



FMLFPP PERFORMANCE MEASURES DATA COLLECTION GUIDE



All applicants must identify at least one outcome and indicator from the list below that will be addressed through their grant projects. Applicants will need to establish baseline numbers and/or estimate realistic target numbers for the outcome(s) and indicator(s) they select. Below are outcomes and indicators and some guidelines on how to collect data on the outcomes and indicators.

OUTCOME 1: DEVELOP BUSINESS PLANS AND FEASIBILITY STUDIES

Indicator 1.1: Number of feasibility studies conducted ____.



Data on feasibility studies can be collected by establishing counts of the number of studies conducted within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant.

Indicator 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: Supply chain gaps ____.
- 1.2e: Partnership opportunities ____.
- 1.2f: Other identified needs ____.



Data on 1.2a-1.2f can be collected by tracking the required data throughout the progression of the needs assessment or feasibility study.

Indicator 1.3: Number of projects

- 1.3a: Deemed viable after conducting feasibility study ____.
- 1.3b: Deemed not viable after conducting feasibility study ____.



Data for 1.3a-1.3b can be collected by counting the number of viable/non-viable projects upon conclusion of feasibility studies.

Indicator 1.4: Number of business development plans created ____.



Data on the number of business development plans created can be collected by counting the number of plans developed within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant.

OUTCOME 2: FACILITATE REGIONAL FOOD CHAIN COORDINATION AND INCREASE CAPACITY OF DIRECT-TO-CONSUMER ENTITIES

Indicator 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.) ____.



Data on partnerships established can be collected by counting the number of partnerships formed informally (noting in-person handshake agreements and partnerships formed via phone, email, etc.), and formally (noting number of MOU's or contracts signed).

Indicator 2.2: Total number of partnerships and collaborations identified in 2.1 and reported for indicators 2.2a through 2.2e

- 2.2a: Expanded/improved regional food systems ____.
- 2.2b: Higher profits ____.
- 2.2c: More efficient transportation ____.
- 2.2d: Improved marketing channels ____.
- 2.2e: And/or other mid-tier value chain enhancements ____.



Data on 2.2a-2.2e can be collected from relevant partners formed after receiving services supported by the grant. Stakeholders should establish baselines of the required metrics prior to the establishment of the partnership and/or collaborations, noting whether an increase or decrease of that metric occurred. Item 2.2b can be reported on a “per-constituent” level (i.e., if two partners in one partnership both experience higher profits, they can both be counted under this sub-indicator). Items 2.2a and 2.2c-2.2e should be reported on a

partnership level (i.e., the resulting improved metric is reported on a per-partnership basis, rather than each constituent within a partnership reporting separately). Improvement can be measured by increased volume and/or capacity to move volume, increased speed, waste reduction, decreased distance between point of production and point of sale, decreased time spent, higher quality technology/infrastructure, etc. Efficiency can be measured by evaluating the ratio of inputs (labor, time, resources, etc.) to outputs (product).

Indicator 2.3: Total number of stakeholders trained to develop or sustain a direct-to-consumer enterprise

- 2.3a: That are new/beginning producers ____.



Data on the number of stakeholders trained to develop or sustain a direct-to-consumer enterprise can be collected by determining how many received technical assistance, attended training or educational programs within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant. The total number of attendees can be collected from sign-in sheets, online registrations, completion of pre/post- educational surveys, etc.

Indicator 2.4: Number of strategic plans developed or updated ____.



Data on number of strategic plans developed can be collected by counting the number of plans developed within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant.

Indicator 2.5: Total number of new direct producer-to-consumer market access points established for indicators 2.5a through 2.5n

- 2.5a: Farmers Markets ____.
- 2.5b: Roadside stands ____.
- 2.5c: Agritourism ____.
- 2.5d: Grocery stores ____.
- 2.5e: Wholesale market/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 ____.



Data on number of new direct producer-to-consumer market access points can be collected by determining how many have been established within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant.

OUTCOME 3: DEVELOP THE MARKET FOR LOCAL/REGIONAL AGRICULTURAL PRODUCTS

Indicator 3.1: Number of Stakeholders that gained technical knowledge about producing, preparing, procuring, and/or accessing local/regional foods for indicators 3.1a through 3.1n

- 3.1a: Farmers markets ____.
- 3.1b: Roadside stands ____.
- 3.1c: Agritourism ____.
- 3.1d: Grocery stores ____.
- 3.1e: Wholesale market/ 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 ____.



