

Federal State Marketing Improvement 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 FY2023 grant application cycle.

Outcome 1: Increase Access to Expand Production and Distribution

1.1 Number of stakeholders that gained technical knowledge about producing, preparing, procuring, more efficient and effective distribution systems and/or accessing products ____.

1.2 Number of stakeholders that reported producing, preparing, procuring, distributing and/or accessing more products ____.

1.3 Number of stakeholders that adopted best practices or new technologies to improve production/distribution systems ____.

1.4 Total number of partnerships established between producers, distributors, and/or other relevant intermediaries related to improving distribution systems ____.

1.5 Total number of new/improved production/distribution systems developed _____. Of those, the number that:

1.5a Stemmed from new partnerships ____.

1.5b Increased efficiency ____.

1.5c Reduced costs, increased grower participation ____.

1.5d Expanded customer reach ____.

1.5e Increased online presence ____.

1.6 Total number of new individuals who went into production/distribution _____. Of those, the number who are:

1.6a beginning farmers or ranchers ____.

1.6b Number of related jobs created and maintained ____.

1.7 Number of producers/distributors that reported increased revenue, sales, and/or cost savings ____.

1.8 Number of producers/distributors who increased production to meet increased demand ____.

Outcome 2: Increase Viability of Food Processors

- 2.1** Number of processors who gained knowledge about new market opportunities ____.
- 2.1a** Number of processors that implemented new or improved operational methods ____.
- 2.2** Number of processors that reported increased engagement with new delivery systems or market access points ____.
- 2.3** Number of processors that reported selling new local/regional food products ____.
- 2.3a** Number that reported selling new value-added products ____.
- 2.4** Number of processors that reported a reduction in on-farm food waste through new business opportunities ____.
- 2.5** Total number of new producers who went into local/regional food production ____.
Of those, the number who are:
- 2.5a** Beginning farmers/ranchers ____.
- 2.5b** Veteran farmers/ranchers ____.

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

- 3.1** Number of businesses that gained knowledge about product processing development or business improvement methods ____.
- 3.2** Number of businesses that implemented new or modified processing methods ____.
- 3.3** Number of businesses that expanded their existing product line and number of businesses that began processing new products ____.
- 3.4** Number of products created or enhanced, and number of related jobs created or maintained ____.

Outcome 4: Enhance the Competitiveness of Marketing through more Sustainable, Diverse, and Resilient Systems Indicators

- 4.1** Number of new or improved innovation models (biological, economic, business, management, etc.), technologies, networks, products, processes, etc. developed for entities including producers, processors, distributors, etc. ____.
- 4.2** Number of delivery systems/market access points that reported increased or improved processing, distribution and storage ____.
- 4.3** Number of those that aggregate locally or regionally produced agricultural products ____.
- 4.4** Number of delivery systems/market access points that reported increased revenue, sales, and/or cost savings ____.

Outcome 5: Expand Product Development and Market Research

5.1 Number of expanded markets that increased sales and processing opportunities ____.

5.2 Number of methods and designs used for products ____.

5.3 Number of new and innovative end-uses for products ____.

Outcome 6: Develop New Market Opportunities for Regional Producers/Processors

6.1 Number of collaborators established between producers and processors and market access points ____.

6.1a Of those, the number formalized with written agreements (i.e., MOU's, signed contracts, etc.) ____.

6.1b Of those, the number that reported high profits, increased access to institutional consumers and other mid-tier value chain enhancements (such as improved capacity to transport products to market) ____.

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