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 ___. Of those:

- **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___.