



SCBGP & SCMP PERFORMANCE MEASURES DATA COLLECTION GUIDE



All Specialty Crop Block Grant Program (SCBGP) and Specialty Crop Multi-State Program (SCMP) applicants must select at least one outcome and indicator/subindicator that will be addressed through their grant project within the project's period of performance. Marketing projects must select at least one Outcome 1 indicator. All projects must establish baseline numbers and/or estimate realistic target numbers for the selected indicator. The following is a list of outcomes and indicators with tips for data collection.

OUTCOME 1: INCREASING CONSUMPTION AND CONSUMER PURCHASING OF SPECIALTY CROPS

INDICATOR 1.1: TOTAL NUMBER OF CONSUMERS WHO GAINED KNOWLEDGE ABOUT SPECIALTY CROPS ____.

Of those, the number of

- 1.1a: Adults ____.
- 1.1b: Children ____.



The [Data Collection Considerations section](#) offers methods for measuring knowledge gained through surveys, separate studies, measuring digital traffic, and tracking transactions and/or returning customers. Projects will identify a method to establish a baseline and measure increased knowledge.

INDICATOR 1.2: TOTAL NUMBER OF CONSUMERS WHO CONSUMED MORE SPECIALTY CROPS ____.

- 1.2a: Adults ____.
- 1.2b: Children ____.



The [Data Collection Considerations section](#) offers methods for measuring consumption changes through surveys, separate studies, measuring digital traffic, and tracking transactions and/or returning customers. Projects will identify a method to establish a baseline and measure increased consumption.

INDICATOR 1.3: NUMBER OF ADDITIONAL SPECIALTY CROP CUSTOMERS COUNTED ____.



Data on the number of additional specialty crop customers can be collected by establishing customer “head count” baselines at the beginning of the grant period and noting if growth occurs consistent with estimates and project activities.

INDICATOR 1.4: NUMBER OF ADDITIONAL BUSINESS TRANSACTIONS EXECUTED ____.



Data on the number of additional specialty crop transactions can be collected by establishing transaction count baselines at the beginning of the grant period and noting if growth occurs consistent with estimates and project activities. Projects might also track the average price per transaction to ensure that total consumption is increasing, rather than more frequent, smaller transactions. Business transactions include both online and in-person transactions.

INDICATOR 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 ____.



Data on increased sales can be collected from relevant producers or other stakeholders engaged by the project. Projects should compare baseline sales to sales data following their marketing campaign. Projects can encourage producers or other stakeholders to share sales data in the following ways:

Education

Educate producers on how their data are used, the purpose of the data collection, importance of data collection, etc.

Transparency

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

Trust

Build trust with producers or other 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, projects can develop privacy policies to keep producer/stakeholder identities anonymous. AMS should work with projects to facilitate trust building and educate participants on how AMS uses sales data.

OUTCOME 2: INCREASING ACCESS TO SPECIALTY CROPS AND EXPANDING SPECIALTY CROP PRODUCTION AND DISTRIBUTION

INDICATOR 2.1: NUMBER OF STAKEHOLDERS WHO GAINED TECHNICAL KNOWLEDGE ABOUT PRODUCING, PREPARING, PROCURING, AND/OR ACCESSING SPECIALTY CROPS ____.



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. Projects will identify a method to establish a baseline and measure technical knowledge gained by stakeholders.

INDICATOR 2.2: NUMBER OF STAKEHOLDERS WHO REPORTED PRODUCING, PREPARING, PROCURING, AND/ OR ACCESSING MORE SPECIALTY CROPS ____.



The [Data Collection Considerations section](#) outlines methods for measuring these metrics through surveys, separate studies, measuring digital traffic, and tracking transactions and/or returning customers. Projects will identify a method for establishing baseline and updated data to report on this indicator.

INDICATOR 2.3: TOTAL NUMBER OF MARKET ACCESS POINTS FOR SPECIALTY CROPS DEVELOPED OR EXPANDED ____.

Of those,

- 2.3a: The number of new online portals created to sell specialty crops ____.
- 2.3b: The number with expanded seasonal availability ____.
- 2.3c: The number of existing market access points that expanded specialty crop offerings ____.
- 2.3d: The number of new market access points that established specialty crop offerings ____.



