



California Department of Food and Agriculture
Office of Grants Administration

2016 Specialty Crop Block Grant Program Outcome Measures





Outcome Measures

- New for 2016; formerly Expected Measurable Outcomes
- Proposals must identify:
 - At least one of the following outcomes and at least one performance indicator associated with the selected outcome(s)



Outcome Measure 1

- Enhance the competitiveness of specialty crops through increased sales
 - Indicator: “Sales increased from (existing baseline) \$ _____ to \$ _____ as a result of marketing and/or promotion of activities

Mandatory for all proposals submitted to the California Grown Promotion funding category



Outcome Measure 2

- Enhance competitiveness of specialty crops through increased access
 - Indicator: Of the total number of families with children reached, X gained knowledge of how to access, produce, prepare, and/or preserve specialty crops



Outcome Measure 3

- Enhance the competitiveness of specialty crops through increased consumption
 - Indicator: Of the total number of children and youth reached, X gained knowledge about eating more specialty crops



Outcome Measure 4

- Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development
 - Indicator: Number of new beginning farmers who went into specialty crop production



Outcome Measure 5

- Enhance the competitiveness of specialty crop through 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
 - Indicator: Adoption of best practices and technologies resulting in increased yields, reduced inputs, increased efficiency, increased economic return, and conservation of resources



Outcome Measure 6

- Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems
 - Indicator: Number of new diagnostic technologies available for detecting plant pests and diseases



Outcome Measure 7

- Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety
 - Indicator: 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



Outcome Measure 8

- Enhance the competitiveness of specialty crop through increased understanding of the ecology of threats to food safety from microbial and chemical sources
 - Indicator: Number of growers or producers obtaining on-farm food safety certifications (such as Good Agricultural Practices or Good Handling Practices)



Questions

