

Farm Business Management

# FBMInet-BC

*British Columbia*

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## Using Internet Technology in Your Farm Business

A Handbook for Farm  
Business Managers



FARM MANAGEMENT PROGRAM



Agriculture and  
Agri-Food Canada

Agriculture et  
Agroalimentaire Canada

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## Why Use the Internet in Your Farm Business?

Farm business management involves decision making on a range of topics such as business & financial planning, human resources, competitiveness, marketing, production, risk, business organization and farm succession. To complete these decisions the farm manager requires quality and relevant information. And where best to locate this information but at the largest library in the world—the Internet.

On the Internet producers can find a wide range of current and timely information including commodity prices and supply, short and long term weather forecasts, production, supplier, equipment, financial planning, exchange and interest rates, business planning, agricultural software programs, human resources, government regulations, federal



# Internet Applications for your Farm Business: What Can I Do on the Internet?

What can I do with the web—besides send email, and check the weather and news? This article presents information and examples of internet applications for your farm business.



## Marketing & Exchange

- > Market reports for commodities and currencies continues to be a strong draw for farm managers—access to prices from all across the world are readily available. (e.g., FBMinet-BC Market Report—<http://fbminet.ca/bc/report/>).
- > Current interest or currency exchange rates to complete your market plan are also accessible via the Internet. (e.g., Bank of Canada—<http://www.bankofcanada.ca/en/rates.htm>).
- > A relatively new area in marketing are the grain & forage exchanges operating as sell/buy centres across the nation. (e.g., Hay Exchange (<http://www.hayexchange.com/hay.htm>)).

## Information Gathering

- > The Internet allows farm managers to gather information for production, labour & business-related projects. Many topics such as equipment, mortgage rates, animal management, estate planning, taxation, and production methods have principles that are similar regardless of what region or country you are farming within. The web can provide you with access to publications and contacts from around the world including: Canadian and U.S. Universities, agricultural government agencies, and agri-associations. View the FBMinet-BC Ag Internet Directory for extended resources (<http://fbminet.ca/bc/direct.htm>).

## Education Online

- > Educational institutions now offer courses via the internet to allow farm manager to complete courses in their own time frame. For example, Olds College offer a series of horticulture and pest programs ([http://www.oldscollege.ab.ca/extension/ecalendar/distance\\_main.asp](http://www.oldscollege.ab.ca/extension/ecalendar/distance_main.asp)) while the complete Agricultural Workforce Policy Board Inventory of Training Programs & Courses is available at <http://www.island.net/~awpb/ats.html>.



## Communication

- > The Internet allows producers to communicate via email or participate in active discussion groups. While email allows individual producers to communicate with others they know are on the Internet, discussion or news groups are electronic message boards where people post email messages about a particular subject to be read and commented on by many Internet users.

## Associations

- > Associations can utilize the Internet to exchange information among members and to clients. For example, a commodity association may set up a web site to present their newsletter, events calendar, minutes of meetings, members directory and product catalogue.

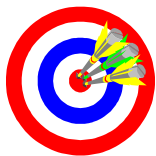
## Financial Decision Tools, Calculators & Excel Spreadsheets

- > The Internet can be of assistance in the financial planning process. For example, if you are considering switching crops, budgets, worksheets and agricultural software (e.g., FBMinet-BC—<http://fbminet.ca/bc/>) is available.

## Labour & Farm Safety

- > A range of information is available from FARSHA (<http://farsha.bc.ca>), Ag Labour Pool (<http://www.agri-labourpool.com/>), and FBMinet-BC Human Resources (<http://fbminet.ca/bc/human.htm>).