Methods for measuring the number of delivery systems/market access points that gained knowledge about how to procure or access local foods will vary depending on recipient activities and types of stakeholders engaged. The [Data Collection Considerations section](#) outlines methods for measuring knowledge gained through surveys, separate studies, measuring digital traffic, and tracking transactions and/or returning customers. Recipients who are required to collect this data will identify an appropriate method for establishing baseline numbers and updated knowledge-related data to report on this indicator.

Indicator 3.2: Total number of delivery systems/ market access points that increased engagement with local/regional producers for indicators 3.2a through 3.2n

- 3.2a: Farmers markets ____.
- 3.2b: Roadside stands ____.
- 3.2c: Agritourism ____.
- 3.2d: Grocery stores ____.
- 3.2e: Wholesale market/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 ____.



Methods to measure engagement with local/regional producers will vary depending on recipient activities and types of stakeholders engaged. The [Data Collection Considerations section](#) outlines methods for measuring increased engagement through surveys, separate studies, measuring digital traffic, and tracking transactions and/or returning customers, etc. Recipients who are required to collect this data will identify an appropriate method for establishing baseline numbers and updated engagement-related data to report on this indicator.

Indicator 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 ____.



Data on 3.3-3.3a can be collected by counting the number of developed food processing, distribution, aggregation, storage tools/ technologies, and stakeholders that completed training courses, programs, etc. to use these new tools/technologies within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant.

Indicator 3.4: Number of delivery systems/market access points that reported increased or improved in indicators 3.4a through 3.4d

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



Data on the number of strategic plans developed can be collected by counting the plans developed within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant.

Indicator 3.5: Total number of delivery systems/ market access points that established and/or expanded local/regional agricultural product or service offerings for indicators 3.5a through 3.5n

- 3.5a: Farmers markets ____.
- 3.5b: Roadside stands ____.
- 3.5c: Agritourism ____.
- 3.5d: Grocery stores ____.
- 3.5e: Wholesale market/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 ____.



Data on expanded product or service offerings can be collected by establishing baseline numbers for product or service line offerings at the beginning of the grant period and tracking product line expansion within the organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant.

Indicator 3.6: Number of delivery systems/market access points that reported increases in categories 3.6a through 3.6c

- 3.6a: Revenue ____.
- 3.6b: Sales, and/or ____.
- 3.6c: Cost savings ____.



Data on 3.6a-3.6c can be collected by establishing baseline numbers for the required data at the beginning of the grant period, noting if there was an increase in any of the metrics within the organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant. Sales and revenue data can be tracked by noting changes in dollar amounts, percentages, or a combination of volume and average price.

OUTCOME 4: INCREASE VIABILITY OF LOCAL/REGIONAL PRODUCERS AND PROCESSORS

Indicator 4.1: Number of producers/processors who gained knowledge about new market opportunities ____.



Measuring the number of producers/ processors who gained knowledge about new market opportunities will vary depending on recipient activities and types of stakeholders engaged. The [Data Collection Considerations section](#) outlines methods for measuring knowledge gained through surveys, separate studies, measuring digital traffic, and tracking transactions and/or returning customers. Recipients who are required to collect this data will identify an appropriate method for establishing baseline and updated knowledge-related data to report on this indicator.

Indicator 4.2: Number of producer/processors that reported increased engagement with new delivery systems or market access points ____.



Methods for measuring engagement with delivery systems/ access points will vary depending on recipient activities and types of stakeholders engaged. The [Data Collection Considerations section](#) outlines methods for measuring increased engagement through surveys, separate studies, measuring digital traffic, and tracking transactions and/or returning customers. Recipients who are required to collect this data will identify an appropriate method for establishing baseline and updated engagement-related data to report on this indicator.

Indicator 4.3: Number of producers/processors that implemented new or improved operational methods ____.



Data on number of producers/processors that implemented new/improved production or processing methods can be collected by tallying the number of new methods established within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant. Improvement can be measured using increased volume and/or capacity, increased efficiency, evaluating the ratio of inputs (labor, time, resources, etc.) to outputs/product (speed, waste reduction, decrease time spent, etc., and other relevant metrics).

Indicator 4.4: Number of value-added agricultural products developed ____.



Data on developed value-added agricultural products can be collected by calculating the number of value-added products developed within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported

Indicator 4.5: Number of producers/processors that reported selling new local/regional food products

- 4.5a: Number that reported selling new value-added products ____.