Data on indicators 2.3-2.3d can be collected by establishing baselines at the beginning of the grant period and tracking if growth occurred consistent with project activities. For 2.3d, projects should note at the beginning of the grant period which access points were without established specialty crop offerings and, therefore, targeted to expand their specialty crop product line.

INDICATOR 2.4: NUMBER OF STAKEHOLDERS WHO GAINED KNOWLEDGE ABOUT MORE EFFICIENT AND EFFECTIVE DISTRIBUTION SYSTEMS ____.



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. Projects will identify a method to establish a baseline and measure knowledge gained by stakeholders.

INDICATOR 2.5: NUMBER OF STAKEHOLDERS WHO ADOPTED BEST PRACTICES OR NEW TECHNOLOGIES TO IMPROVE DISTRIBUTION SYSTEMS ____.



Data on the number of stakeholders who adopted best practices or new technologies to improve distribution systems can be collected by counting the number of producers, processors, distributors, or other stakeholders who adopted these practices and technologies within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations as a result of the grant. 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.

INDICATOR 2.6: TOTAL NUMBER OF PARTNERSHIPS ESTABLISHED BETWEEN PRODUCERS, DISTRIBUTORS, AND/OR OTHER RELEVANT INTERMEDIARIES RELATED TO DISTRIBUTION SYSTEMS ____.



- 2.6a: Of those established, 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 MOUs or contracts signed).

INDICATOR 2.7: TOTAL NUMBER OF NEW/IMPROVED DISTRIBUTION SYSTEMS DEVELOPED ____.

Of those, the number that

- 2.7a: Stemmed from new partnerships ____.
- 2.7b: Increased efficiency ____.
- 2.7c: Reduced costs ____.
- 2.7d: Increased specialty crop grower participation ____.
- 2.7e: Expanded customer reach ____.
- 2.7f: Increased online presence ____.



Data for indicators 2.7a-2.7f can be collected by establishing baselines of the metrics prior to the establishment of new or improved distribution models, channels, or networks at the beginning of the grant period and noting whether an increase or decrease occurred in that metric as a result of project activities.

2.7a Systems stemming from new partnerships can be measured by tracking which partnerships resulted in new or improved distribution systems as a result of the grant.

2.7b Efficiency can be measured by evaluating the ratio of inputs (labor, time, resources, etc.) to outputs (product), speed, waste reduction, capacity to move volume, decreased distance between point of production and point of sale, decreased time spent, etc.

2.7c Reduction in costs can be determined by comparing distribution costs prior to project involvement with those after implementing a new or improved system, model, or network.

2.7d Specialty crop grower participation can be measured by comparing the number of growers in the distribution system(s) prior to the project with the number after new or improved systems were developed.

2.7e Expanded customer reach can be measured by noting the number of customers or markets (virtual or physical) engaged within distribution systems and comparing if growth occurred.

2.7f Online presence can be measured by counting the number of websites, social media platforms, frequency of social media posts, online blogs, web articles, etc.

INDICATOR 2.8: NUMBER OF SPECIALTY CROP-RELATED JOBS

- 2.8a: Created ____.
- 2.8b: Maintained ____.



Data on specialty crop-related 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) of specialty crop-related jobs can be measured through organizations' payroll as a result of the grant. Note the [definition of jobs](#) 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 by the average number of hours worked by an FTE per year or per month, depending on what is most appropriate for a project (e.g., if a recipient employs seasonal workers or has subrecipients that only participate for a few months, they may choose to calculate FTEs per month). See below for suggested calculation options.

Calculating FTEs per year

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 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 calculate the number of FTEs.

INDICATOR 2.9: TOTAL NUMBER OF NEW INDIVIDUALS WHO ENTERED SPECIALTY CROP PRODUCTION AS A RESULT OF MARKETING ____.

Of those, the number who are

- 2.9a: Beginning farmers or ranchers ____.
- 2.9b: First time specialty crop producers ____.



Data on the number of additional specialty crop producers can be collected by establishing individual producer "head count" baselines at the beginning of the grant period and noting if growth occurs consistent with estimates and project activities.

