

Specialty Crop Block Grant Program

Outcomes and Indicators

The grant program outcomes and performance measures outlined below reflect direct stakeholder feedback and provide a framework that allows grant recipients to evaluate project activities more accurately in relation to each program's statutory purpose.

For recipients, the measures are:

- More feasible to accomplish and measure within a grant's period of performance;
- Better aligned with grant program purpose and recipient activities; and
- More reflective of work performed during the project.

These performance measures will go into effect beginning with the FY2022 grant application cycle.

Outcome 1: Increasing Consumption and Consumer Purchasing of Specialty Crops

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 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 marketing activities ____.

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

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 or expanded ____ . Of those:

2.3a Number of new online portals created to sell specialty crops ____.

2.3b Number with 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 established 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 jobs:

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 or 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-savings ____.

Outcome 3: Increase Food Safety Knowledge and Processes

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

4.1 Number 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, or innovations ____.

4.3 Number of stakeholders trained in early detection and rapid response practices to combat pests and diseases _____. Of those:

4.3a 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 pest and disease control practices _____. Of those, the number that reported:

4.5a Reduction in product lost to pest and diseases ____.

4.5b Improved crop quality ____.

4.5c Reduction in labor costs ____.

4.5d Reduction in pesticide use ____.

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

4.6a Improving speed ____.

4.6b Improving reliability ____.

4.6c Expanding capability ____.

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

Outcome 5: Develop New Seed Varieties and Specialty Crops

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

5.1a 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 seed 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

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 ____.

6.2c Yielded findings that allow for implementation of new practice, process or technology ____.

6.3 Number of industry representatives and other stakeholders who engaged with 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

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 ____.