Data on developing and selling new local/regional food products and/or new value-added products can be collected by noting expansion of product lines. This includes new local/regional and value-added products within an organization, developed in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant.

Indicator 4.6: Number of producers/processors that reported a reduction in on-farm food waste through new business opportunities and marketing ____.



Data on food waste can be collected by establishing baselines of on-farm food waste and noting whether there was a decrease in waste within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant of product lines to include new local/regional and value-added products within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant.

Indicator 4.7: Number of producers/ processors that reported increased

- 4.7a: Revenue ____.
- 4.7b: Sales ____.
- 4.7c: Cost savings due to local/regional food, operational, and/or value-added product activities ____.



Data on indicators 4.7a-4.7c can be collected by establishing baselines of the required data at the beginning of the grant period and noting if there was an increase in any of the metrics within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant. Sales and revenue data can be tracked by noting changes in dollar amounts, percentages, or a combination of volume and average price. Producers/processors are not required to report a numeric value. Reluctance to share financial data should not impact this reporting requirement.

Indicator 4.8: Number of local/regional agricultural jobs

- 4.8a: Created ____.
- 4.8b: Maintained ____.



Data on local/regional agricultural jobs created or maintained can be collected by establishing baselines of the number of jobs at the beginning of the grant period. Growth (or maintenance) can be discerned by monitoring local/regional agricultural job numbers after receiving services supported by the grant. Local/regional agricultural jobs should be monitored through the organizations' payroll. Stakeholders should

refer to the [definition of jobs](#), which discerns between “created” and “maintained,” to accurately report this data. Recipients can determine jobs according to the number of full-time employees (FTEs) within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations. FTEs can be calculated based on the average number of hours worked by an FTE per year or per month, depending on what is most appropriate for a recipient’s project (For example: if a recipient employs mostly seasonal workers or has subrecipients that only participate in the project or report on project involvement for a certain number of months, they may choose to calculate FTEs per month.). See below for suggested calculation options.

Calculating FTEs per year

Generally, 2,080 FTE hours per year is standard. However, recipients can refer to state/local policy codes to estimate standard FTE hours.

Step 1: Determine number of labor hours resulting from project activities for the year. **Step 2:** Divide result of step 1 by the total standard FTE count of hours per year.

Calculating FTEs per month

Step 1: Determine the number of FTEs who work 30+ hours per week, per month, during the measurement period.

Step 2: Determine the total part-time and seasonal hours worked per week, per month, during the previous year and divide by 120.

Step 3: Add up the subtotal in steps 1 and 2, then divide by 12 to calculate the number of FTEs.

Indicator 4.9: Total number of new producers, in 4.9a and 4.9b, who went into local/regional food production

- 4.9a beginning farmers/ranchers ____.
- 4.9b veteran farmers/ranchers ____.



Data on new producers who went into local/ regional food production can be collected from producers that began offering local/regional products after receiving services supported by the grant. Recipients should note at the beginning of the grant period which non-local/regional food producers were targeted to expand their crop offerings to include local/regional food.

OUTCOME 5: IMPROVE FOOD SAFETY OF LOCAL/REGIONAL AGRICULTURAL PRODUCTS

Indicator 5.1: Number of stakeholders that gained knowledge about prevention, detection, control, and/or intervention food safety practices, including relevant regulations to mitigate risk, 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 ____.



Measuring the number of stakeholders that gained knowledge about prevention, detection, control, and intervention food safety practices will vary depending on recipient activities and types of stakeholders engaged. The [Data Collection Considerations section](#) outlines methods for measuring knowledge gained through surveys, separate studies, measuring digital traffic, and tracking transactions and/or returning customers. Recipients who are required to collect this data will identify an appropriate method for establishing baseline and updated knowledge-related data to report on this indicator. Note that recipients should not double-count between those who gained knowledge through diverse mediums, those who received food safety certifications (recommended indicator 5.4), and those formally trained (recommended indicator 5.3).

Indicator 5.2: Number of stakeholders that

- 5.2a: Established a food safety plan ____.
- 5.2b: Revised or updated their food safety plan ____.



Data on stakeholders that adopted best practices, technologies, or innovations can be collected by determining the number of stakeholders that incorporated a new best practice, technology or innovation within their new or existing pest and disease control processes after receiving services supported by the grant.

Indicator 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 ____.



