

Farmers Market and Local Food Promotion 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: Develop Business Plans and Feasibility Studies

1.1 Number of feasibility studies conducted ____.

1.2 Number of the following identified through needs assessment or feasibility studies:

1.2a New markets ____.

1.2b Unmet consumer needs ____.

1.2c Barriers to local foods ____.

1.2d Unserved populations ____.

1.2e Supply chain gaps ____.

1.2f Partnership opportunities ____.

1.2g Other identified needs ____.

1.3 Number of projects:

1.3a Deemed viable after conducting feasibility study, or ____.

1.3b Deemed not viable after conducting feasibility study ____.

1.4 Number of business development plans created ____.

Outcome 2: Facilitate Regional Food Chain Coordination and Increase Capacity of Direct-to-Consumer Entities

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

2.1a The number formalized with written agreements (i.e. MOU's, signed contracts, etc.) ____.

2.2 Of the total number of partnerships and collaborations identified in 2.1, the number that reported:

2.2a Expanded/improved regional food systems ____.

2.2b Higher profits ____.

2.2c More efficient transportation ____.

2.2d Improved marketing channels ____.

2.2e Other mid-tier value chain enhancements ____.

2.3 Total number of stakeholders trained on how to develop or sustain a direct-to-consumer enterprise ____.

2.3a Of those trained, the number that are new/ beginning producers ____.

2.4 Number of strategic plans developed or updated ____.

2.5 Total number of new direct producer-to-consumer market access points established _____. Of those, the number that were:

2.5a Farmers markets ____.

2.5b Roadside stands ____.

2.5c Agritourism ____.

2.5d Grocery stores ____.

2.5e Wholesale markets/buyers ____.

2.5f Restaurants ____.

2.5g Agricultural cooperatives ____.

2.5h Retailers ____.

2.5i Distributors ____.

2.5j Food hubs ____.

2.5k Shared-use kitchens ____.

2.5l School food programs ____.

2.5m Community-supported agriculture (CSAs) ____.

2.5n Other ____.

Outcome 3: Develop the Market for Local/Regional Agricultural Products

3.1 Number of stakeholders that gained technical knowledge about producing, preparing, procuring, and/or accessing local/regional foods _____. Of those, the number that were:

3.1a Farmers markets ____.

3.1b Roadside stands ____.

3.1c Agritourism ____.

3.1d Grocery stores ____.

3.1e Wholesale markets/buyers ____.

3.1f Restaurants ____.

3.1g Agricultural cooperatives ____.

- 3.1h** Retailers ____.
- 3.1i** Distributors ____.
- 3.1j** Food hubs ____.
- 3.1k** Shared-use kitchens ____.
- 3.1l** School food programs ____.
- 3.1m** Community-supported agriculture (CSAs) ____.
- 3.1n** Other ____.

3.2 Total number of delivery systems/market access points that increased engagement with local/regional producers _____. Of those, the number that were:

- 3.2a** Farmers markets ____.
- 3.2b** Roadside stands ____.
- 3.2c** Agritourism ____.
- 3.2d** Grocery stores ____.
- 3.2e** Wholesale markets/buyers ____.
- 3.2f** Restaurants ____.
- 3.2g** Agricultural cooperatives ____.
- 3.2h** Retailers ____.
- 3.2i** Distributors ____.
- 3.2j** Food hubs ____.
- 3.2k** Shared-use kitchens ____.
- 3.2l** School food programs ____.
- 3.2m** Community-supported agriculture (CSAs) ____.
- 3.2n** Other ____.

3.3 Number of new tools/ technologies developed to improve local/regional food processing, distribution, aggregation, or storage ____.

- 3.3a** Number of stakeholders trained to use new tools/technologies ____.

3.4 Number of delivery systems/market access points that reported increased or improved:

- 3.4a** Processing ____.
- 3.4b** Distribution ____.
- 3.4c** Storage ____.
- 3.4d** Aggregation of locally/ regionally produced agricultural products ____.