# Finding Farm Management Information on the Internet



There are a number of ways to find agricultural information on the Web or Internet. This article provides seven options:

## 1. Search Engines

A quick method to finding information is to use one of the several larger and all encompassing search engines on the web. These are sites that use hypertext searching software to sift through millions of references on any given topic on the Internet. Examples include:

- > *Alta Vista*            <http://www.altavista.com/>
- > *Excite*                <http://www.excite.com/>
- > *HotBot/Lycos*        <http://hotbot.lycos.com/>
- > *Yahoo Canada*        <http://www.yahoo.ca/>
- > *WebCrawler*          <http://webcrawler.com/>
- > *Infoseek*             <http://www2.infoseek.com/>



## 2. Agricultural Search Engines and Indexes

These ag-based search engines and indexes allow one to search the many sites they have listed on their database. Examples include:

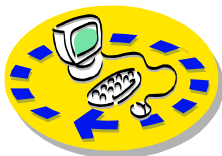
- > *Agr. & Agri-Food Canada's*    <http://www.agr.ca/newintre.html>
- > *AgFind*                                <http://www.agfind.com/>
- > *Agriculture Information Network*    <http://www.agnic.org/>
- > *AgriSurf*                                <http://www.agrisurf.com>
- > *AgriWeb*                                <http://www.agr.ca/agriweb/agriweb.htm>
- > *Canada's Agri-Food Directory*        <http://www.eharvest.com/>
- > *FruitSearch.com*                        <http://www.fruitsearch.com/>
- > *ProduceLinks.com*                        <http://www.producelinks.com/>
- > *WWW Virtual Library Agric.*            <http://cipm.ncsu.edu/agVL/>
- > *Yahoo's Agr. Listing*    <http://www.yahoo.com/science/agriculture>

## 3. FBMinet-BC Ag Internet Directory

The FBMinet-BC has created an Internet directory specifically for BC producers. The directory provides a brief description and web address within key farm management topics and commodities. The directory is available online (<http://fbminet.ca/bc/direct.html>) and in paper copy (See summer edition of the Agridigest paper or copies available from BMAFF District offices).

## 4. References to Web Addresses in Printed Materials

Another way to find information is by referring to printed materials. Various agriculture publications, brochures and advertisements often have a list of sites related to their product or service.



## 5. Commodity or Topic Specific Web Sites

Many well established Canadian or United States agriculture sites such as Canadian Wheat Board (<http://www.cwb.ca>), CFBMC (<http://www.cfbmc.com>) or FARSHA (<http://www.farsha.bc.ca>) offer commodity and topic specific links from their home site.

## 6. Talking to Friends and Colleagues

Ask someone else who uses the web. Users often compare notes on various sites and have "discovered" many that are of particular value to producers and other agricultural professionals.

## 7. Subscribing to Topic-Specific Discussion Groups

Another way of finding information on the web is through discussion groups. These groups are automated, e-mail based messaging programs that allow individuals to send messages to all subscribers

# Business Planning on the Internet



The process of developing a business plan is a long, detailed and productive one. The Internet can assist this process through access to legislation, regulations, business plan examples, cost of production, statistics and research studies. This article provides an overview plus web resources for the development of a business plan.

## Overview of a Business Plan

A business plan guides the decision making and planning for the farm business. The plan integrates written goals with marketing, production and financial targets into a management strategy for the business and identifies human resource requirements. Topics include:

**Business Description** ... a brief description of the Mission Statement, Business Goals, Business Background, Business Structure, and Management Team.

**Marketing Plan** ... a detailed product or service description, summary from the market research and analysis, and an outline of the marketing activities. The marketing plan includes: Product/Service Description, Market Research, Industry Analysis, Target Market Analysis, Competitive Analysis, and Marketing Activities.

**Production Plan** ... a full listing of the current, planned and ongoing operations associated with the production process, facilities, environmental and safety issues. The production plan includes a description of the following: Land, Buildings and Facilities; Equipment, Materials and Supplies; Production Strategies; Risk Management Strategies; Facility Construction or Expansion; Environmental and Safety; and Political & Legal Aspects.

**Human Resources Plan** ... a set of details to the human resources needed to meet the business goals. The human resources plan includes: Employee Plan, Organizational Chart, and Hiring and Training Policy.