Data on stakeholders trained in early detection and rapid response can be collected by determining the number of stakeholders that completed training programs, courses, etc. within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant. Recipients reporting on this indicator should not double-count between stakeholders who gained knowledge (recommended indicator 5.1). Stakeholders trained in third-party food safety certifications can serve as an appropriate proxy. Data on third-party food safety certifications can be collected at the beginning of the grant period of stakeholder food safety certifications by establishing baseline totals and noting whether growth or maintenance occurs consistent with estimates and grant program activities.

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



Data on the development of new tools or strategies is available directly from the stakeholder directing development.

Indicator 5.5: Number of stakeholders that used these grant funds to

- 5.5a: Purchase food safety equipment ____.
- 5.5b: Upgrade food safety equipment ____.



Data on number of stakeholders who purchased or upgraded food safety equipment can be collected by counting the equipment purchases and upgrades made by stakeholders after receiving services supported by the grant.

OUTCOME 6: INCREASE CONSUMPTION AND CONSUMER PURCHASING OF LOCAL/REGIONAL AGRICULTURAL PRODUCTS

Indicator 6.1: Total number of adults and children who gained knowledge about local/regional agricultural products

- 6.1a: Adults ____.
- 6.1b: Children ____.



Methods to document the number of consumers— adults and children— who gained knowledge about local/regional agricultural products will vary depending on recipient activities and types of stakeholders engaged. The [Data Collection Considerations section](#) outlines methods for measuring knowledge gained through surveys, separate studies, measuring digital traffic, and tracking transactions and/or returning customers. Recipients who are required to collect this data will identify an appropriate method for establishing baseline and updated knowledge-related data to report on this indicator.

Indicator 6.2: Total number of adults and children who purchased more local/regional agricultural products ____.

- 6.2a: Adults ____.
- 6.2b: Children ____.



Methods to document the number of adults and children who consumed more local/regional agricultural products will vary depending on recipient activities and types of stakeholders engaged. The [Data Collection Considerations section](#) outlines methods for measuring consumption changes through surveys, separate studies, measuring digital traffic, and tracking transactions and/or returning customers. Recipients who are required to collect this data will identify an appropriate method for establishing baseline and updated consumption-related data to report on this indicator.

Indicator 6.3: Number of additional local/regional agricultural product customers counted ____.



Data on the number of additional local/regional agricultural product customers can be collected by establishing customer “head count” baselines at the beginning of the grant period and noting whether growth occurs consistent with estimates and grant program activities.

Indicator 6.4: Number of additional business transactions executed for local/regional agricultural products ____.



Data on the number of additional local/regional agricultural product transactions can be collected by establishing transaction count baselines at the beginning of the grant period and noting whether growth occurs consistent with estimates and grant program activities. Recipients might also track average price per transaction, to ensure that overall consumption is increasing, rather than just more frequent, smaller transactions. Business transactions encompass both online and in-person transactions.

Indicator 6.5: Increased sales measured in

- 6.5a Dollars ____.
- 6.5b Percent change ____.
- 6.5c Combination of volume and average price resulting from enhanced marketing activities ____.



Sales data can be tracked by noting changes in dollar amount, percentage, or a combination of volume and average price. Data on increased sales can be collected from relevant producers or other stakeholders engaged by the grant recipient as part of the established project.

Recipients should compare baseline sales to sales data after their marketing campaign is concluded. Recipients can encourage producers or other stakeholders to share sales data in the following ways:

Education: Educate producers on how their data is being used, the purpose of the data collection, importance of data collection, etc.

Transparency: Increase transparency using clear, easy to understand contracts, data-use agreements, etc. Ensure producers/stakeholders fully understand the contract prior to signing.

Trust: Build trust with producers/stakeholders by highlighting shared core values, interests, commitments to common causes and the mutual benefits of sharing information (show direct, tangible benefits to producers, such as financial sustainability, training, etc.).

Other best practices: If possible, recipients can develop privacy policies to keep producer/stakeholder identities anonymous. AMS should work with recipients to facilitate trust building and educate recipients on how sales data is used by AMS.

DATA COLLECTION CONSIDERATIONS

The recommended data collection strategies assume that projects will determine a valid proxy for number of people reached and the number of people who demonstrated behavior changes based on outreach or marketing activities. AMS must acknowledge that many outreach or marketing activities rely on estimates to determine reach and behavior changes, especially impact of on-air methods.

