



California Department of Food and Agriculture
Office of Grants Administration

2018 Specialty Crop Block Grant Program Outcome Measures



Outcome Measures Supplement

- USDA and the Office of Management Budget have developed outcome measures that apply to the SCBGP.
- CDFA has developed an Outcome Measures supplement with additional information on these requirements.

*Link to Outcome Measures Supplement
Page 10 of the Grant Proposal Instructions*



Outcome Measures Template

- Ensures applicants identify and select the specific outcome measure(s) and indicator(s) as defined by USDA
- Ensures applicants provide a description of data collection methods/activities that will be undertaken to monitor and report on the outcome(s) and indicator(s) selected.

Link to Outcome Measures Template
Page 7 of the Grant Proposal Instructions

**2018 Specialty Crop Block Grant Program
OUTCOME MEASURES**

PIN: [Enter five digit number assigned in FAAST](#)

Select at least one of the eight outcome measures and at least one indicator for each selected outcome. Complete the fillable text fields for the indicator(s) selected. (Note: If there are multiple sub-indicators under the selected indicator, applicants must enter a value for at least one.) Within the Description sections, describe the data collection methods and any activities that will be undertaken to monitor and report on the outcome(s) and indicator(s) selected. Applicants may delete or leave blank any outcomes not applicable to their proposal. Outcome measures and the associated indicators were developed by USDA and the Office of Management and Budget and cannot be altered or amended in any way. Altering the language of the outcomes or indicators, or providing responses in a format other than that described in the document will result in disqualification of a proposal. |

<input type="checkbox"/>	Outcome 1: Enhance the competitiveness of specialty crops through increased sales
<input type="checkbox"/>	Indicator 1: Sales increased from \$Enter dollar amount to \$Enter dollar amount and by Enter number percent as a result of marketing and/or promotion activities.
Description of data collection methods: Click here to enter text.	
Description of activities to monitor and report on outcomes: Click here to enter text.	

<input type="checkbox"/>	Outcome 2: Enhance the competitiveness of specialty crops through increased consumption
<input type="checkbox"/>	Indicator 1: Of the Enter number children and youth reached, a. Enter number gained knowledge about eating more specialty crops b. Enter number reported an intention to eat more specialty crops c. Enter number reported eating more specialty crops
<input type="checkbox"/>	Indicator 2: Of the Enter number adults reached, a. Enter number gained knowledge about eating more specialty crops b. Enter number reported an intention to eat more specialty crops c. Enter number reported eating more specialty crops
<input type="checkbox"/>	Indicator 3: Enter number new and improved technologies and processes to enhance the nutritional value and consumer acceptance of specialty crops (excluding patents)
<input type="checkbox"/>	Indicator 4: Enter number new specialty crops and/or specialty crop products introduced to consumers
Description of data collection methods: Click here to enter text.	
Description of activities to monitor and report on outcomes: Click here to enter text.	



Outcome Measures Template

1. Enter PIN (the five digit number assigned in FAAST).
2. Read the instructions carefully.

PIN: Enter five digit number assigned in FAAST

Select at least one of the eight outcome measures and at least one indicator for each selected outcome. Complete the fillable text fields for the indicator(s) selected. (Note: If there are multiple sub-indicators under the selected indicator, applicants must enter a value for at least one.) Within the Description sections, describe the data collection methods and any activities that will be undertaken to monitor and report on the outcome(s) and indicator(s) selected. Applicants may delete or leave blank any outcomes not applicable to their proposal. Outcome measures and the associated indicators were developed by USDA and the Office of Management and Budget and cannot be altered or amended in any way. Altering the language of the outcomes or indicators, or providing responses in a format other than that described in the document will result in disqualification of a proposal.



Outcome Measures Template

3. Select at least one outcome measure and indicator by clicking in the box on the left.

<input type="checkbox"/>	Outcome 1: Enhance the competitiveness of specialty crops through increased sales
<input type="checkbox"/>	Indicator 1: Sales increased from \$ <u>Enter dollar amount</u> to \$ <u>Enter dollar amount</u> and by <u>Enter number</u> percent as a result of marketing and/or promotion activities.

<input type="checkbox"/>	Outcome 2: Enhance the competitiveness of specialty crops through increased consumption
<input type="checkbox"/>	Indicator 1: Of the <u>Enter number</u> children and youth reached, a. <u>Enter number</u> gained knowledge about eating more specialty crops b. <u>Enter number</u> reported an intention to eat more specialty crops c. <u>Enter number</u> reported eating more specialty crops

sub-indicators



Outcome Measures Template

4. Describe the data collection methods and any activities that will be undertaken to monitor and report on the outcome(s) and indicator(s) selected.

Description of data collection methods: Click here to enter text.
Description of activities to monitor and report on outcomes: Click here to enter text.



Example: Outcome Measure 1

- **Enhance the competitiveness of specialty crops through increased sales**
 - **Indicator 1:** Sales increased from \$40,000,000 to \$60,000,000 and by 50 percent as a result of marketing and/or promotion activities.
 - **Description of data collection methods:** Sales data will be collected using a series of surveys provided to all Sacramento county winegrape growers.
 - **Description of activities to monitor or report on outcomes:** An initial survey to be distributed in November 2018 will establish the baseline price that growers received for their winegrapes in 2017. This survey will be repeated in November 2019 and 2020 to monitor the increase in winegrape sales that has occurred during the grant duration. Survey questions will include: price of winegrapes per ton, volume of cases sold, and jobs created since promotional effort began, among other questions. Data collected will be used to monitor the project activities' success in increasing sales.



Outcome Measure 1 (continued)

- Mandatory for:
 - All proposals submitted to the California Grown Promotion funding category
 - All marketing promotion projects that 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.



Outcome Measure 1 (continued)

- Some of these efforts to market and promote include but are not limited to:
 - Use of social media to market and promote
 - Specialty crop tradeshows
 - Website promotion and development
 - Export market development
 - Use and development of marketing materials (such as direct mail or brochures)



Example: Outcome Measure 2

- **Enhance the competitiveness of specialty crops through increased consumption**
 - **Indicator 1:** Of the 5,000 children and youth reached, c. 2,500 reported eating more specialty crops.
 - **Description of data collection methods:** Children will complete a pre- and post-survey to determine current levels of consumption.
 - **Description of activities to monitor or report on outcomes:** Before participating in the education program, children will complete a pre-survey to determine current levels of specialty crop consumption. Participating children will then be given a nutrition lesson on specialty crops paired with taste tests. Participating children will then complete a post-survey one month after the nutrition lesson to determine new levels of consumption. Changes in the reported level of consumption will be used to demonstrate increased consumption as a result of the nutrition lesson.



Questions