**Financial Plan**... an outline of the financial status, future, and history of the business. The financial plan includes: Income Statement, Cash Flow, Break-even Analysis, Net Worth or Balance Sheet, Loan Summary, Financial Indicators and Funds Requested and Uses.

## Web Resource for the Development of a Business Plan

### ***Business Owners Toolkit***

<http://www.toolkit.cch.com/scripts/sohotoc.asp>

### ***BC Statistics: How to Research a Business Plan***

<http://www.bcstats.gov.bc.ca/data/dd/bplandoc.pdf>

### ***Canada / BC, Online Small Business Workshop***

<http://www.sb.gov.bc.ca/smallbus/workshop/start.html>

### ***FBMInet-BC Business Planning Guides***

<http://farmcentre.com/bc/publish.htm#Business Planning Guides>

### ***FBMInet-BC, BCMAFF Planning for Profit Budgets***

<http://fbminet.ca/bc/budget.htm>

### ***FBMInet-BC: Business Organization***

<http://farmcentre.com/bc/organize.htm>

### ***FBMInet-BC: Human Resources, Handbooks & Legislation***

<http://farmcentre.com/bc/human.htm>

### ***Interactive Business Planner (IBP), BC Business Centre***

<http://www.sb.gov.bc.ca/smallbus/cbcbsc/ibp.html>



# Sorting the Good from the Bad: Evaluating Agricultural Information on the Web

This article presents a checklist to assist in the evaluate of agricultural information on the web.

## > **What Type of Organization Developed the Website?**

Every web address has a suffix that indicates the type of organization such as **gov** or **mil** - Government or Military, **edu** - Educational , **org** - Organizations (nonprofit), **com** - Commercial, **ca** - Canada, **au** - Australia and others. Use the suffixes to determine the organization type.

## > **Who is the Publisher of the Web Site?**

The web server or main publisher is usually named in first portion of the web address (between *http://* and the first */*). For example, the publisher of *http://microsoft.com* is Microsoft as a commercial site. Now you need to ask yourselves do you know and trust these publishers and their content or do you need to find out more about the publisher?

## > **What are the Credentials of the Author?**

Look for an "About" or "Contact" link on the page for details regarding the author or organization staff. In some cases the specific author of page is noted and one can often look at the title and background of the person to obtain their credentials. Use search engines to search for the author's name to determine what other research they have conducted.

## > **What is the Purpose of the Site?**

The objective of a web site often plays an important clue to the reliability and usefulness of the content of the web page. Is the site selling, buying, educating or advertising? The web site purpose may create a bias in the information presented.

## > **Is it a Professional Web site?**

Review the overall look of the web site. Is the look professional in terms of graphics, file formats, navigation & contacts? Is it easy to find information? Are the objectives and organizational information easily accessible?

## > **Dates & Updates: How Current is the Information?**

To determine the timeliness of the information try to determine the date the research was conducted ,publication date, "last updated" date, or copyright. Be sure you are looking at relevant material in terms of time & context.

## > **How Easy is the Information to Validate?**

The content should note research methods, references, related studies and links to allow ease of verifying information by the reader.

### **Sources & Resources for Evaluation**



#### **Evaluating Web Pages: Teaching Library Internet Workshops, U of Calif., Berkeley**

<http://www.lib.berkeley.edu/TeachingLib/Guides/Internet/Evaluate.html>

#### **Practical Steps in Evaluating Internet Resources**

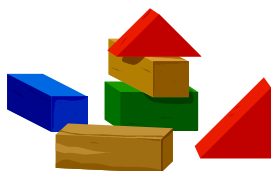
<http://milton.mse.jhu.edu:8001/research/education/practical.html>



#### **Evaluating Quality on the Net by H. Tillman, Babson College, Massachusetts**

<http://www.hopetillman.com/findqual.html#my>

# Building Your Farm Business Web Page



There are many scenarios as to why you would want to market your farm products on the web including awareness of the products and services available at your farm business, taking orders or selling your products directly to customers via the

Internet, educating consumers regarding the use of your product (e.g., edible flower or bison recipes), providing technical or customer support for products sold, or developing a list of prospective clients.