AMS must review proposed proxies and methods for estimation as a part of the grant application process. AMS should help projects identify which knowledge and behavior change indicators are relevant to proposed activities, and require projects to identify what data they will use to report number of people reached and changes in stakeholder behavior.

ESTIMATING NUMBER OF PEOPLE REACHED

IN-PERSON AUDIENCE (E.G. EDUCATIONAL WORKSHOPS, PRESENTATIONS, CONFERENCES, ETC.)

Projects can estimate reach for in-person audiences by tracking attendees via sign-in sheets, digital registrations, RSVPs, completion of pre-event surveys, etc.

DIGITAL PLATFORMS (E.G. SOCIAL MEDIA SITES, WEBSITES, BLOGS, ETC.)

Projects can estimate reach of digital platforms by tracking unique browser websites visits, subscribers, clicks, views, shares, reads, etc. This digital engagement can be analyzed via free web analytics tools such as Google Analytics and Facebook for Business. For outreach through online radio/TV/podcasts, projects can track streams through websites and applications.

ON-AIR METHODS (E.G. RADIO, TV, ETC.)

Projects can estimate reach of on-air methods by relying on station/studio estimates of reach, and/or the average number of listeners/viewers the station has for the day and time the outreach airs. Audiences can be more selectively targeted according to geographic location and the station format (e.g., a pop radio station will target younger populations than a public radio station). Methods for increasing reach include advertising over longer periods of time and multiple times a day, using short-duration commercials, and using a variety of stations/methods. Projects have the option to invest in media planning software tools that help estimate reach based on information such as advertising type, launch location, rating/popularity of radio/TV etc.

PRINT METHODS (E.G., NEWSPAPER, MAGAZINE, PRINT ADS, ETC.)

Projects can estimate the reach of print methods by looking at the geographic coverage areas and associated populations, newspaper/magazine ratings/subscribers/average number of readers/etc. Other print methods, such as print ads and infographics, can be estimated through methods such as number of households receiving the outreach, Quick Response (QR) codes, average number of people exposed to the print ad location, or number of outreach handouts taken at a farmers market or other access points. Projects have the option to invest in media planning software tools to help estimate based on information such as advertising type, launch location, rating/popularity of magazine/newspaper, etc.

ESTIMATING BEHAVIOR CHANGE

Methods used by projects to measure if stakeholders demonstrated desired behavior changes will vary depending on the type of outreach or marketing activity and the intended impact of that activity. Some strategies are listed below. Projects may need to estimate behavior change as a percentage of overall audience reached based on data collected via the methods below, or other data collection methods.

SURVEYS

For in-person audiences, pre- and post- surveys should be conducted either during the in-person event or via email, phone, or other method after. Where appropriate, such as for measuring consumption changes and increased engagement with producers/access points, projects should follow up with surveys after the event to allow time for respondents to change their behavior. In-person surveys can also be useful to census consumers at market access points, when feasible. Digital, on-air, or print outreach can direct audiences to unique website addresses, QR codes, phone numbers, etc. to track the number of individuals gaining knowledge or acting on knowledge. Projects can incentivize participation in surveys through promotions, coupons, discounts, etc. as appropriate and allowable.

STUDIES

Projects can measure the impact of their outreach method and message on all behavior change indicators through marketing studies. Study examples may include surveying test audiences, comparing sales, consumption, or other desired metric in the locations where the outreach campaign was launched vs. similar demographic locations where the outreach campaign was not launched, etc. Once the effect on behavior has been measured, projects can estimate impact based on a percentage of overall audience reached.

MEASURING DIGITAL TRAFFIC

Projects can track clicks to an article/website and time spent reviewing the digital content of interest with the tracking methods outlined under the digital platforms section above. Projects can track the number of viewers that stay on a website/article for the estimated article reading time to approximate engagement with specific content. Additionally, tracking clicks and traffic to online points of sale can provide insight into the relationship between digital content and impact on sales/consumption.

TRANSACTIONS

Outreach targeting consumption should direct consumers to online, phone, in-person, or other mediums where projects can track transactions, number of conversions from shopper to buyer, average purchase amounts, number of orders added to online shopping carts, etc. Outreach can direct consumers using unique website addresses, phone numbers, QR codes, etc. that can only be attributed to the outreach method to estimate impact. Projects can additionally compare consumption before and after an outreach campaign is launched to estimate efficacy. Sales receipt questionnaires can be used by projects in brick-and-mortar stores to track consumers that engaged with the outreach method.

RETURNING VISITORS

Projects can track returning online visitors to websites, social media posts, store locators (to estimate in-person visitors), or other online location promoted through the outreach via unique browser visits, as outlined under the digital platform section above. For in-person visitors, projects can track visits to markets, farms, or other locations through sign-in sheets, online registrations, etc. In-person tracking methods should ask how the visitor heard of the location to measure engagement with the outreach method. Projects can also compare website traffic and in-person visits before and after an outreach campaign is launched to estimate impact.

DEFINITIONS

ADDITIONAL

Added, extra, or supplementary to what is already present or available. Intended for projects to measure “additional” via estimating a baseline and note if an increase occurred as a result of grant activities.

ADULT

Person 18 years or older.

BEST PRACTICE

A procedure that has been shown by research and experience to produce optimal results and that is established or proposed as a standard suitable for widespread adoption.

CHILD

Person under the age of 18.

COLLABORATION

Cooperation with a person or an organization unaffiliated with the applicant in the conduct of the project and is not immediately connected to the management of the project.

CONSUMER

An individual who ingests or uses an industry-related product, including buying in bulk.

CONSUMPTION

The ingestion or use of an industry-related product, including buying in bulk.

FOOD SAFETY PLAN

Provides a systematic approach to the identification of food safety hazards that must be controlled to prevent or minimize the likelihood of foodborne illness or injury. Plans should be updated on the most up-to-date food safety and/or other market access prerequisites.

INTEGRATED PEST MANAGEMENT

An effective and environmentally sensitive approach to pest management that uses current, comprehensive information on the life cycles of pests and their interaction with the environment combined with available pest control methods to manage pest damage by the most economical means, and with the least possible hazard to people, property, and the environment.

INTERVENTION PRACTICES

Involves the addition of control measures into a process to reduce, and ultimately, prevent or eliminate food safety risks. Intervention practices should include updating strategies according to on the most up-to-date food safety/other market access prerequisites.

JOBS

Refers to a paid position of regular employment (including seasonal workers) directly aligned to the agricultural industry. Does not apply to grant administrative positions or positions contingent on grant funding. Projects can count jobs according to the number of full-time employees (FTEs) within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations. FTEs can be calculated based on the average number of hours worked

by an FTE per year or per month, depending on what's most appropriate for a project (e.g., if a recipient employs mostly seasonal workers or has subrecipients that only participate in the project or report on project involvement for a certain number of months, they may choose to calculate FTEs per month). See below for suggested calculation options.

- **Calculating FTEs per year:** Generally, 2,080 hours per year is standard; however, recipients can refer to state/local policy codes to approximate standard FTE hours.
 - Step 1: Determine number of labor hours resulting from project activities for the year
 - Step 2: Divide the result of step 1 by the total standard FTE count of hours per year
- **Calculating FTEs per month:**
 - Step 1: Determine the number of FTEs who work 30+ hours per week per month during the measurement period
 - Step 2: Determine the total part-time and seasonal hours worked per week per month during the previous year and divide by 120
 - Step 3: Add up the subtotal in steps 1 and 2, then divide by 12 to determine the number of FTEs
- **Jobs “Created”:** Refers to a new position developed as a result of grant activities that is not contingent on grant funding.
- **Jobs “Maintained”:** Refers to jobs sustained as a result of grant activities, despite adverse seasons (such as an economic recession, etc.). Jobs “maintained” are also not contingent on grant funding.

MARKETING

Promotion with the goal of increasing buyer engagement, sales, etc.

NEW

Unique; used, implemented, or acquired by an organization for the first time; new to the industry or existing but newly applied to an organization, stakeholder, or other project-related entity.

OUTREACH

Promotional activities or communications related to education, knowledge sharing, etc.

PROJECT

A project is a set of interrelated tasks with a cohesive, distinct, specified, and defined goal. It follows a planned, organized approach over a fixed period of time and within specific limitations (cost, performance/quality, etc.). Additionally, a project uses resources that are specifically allocated to the work of the project and usually involves a team of people.

SUSTAINABILITY BEST PRACTICES

A procedure that has been shown by research and experience to produce optimal results and that is established or proposed as a standard suitable for widespread adoption that focuses on water, soil, biodiversity, reduced inputs, food waste reduction, and other uses. For further reference, NRCS defines best management practices to include soil and water conservation practices, other management techniques, and social actions that are developed for a particular region as effective and practical tools for environmental protection.

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<https://www.usda.gov/non-discrimination-statement>

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