

NRSP9 Proposal Tables and Figures

**Table 1.** Multiple mechanisms and sources of funding leveraged by NRSP-9.

NRSP-9's Contribution	Value	Leverage	Partners <sup>a</sup>
Feed composition information on 2,760,000 samples	2,760,000 samples x \$30/sample = \$82,800,000	Information made publicly accessible represents over \$82 million in analytical costs if analyses were conducted and paid for by individuals.	Industry (private, for-profit) NASEM (private, non-profit)
USDA Beltsville data recovered and preserved	\$6,240,000 <sup>b</sup>	Securing Beltsville chamber data represents the preservation of results from 150,000 research hours.	Agricultural Research Service (government) NASEM (private, non-profit)
Research support to national poultry nutrition efforts	\$300,000	Research support to the NASEM efforts helped leverage \$300,000 in sponsor support to establish nutrient requirements of poultry for use by researchers.	American Feed Industry Foundation (IFEEDER, non-profit foundation) NASEM (private, non-profit)
Research support to national dairy nutrition efforts	\$300,000	Research support to the NASEM efforts helped leverage \$300,000 in sponsor support to establish nutrient requirements of dairy cattle for use by researchers.	American Dairy Science Association Foundation (non-profit foundation) Industry (private, for profit).
Professional society workshops and symposia	\$65,691	Two funded proposals for conference support. The second funded proposal is for the 2019-2021 period.	NIFA/USDA support programs
Professional society symposium	\$5,500	Support for the 2019 Poultry Science Association initial introduction to the potential for modeling in poultry nutrition.	Industry (private, for profit).
NANP website support	\$1,200	Provided funds for domain name acquisition.	Industry (private, for profit).
<b>Total leveraged support:</b>	<b>\$89,712,391</b>		

<sup>a</sup>Partners contributed the funds or nominal value listed in the Value column.

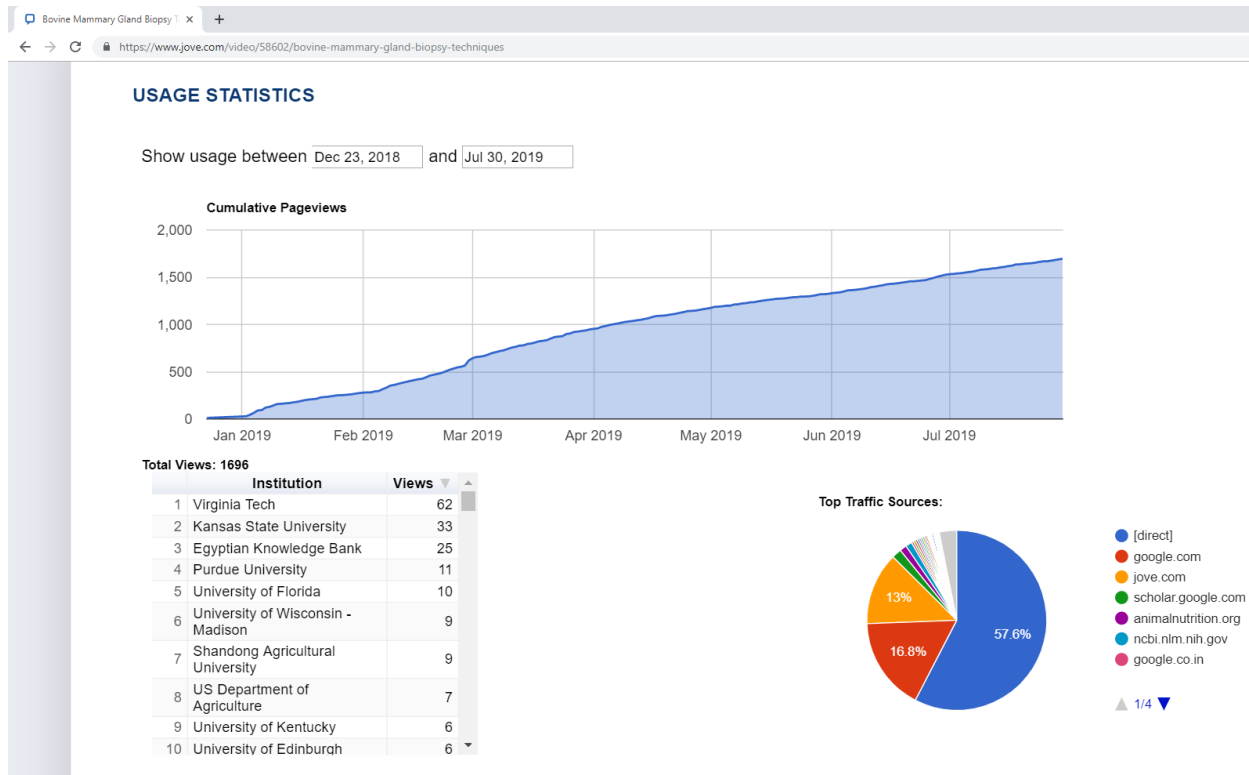
<sup>b</sup>Estimate based on average wage of \$40/h, 25 years of employing 3 full-time researchers at Beltsville; costs of running experiments were not included.

**Table 2.** Publications associated directly with the NRSP-9, National Animal Nutrition Program\*

Year	Peer-reviewed print publications	Peer-reviewed on-line video publications	Proceedings Abstracts	On-line guides, white papers
2015	1		7	3
2016	4		6	1
2017	2		6	
2018		1	15	1
2019	8*		20	
<b>Total</b>	<b>15</b>	<b>1</b>	<b>54</b>	<b>5</b>

\* One peer-reviewed publication is in “accepted with minor revision” status. The listing does not include publications of individual committee members related to NRSP-9 objectives that were funded through their institutions. (<https://animalnutrition.org/peer-reviewed-papers>)

Figure 1. Accelerating impact of the peer-reviewed on-line video publication.



**Table 3.** Comparative website usage since inception of the new website

Metric	Period Covered		% Change	Explanation
	March 2018	June 2019		
New users (unique)	249	473	+90.0	Adding unique users at twice the rate
New user countries	49	58	+18.4	Adding new users from more countries
New U.S.-based users, % of total new users	43	51	+9.4	Greater visibility of NANP website within the U.S.
Returning users	48	104	+116.7	More users return to the website repeatedly
Sessions	342	789	+130.7	Users are returning to the website for twice as many sessions
Sessions per user	1.37	1.51	+10.3	Users return to the NANP website more frequently than when it first launched
Pageviews	1,365	2,471	+81.0	Users are viewing more content each time they return to the website
Pages/session	3.99	3.13	-21.5	Decreased rate suggests users are better able to find the content they're looking by visiting fewer pages (i.e., website is easier to navigate)
Count of sessions lasting 1-3 minutes	46	87	+89.1	Indicates user attention is being held by current website longer than before
Average session duration	00:04:05	00:04:07	-0.5	No real change in how long a user remains on the NANP website