



Agricultural Systems

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Research and Extension strengthens markets through technology, education

Preserving and strengthening markets is essential to the sustainability of the agricultural sector. Through technology and educational programs provided by land-grant universities, small agricultural businesses can identify new trends, develop risk management strategies and adopt new methods to ensure their businesses thrive.

Here are a few examples of that work:

- Broadband plays a vital role in marketing businesses and facilitating commerce. In **Pennsylvania**, researchers found greater availability and adoption of high-speed broadband boosts the number of farms offering agritourism activities and could help meet growing consumer interest in on-farm experiences. *Pennsylvania Agricultural Experiment Station; USDA competitive funding. See [full statement](#).*
- In **Vermont**, recreation and tourism have a long history of contributing to the economy. Extension professionals organized the Vermont Tourism Summit, providing tourism business owners the latest tools, technologies, tactics, trends and marketing strategies to help their businesses thrive. Conference attendees indicate this has helped improve their businesses in the areas of sales/marketing, networking and use of resources. *University of Vermont Extension; Smith-Lever (3b&c). See [full statement](#).*
- **Delaware** Extension professionals helped grain farmers develop marketing strategies to protect against market volatility. In 2024, a grain marketing club was established with quarterly meetings that cover timely market information and strategies to utilize commodity price trends and identify future opportunities or risks. These programs were regularly attended by producers, loan officers and U.S. Department of Agriculture Farm Service personnel. *Delaware Cooperative Extension; Smith Lever (3b&c), State appropriations). See [full statement](#).*

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The National Land-grant Impacts Database (NIDB) documents the individual and collective impacts of the national Land-grant University System of joint research, education and Extension. Much of this work is supported by capacity and competitive funds through the USDA's National Institute of Food and Agriculture.

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