

# Discover our new Web site

By WILLIE VOGT

**S**TARTING in late August, visitors to [www.CaliforniaFarmer.com](http://www.CaliforniaFarmer.com) got a little surprise as we fired up our Web site overhaul. The Internet is a fast-changing environment, and our newest redesign aims to offer you quick access to local and national news, weather, and marketing information you need. Then — because we know you need more — we went a step further, giving you opportunities to customize the site to fit your operation. A totally new approach was designed with you as our priority.

The redesigned site offers you the ability to create your own version of a home page that you can visit each day to keep up on the world of agriculture. This feature does require you to register, but is saved for use on any computer (see “Why register?”). We know agriculture isn’t your only pastime, so we offer you the ability to customize the page as well with news from papers in your region, sports stories or even information sources you find yourself.

## Drag and drop

At first glance, the new site design shows you several “windowpanes,” each filled with specific information. For example, at the top left you’ll see “Farm Progress News,” which includes local news from this magazine, along with easy one-click access to national ag news, livestock information, and even our “Technology Update” that highlights the latest information on new products and services coming to market.

You’ll find a windowpane for weather, for marketing information and even news from our sister publications *Rural Life* and *Farm Futures*.

The key is that you can make that page look any way you want. Don’t like the weather below markets? Just left-click on the green bar at the top of the pane and then, while holding down the mouse button, drag that pane to another place on the screen.

You’ll also note that each pane has buttons in that top bar for compressing the information, or closing the pane. This feature, which acts like a window shade, allows you to have several panes on the screen at once.

## Add more content

You start with a strong base of content — including risk management tools you can’t find anywhere else. Yet you

## BE SPECIFIC

Each windowpane, or module, contains specific information that can also be subdivided into categories. For example, under “Farm Progress News,” you’ll find your local news, plus national, livestock and what’s new information you can put to use. It’s all available quickly.

## CUSTOMIZE

You can add more. The large green button at the top right that says “Click here to customize page” offers you a wealth of new information from a wide range of sources that you can add to stay informed.

## DRAG AND DROP

Make that page look any way you want. Don’t like the weather below markets? Just left-click on the green bar at the top of the pane and then, while holding down the mouse button, you can drag that pane to another place on the screen. Let go and the pane repositions itself.

The screenshot shows the California Farmer website interface. A red callout box labeled 'BE SPECIFIC' points to a dropdown menu under 'Farm Progress News' with options: Local, National, Livestock, What's New, and More. Another red callout box labeled 'CUSTOMIZE' points to a green button at the top right that says 'CLICK HERE TO CUSTOMIZE PAGE'. A third red callout box labeled 'DRAG AND DROP' points to a green bar at the top of a weather pane, with a mouse cursor shown dragging the pane to a new position. The website content includes a 'Farm Progress News' section with headlines like 'U.S. Beef Reaches South', 'Cow Power Could Generate Electricity for Millions', and 'Groups to Host COOL Workshops'. There is also a 'Weather' section with a map of California and a table of market data for grains, livestock, and charts.

## Key Points

- Redesigned Web site offers wide range of new features.
- Customizable design allows you to choose information you need.
- Register now to maximize the site for your farm.

can add more. The large green button at the top right that says “Click here to customize page” offers you a wealth of new information from a wide range of sources that you can add to stay informed. And we’ll be adding more to this section in the coming months.

The Internet is becoming an essential tool for operating a business, and you need to be

efficient when online. The new site design offers that benefit, as well as a range of enhancements to help you manage information from crop prices to weather to risk management.

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And if you go to the site address using a Web-enabled cell phone, you’ll also see our mobile version of the site, which can keep you informed

no matter where you’re located. Need to know what the markets have done? Just visit

the site on your phone and you can check grain and livestock quotes easily.

## Why register?

**P**ROVIDING a little basic information for use of the new [www.CaliforniaFarmer.com](http://www.CaliforniaFarmer.com) Web site will get you a host of added benefits, including:

- all users who register for the new sites can receive Farm Futures Daily — a twice-daily marketing newsletter — free!
- local news (without your ZIP code, we can’t serve the right information)
- access to discussion boards and your ability to participate
- saved information — your settings are saved on your computer when you register and if they’re lost, you can easily recover them using the user name and password you provide
- local weather along with that local content
- automatic updates for added functionality when the site is enhanced

Take a couple of minutes on the new site to register and get access to improved resources for your farm.

**Farm Futures Daily**