

Specialty Crop Block Grant Program Outcome Measures

The U.S. Department of Agriculture, Agricultural Marketing Services and the Office of Management and Budget developed standardized outcome measures and performance indicators that apply to the Specialty Crop Block Grant Program (SCBGP). The reason for this is to compile data across all states making it easier to see the effect the program has on the specialty crop industry, which in turn strengthens the need for continued funding. Applicants submitting proposals to the SCBGP must select at least one of the seven outcomes listed below and at least one of the indicators listed underneath the selected outcome(s). If there are multiple sub-indicators under the selected indicator, applicants must select at least one. All selected outcome measures and related indicators/sub-indicators must be achievable during the grant duration.

Outcome 1:

Increasing Consumption and Consumer Purchasing of Specialty Crops

(mandatory for all marketing and promotion projects as defined below)

Definition: Marketing and promotion projects focus efforts to sell, advertise, promote, market, and generate publicity, attract new customers, or raise customer awareness for specialty crops or a specialty crop venue. These include, but are not limited to:

- Uses of social media to market and promote;
- Specialty crop local, regional, and national campaigns;
- Specialty crop only tradeshow;
- Website promotion and development;
- Use/development of billboards, radio, television, magazine, and email ads, and marketing materials, such as direct mail and brochures;
- Agritourism;
- Export market development;
- Retail promotions including point of purchase items, labels, packaging, etc.;
- Promotion of specialty crops at Farmers market; and
- Marketing and promotion campaigns with an education component directed to consumers.

Indicators:

- 1.1 Total number of consumers who gained knowledge about specialty crops_____.
 - 1.1a Adults_____.
 - 1.1b Children_____.
- 1.2 Total number of consumers who consumed more specialty crops_____.
- 1.2a Adults_____.
- 1.2b Children_____.
- 1.3 Number of additional specialty crop customers counted_____.
- 1.4 Number of new additional business transactions executed_____.
- 1.5 Increased sales measured in:
 - 1.5a Dollars \$_____.
 - 1.5b Percent change_____.
 - 1.5c Combination of volume and average price as a result of enhanced market activities. Volume:_____. Average Price:_____.

Outcome 2: Increasing Access to Specialty Crops and Expanding Specialty Crop Production and Distribution

Indicators:

- 2.1 Number of stakeholders that gained technical knowledge about producing, preparing, procuring, and/or accessing specialty crops_____.
- 2.2 Number of stakeholders that reported producing, preparing, procuring, and/or accessing more specialty crops_____.
- 2.3 Total number of market access points for specialty crops developed and expanded. Of those:
 - 2.3a Number of new online portals created to sell specialty crops_____.
 - 2.3b Number of expanded seasonal availability_____.
 - 2.3c Number of existing market access points that expanded specialty crop offerings_____.
 - 2.3d Number of new market access points that expanded specialty crop offerings_____.
- 2.4 Number of stakeholders that gained knowledge about more efficient and effective distribution systems_____.
- 2.5 Number of stakeholders that adopted best practices or new technologies to improve distribution systems_____.
- 2.6 Total number of partnerships established between producers, distributors, and/or other relevant intermediaries related to distribution systems_____. Of those established:

- 2.6a Number formalized with written agreements (i.e. MOU's, signed contracts, etc.)_____.
- 2.6b Number of partnerships with underserved organizations_____.
- 2.7 Total number of new/improved distribution systems developed . Of those, the number that:
 - 2.7a Stemmed from new partnerships_____.
 - 2.7b Increased efficiency_____.
 - 2.7c Reduced costs_____.
 - 2.7d Increased specialty crop grower participation_____.
 - 2.7e Expanded customer reach_____.
 - 2.7f Increased online presence_____.
- 2.8 Number of specialty crop-related crops:
 - 2.8a Created_____.
 - 2.8b Maintained_____.
- 2.9 Total number of new individuals who went into specialty crop production as a result of marketing_____. Of those, the number who are:
 - 2.9a Beginning farmers and ranchers_____.
 - 2.9b Socially disadvantaged farmers or ranchers_____.
- 2.10 Number of market access points that reported increased:
 - 2.10a Revenue_____.
 - 2.10b Sales_____.
 - 2.10c Cost-saving_____.

Outcome 3: Increase Food Safety and Knowledge and Processes

Indicators:

- 3.1 Number of stakeholders that gained knowledge about prevention, detection, control, and/or intervention food safety practices, including relevant regulations (to improve their ability to comply with the Food Safety Modernization Act (FSMA) and/or meet the standards for aligned third party food safety audits such as Harmonized GAP/GHP)_____.
- 3.2 Number of stakeholders that:
 - 3.2a Established a food safety plan_____.
 - 3.2b Revised or updated their food safety plan_____.
- 3.3 Number of specialty crop stakeholders who implemented new/improved prevention, detection, control, and intervention practices, tools, or technologies to mitigate food safety risks (to improve their ability to comply with the Food Safety Modernization

Act (FSMA) and/or meet the standards for aligned third party food safety audits such as Harmonized GAP/GHP)_____.

3.4 Number of prevention, detection, control, or intervention practices developed or enhanced to mitigate food safety risks_____.

3.5 Number of stakeholders that used grant funds to:

3.5a Purchase_____.

3.5b Upgrade food safety equipment_____.

Outcome 4: Improve Pest and Disease Control Processes

Indicators:

4.1 Numbers of stakeholders that gained knowledge about science-based tools to combat pests and diseases_____.

4.2 Number of stakeholders that adopted pest and disease control best practices, technologies, and innovations._____.

4.3 Number of stakeholders that implemented new diagnostic systems, methods, or technologies for analyzing specialty crop pests and diseases_____. Of those:

4.3 a The number of additional acres managed using integrated pest management_____.

4.4 Number of stakeholders that implemented new diagnostic systems, methods, or technologies for analyzing specialty crop pests and diseases_____.

4.5 Total number of producers/processors that enhanced or maintained pests and disease control practices_____. Of those, the number that reported:

4.5a Reduction in product lost to pests and diseases_____.

4.5b Improved crop quality_____.

4.5c Reduction in labor costs_____.

4.5 d Reduction in pesticide use_____.

4.6 Number of producers/processors improving the efficiency of pests and disease control diagnostics and response testing, as reported by:

4.6a Improving speed_____.

4.6b Improved reliability_____.

4.6c Expanding capability_____.

4.6d Increasing testing (i.e. survey work for pests)_____.

Outcome 5: Develop New Seed Varieties and Specialty Crops

Indicators:

5.1 Number of cultivar and/or variety trials conducted_____. Of those:

- 5.1 a The number that advanced to further stages of development_____.
- 5.2 Number of cultivars and/or seed varieties developed_____.
- 5.3 Number of cultivars and/or seeds varieties released_____.
- 5.4 Number of growers adopting new cultivars and/or varieties_____.
- 5.5 Number of acres planted with new cultivars and/or varieties_____.

Outcome 6: Expand Specialty Crop Research and Development

Indicators:

- 6.1 Number of research goals accomplished_____.
- 6.2 For research conclusions, the number that:
 - 6.2a Yielded findings that supported continued research_____.
 - 6.2b Yielded findings that led to completion of study_____.
 - 6.2 c Yielded findings that allow for implementation of new practice, process, or technology_____.
- 6.3 Number of industry representatives and other stakeholders who engaged in research results_____.
- 6.4 Total number of research outputs published to industry publications and/or academic journals_____. For each published research output, the:
 - 6.4a Number of views/reads of published research/data_____.
 - 6.4b Number of citations counted_____.

Outcome 7: Improve Environmental Sustainability of Specialty Crops

Indicators:

- 7.1 Number of stakeholders that gained knowledge about environmental sustainability best practices, tools, or technologies_____.
- 7.2 Number of stakeholders reported with an intent to adopt environmental sustainability best practices, tools, or technologies_.
- 7.3 Number of producers that adopted environmental best practices or tools_____.
- 7.4 Number of new tools/technologies developed or enhanced to improve sustainability/ conservation or other environmental outcomes_____.
- 7.5 Number of additional acres managed with sustainable practices, tools, or technologies that focused on:
 - 7.5a Water quality/conservation_____.
 - 7.5b Soil health_____.
 - 7.5c Biodiversity_____.
 - 7.5d Reduction in energy use_____.
 - 7.5e Other positive environmental outcomes (optional)_____.

7.6 Number of additional acres established and maintained for the mutual benefit of pollinators/specialty crops _____.

Additional information:

Difference between "jobs" and "careers": jobs are net gain of paid employment; new businesses created or adopted can indicate new careers.

Beginning farmer is an individual or entity that has not operated a farm or ranch for more than 10 years and substantially participates in the operation.

Socially disadvantaged farmer is a farmer who is a member of a socially disadvantaged group. A socially disadvantaged group is a group whose members have been subject to discrimination on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or a part of an individual's income is derived from any public assistance program.