The appeal of the Internet as a marketing method is that it allows the business owner to reach a wide audience with minimal cost and effort. In January 2001 the Angus Reid Group released an Internet usage study that predicts 475 million people will be using the web by the end of 2001, in comparison to 275 million in 2000 and 40 million in 1996. There is no doubt people are using the web and the potential audience for direct marketers is strong.

This article presents eight steps to guide the development of your own web site to get your product or business to be part of the World Wide Web marketplace.

## Step One Define the Objective for Your Web Site

Be clear on the actual objective of marketing your product via the web as this will serve as a guide to the target, planning and development of the web site. Examples include awareness, education or customer support.

## Step Two Gather Ideas for the Design of Your Web Site

The best way to gather ideas regarding web sites is to get on the Internet and look around on your own. Use the Internet search engines to locate web sites that have activities that are similar to your own, the designated "cool sites" and "winners of awards". Be sure to note the web features that you like as you are looking through the sites. Specifically, gather ideas on features such as graphics, navigation bars, colours, titles, font, and tone. Other ways to gather ideas for your web site are to refer to a "web guru" or read up on web site design using resources available from bookstores, the Internet (e.g., WebDeveloper <http://webdeveloper.com> or Bravenet Web Series <http://www.bravenet.com>).

## Step Three Determine your Target Audience

The target audience for your web site will be based on the objective for developing the web site. The audience may be regional, provincial, international or may be consumers, suppliers, or manufacturers. The Internet reaches a world wide audience but that may not be your target. For example, if you are operating a farm tour business in the Fraser Valley your web site will need to reach the tourists to the area, schools and other educational groups located in the area.

## Step Four Plan the Content

The content that you place on the web site will also be based on your objective for developing the web site. Although the tone and feel of your web site will certainly depend on the purpose and your farm product you must make sure to include these basics:

- > Name of the Business, Contact and Logo
- > Products or services offered
- > Phone, fax, email, address & website
- > Business season, days and hours of operation
- > Location or directions to the business
- > How to Place Orders (e.g., phone, fax, email)
- > Shipping and Delivery information (e.g., phone, fax, email)
- > Special Offers, discounts or coupons



## **Step Five      Develop the Web Site**

In this step you will need to decide on the tone (e.g., serious, light), colour scheme, layout, graphics, and text based on information collected through previous steps. This step also includes the development of the actual website html & graphic files that will contain these development ideas. You have three main options to developing these files:

### 1. Find Someone to Build the Site for You:

Universities, colleges and high schools are all good places to look for quality amateur web developers who would be willing to develop a web site for you at a reasonable cost. Many schools now have graphic design and web development as part of the curriculum and many are looking for projects to work on. Your web site may be a good fit for their class or group project. For listings of BC's Post Secondary Institutions view ([http://bcopportunities.com/post\\_secondary\\_institutions.html](http://bcopportunities.com/post_secondary_institutions.html)).

### 2. Hire A Professional or Internet Service Provider

Look to your local yellow pages for listing of web developers or request information regarding web development rates to the company that provides your Internet service.

3. Do It Yourself: There are many relatively easy software programs for purchase that can assist you in developing your web site including Microsoft Front Page and Dreamweaver that can be as easy as "word processing with a flair". Dreamweaver offers a 30 day free download at <http://macromedia.com/downloads/>. There are also numerous freeware or shareware application available on sites such as Download.com (<http://download.cnet.com/>) . Many sites such as ReallyBig.com (<http://reallybig.com/>) and Bravnet (<http://bravenet.com>) offer web site development tutorials and tips with strong quality information. The best way to develop is to just go ahead and get started.

