

Acer Access and Development Program Outcomes and Indicators

The grant program outcomes and performance measures outlined below reflect direct stakeholder feedback and provide a framework that allows grant recipients to evaluate project activities more accurately in relation to each program's statutory purpose.

For recipients, the measures are:

- More feasible to accomplish and measure within a grant's period of performance;
- Better aligned with grant program purpose and recipient activities; and
- More reflective of work performed during the project.

These performance measures will go into effect beginning with the FY2022 grant application cycle.

Outcome 1: Increasing Consumption and Consumer Purchasing of Maple Syrup and Maple-Sap Products

1.1 Total number of consumers who gained knowledge about maple syrup and maple-sap products _____. Of those, the number of:

1.1a Adults _____.

1.1b Children _____.

1.2 Total number of consumers who purchased more maple syrup and maple-sap products _____. Of those, the number of:

1.2a Adults _____.

1.2b Children _____.

1.3 Number of additional maple product customers counted _____.

1.4 Number of additional business transactions executed _____.

1.5 Increased sales measured in:

1.5a Dollars _____.

1.5b Percent change _____.

1.5c Combination of volume and average price as a result of enhanced marketing activities _____.

Outcome 2: Develop New Market Opportunities for Maple Producers and Processors

2.1 Total number of existing market access points that established and/or expanded maple syrup or maple-sap offerings _____. Of those, the number that were:

2.1a Farmers markets _____.

2.1b Roadside stands _____.

- 2.1c** Agritourism ____.
- 2.1d** Grocery stores ____.
- 2.1e** Wholesale markets/buyers ____.
- 2.1f** Restaurants ____.
- 2.1g** Agricultural cooperatives ____.
- 2.1h** Retailers ____.
- 2.1i** Distributors ____.
- 2.1j** Food hubs ____.
- 2.1k** Shared-use kitchens ____.
- 2.1l** School food programs ____.
- 2.1m** Community-supported agriculture (CSAs) ____.
- 2.1n** Other ____.

2.2 Total number of new market access points that established maple syrup or maple-sap offerings _____. Of those, the number that were:

- 2.2a** Farmers markets ____.
- 2.2b** Roadside stands ____.
- 2.2c** Agritourism ____.
- 2.2d** Grocery stores ____.
- 2.2e** Wholesale markets/buyers ____.
- 2.2f** Restaurants ____.
- 2.2g** Agricultural cooperatives ____.
- 2.2h** Retailers ____.
- 2.2i** Distributors ____.
- 2.2j** Food hubs ____.
- 2.2k** Shared-use kitchens ____.
- 2.2l** School food programs ____.
- 2.2m** Community-supported agriculture (CSAs) ____.
- 2.2n** Other ____.

2.3 Total number of partnerships and/or collaborations established between maple producers/processors and market access points ____.

2.3a Of those established, the number formalized with written agreements (i.e. MOU's, signed contracts, etc.) ____.

2.4 Of the total number of partnerships and collaborations identified in 2.3, the number that reported:

- 2.4a** Expanded/improved maple infrastructure ____.
- 2.4b** Higher profits ____.
- 2.4c** More efficient transportation ____.

2.4d Improved marketing channels _____. And/or

2.4e Other mid-tier value chain enhancements _____.

2.5 Number of new or existing producers/processors who increased production to meet increased demand in new/additional market access points_____.

2.6 Number of maple producers/processors that increased revenue by pursuing new/increased market opportunities _____.

Outcome 3: Increase the Number of New Maple Producers and Expand Capacity of Existing Maple Producers

3.1 Number of producers, processors, private landowners, or other stakeholders that gained knowledge about maple production or maple business improvement methods _____.

3.2 Number of producers or processors that adopted new maple production or maple business improvement methods _____.

3.3 Number of producers/processors that learned about new or improved quality management procedures _____. Of those:

3.3a The number that implemented these procedures _____.

3.4 Number of:

3.4a Landowners _____.

3.4b Lessors _____.

3.4c Free-access individuals _____.

3.4d Students reported with an intent to enter the maple market _____.

3.5 Number of:

3.5a Private landowners _____.

3.5b Lessors _____.

3.5c Free-access individuals _____.

3.5d Students _____.

3.5e Other producers that initiated maple sugaring activities _____.

3.6 Number of:

3.6a Private landowners _____.

3.6b Lessors _____.

3.6c Free-access individuals _____.

3.6d Students _____.

3.6e Other producers that established long-term partnerships to maintain maple sugaring activities _____.

3.7 Number of producers/processors that expanded their maple product line _____.

3.8 Number of producers that increased production _____.

3.9 Number of maple producers that reported increased:

3.9a Maple syrup production (gallons) ____.

3.9b Sales ____.

3.9c Price/gallon ____, and/or

3.9d Cost-savings ____.

3.10 Number of maple-related jobs:

3.10a Created ____.

3.10b Maintained ____.

Outcome 4: Expand Maple Research and Development

4.1 Number of research goals accomplished ____.

4.2 For research conclusions, the number that:

4.2a Yielded findings that supported continued research ____.

4.2b Yielded findings that led to completion of study ____.

4.2c Yielded findings that allow for implementation of new practice, process, or technology ____.

4.3 Number of industry representatives and other stakeholders that engaged with research results ____.

4.4 Total number of research outputs published to industry publications and/or academic journals _____. For each published research output, the:

4.4a Number of views/reads of published research/ data ____.

4.4b Number of citations counted ____.

Outcome 5: Promote Natural Resource Sustainability in the Maple Syrup Industry

5.1 Number of stakeholders that gained knowledge about natural resource sustainability, best practices, tools, or technologies ____.

5.2 Number of stakeholders reported with an intent to adopt sustainability-related best practices, tools, or technologies ____.

5.3 Number of producers that adopted new tools, technologies, or best practices focused on reducing energy use, plastics, waste, chemical use, or other sustainable outcomes ____.

5.4 Number of additional taps managed using sustainable best practices, tools, or technologies ____.

5.5 Of the producers identified in 5.3, the number of producers reporting:

5.5a Increased dollar returns per tap or ____.

5.5b Reduced input costs per tap ____.

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