



California Department of Food and Agriculture
Office of Grants Administration

2019 Specialty Crop Block Grant Program Outcome Measures



Outcome Measures *Review*

- 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 *Review*

- 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 the requirements for selecting outcome measures.

*Link to the Supplement can be found on
Page 10 of the Grant Proposal Instructions*

Outcome Measures *Process Overview*



Download template
from FFAST

Complete the
template

Upload the template
to the attachments
tab in FFAST

- OR -

Use a copy of the
template submitted
in Concept Phase

Revise the template

Upload the template
to the attachments
tab in FFAST

IMPORTANT: Upload template as a Word document



Outcome Measures *Requirements*

- Identify at least one outcome measure and associated indicator and sub-indicator.
- Outcome Measure 1 is mandatory, and must be achievable within the grant duration, 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 Measures

Grant Proposal Revision

- Revisions:
 - Review all administrative and technical feedback provided in FAAST.
 - Incorporate feedback into outcome measure responses as needed.



Outcome Measures

Grant Proposal Revision

- Important:
 - At least one outcome measure must be achievable within the grant duration.
 - All numerical estimates provided should be reasonable.
 - Recipients will be required to report on all outcomes and indicators identified.
 - Although the template does not have a page limitation, content provided should be appropriate, necessary, and responsive to the intended purpose of the template.
 - New outcome measures and/or indicators and sub-indicators may be selected but CDFA cannot anticipate how substantial changes will be reviewed by the Technical Review Committee.



Outcome Measures

Grant Proposal Revision

- Description of data collection methods:
 - Describe the data collection methods that will be used to validate progress toward achieving the selected indicator(s) and sub-indicator(s).
- Description of activities to monitor and report on outcomes:
 - Describe the activities that will be used to monitor and report on accomplishing the selected outcome measure.
- Do not include data collection methods or activities to monitor and report on Work Plan objectives or other aspects of the project.
- Responses to each section must be unique. Do not include responses such as ‘See previous description’ or ‘same as above.’



Outcome Measures

Grant Proposal Revision

- For each outcome measure:
 - Re-read the selected outcome measure, indicator, and sub-indicator to confirm that the response specifically addresses the outcome measure as written without altering the meaning.
 - Outcome Measure 1 is the only outcome measure that asks for a percentage. Do not include a percentage for any other outcome measure as this would be considered an amendment.



Outcome Measures

Grant Proposal Revision

- Outcome Measure 1:
 - Mandatory for the California Grown Promotion funding Category.
 - Mandatory for all marketing promotion projects as defined in the Outcome Measures Supplement.
 - Must be achievable within the grant duration.
 - The specific measure must be expressed as a dollar value and percentage increase of sales as a result of the marketing and/or promotion activities.
 - It is necessary to measure actual sales figures resulting from marketing efforts against an established baseline to evidence an increase in sales.
 - For projects that don't already have a baseline of sales in dollars, one of the objectives of the project must be to determine a baseline during the grant period.



Outcome Measures

Grant Proposal Revision

- Outcome Measure 4:
 - Indicator 2, Sub-indicator (a) should measure adoption of recommended practices as a result of project activities.
 - This is not the same as indicating the *intention* to adopt recommended practices.
- Outcome Measure 5:
 - Indicator 2 should measure the number of innovations adopted.
 - This is not the same as indicating the *intention* to adopt innovations.



Outcome Measures

Grant Proposal Revision

- Outcome Measure 8:
 - The difference between "jobs" and "careers": jobs are net gain of paid employment; new businesses created or adopted can indicate new careers.
 - The 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.
 - A 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.



Questions