How should you decide between these three options? Look at the cost, your own skill level, time available, complexity of the job, number of updates required, and level of content regarding text and/or graphics. Note that the nature of the web allows you to start with a basic design and change it over time as your skill level progresses or you have new ideas for your site. You do not have to have the perfect site the first time.

## **Step Six      Find a Home for Your Web Site**

Many Internet service providers (ISP) will allow you to place your web site files onto their system for a service fee. To find an ISP you can look in the yellow pages or talk to others who are currently using the Internet. ISPs offer a range of services, access and dependability at various costs so be sure to shop around and talk to others.

## **Step Seven      Promoting Your Web Page**

Now that your web page is ready for the audience make sure you follow through and promote the web address by registering at various search engines, placing the address on any business stationary, placing advertisements in local papers and asking related topic web sites to add your site to their list of links. Search engines can be tricky to deal with — so make sure your pages are ready to go when you submit your pages. For information on promotion and search engines view Web Developer articles found at [http://www.webdevelopersjournal.com/articles/site\\_promotion/web\\_site\\_promotion\\_guide.html#promotion](http://www.webdevelopersjournal.com/articles/site_promotion/web_site_promotion_guide.html#promotion), Web Builder Promotion tips from Bravenet found at <http://www.bravenet.com/reviews/promote.php> or Search Engine Watch from Sympatico at <http://searchenginewatch.com/>.

## **Step Eight      Keeping Up to Date**

Once you have your web page up and running it is important to keep your information current and exciting. Be sure to add new graphics, have a what's new area, or provide a newsletter to show change for your site.

# Achoo!! Anti-Virus Information for Your Computer



A computer virus is a program or piece of code that is loaded onto your computer without your knowledge and runs against your wishes. Most viruses can replicate themselves, are manmade, and are fairly easy to produce. Viruses are programmed to use memory, destroy hard drives, send emails, change keyboard key, or even transmit itself across networks and security systems. The main type of viruses include:

**Program or file viruses** are pieces of viral code that attach themselves to executable programs. Once the infected program is run, the virus is transferred to your system's memory and may replicate itself further.

**Macro viruses** are currently the most commonly found viruses. They infect files run by applications that use macro languages, like Microsoft Word or Excel. The virus looks like a macro in the file, and when the file is opened, the virus can execute commands understood by the application's macro language.

**Trojan or Worms** are not technically viruses. A worm is a program that replicates itself, but does not necessarily infect other programs. Examples of recent worms are Melissa and ILOVEYOU. These worms replicate themselves by e-mail, making use of any email programs such as Microsoft Outlook address books. A Trojan horse program resides hidden in another seemingly harmless piece of software until some condition triggers its awakening allowing the program to affect system's memory and drives. .

For more information on other viruses and how all viruses work view <http://www.zdnet.com/zdhelp/stories/main/0,5594,2248291,00.html>

## Steps to Protect Your Computer from Viruses

- > **Get an AntiVirus Software Package** An anti-virus package is a utility that searches the hard, zip & floppy drives plus email attachments for viruses and removes any that are found. Packages can be set to auto scan all drives and incoming e-mails. Most antivirus programs include an auto-update feature that enables the program to download profiles of new viruses so that it can check for the new viruses as soon as they are discovered. Check your local computer shop for anti-virus packages.
- > **Scan your system regularly.** When you first load the anti-virus software for the first time, scan the entire hard drive to ensure there are no current viruses on your computer. Then make sure you set the software to regularly scan your hard drive and automatically scan incoming email to keep your PC free of virus problems.
- > **Be wary of attachments** One of the best ways to prevent virus infections is not to open attachments, especially when dangerous viruses are being actively circulated. Even if the e-mail is from a known source, be careful. A few viruses take the mailing lists from an infected computer and send out new messages with its destructive payload attached. Always scan the attached files first for viruses. Unless it's a file or an image you are expecting, delete it.
- > **Update your anti-virus software.** There are approximately 30,000 known computer viruses so keeping up to date may be difficult. However, many anti-virus protection programs have an auto update feature that will automatically link to the Internet and add new virus detection code.

