right column is titled 'Manage Blogs (4 total)' and includes a 'Create a Blog - Help' link. It lists four blogs: 'AgFax Blog' (533 posts, last published Feb 6, 2010, 4 followers), 'Roundup Resistance Update' (10 posts, last published Feb 2, 2010), 'Mississippi Delta', and 'I Love Millcreek'. Each blog entry has a 'view Blog' link and a set of management links: 'NEW POST', 'Edit Posts', 'Settings', 'Layout', and 'Monetize'. A comment notification for the 'AgFax Blog' indicates '1 comment needs to be moderated'.

Tools And Trade Secrets

FeedReader.Com



Tools And Trade Secrets FeedReader.Com



Tools And Trade Secrets

Text Messaging

Do u txt?

- Works (sometimes) in dead spots
- Teenagers more consistently use it
- Ground rules, policies needed

Tools And Trade Secrets NewAgTalk.Com

Welcome to **AgTalk**

AgTalk Home

Search New Threads Forums AgTalk Calendar Sites Control Panel

Welcome, Dean Taylor (Logout)

AT Home 411 Reg. Classified

Crop Talk

New Post

Message format

Jump to page: < 1 2 3 4 5 6 7 ... > [Forums List](#) -> Crop Talk

	Thread Subject	Author	Views	Replies	Last Post
Announcement					
	Attn AgTalk Users	CG H. AL	1889	0	Last Post - 1/2/2010 13:10 - Posted by CG H. AL
	Sweet corn varieties	SW CRT farmboy	87	2	Last Post - 2/9/2010 12:45 - Posted by Virginia Veg
	bad weather for vidalia onions	ymeeen	77	0	Last Post - 2/9/2010 11:45 - Posted by ymeeen
	question for guys w/ twin row planters	gottate	83	0	Last Post - 2/9/2010 11:25 - Posted by gottate
	Twin Row Yield Data here...now corrected link	Rich Hill DL - 10/46	1857	11	Last Post - 2/9/2010 12:49 - Posted by andy17
	Delmarva Ag	deedayer	161	2	Last Post - 2/9/2010 12:50 - Posted by Virginia Veg

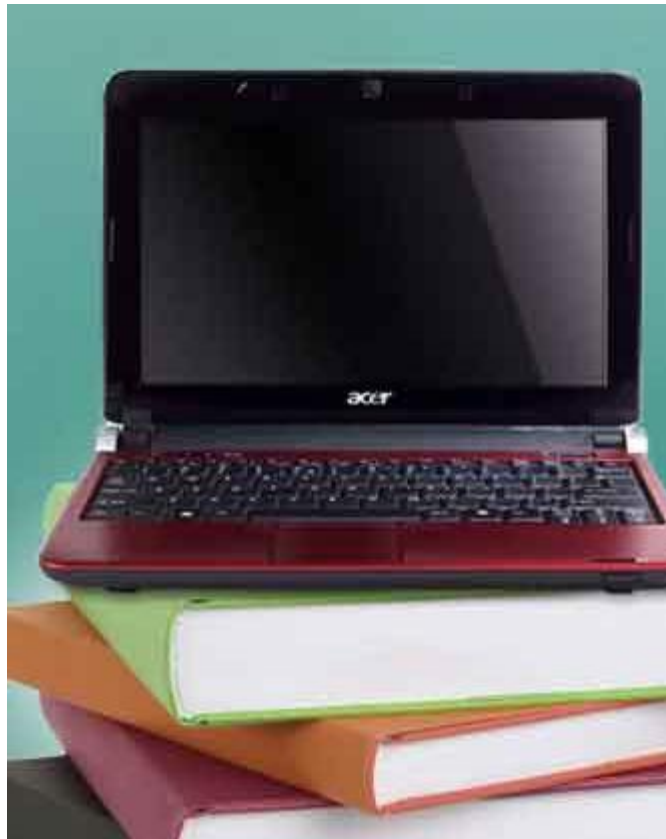
Social Media/Social Networks

- We're talking about Facebook, Twitter, etc.
- First, don't blow them off as fads
- Second, give them a try

More New Devices
More Choices
More Confusion
More Possibilities

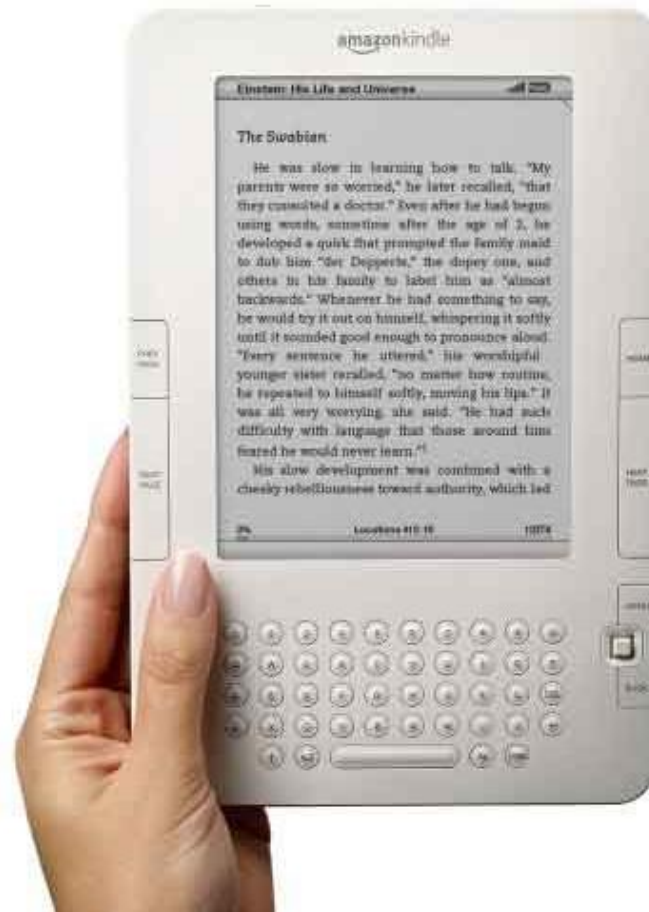
Stuff You May Eventually Own

Netbook Computers



Stuff You May Eventually Own

Ebook Reader



Stuff You May Eventually Own

Pad/Tablet Computers



A personal story in closing.

A man and his mules.

Owen Taylor

owen@agfax.com

888-327-6329

(888 farm fax)