

Western SARE

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Western SARE Grant Categories

- Research & Education
- Professional Development
- Farmer/Rancher
- Professional + Producer
- Graduate Student
- Sustainable Farm Tours

Go to <http://wsare.usu.edu>
Click on: Apply for a Grant

HARD COPY VERSUS ELECTRONIC

Summary

Many SARE projects produce educational materials for wide distribution. Hard copies (books, guides, posters, etc.) are tangible documents that lend credibility to the material, while electronic copies are easy and cheap to distribute in PDF format via the Internet.

The numbers of copies distributed and associated costs are compared for three SARE projects.

Projects

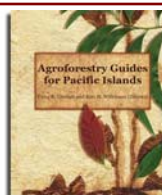
1. Orchard Alley Cropping in the Subhumid Tropics (R&E, 1995-97, AW95-103)
2. Agroforestry Guides for Pacific Islands (PDP, 1998-2000, EW98-004)
3. Species Profiles for Pacific Island Agroforestry (PDP, 2002-4, EW02-001)

All projects produced extension-level materials in both hard copy and for electronic distribution over the Internet.

The hard copies were sent free of charge to public and university libraries, USDA NRCS and university extension offices, and agricultural NGOs throughout the U.S.-

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Agroforestry Guides for Pacific Islands by Craig R. Elevitch and Kim M. Wilkinson (Eds.). 2000. PAR, Holualoa, Hawaii. pp. 248.

an output of

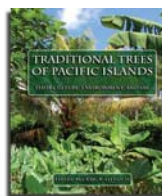
Agroforestry Guides for Pacific Islands (PDP, 1998-2000, EW98-004)



"A Guide to Orchard Alley Cropping For Fertility, Mulch and Soil Conservation" (pp. 10) and "Nitrogen Fixing Tree Start-Up Guide" (pp. 12) by Craig R. Elevitch and Kim M. Wilkinson. 1999. PAR, Holualoa, Hawai'i.

an output of

Orchard Alley Cropping in the Subhumid Tropics (R&E, 1995-97, AW95-103)



Traditional Trees of Pacific Islands: Their Culture, Environment, and Use by Craig R. Elevitch (Ed.). 2006. PAR, Holualoa, Hawaii. pp. 812.

an output of

Species Profiles for Pacific Island Agroforestry (PDP, 2002-4, EW02-001)

Project publications

The publications at left were produced with SARE funding. In some cases, matching funds were used to fund printing of hard copies.

affiliated Pacific islands.

The electronic copies are available for free download and reproduction as PDF files from agroforestry.net.

Distribution Comparisons

Comparing hardcopies and electronic copies is not straightforward. Each medium has its strengths, as shown in the tables at right.

Copies

Distributed

The numbers of hardcopies are based on our print runs. Electronic distribution is measured by web hits during a given time period (as noted below). Web hits in-

Hard Copy Strengths

- Feel "tangible" and "real"
- Lend credibility to the material
- Easy to read because printed on paper
- Can be used without a computer

Electronic Copy Strengths

- Cheap to distribute
- Reach a wide audience
- Speed of information flow
- Relatively easy to revise
- Easy to search
- Relatively friendly for sight-impaired
- Allow distribution of long or full-color documents that are prohibitively expensive to print
- Do not degrade with age

clude Internet requests for a document, including requests from search engines. (Results on next page.)

...continued on page 2



Western SARE, a USDA organization, funds grants for research and education that develop or promote some aspect of agricultural sustainability, which embraces

- *profitable farms and ranches*
- *a healthy environment*
- *strong families and communities.*

The Western Region, one of four SARE regions nationwide, is administered through Utah State University.

Western SARE:
<http://wsare.usu.edu>

National SARE
www.sare.org

HARD COPY VERSUS ELECTRONIC

Cost comparison

Costs for hard copies are based on printing and shipping only, i.e., they exclude authoring and production costs to prepare and format the material. The cost for each electronic copy is based on an estimated "website overhead" cost for maintaining and hosting a website at \$2 per PDF file per month.

Conclusion

All three projects produced educational materials in hard copy and electronic form. The hard copies (two books and two guides) were sent to or-

SARE-funded publication	# hard copies distributed	# individual chapter PDF web hits	
		Total thru Dec 07	Rate/month (Dec 07)
Alley cropping	100	105,000	930
Agroforestry guides	150	280,000	4,300
Species profiles	300	1,260,000	39,000

ganizations and educational institutions throughout the U.S.-affiliated Pacific. Although the hard copies were greatly appreciated by the target audience, they were estimated to be 355-675 times more expensive to distribute than PDF documents (at their current download

rate). In other words, the PDF documents reach significantly more people than the hard copies at a small fraction of the cost. PDF downloads of all these SARE project publications continue in the 1,000s of copies per month, expanding the value for the foreseeable future.

SARE-funded publication	cost per hard copy distributed including shipping	# of PDF files per publication	cost per PDF download	cost per full pub. download	Hard copy/PDF cost ratio
Alley cropping	\$5	2	\$0.0043	\$0.0086	580
Agroforestry guides	\$20	8	\$0.0037	\$0.0296	675
Species profiles	\$40	47	\$0.0024	\$0.1128	355