Source: Web Developer Zdnet

<http://www.zdnet.com/zdhelp/stories/main/0,5594,2248291,00.html>

# Instant Information on the Web

The Internet can assist you in locating information at a time and place that is convenient to you. You can access the Internet in a relatively easy manner and of course from the comfort of your own home. Also, the Internet is open 24 hours a day making it always open for business and for you to access this instant information when you need it. Examples of instant info available from the web include:



**Market Information** One of the main farm business applications of the Internet is to obtain commodity price and supply information. Let's say for example that you produce beef cattle, grains and oilseeds on your farm. You can use the Internet to check the commodity future and cash price at Chicago, Winnipeg and Kansas commodity exchanges and prices at local markets (e.g., FBMinet-BC's market report collection - <http://fbminet.ca/bc/report.htm>)



**Contact Information** You can use the Internet to help you locate very specific information such as fax numbers, phone numbers, addresses, contact names and postal codes quickly and conveniently. You can do this by visiting the web site for an organization or searching the MyBC Telus Yellow Pages (<http://mybc.com>) to obtain the required information. Example 1: Sending a fax to the BCMAFF office but don't have their fax number. Get the number from their web site (<http://www.agf.gov.bc.ca/ministry/who.htm>) and off the fax goes. Example 2: Need to send off a set of promotional letters for your farm market but need a few postal codes? Check with the Canada Post web site (<http://canadapost.ca/>) for the correct postal codes



**Weather** Weather is a major concern throughout the seeding, growing and harvest season. However, keeping tuned to media forecasts can be difficult during busy periods on the farm. Check with web sites such as: Environment Canada 10 day forecast by region (<http://weather.ec.gc.ca/text/fpcn54.wlw.htm>) or with Weather.com ([http://www.weather.com/ins/countries\\_index/Canada.html](http://www.weather.com/ins/countries_index/Canada.html)).



**News** We all like to keep current with the news headlines & latest stories that are applicable to our business or region. However, publications such as the following are a quick way to keep up to date:

- > Yahoo Search Engine [http://ca.yahoo.com/Science/Agriculture/News\\_and\\_Media/Magazines/Trade\\_Magazines/](http://ca.yahoo.com/Science/Agriculture/News_and_Media/Magazines/Trade_Magazines/)
- > Canada Agriculture Online <http://www.agcanada.com/>
- > Cattlemen Magazine <http://www.agcanada.com/cm/cm.htm>
- > Country Guide Magazine <http://www.agcanada.com/cg/cg.htm>
- > Farm & Country: Farm Business <http://www.agpub.on.ca/>
- > Farm Journal <http://www.farmjournal.com/>
- > Feedstuffs <http://www.feedstuffs.com/>
- > Grainews <http://www.agcanada.com/gn/gn.htm>
- > Iron Web - Equipment News <http://www.iron-web.com/>
- > Progressive Farmer <http://progressivefarmer.com/>
- > Successful Farming <http://www.agriculture.com/>
- > Western Producer News Online <http://www.producer.com/>

Give these web site a try and see if you like access to instant information.

# Talking the Talk: A Glossary of Internet Technology Terms

**The Internet** The Internet is a worldwide network of computers that are connected to each other by telecommunications links. This network consists of a variety of organizations including universities, governments, commercial companies and private individuals.

**Email** Email is electronic mail that allows you to use the Internet to communicate directly with other people who are also connected to the Internet.

**Discussion Groups** These groups are automated, e-mail based messaging programs that allow individuals to send messages to all subscribers on the topics related to a particular group (there are thousands of them).

**The Web The World Wide Web (WWW) or the Web** as it is commonly known, is a graphical interface to the Internet. The WWW allows users to view graphical Internet documents, navigate to other documents by selecting highlighted items and access a range of multimedia elements such as audio, video, photos, and animation while using the Internet.

**HTML Web documents** or files are developed using the hypertext markup language (HTML). This language uses text and codes to put specific fonts, links and graphics into the document. Each document you see on the Web consists of a set of text or graphics put together by HTML codes. To see what this code looks like select View and Document Source when viewing a file with the browser .. then click on the X to return to the regular web document.

**Hyperlink** This is a pointer that links text or graphics from one page to another page or file on the world wide web. These links show up as highlighted and/or underlined text or graphics. Clicking your mouse on one of these links will seamlessly move you from one document to another no matter if it is on the same computer or on another one across the world. This linking across the province, nation or the world results in a path or web of information links and is one of the reasons why the term web is used in WWW.

**Web Site** A web site consists of one or more linked documents that are stored on a computer on the Web. Each of these web documents are written in hypertext markup language (HTML). These documents usually include hyperlinks.

**Home Page** The term "home" or home page refers to the main hypertext document for an individual or organization made available for viewing on the World Wide Web.

**Web Address** Each home page has an address where we can locate this company, agency or persons files. All of us have seen in the local papers, at the end of TV or radio programs, and on business letterheads a reference to [http:// www something or other/](http://www.somethingorother/). This is simply the address of the main or home web pages for the business or individual on the on the World Wide Web.

**Browser** A "browser" in Internet terminology refers to the computer software you will need to view these hypertext documents. The browser has been set up to understand or decode this HTML language and present it to you in a format ready for you to click away. The most common browsers are Microsoft Internet Explorer and Netscape Navigator. A browser may be provided when you purchase your computer and software, part of the software package provided by your Internet Service provider and can also be purchased at most computer stores.

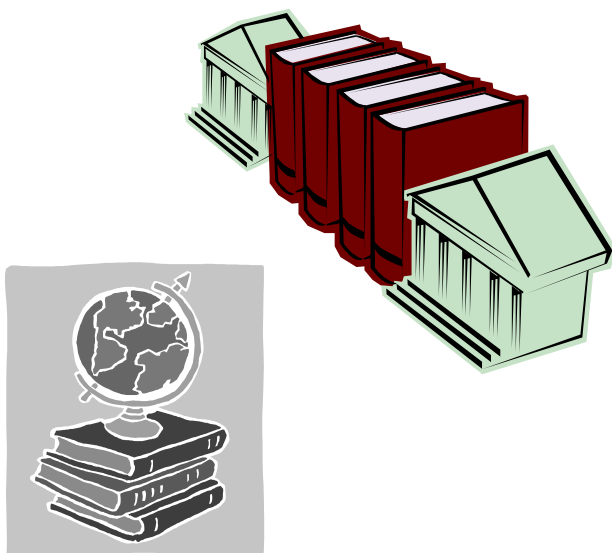
**HTTP Hypertext transport protocol** or **http** is the way an HTML document is transmitted from one computer to another. When the browser see the text http in the web address it understands that the file will be written in HTML and will present it to you accordingly.

**URL** To find information you must have the address of the web site where the information is stored. This web address or Uniform Resource Locator (URL) is simply the address of the main web page for the business or individual on the World Wide Web. A web address usually looks like the following:  
<http://fbminet.ca/bc>.

**Search Engine** These are computer programs located on a computer on the Internet. Each search engine has its own home page or web site. . These sites use hypertext searching software to sift through millions of references on any given topic on the Internet. They have great names like: YAHOO (<http://www.yahoo.com/>), AltaVista (<http://www.altavista.digital.com/>), EXCITE (<http://www.excite.com/>) and WEBCRAWLER (<http://webcrawler.com/>). To operate a search engine you must first go to its web site by using its URL or web address (for example, <http://www.yahoo.com>). Then you simply type the keyword of the topic in which you are interested and the program searches the web for any URL's and HTML titles and addresses that contains some reference to your topic. The search engine then presents a summary list of web sites that include the search word or words. Be aware that your results may vary and be too numerous if your topic is too general.