INDICATOR 2.10: NUMBER OF MARKET ACCESS POINTS THAT REPORTED INCREASED

- 2.10a: Revenue ____.
- 2.10b: Sales ____.
- 2.10c: Cost-savings ____.



Data on indicators 2.10a-2.10c measuring the number of market access points can be collected by establishing baselines at the beginning of the grant period and noting if there was an increase in any of the metrics consistent with estimates and project activities. Sales and revenue data can be tracked by noting changes in dollar amounts, percentages, or a combination of volume and average price of specialty crop goods. Businesses may only report if the metric increased, not the dollar value. Reluctance to share financial data should not impact this reporting requirement.

OUTCOME 3: INCREASE FOOD SAFETY KNOWLEDGE AND PROCESSES

INDICATOR 3.1: NUMBER OF STAKEHOLDERS WHO GAINED KNOWLEDGE ABOUT PREVENTION, DETECTION, CONTROL, AND/OR INTERVENTION FOOD SAFETY PRACTICES, INCLUDING RELEVANT REGULATIONS (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) ____.



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. Projects will identify a method to establish a baseline and measure knowledge gained by stakeholders. Note that projects should not double-count between those who received food safety certifications (recommended indicator 3.3).

INDICATOR 3.2: NUMBER OF STAKEHOLDERS WHO

- 3.2a: Established a food safety plan, and/or ____.
- 3.2b: Revised or updated their food safety plan ____.



Data on the number of food safety plans established or updated/revised can be collected by counting the number of stakeholders who established food safety plans or alternately tracking internal or external reviews of pre-existing plans or completing food safety updates within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations as a result of the grant.

INDICATOR 3.3: 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 counting the number of stakeholders who completed training programs, courses, etc. within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations as a result of the grant. Projects reporting on this indicator should not double-count between stakeholders who gained knowledge (recommended indicator 3.1). Stakeholders trained in third-party food safety certifications can serve as an appropriate proxy.

Data on third-party food safety certifications can be collected by establishing a baseline number at the beginning of the grant period of stakeholder food safety certifications and noting whether growth or maintenance occurs consistent with estimates and project activities.

INDICATOR 3.4: NUMBER OF PREVENTION, DETECTION, CONTROL, OR INTERVENTION PRACTICES DEVELOPED OR ENHANCED TO MITIGATE FOOD SAFETY RISKS ____.



Data can be collected by counting the number of prevention, detection, control, or intervention practices, tools, or technologies developed or enhanced for foodborne threats within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations as a result of the grant.

INDICATOR 3.5: NUMBER OF STAKEHOLDERS WHO USED GRANT FUNDS TO

- 3.5a: Purchase food safety equipment ____.
- 3.5b: Upgrade food safety equipment ____.



Data can be collected by counting the number of equipment purchases and upgrades made by stakeholders as a result of the grant.

OUTCOME 4: IMPROVE PEST AND DISEASE CONTROL PROCESSES

INDICATOR 4.1: NUMBER OF STAKEHOLDERS WHO GAINED KNOWLEDGE ABOUT SCIENCE-BASED TOOLS TO COMBAT PESTS AND DISEASES ____.



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. Projects will identify a method to establish a baseline and measure knowledge gained by stakeholders.

INDICATOR 4.2: NUMBER OF STAKEHOLDERS WHO ADOPTED PEST AND DISEASE CONTROL BEST PRACTICES, TECHNOLOGIES, OR INNOVATIONS ____.



Data can be collected by counting the number of stakeholders who incorporated a new best practice, technology or innovation within their new or existing pest and disease control processes as a result of the grant.

INDICATOR 4.3: NUMBER OF STAKEHOLDERS TRAINED IN EARLY DETECTION AND RAPID RESPONSE PRACTICES TO COMBAT PESTS AND DISEASES ____.

- 4.3a: Of those, the number of additional acres managed using integrated pest management ____.



Data can be collected by counting the number of stakeholders who completed training programs, courses, etc. in early detection and rapid response to combat pests and diseases within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations as a result of the grant. Projects reporting on this indicator should not double-count between stakeholders who gained knowledge (recommended indicator 4.1).

INDICATOR 4.4: NUMBER OF STAKEHOLDERS WHO IMPLEMENTED NEW DIAGNOSTIC SYSTEMS, METHODS, OR TECHNOLOGIES FOR ANALYZING SPECIALTY CROP PESTS AND DISEASES ____.



