

# Specialty Crop Block Grant 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.

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### Outcome 1: Increasing Consumption and Consumer Purchasing of Specialty Crops

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**1.1** Total number of consumers who gained knowledge about specialty crops \_\_\_\_.

**1.1.a** Adults \_\_\_\_.

**1.1.b** Children \_\_\_\_.

**1.2** Total number of consumers who consumed more specialty crops \_\_\_\_.

**1.2.a** Adults \_\_\_\_.

**1.2.b** Children \_\_\_\_.

**1.3** Number of additional specialty crop customers counted \_\_\_\_.

**1.4** Number of additional business transactions executed \_\_\_\_.

**1.5** Increased sales measured in:

**1.5.a** Dollars \_\_\_\_.

**1.5.b** Percent change \_\_\_\_.

**1.5.c** Combination of volume and average price as a result of enhanced marketing activities \_\_\_\_.

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### