

2016 Specialty Crop Block Grant Program Performance Measures

The following guidance will apply to the FY2016 application year and thereafter.

Background

The Agricultural Marketing Service (AMS) is required to report outcomes (“evidence of performance”) to USDA, the Office of Management and Budget (OMB). Guidance has been received from OMB leadership that national outcomes which aggregate data across all states and territories are desired. Meanwhile, AMS acknowledges that impacts stated on a national scale help better tell the fund story and garner support for continued funding.

Implementation of National Outcomes

For each project, the applicant must select one or more of the outcomes below depending on the applicability to the project and at least one indicator under each outcome selected. If the outcomes below are not applicable to the project, the applicant must develop an outcome and at least one indicator that will be reviewed by AMS staff. Recipients must report on the progress of each outcome in Annual and Final Performance Reports. AMS will aggregate this information and report to OMB and Congress on these national outcome measures.

Outcome Measures

Outcome 1: To enhance the competitiveness of specialty crop through increased sales

THIS IS MANDATORY FOR ALL MARKETING AND PROMOTION PROJECTS.

Outcome Definition:

Marketing and Promotion

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, marketing materials such as direct mail, brochures;
- Agritourism;
- Export market development;
- Retail promotions including point of purchase items, labels, packaging etc.;
- Farmers market promotions; and

- Marketing and promotion campaigns with an education component directed to consumers.

The specific measure must be expressed as a dollar value (not percentage) increase in sales of one or more specialty crops in one or more States or foreign markets as result of marketing and/or promotion activities. For example, an expected outcome of growth in sales from 5% to 10% is not acceptable, but an increase in sales of \$1 million to \$2 million is acceptable. This requirement means that an established baseline of sales in dollars must already exist at the time of application. For projects that do not already have a baseline of sales in dollars, one of the objectives of the project must be to determine such a baseline in order to meet the requirement to document the value of sales increases by the end of the project.

Indicator: Sales increased from \$_____ to \$_____ as result of marketing and/or promotion activities

Outcome 2: Enhance the competitiveness of specialty crops through increased consumption

Indicators:

1. Of the _____ total number of children and youth reached,
 - a. The number that gained knowledge about eating more specialty crops
 - b. The number that reported an intention to eat more specialty crops
 - c. The number that reported eating more specialty crops
2. Of the ____ total number of individuals (employees, seniors, caregivers, etc.) reached,
 - a. The number that gained knowledge about eating more specialty crops
 - b. The number that reported an intention to eat more specialty crops
 - c. The number that reported eating more specialty crops
3. Number of new and improved technologies and processes to enhance the nutritional value and consumer acceptance of specialty crops (excluding patents) _____
4. Number of new products using specialty crops introduced to consumers_____

Outcome 3: Enhance the competitiveness of specialty crops through increased access

Indicators:

1. Of the _____ total number of families with children reached,
 - a. The number that gained knowledge of how to access/produce/prepare/preserve specialty crops
 - b. The number that reported an intention to access/produce/prepare/preserve specialty crops
 - c. The number that reported supplementing their diets with specialty crops that they produced/preserved/obtained/prepared
2. Of the ____ total number of individuals (employees, specialty crop entrepreneurs such as kitchen incubators/shared-use kitchens, etc.) reached,

- a. The number that gained knowledge of how to access/produce/prepare/preserve specialty crops
 - b. The number that reported an intention to access/produce/prepare/preserve specialty crops
 - c. The number that reported supplementing their diets with specialty crops that they produced/prepared/preserved/obtained
3. Number of existing delivery systems/access points of those reached that expanded and/or improved their offering of specialty crops
- _____ farmers markets
 - _____ produce at corner stores
 - _____ school food programs and other food options (vending machines, school events, etc.)
 - _____ grocery stores
 - _____ wholesale markets
 - _____ food hub that processes, aggregates, distributes, or stores specialty crops
 - _____ other systems/access points, not noted
 - _____ total (if not reported above)
4. Number of new delivery systems/access points offering specialty crops
- _____ farmers markets
 - _____ produce at corner stores
 - _____ school food programs and other food options (vending machines, school events, etc.)
 - _____ grocery stores
 - _____ wholesale markets
 - _____ food hub that processes, aggregates, distributes, or stores specialty crops
 - _____ other systems/access points, not noted
 - _____ total (if not reported above)

Outcome 4: Enhance the competitiveness of specialty crops through greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources.

Indicators:

1. Numbers of plant/seed releases (i.e. cultivars, drought-tolerant plants, organic, enhanced nutritional composition, etc.) _____
2. Adoption of best practices and technologies resulting in increased yields, reduced inputs, increased efficiency, increased economic return, and conservation of resources.
 - a. Number of growers/producers indicating adoption of recommended practices _____
 - b. Number of growers/producers reporting reduction in pesticides, fertilizer, water used/acre _____

- c. Number of producers reporting increased dollar returns per acre or reduced costs per acre _____
 - d. Number acres in conservation tillage or other best management practice _____
3. Number of habitat acres established and maintained for the primary benefit of pollinators _____

Outcome 5: Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems

Indicators:

1. Number of new or improved innovations (models (biological, economic, business, management, etc.), technologies, networks, products, processes, etc.) developed for specialty crop entities along the food supply chain: producers, processors, distributors, etc. _____
2. Number of innovations adopted _____
3. Number of specialty crop growers/producers (and other members of the specialty crop supply chain) that have increased revenue expressed in dollars _____
4. Number of new diagnostic systems analyzing specialty crop pests and diseases. _____

[Diagnostic systems refer to, among other things: labs, networks, procedures, access points.]

5. Number of new diagnostic technologies available for detecting plant pests and diseases. _____

[The intent here is not to count individual pieces of equipment or devices, but to enumerate technologies that add to the diagnostic capacity.]

6. Number of first responders trained in early detection and rapid response to combat plant pests and diseases _____
7. Number of viable technologies/processes developed or modified that will increase specialty crop distribution and/or production _____
8. Number of growers/producers that gained knowledge about science-based tools through outreach and education programs _____

Outcome 6: Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety

Indicators:

1. Number of viable technologies developed or modified for the detection and characterization of specialty crop supply contamination from foodborne threats _____
2. Number of viable prevention, control and intervention strategies for all specialty crop production scales for foodborne threats along the production continuum _____
3. Number of individuals who learn about prevention, detection, control, and intervention food safety practices and number of those individuals who increase their food safety skills and knowledge _____
4. Number of improved prevention, detection, control, and intervention technologies _____

5. Number of reported changes in prevention, detection, control, and intervention strategies _____

Outcome 7: Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources

Indicators:

1. Number of projects focused on increased understanding of the ecology of fecal indicators and pathogens _____
2. Number of projects focused on increased safety of all inputs into the specialty crop chain _____
3. Number of projects focused on increased understanding of the roles of humans, plants and animals as vectors _____
4. Number of projects focused on increased understanding of preharvest and postharvest process impacts on microbial and chemical threats _____
5. Number of growers or producers obtaining on-farm food safety certifications (such as Good Agricultural Practices or Good Handling Practices) _____

Outcome 8: Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development.

Indicators:

1. Number of new rural careers created _____
2. Number of new urban careers created _____
3. Number of jobs maintained/created _____
4. Number of small businesses _____
5. Increased revenue/increased savings/one-time capital purchases (in dollars) _____
6. Number of new beginning farmers who went into specialty crop production _____

Additional information:

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