Data can be collected by counting the number of producers who implemented new pest and disease diagnostic systems, methods, and technologies as a result of the grant.

INDICATOR 4.5: TOTAL NUMBER OF PRODUCERS/PROCESSORS THAT ENHANCED OR MAINTAINED PEST AND DISEASE CONTROL PRACTICES ____.

Of those, the number that reported

- 4.5a: Reduction in product lost to pest and diseases ____.
- 4.5b: Improved crop quality ____.
- 4.5c: Reduction in labor costs ____.
- 4.5d: Reduction in pesticide use ____.



Data on indicators 4.5a-4.5d can be collected by establishing baselines for participant data relevant to selected sub-indicators at the beginning of the grant period and noting an increase or decrease in any of the metrics as a result of the grant.

INDICATOR 4.6: NUMBER OF PRODUCERS/PROCESSORS THAT IMPROVED THE EFFICIENCY OF PEST AND DISEASE CONTROL DIAGNOSTICS AND RESPONSE TESTING, AS REPORTED BY

- 4.6a: Improving speed ____.
- 4.6b: Improving reliability ____.
- 4.6c: Expanding capability ____.
- 4.6d: Increasing testing (i.e. survey work for pests) ____.



Data on indicators 4.6a-4.6d can be collected by establishing baselines for participant data relevant to selected sub-indicators at the beginning of the grant period and noting an increase in any of the metrics during the grant.

OUTCOME 5: DEVELOP NEW SEED VARIETIES AND SPECIALTY CROPS

INDICATOR 5.1: NUMBER OF CULTIVAR AND/OR VARIETY TRIALS CONDUCTED ____.

- 5.1a: Of those, the number that advanced to further stages of development ____.



Data on cultivar and/or variety trials conducted can be collected by counting the number of trials conducted by researchers and/or plant breeders engaged by the project.

INDICATOR 5.2: NUMBER OF CULTIVARS AND/OR SEED VARIETIES DEVELOPED ____.



Data can be collected by counting the number of cultivars and/or seed varieties developed as a result of the grant.

INDICATOR 5.3: NUMBER OF CULTIVARS AND/OR SEED VARIETIES RELEASED ____.



Data can be collected by counting the number of cultivars and/or seed varieties released as a result of the grant.

INDICATOR 5.4: NUMBER OF GROWERS ADOPTING NEW CULTIVARS AND/OR VARIETIES ____.



Data can be collected by counting the number of growers who received or adopted the new cultivars/varieties. AMS can conduct further studies to measure expansion of new cultivar/variety adoption beyond the grant period.

INDICATOR 5.5: NUMBER OF ACRES PLANTED WITH NEW CULTIVARS AND/OR VARIETIES ____.



Data can be collected by counting the number of acres planted with cultivars and/or varieties reported by growers engaged within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations as a result of the grant. AMS can conduct further studies to measure expansion of acres planted with cultivars/varieties beyond the grant period.

OUTCOME 6: EXPAND SPECIALTY CROP RESEARCH AND DEVELOPMENT

INDICATOR 6.1: NUMBER OF RESEARCH GOALS ACCOMPLISHED ____.



Data on research goals accomplished can be collected by counting the number of accomplished research goals from the start of the grant period.

INDICATOR 6.2: FOR RESEARCH CONCLUSIONS, THE NUMBER THAT

- 6.2a: Yielded findings that supported continued research ____.
- 6.2b: Yielded findings that led to completion of study ____.
- 6.2c: Yielded findings that allow for implementation of new practice, process or technology ____.



Data for indicators 6.2a-6.2c can be collected by counting the number of metrics as researchers progress through the research process.

INDICATOR 6.3: NUMBER OF INDUSTRY REPRESENTATIVES AND OTHER STAKEHOLDERS WHO ENGAGED WITH RESEARCH RESULTS ____.



Data can be collected by counting stakeholders who engaged with research results within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations as a result of the grant.

Engagement can be measured in the following ways:

Tracking partners and collaborators who engaged with research via the method used to share the information (e.g., number of email recipients, number of collaborators given access to shared drives, etc.).

