



California Department of Food and Agriculture
Office of Grants Administration

2019 Specialty Crop Block Grant Program Outcome Measures





Outcome Measures

- USDA, AMS and the Office of Management and Budget developed standardized outcome measures and performance indicators.
- Reasons:
 - To compile data across states making it easier to see the effect the program has on the specialty crop industry.
 - Strengthens the need for continued funding.

Outcome measures, indicators, and sub-indicators cannot be altered, amended, or replaced in any way.



Outcome Measures (continued)

- Outcome Measures are the primary goal of the SCBGP.
- The result of each outcome measure is the enhanced competitiveness of specialty crops.
 - Indicators outline specific performance data.
 - Demonstrates the success of the project.
- CDFA has developed an Outcome Measures Supplement with additional information on these requirements.

Links to the Supplement can be found on page 15 of the RFCP and in the FAAST application.

Outcome Measures

Process Overview



**Download template
from FAAST**

**Complete the
template**

**Upload the template
to the attachments
tab in FAAST**



Outcome Measure Requirements

- Identify at least one Outcome Measure.
- Identify at least one associated indicator and sub-indicator for each Outcome Measure.

<input checked="" type="checkbox"/>	Outcome 8: Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development.
<input checked="" type="checkbox"/>	Indicator 1: 1234 new rural careers created.
<input type="checkbox"/>	Indicator 2: Enter number new urban careers created.

- Outcome Measures not chosen should be left blank.
- Consider the following when selecting Outcome Measures:
 - Scoring is not impacted by the number of outcomes or indicators selected.
 - At least one outcome measure must be achievable within the grant duration.
 - Recipients are required to report on all outcomes and indicators identified.
 - Applicants should provide an estimate that is reasonable.



Outcome Measure Requirements (continued)

- Outcome Measure 1 is 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

Data collection methods

Description of data collection methods: [Click here to enter text.](#) Describe the data collection methods that will be used to validate progress toward achieving the selected indicator(s) and sub-indicator(s).

- Data collection methods track progress towards achieving the indicators and sub-indicators.

Data collection is NOT how data will be collected for the project.



Outcome Measure Requirements

Activities to monitor and report on Outcome Measures

Description of activities to monitor and report on outcomes: [Click here to enter text. Describe the activities that will be used to monitor and report on accomplishing the Outcome Measure.](#)

- Activities must be related to the chosen Outcome Measures.
- Each Outcome Measure must have unique responses to the values and descriptions.
 - Do not provide responses that state, “See previous description” or “Same as above”.

Sample



☒	Outcome 2: Enhance the competitiveness of specialty crops through increased consumption.
☒	Indicator 1: Of the <u>1000</u> children and youth reached, <ol style="list-style-type: none"><u>800</u> gained knowledge about eating more specialty crops.<u>Enter number</u> reported an intention to eat more specialty crops.<u>Enter number</u> reported eating more specialty crops.
Description of data collection methods: An estimate of 1000 students at ABC elementary school will undergo a nutrition program for six months. At the start of the program, the students will complete a pre-survey to determine the current understanding of specialty crops. A post-survey will be given at the end of the program to determine how much knowledge was gained.	
Description of activities to monitor and report on outcomes: Breakout groups will consist of interactive cooking, nutrition education, and games relating to specialty crops. The cooking will include taste tests and surveys to identify new levels of consumption and intention to eat specialty crops. During the education and games, class participation, changes in knowledge, and intention to eat specialty crops will be recorded. All relevant data will be used to generate a project findings report that includes narratives, graphs, and techniques used.	



Questions

