SPECIALTY CROP BLOCK GRANT PROGRAM OUTCOME MEASURES

The United States Department of Agriculture, Agricultural Marketing Services and the Office of Management and Budget have finalized outcome measures that apply to the 2016 Specialty Crop Block Grant Program (SCBGP). For each outcome measure, indicators of performance have also been developed. Applicants submitting proposals to the SCBGP must select at least one of the eight outcomes listed below and at least one of the indicators listed underneath the selected outcome(s). If there are multiple sub-indicators under the selected indicator, applicants must select at least one.

Outcome 1: Enhance the competitiveness of specialty crops through increased sales

(mandatory for all proposals submitted to the California Grown Promotion funding category and all marketing and promotion projects as defined below)

Definition: 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, and 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 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 is acceptable. This requirement means that an established baseline of sales in dollars must already exist at the time of application. For projects that do not already have a baseline of sales in dollars, applicants must summarize activities to establish a baseline within the description section of the Outcome Measures template.

Indicator:

Sales increased from $_____ to $_____ and by_____ percent as result of marketing and/or promotion activities.

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

Indicators:

- Of the total number of children and youth reached,
  - The number that gained knowledge about eating more specialty crops
  - The number that reported an intention to eat more specialty crops
  - The number that reported eating more specialty crops
- Of the total number of adults reached,
  - The number that gained knowledge about eating more specialty crops
  - The number that reported an intention to eat more specialty crops
  - The number that reported eating more specialty crops
- Number of new and improved technologies and processes to enhance the nutritional value and consumer acceptance of specialty crops (excluding patents)
- 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:

- Of the total number of consumers or wholesale buyers reached,
  - The number that gained knowledge of how to access/produce/prepare/preserve specialty crops
  - The number that reported an intention to access/produce/prepare/preserve specialty crops
  - The number that reported supplementing their diets with specialty crops that they produced/preserved/obtained/prepared
- Of the total number of individuals (culinary professionals, institutional kitchens, specialty crop entrepreneurs such as kitchen incubators/shared-use kitchens, etc.) reached,
  - The number that gained knowledge of how to access/produce/prepare/preserve specialty crops
  - The number that reported an intention to access/produce/prepare/preserve specialty crops
  - The number that reported supplementing their diets with specialty crops that they produced/prepared/preserved/obtained

- Number of existing delivery systems/access points of those reached that expanded and/or improved offerings of specialty crops. Examples of delivery systems/access points include farmers markets; corner stores; school food programs and other food options (vending machines, school events, etc.); grocery stores; wholesale markets; food hubs that process, aggregate, distribute, or store specialty crops; home improvement centers with lawn and garden centers; lawn and garden centers; and other systems/access points, not noted.
- Number of new delivery systems/access points offering specialty crops. Examples of delivery systems/access points include farmers markets; produce at corner stores; school food programs and other food options (vending machines, school events, etc.); grocery stores; wholesale markets; food hubs that process, aggregate, distribute, or store specialty crops; home improvement centers with lawn and garden centers; lawn and garden centers; and other systems/access points, not noted.

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:

- Numbers of plant/seed releases (i.e. cultivars, drought-tolerant plants, organic, enhanced nutritional composition, etc.)
- Adoption of best practices and technologies resulting in increased yields, reduced inputs, increased efficiency, increased economic return, and conservation of resources
    - Number of growers/producers indicating adoption of recommended practices
    - Number of growers/producers reporting reduction in pesticides, fertilizer, water used/acre
    - Number of producers reporting increased dollar returns per acre or reduced costs per acre
    - Number acres in conservation tillage or other best management practice
- Number of habitat acres established and maintained for the primary benefit of pollinators and specialty crops

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

Indicators:

- Number of new or improved innovations models (biological, economic, business, management, etc.), technologies, networks, products, processes, etc. developed for specialty crop entities including producers, processors, distributors, etc.
- Number of innovations adopted
- Number of specialty crop growers/producers (and other members of the specialty crop supply chain) that have increased revenue expressed in dollars

- Number of new diagnostic systems analyzing specialty crop pests and diseases (Diagnostic systems refer to, among other things: labs, networks, procedures, access points.)
- Number of new diagnostic technologies available for detecting plant pests and diseases (The intent here is not to count individual pieces of equipment or devices, but to enumerate technologies that add to the diagnostic capacity.)
- Number of first responders trained in early detection and rapid response to combat plant pests and diseases
- Number of viable technologies/processes developed or modified that will increase specialty crop distribution and/or production
- 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:

- Number of viable technologies developed or modified for the detection and characterization of specialty crop supply contamination from foodborne threats
- Number of viable prevention, control, and intervention strategies for all specialty crop production scales for foodborne threats along the production continuum
- 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
- Number of improved prevention, detection, control, and intervention technologies
- 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 increased understanding of the ecology of fecal indicators and pathogens
- Number of projects focused on increased safety of all inputs into the specialty crop chain
- Number of projects focused on increased understanding of the roles of humans, plants, and animals as vectors
- Number of projects focused on increased understanding of preharvest and postharvest process impacts on microbial and chemical threats

- 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:

- Number of new rural careers created
- Number of new urban careers created
- Number of jobs maintained/created
- Number of small businesses maintained/created
- Increased revenue/increased savings/one-time capital purchases (in dollars)
- Number of new beginning farmers who went into specialty crop production
- Number of socially disadvantaged farmers 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.