**TCP/IP Transmission Control Protocol (TCP) and Internet Protocol** are the standard ways or protocols of sending information between computer systems via the telephone lines and other communications lines. If the information is set up to be sent a standard way then you can communicate with other Internet computers no matter what type of computer of software you are using.

**GIF and JPEG** These are both common graphic file format used on the web. GIF stands for Graphic Interchange Format. A GIF image can have a maximum of 256 colours. JPEG stands for Joint Photographic Expert Group. The JPEG image can use the full spectrum of 16.7 million colours allowing the presentation of high resolution colour images on the web . The image is presented in the document using HTML code and thus the browser will understand what type and colour to give the image.



# Beyond the Basics: A Extended Glossary of Internet Technology

The popularity of the Internet is growing among agricultural producers in British Columbia and the rest of Canada. According to a 2001 survey by the Angus Reid Group, 56% of all Canadians or 12.5 million adults used the Internet between November 1999 and January 2000. In the Spring of 2000 the FBMinet-BC surveyed over 600 BC producers to assess the interest and usage of computer technology. Respondents from that survey indicated that 76.69% of them own a computer with a CD-Rom and 63.91% currently have an Internet connection. Those are large numbers on both surveys indicating that many farm managers may be looking for terms beyond the basics– this article presents that information. *Note that the article Talking the Talk: A Glossary of Internet Technology Terms, p 11 presents the basic terminology.*

**COOKIE:** A message from a web server computer, sent to and stored by your browser on your computer. The browser stores the message in a file called *cookie.txt*. The next time you go to the same Web site, your browser will send the cookie to the Web server. The server uses this cookie to present you with custom Web pages.

**SPAM:** Electronic junk mail or junk newsgroup postings. Some people define spam even more generally as any unsolicited e-mail.

**CACHE:** A cache temporarily stores web pages you have visited in your computer. When you use GO or BACK to revisit a document, the browser first checks to see if it is in cache and retrieves it from there because it is much faster than retrieving it from the server. When viewing information such as market reports make sure you hit refresh to ensure the latest copy is shown to you and not the one from your cache.

**JAVA & JAVASCRIPT** A programming language that is designed to enable greater interactivity in Web pages. JavaScript interacts with HTML, enabling dynamic content and motion such as drop down boxes, animation, scroll bars and rollover options. Java is used for writing programs that can be safely downloaded to your computer through the Internet and immediately run without fear of viruses or other harm to computer or files. Examples of Java include interactive databases, graphs, and excel templates.

**PORTAL** A Web site or service that offers a broad array of resources and services, such as e-mail, forums, search engines, and on-line shopping malls or a collection of information on a specific topic.

**FTP:** File Transfer Protocol is a method to rapidly transfer entire files from one computer to another, intact for viewing or other purposes.

**PDF:** *Portable Document Format*, a file format developed by Adobe Systems. The PDF allows you to save/captures a document created in a word processing, worksheet, or desk top publishing program (either MAC or PC ), and have them available on the web for download. The web user views the PDF file using the Adobe Acrobat Reader, a free application distributed by Adobe Systems, and is able to see the formatted document without having the actual PC or MAC software .

**DOMAIN NAME & SUFFIX:** A domain name (e.g., <http://cbc.ca>) identifies an internet address. Every domain name has a suffix that indicates which top level domain (TLD) it belongs to (e.g., ca). There are only a limited number of such domains including:  
**gov** - Government, **edu** - Educational, **org** - Organizations (nonprofit), **mil** - Military, **com** - commercial, **ca** - Canada.

**CGI:** "Common Graphic Interface," is a common way web programs interact with users. Search boxes and other applications that result in a page with content tailored to the user's search terms rely on CGI to process the data once it's submitted. *Source: <http://webopedia.internet.com>*

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**FBMInet-BC**

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