**USDA Specialty Crop Block Grant Program**

**Outcome Measures**

*Outcome 1: To enhance the competitiveness of specialty crops 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 tradeshows;
* 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 and percentage increase in sales of one or more specialty crops in one or more States or foreign markets as a result of marketing and/or promotion activities. For example, an expected outcome of growth in sales from 5% to 10% is not acceptable by itself, but in combination with an increase in sales of $1 million to $2 million it is acceptable. This requirement means that an established baseline of sales in dollars should 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 $\_\_\_\_\_\_\_\_\_ and by \_\_\_\_\_\_ percent, as result of marketing and/or promotion activities

AMS understands that sales can be impacted by a host of unrelated issues including trade disputes, phytosanitary issues, export conditions, weather, and other factors affecting the farmer, supply chain, retailers, wholesalers and/or consumers. The above factors demonstrate that even a perfectly executed marketing campaign can result in sales remaining constant or even declining. These factors and events that either positively or negatively impacted the sales of a project can be explained in the performance report.

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

*Indicators:*

1. Of the \_\_\_\_\_\_total number of children and youth reached,
   1. The number that gained knowledge about eating more specialty crops
   2. The number that reported an intention to eat more specialty crops
   3. The number that reported eating more specialty crops
2. Of the \_\_\_\_total number of adults reached,
   1. The number that gained knowledge about eating more specialty crops
   2. The number that reported an intention to eat more specialty crops
   3. 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 specialty crops and/or specialty crop products introduced to consumers\_\_\_\_

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

*Indicators:*

1. Of the \_\_\_\_\_\_total number of consumers or wholesale buyers reached,
   1. The number that gained knowledge on how to access/produce/prepare/preserve specialty crops
   2. The number that reported an intention to access/produce/prepare/preserve specialty crops
   3. The number that reported supplementing their diets with specialty crops that they produced/preserved/obtained/prepared
2. Of the \_\_\_\_total number of individuals (culinary professionals, institutional kitchens, specialty crop entrepreneurs such as kitchen incubators/shared-use kitchens, etc.) reached,
   1. The number that gained knowledge on how to access/produce/prepare/preserve specialty crops
   2. The number that reported an intention to access/produce/prepare/preserve specialty crops
   3. 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 offerings of specialty crops
   1. \_\_\_\_\_\_farmers markets
   2. \_\_\_\_\_\_produce at corner stores
   3. \_\_\_\_\_\_school food programs and other food options (vending machines, school events, etc.)
   4. \_\_\_\_\_\_grocery stores
   5. \_\_\_\_\_\_wholesale markets
   6. \_\_\_\_\_\_food hubs that process, aggregate, distribute, or store specialty crops
   7. \_\_\_\_\_\_home improvement centers with lawn and garden centers
   8. \_\_\_\_\_\_lawn and garden centers
   9. \_\_\_\_\_\_other systems/access points, not noted
   10. \_\_\_\_\_\_total (if not reported above)
4. Number of new delivery systems/access points offering specialty crops
   1. \_\_\_\_\_\_farmers markets
   2. \_\_\_\_\_\_produce at corner stores
   3. \_\_\_\_\_\_school food programs and other food options (vending machines, school events, etc.)
   4. \_\_\_\_\_\_grocery stores
   5. \_\_\_\_\_\_wholesale markets
   6. \_\_\_\_\_\_ food hubs that process, aggregate, distribute, or store specialty crops
   7. \_\_\_\_\_\_home improvement centers with lawn and garden centers
   8. \_\_\_\_\_\_lawn and garden centers
   9. \_\_\_\_\_\_other systems/access points, not noted
   10. \_\_\_\_\_\_total (if not reported above)

*Outcome 4: Enhance the competitiveness of specialty crops though 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 (select at least one below).

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 of acres in conservation tillage or acres in other best management practices \_\_\_\_\_\_\_

3. Number of habitat acres established and maintained for the mutual benefit of pollinators and specialty crops\_\_\_\_\_

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

*Indicators:*

1. Number of new or improved innovation models (biological, economic, business, management, etc.), technologies, networks, products, processes, etc. developed for specialty crop entities including 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. \_\_\_\_\_\_\_
5. [Diagnostic systems refer to, among other things: labs, networks, procedures, access points.]
6. Number of new diagnostic technologies available for detecting plant pests and diseases. \_\_\_\_\_\_\_
7. [The intent here is not to count individual pieces of equipment or devices, but to enumerate technologies that add to the diagnostic capacity.]
8. Number of first responders trained in early detection and rapid response to combat plant pests and diseases\_\_\_\_\_\_
9. Number of viable technologies/processes developed or modified that will increase specialty crop distribution and/or production\_\_\_\_\_\_\_
10. 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 threats to food safety from microbial and chemical sources*

*Indicators:*

*Number of projects focused on:*

1. Increased understanding of fecal indicators and pathogens \_\_\_\_\_
2. Increased safety of all inputs into the specialty crop chain \_\_\_\_\_\_\_
3. Increased understanding of the roles of humans, plants and animals as vectors \_\_\_\_\_\_\_
4. 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 maintained/created \_\_\_\_\_\_\_
5. Increased revenue/increased savings/one-time capital purchases (in dollars) \_\_\_\_\_\_\_
6. Number of new beginning farmers who went into specialty crop production \_\_\_\_\_
7. Number of socially disadvantaged famers 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.
* 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.