

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 ____.

1.1.a Adults ____.

1.1.b Children ____.

1.2 Total number of consumers who consumed more specialty crops ____.

1.2.a Adults ____.

1.2.b Children ____.

1.3 Number of additional specialty crop customers counted ____.

1.4 Number of additional business transactions executed ____.

1.5 Increased sales measured in:

1.5.a Dollars ____.

1.5.b Percent change ____.

1.5.c 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 who gained technical knowledge about producing, preparing, procuring, and/or accessing specialty crops ____.

2.2 Number of stakeholders who reported producing, preparing, procuring, and/or accessing more specialty crops ____.

2.3 Total number of market access points for specialty crops developed or expanded ____.

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

2.3.b Number with expanded seasonal availability ____.

2.3.c Number of existing market access points that expanded specialty crop offerings ____.

2.3.d Number of new market access points that established specialty crop offerings ____.

- 2.4** Number of stakeholders who gained knowledge about more efficient and effective distribution systems ____.
- 2.5** Number of stakeholders who 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:
- 2.6.a** Number formalized with written agreements (i.e. MOU's, signed contracts, etc.) _____.
- 2.7** Total number of new/improved distribution systems developed _____. Of those, the number that:
- 2.7.a** Stemmed from new partnerships _____.
 - 2.7.b** Increased efficiency _____.
 - 2.7.c** reduced costs _____.
 - 2.7.d** Increased specialty crop grower participation _____.
 - 2.7.e** Expanded customer reach _____.
 - 2.7.f** Increased online presence _____.
- 2.8** Number of specialty crop-related jobs:
- 2.8.a** Created _____.
 - 2.8.b** Maintained _____.
- 2.9** Total number of new individuals who entered specialty crop production as a result of marketing _____. Of those, the number who are:
- 2.9.a** Beginning farmers or ranchers _____.
 - 2.9.b** First time specialty crop producers.
- 2.10** Number of market access points that reported increased:
- 2.10.a** Revenue _____.
 - 2.10.b** Sales _____.
 - 2.10.c** Cost-savings _____.

Outcome 3: Increase Food Safety Knowledge and Processes

- 3.1** Number of stakeholders who 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 who:
- 3.2.a** Established a food safety plan _____.
 - 3.2.b** 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 who used grant funds to:
- 3.5.a** Purchase ____.
 - 3.5.b** Upgrade food safety equipment ____.

Outcome 4: Improve Pest and Disease Control Processes

- 4.1** Number of stakeholders who gained knowledge about science-based tools to combat pests and diseases ____.
- 4.2** Number of stakeholders who 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:
- 4.3.a** The number of additional acres managed using integrated pest management ____.
- 4.4** Number of stakeholders who 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:
- 4.5.a** Reduction in product lost to pest and diseases ____.
 - 4.5.b** Improved crop quality ____.
 - 4.5.c** Reduction in labor costs ____.
 - 4.5.d** Reduction in pesticide use ____.
- 4.6** Number of producers/processors that improved the efficiency of pest and disease control diagnostics and response testing, as reported by:
- 4.6.a** Improving speed ____.
 - 4.6.b** Improving reliability ____.
 - 4.6.c** Expanding capability ____.
 - 4.6.d** 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:
- 5.1.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 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:
- 6.2.a** Yielded findings that supported continued research ____.
 - 6.2.b** 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 with research results ____.
- 6.4** Total number of research outputs published to industry publications and/or academic journals _____. For each published research output, the:
- 6.4.a** Number of views/reads of published research/data ____.
 - 6.4.b** Number of citations counted ____.

Outcome 7: Improve Environmental Sustainability of Specialty Crops

- 7.1** Number of stakeholders who gained knowledge about environmental sustainability best practices, tools, or technologies ____.
- 7.2** Number of stakeholders who reported an intent to adopt environmental sustainability best practices, tools, or technologies ____.
- 7.3** Number of producers who 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:
- 7.5.a** Water quality/conservation ____.
 - 7.5.b** Soil health ____.
 - 7.5.c** Biodiversity ____.
 - 7.5.d** Reduction in energy use ____.
 - 7.5.e** Other positive environmental outcomes (optional) ____.
- 7.6** Number of additional acres established and maintained for the mutual benefit of pollinators and specialty crops ____.