

AgBioForum: Informing the Public Debate on Agrifood Biotechnology

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IMBA Project 2005-7

Project period: 8/1/04-6/30/08

Final Report

Authoritative, timely and clearly communicated research on the socioeconomic impacts of agbiotechnology is essential in order to inform the public debate and promote intelligent policymaking. Since its September 1998 inception, AgBioForum has become a leading source of original refereed socioeconomic research on agrobiotechnology. AgBioForum has now published more than 220 original articles covering broadly debated issues.

Usage statistics, generated from the AgBioForum web server logs, indicate that readership has continued to increase at a fast pace. Unique visitors to the site numbered 127,987 in 2005, 159,142 in 2006, and 172,842 in 2007. In parallel, the membership of AgBioForum has also steadily expanded, currently numbering 5,846 registered members.

The journal reaches a significant international audience in areas of the world that are in the process of making ongoing critical decisions regarding adoption and regulation of GMFs. An analysis of site traffic indicates that India has become a leading country that accesses AgBioForum. North America holds the largest share of readership with 78%. Europe contributes to 10% of the readership; Asia, 7%; Oceania, 3%; and South America, 2%.

A list of the top 100 domains of visitors to the AgBioForum website indicates that the journal reaches key decision makers and opinion leaders in industry (e.g., Monsanto, Dow, Cargill, Pioneer, Dupont, BASF), government and organizations (e.g., USDA, CGIAR, FDA, American Farm Bureau), and major universities (e.g., Iowa State, UIUC, Oregon State, Michigan State, U. of Minnesota, Berkeley).

AgBioForum continues to be added to internationally recognized indexes. AgBioForum is now indexed in the Journal of Economic Literature (JEL), JEL-online, ECONLIT, AGRICOLA, CABI, and BIOSIS Previews. BIOSIS Previews is the reference database in the life sciences. Coverage includes traditional areas of biology (botany, zoology and microbiology, plant and animal sciences, agriculture, pharmacology and ecology).

Funding of AgBioForum is consistent with IMBA's mission of "...enhancing profitability of American agriculture and food products through biotechnology." Further, there is little doubt that the profitability of American agriculture and food sector is, increasingly, tied to the success of agrobiotechnology.