

Dairy Business Innovation Initiatives 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: Encourage the Use of Regional Milk Production

1.1 Total number of partnerships and/or collaborations established between dairy producers/processors and local/regional supply networks _____. Of those established:

1.1a The number formalized with written agreements (i.e. MOU's, signed contracts, etc.) _____.

1.1b. The number of partnerships with dairy organizations. _____.

1.1c The number of partnerships with dairy cooperatives _____.

1.2 Of the total number of partnerships and collaborations identified in 1.1, the number that reported:

1.2a Expanded/improved local/regional dairy infrastructure _____.

1.2b Higher profits _____.

1.2c More efficient transportation _____.

1.2d Improved marketing channels _____.

1.2e Increased volume of local/regional milk used _____.

1.2f Other mid-tier value chain enhancements _____.

Outcome 2: Diversify and Expand Dairy Product Market Opportunities

2.1 Number of dairy businesses that implemented new marketing procedures _____.

2.2 Total number of existing market access points that established and/or expanded dairy product 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 new market access points that established dairy product offerings _____. Of those, the number that were:

- 2.3a** Farmers markets ____.
- 2.3b** Roadside stands ____.
- 2.3c** Agritourism ____.
- 2.3d** Grocery stores ____.
- 2.3e** Wholesale markets/buyers ____.
- 2.3f** Restaurants ____.
- 2.3g** Agricultural cooperatives ____.
- 2.3h** Retailers ____.
- 2.3i** Distributors ____.
- 2.3j** Food hubs ____.
- 2.3k** Shared-use kitchens ____.
- 2.3l** School food programs ____.
- 2.3m** Community-supported agriculture (CSAs) ____.
- 2.3n** Other ____.

2.4 Number of dairy businesses that increased dairy product sales by selling to new/additional market access points to meet increased demand ____.

2.5 Number of market access points reporting increased sales of dairy products ____.

Outcome 3: Promote Business Development that Diversifies Farmer Income Through Processing and Production Innovations

3.1 Number of dairy businesses that gained knowledge about dairy product development or dairy business improvement methods ____.

3.2 Number of dairy businesses that implemented new or modified dairy processes or production methods ____.

3.3 Number of dairy businesses that expanded their existing dairy product line ____.

3.4 Number of dairy businesses that began producing dairy products ____.

3.5 Number of dairy products created or enhanced ____.

3.6 Number of dairy businesses that increased dairy product sales measured in:

3.6a Dollars ____.

3.6b Percentage change ____.

3.6c Combination of volume and average price ____.

3.7 Number of dairy-related jobs:

3.7a Created ____.

3.7b Maintained ____.

As of May 2026

USDA is an equal opportunity provider, employer, and lender.