



California Department of Food and Agriculture  
Office of Grants Administration



# 2016 Specialty Crop Block Grant Program Outcome Measures



# Outcome Measures Supplement

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- USDA and the Office of Management and Budget have finalized outcome measures that apply to the 2016 SCBGP.
- CDFA has developed an Outcome Measures supplement with additional information on these requirements.



# Outcome Measures Template

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- Ensures applicants identify 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.

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PIN: Insert PIN #

Select at least one of the eight outcome measures and at least one indicator for each selected outcome. Each indicator includes fillable text fields applicants must fill in. (Note: If there are multiple sub-indicators under the selected indicator, applicants must insert a number for at least one.) Within the Description section, describe the data collection methods and any activities that will be undertaken to monitor and report on the outcome(s) and indicator(s) selected.

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

**Indicator 1:** Sales increased from \$insert dollar amount to \$insert dollar amount and by insert number percent as a result of marketing and/or promotion

**Description:** insert description

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

**Indicator 1:** Of the insert number children and youth reached,  
a. insert number gained knowledge about eating more specialty crops  
b. insert number reported an intention to eat more specialty crops  
c. insert number reported eating more specialty crops

**Indicator 2:** Of the insert number adults reached,  
a. insert number gained knowledge about eating more specialty crops  
b. insert number reported an intention to eat more specialty crops  
c. insert number reported eating more specialty crops

**Indicator 3:** insert number new and improved technologies and processes to enhance the nutritional value and consumer acceptance of specialty crops (excluding patents)

**Indicator 4:** insert number new specialty crops and/or specialty crop products introduced to consumers

**Description:** insert description

**Outcome 3:** Enhance the competitiveness of specialty crops through increased access and awareness

**Indicator 1:** Of the insert number consumers or wholesale buyers reached,  
a. insert number gained knowledge on how to access/produce/prepare/preserve specialty crops  
b. insert number reported an intention to access/produce/prepare/preserve specialty crops  
c. insert number reported supplementing their diets with specialty crops that they produced/preserved/obtained/prepared

**Indicator 2:** Of the insert number individuals (culinary professionals, institutional kitchens, specialty crop entrepreneurs such as kitchen incubators/shared-use kitchens, etc.) reached,

## Outcome Measures Template:

1. Insert your PIN from FAAST.
2. Read the instructions carefully.
3. Select at least one Outcome Measure and Indicator by clicking on the box to the left.
  - If there are multiple sub-indicators, applicants must insert a number for at least one sub-indicator.
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.



# Outcome Measure 1

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- **Enhance the competitiveness of specialty crops through increased sales**
  - **Indicator 1:** Sales increased from \$1,000,000 to \$1,500,000 and by 50 percent as a result of marketing and/or promotion activities.
  - **Description:** To increase sales using retail promotions, data will be collected from participating sellers. Data will be monitored via quarterly sales reports during promotions to record the increase in sales.



# Outcome Measure 1 (continued)

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- 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 2

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- **Enhance the competitiveness of specialty crops through increased consumption**
  - **Indicator 1:** Of the 3,000 children and youth reached, 1,950 reported eating more specialty crops.
  - **Description:** Children will complete a pre-survey to determine current levels of consumption. Children will be given a nutrition lesson on specialty crops paired with taste tests. Participating children will then complete a post-survey one month later to determine new levels of consumption.



# Outcome Measure 3

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- **Enhance the competitiveness of specialty crops through increased access and awareness**
  - **Indicator 3:** Number of existing delivery systems/access points reached that expanded and/or improved offerings of specialty crops; **5** corner stores.
  - **Description:** Collect before and after sales data from corner stores reached to measure change in consumer demand for new specialty crops targeted by this project. Collect inventory data regarding specialty crops offered at corner stores before and after project activities.





# Outcome Measure 4

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- **Enhance the competitiveness of specialty crops through greater capacity of sustainable practices of specialty crop production resulting in yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources**
  - **Indicator 2:** Adoption of best practices and technologies resulting in increased yields, reduced inputs, increased efficiency, increased economic return, and conservation of resources, **250** growers/producers indicated adoption of recommended practices.
  - **Description:** Data will be collected on soil fertility, crop production, product quality and safety and water use efficiency. Field trials will be demonstrated to growers/producers. The success of the project will be measured by the number of growers/producers who complete a survey indicating the adoption of recommended practices.



# Outcome Measure 5

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- **Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems**
  - **Indicator 6:** 225 first responders trained in early detection and rapid response to combat plant pests and diseases.
  - **Description:** Training sessions will be offered on early detection methods. The trainings will include a series of modules with a self-test at the end of each module and a final exam to determine knowledge gained.



# Outcome Measure 6

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- **Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety**
  - **Indicator 3:** 200 individuals learned about prevention, detection, control, and intervention food safety practices and 200 of those individuals increased their food safety skills and knowledge
  - **Description:** Workshops on food safety practices will be conducted and pre- and post-surveys will be administered to determine attendees level of knowledge before and after the workshop. Survey questions will focus on the skills and knowledge gained from attending the workshop and how they plan to implement this new information.



# Outcome Measure 7

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- **Enhance the competitiveness of specialty crops through increased understanding of threats to food safety from microbial and chemical sources**
  - **Indicator 5:** **150** growers or producers obtained on-farm food safety certifications (such as Good Agricultural Practices or Good Handling Practices).
  - **Description:** Conduct on-farm workshops for growers/producers to obtain food safety certifications. A pre- and post-exam will be given to growers to determine their level of knowledge on threats to food safety from microbial and chemical sources before and after the workshop. Attendees will receive a certificate of completion following the workshop.



# Outcome Measure 8

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- **Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development**
  - **Indicator 6:** 50 new beginning farmers went into specialty crop production.
  - **Description:** A specialty crop training program will be developed for beginning farmers. Three comprehensive surveys will be developed/conducted to assess skill and knowledge at the onset of program, mid-program and end of the program. A follow-up telephone interview will be conducted to determine how many beginning farmers established careers as specialty crop farmers.



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Thank you for watching.  
Please email your questions to:  
[grants@cdfa.ca.gov](mailto:grants@cdfa.ca.gov)