3.5 Total number of delivery systems/market access points that established and/or expanded local/regional agricultural product or service offerings _____. Of those, the number that were:

- 3.5a** Farmers markets ____.
- 3.5b** Roadside stands ____.
- 3.5c** Agritourism ____.

- 3.5d** Grocery stores ____.
- 3.5e** Wholesale markets/buyers ____.
- 3.5f** Restaurants ____.
- 3.5g** Agricultural cooperatives ____.
- 3.5h** Retailers ____.
- 3.5i** Distributors ____.
- 3.5j** Food hubs ____.
- 3.5k** Shared-use kitchens ____.
- 3.5l** School food programs ____.
- 3.5m** Community-supported agriculture (CSAs) ____.
- 3.5n** Other ____.

3.6 Number of delivery systems/market access points that reported increased:

- 3.6a** Revenue ____.
- 3.6b** Sales ____.
- 3.6c** Cost savings ____.

Outcome 4: Increase Viability of Local/Regional Producers and Processors

- 4.1** Number of producers/processors who gained knowledge about new market opportunities ____.
- 4.2** Number of producer/processors that reported increased engagement with new delivery systems or market access points ____.
- 4.3** Number of producers/processors that implemented new or improved operational methods ____.
- 4.4** Number of value-added agricultural products developed ____.
- 4.5** Number of producers/processors that reported selling new local/regional food products ____.
- 4.5a** Number that reported selling new value-added products ____.
- 4.6** Number of producers/processors that reported a reduction in on-farm food waste through new business opportunities and marketing ____.
- 4.7** Number of producers/ processors that reported increased:
 - 4.7a** Revenue ____.
 - 4.7b** Sales, and/or ____.
 - 4.7c** Cost savings due to local/regional food, operational, and/or value-added product activities ____.
- 4.8** Number of local/regional agricultural jobs ____.
- 4.8a** Created ____.
- 4.8b** Maintained ____.

4.9 Total number of new producers who went into local/regional food production _____. Of those, number who are:

4.9a Beginning farmers/ranchers _____.

4.9c Family farmers/ranchers _____.

4.9d Veteran farmers/ranchers _____.

Outcome 5: Improve Food Safety of Local/Regional Agricultural Products

5.1 Number of stakeholders that gained knowledge about prevention, detection, control, and/or intervention food safety practices, including relevant regulations to mitigate risk (and to improve their ability to comply with the Food Safety Modernization Act (FSMA) and/or meet the standards for aligned third party food safety audits such as Harmonized GAP/GHP) _____.

5.2 Number of stakeholders that:

5.2a Established a food safety plan _____.

5.2b Revised or updated their food safety plan _____.

5.3 Number of specialty crop stakeholders who implemented new/improved prevention, detection, control, and intervention practices, tools, or technologies to mitigate food safety risks (and/or to improve their ability to comply with the Food Safety Modernization Act (FSMA) and/or meet the standards for aligned third party food safety audits such as Harmonized GAP/GHP) _____.

5.4 Number of prevention, detection, control, or intervention practices developed or enhanced to mitigate food safety risks _____.

5.5 Number of stakeholders that used these grant funds to:

5.5a Purchase _____.

5.5b Upgrade food safety equipment _____.

Outcome 6: Increase Consumption and Consumer Purchasing of Local/Regional Agricultural Products

6.1 Total number of consumers who gained knowledge about local/regional agricultural products _____. Of those, the number of:

6.1a Adults _____.

6.1b Children _____.

6.2 Total number of consumers who purchased more local/regional agricultural products _____. Of those, the number of:

6.2a Adults _____.

6.2b Children _____.

6.3 Number of additional local/regional agricultural product customers counted _____.

6.4 Number of additional business transactions executed for local/regional agricultural products _____.

6.5 Increased sales measured in:

6.5a Dollars ____.

6.5b Percent change ____.

6.5c Combination of volume and average price as a result of enhanced marketing activities ____.

As of May 2026

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