Tracking the number of poster sessions where research was presented and the number of attendees that viewed the poster presentation during the session. Estimates can also be generated based on the number of conference attendees, which can be provided by conference organizers, and the average number of poster presentation viewers during a given presentation.

Tracking the number of conferences or presentations where research was presented and the number of attendees, which can be provided by conference/presentation organizers. Tracking the number of online repositories used to share research and the associated online engagement. Online repository sites can track online traffic, visitors, referring sites, and popular content with those with access.

Tracking the number of public forums used to share research. Tracking engagement will depend on the type of public forum used. Projects can work with the public forum for best ways to track engagement (e.g., a public library can provide data on how many visitors “checked out” the research).

INDICATOR 6.4: TOTAL NUMBER OF RESEARCH OUTPUTS PUBLISHED TO INDUSTRY PUBLICATIONS AND/OR ACADEMIC JOURNALS ____.

For each published output, the

- 6.4a: Number of views/reads of published research/data ____.
- 6.2b: Number of citations counted ____.

*For research outputs published formally to academic publications, projects should report publication information, so AMS can track leadership and citation numbers after the end of the grant period.



Data for indicators 6.4a-6.4b can be collected through academic journals, which can provide data on the number of article views, article downloads, number of citations, etc. Stakeholders should use reputable academic journals with this standard practice. AMS can conduct further studies to evaluate research impact that extends beyond the grant period.

OUTCOME 7: IMPROVE ENVIRONMENTAL SUSTAINABILITY OF SPECIALTY CROPS

INDICATOR 7.1: NUMBER OF STAKEHOLDERS WHO GAINED KNOWLEDGE ABOUT ENVIRONMENTAL SUSTAINABILITY BEST PRACTICES, TOOLS, OR TECHNOLOGIES ____.



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. Projects will identify a method to establish a baseline and measure knowledge gained by stakeholders.

INDICATOR 7.2: NUMBER OF STAKEHOLDERS WHO REPORTED AN INTENT TO ADOPT ENVIRONMENTAL SUSTAINABILITY BEST PRACTICES, TOOLS, OR TECHNOLOGIES ____.



The [Data Collection Considerations section](#) outlines methods for measuring intention through surveys, separate studies, measuring digital traffic, and tracking transactions and/or returning customers. Projects will identify a method to establish a baseline and measure changes in stakeholder intent as a result of project activities.

INDICATOR 7.3: NUMBER OF PRODUCERS WHO ADOPTED ENVIRONMENTAL BEST PRACTICES OR TOOLS ____.



Data can be collected by counting the number of producers who implemented new sustainable best practices and technologies within their production processes within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations as a result of the grant. Producers should refer to the [definition of best practice](#) for accurate reporting on this indicator.

INDICATOR 7.4: NUMBER OF NEW TOOLS/TECHNOLOGIES DEVELOPED OR ENHANCED TO IMPROVE SUSTAINABILITY/ CONSERVATION OR OTHER ENVIRONMENTAL OUTCOMES ____.



Data can be collected by counting the number of sustainability tools/technologies that were developed or enhanced within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations as a result of the grant.

INDICATOR 7.5: NUMBER OF ADDITIONAL ACRES MANAGED WITH SUSTAINABLE PRACTICES, TOOLS, OR TECHNOLOGIES THAT FOCUSED ON

- 7.5a: Water quality/conservation ____.
- 7.5b: Soil health ____.
- 7.5c: Biodiversity ____.
- 7.5d: Reduction in energy use ____.
- 7.5e: Other positive environmental outcomes ____.



Data on indicators 7.5a-7.5e can be collected by establishing baselines of acres managed with sustainable practices, tools, or technologies at the beginning of the grant period and noting an expansion of acreage managed with these practices, tools, or technologies focused on the outlined sustainability metrics as a result of the grant.

INDICATOR 7.6: NUMBER OF ADDITIONAL ACRES ESTABLISHED AND MAINTAINED FOR THE MUTUAL BENEFIT OF POLLINATORS AND SPECIALTY CROPS ____.



Data can be collected by counting the number of acres established and maintained for the mutual benefit of pollinators and specialty crops within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations as a result of the grant.

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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Updated December 2025