Farmers Market and Local Food Promotion 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: Develop Business Plans and Feasibility Studies

1.1 Number of feasibility studies conducted ___.

1.2 Number of the following identified through needs assessment or feasibility studies:

- **1.2.a** New markets ___.
- **1.2.b** Unmet consumer needs ___.
- **1.2.c** Barriers to local foods ___.
- **1.2.d** Unserved populations ___.
- **1.2.e** Supply chain gaps ___.
- **1.2.f** Partnership opportunities ___.
- **1.2.g** Other identified needs ___.

1.3 Number of projects:

- **1.3.a** Deemed viable after conducting feasibility study, or ___.
- **1.3.b** Deemed not viable after conducting feasibility study ___.

1.4 Number of business development plans created ___.

Outcome 2: Facilitate Regional Food Chain Coordination and Increase Capacity of Direct-to-Consumer Entities

2.1 Total number of partnerships and/or collaborations established between producers/ processors and local/regional supply networks ___. Of those established:

- **2.1.a** The number formalized with written agreements (i.e. MOU's, signed contracts, etc.) ___.

2.2 Of the total number of partnerships and collaborations identified in 2.1, the number that reported:

- **2.2.a** Expanded/improved regional food systems ___.

2.2.b Higher profits ___.

2.2.c More efficient transportation ___.

2.2.d Improved marketing channels ___.

2.2.e Other mid-tier value chain enhancements___.

2.3 Total number of stakeholders trained on how to develop or sustain a direct-to-consumer enterprise ___.

2.3.a Of those trained, the number that are new/ beginning producers ___.

2.4 Number of strategic plans developed or updated ___.

2.5 Total number of new direct producer-to-consumer market access points established ___. Of those, the number that were:

2.5.a Farmers markets ___.

2.5.b Roadside stands ___.

2.5.c Agritourism ___.

2.5.d Grocery stores ___.

2.5.e Wholesale markets/buyers ___.

2.5.f Restaurants ___.

2.5.g Agricultural cooperatives ___.

2.5.h Retailers ___.

2.5.i Distributors ___.

2.5.j Food hubs ___.

2.5.k Shared-use kitchens ___.

2.5.l School food programs ___.

2.5.m Community-supported agriculture (CSAs) ___.

2.5.n Other ___.

Outcome 3: Develop the Market for Local/Regional Agricultural Products

3.1 Number of stakeholders that gained technical knowledge about producing, preparing, procuring, and/or accessing local/regional foods ___. Of those, the number that were:

3.1.a Farmers markets ___.

3.1.b Roadside stands ___.

3.1.c Agritourism ___.

3.1.d Grocery stores ___.

3.1.e Wholesale markets/buyers ___.

3.1.f Restaurants ___.

3.1.g Agricultural cooperatives ___.

3.1.h Retailers ___.

3.1.i Distributors ___.

3.1.j Food hubs ___.

3.1.k Shared-use kitchens ___.

3.1.l School food programs ___.

3.1.m Community-supported agriculture (CSAs) ___.

3.1.n Other ___.

3.2 Total number of delivery systems/market access points that increased engagement with local/regional producers ___. Of those, the number that were:

3.2.a Farmers markets ___.

3.2.b Roadside stands ___.

3.2.c Agritourism ___.

3.2.d Grocery stores ___.

3.2.e Wholesale markets/buyers ___.

3.2.f Restaurants ___.

3.2.g Agricultural cooperatives ___.

3.2.h Retailers ___.

3.2.i Distributors ___.

3.2.j Food hubs ___.

3.2.k Shared-use kitchens ___.

3.2.l School food programs ___.

3.2.m Community-supported agriculture (CSAs) ___.

3.2.n Other ___.

3.3 Number of new tools/ technologies developed to improve local/regional food processing, distribution, aggregation, or storage ___.

3.3.a umber of stakeholders trained to use new tools/technologies ___.

3.4 Number of delivery systems/market access points that reported increased or improved:

3.4.a Processing ___.

3.4.b Distribution ___.

3.4.c Storage ___.

3.4.d Aggregation of locally/ regionally produced agricultural products ___.

3.5 Total number of delivery systems/market access points that established and/or expanded local/regional agricultural product or service offerings___. Of those, the number that were:

3.5.a Farmers markets ___.

3.5.b Roadside stands ___.

3.5.c Agritourism ___.

3.5.d Grocery stores ___.

3.5.e Wholesale markets/buyers ___.

3.5.f Restaurants ___.

3.5.g Agricultural cooperatives ___.

3.5.h Retailers ___.

3.5.i Distributors ___.

3.5.j Food hubs ___.

3.5.k Shared-use kitchens ___.

3.5.l School food programs ___.

3.5.m Community-supported agriculture (CSAs) ___.

3.5.n Other ___.

3.6 Number of delivery systems/market access points that reported increased:

3.6.a Revenue ___.

3.6.b Sales ___.

3.6.c Cost savings___.

Outcome 4: Increase Viability of Local/Regional Producers and Processors

4.1 Number of producers/processors who gained knowledge about new market opportunities ___.

4.2 Number of producer/processors that reported increased engagement with new delivery systems or market access points ___.

4.3 Number of producers/processors that implemented new or improved operational methods ___.

4.4 Number of value-added agricultural products developed ___.

4.5 Number of producers/processors that reported selling new local/regional food products ___.

4.5.a Number that reported selling new value-added products ___.

4.6 Number of producers/processors that reported a reduction in on-farm food waste through new business opportunities and marketing ___.

4.7 Number of producers/ processors that reported increased:

4.7.a Revenue ___.

4.7.b Sales, and/or ___.

4.7.c Cost savings due to local/regional food, operational, and/or value-added product activities ___.

4.8 Number of local/regional agricultural jobs ___.

4.8.a Created ___.

4.8.b Maintained ___.

4.9 Total number of new producers who went into local/regional food production ___. Of those, number who are:

4.9.a Beginning farmers/ranchers ___.

4.9.b Veteran farmers/ranchers ___.

Outcome 5: Improve Food Safety of Local/Regional Agricultural Products

5.1 Number of stakeholders that gained knowledge about prevention, detection, control, and/or intervention food safety practices, including relevant regulations to mitigate risk (and 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) ___.

5.2 Number of stakeholders that:

- **5.2.a** Established a food safety plan ___.
- **5.2.b** Revised or updated their food safety plan ___.

5.3 Number of specialty crop stakeholders who implemented new/improved prevention, detection, control, and intervention practices, tools, or technologies to mitigate food safety risks (and/or 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) ___.

5.4 Number of prevention, detection, control, or intervention practices developed or enhanced to mitigate food safety risks ___.

5.5 Number of stakeholders that used these grant funds to:

- **5.5.a** Purchase ___.
- **5.5.b** Upgrade food safety equipment ___.

Outcome 6: Increase Consumption and Consumer Purchasing of Local/Regional Agricultural Products

6.1 Total number of consumers who gained knowledge about local/regional agricultural products ___. Of those, the number of:

- **6.1.a** Adults ___.
- **6.1.b** Children ___.

6.2 Total number of consumers who purchased more local/regional agricultural products ___. Of those, the number of:

- **6.2.a** Adults ___.
- **6.2.b** Children ___.

6.3 Number of additional local/regional agricultural product customers counted ___.

6.4 Number of additional business transactions executed for local/regional agricultural products ___.

6.5 Increased sales measured in:

- **6.5.a** Dollars ___.
- **6.5.b** Percent change ___.
- **6.5.c** Combination of volume and average price as a result of enhanced marketing activities ___.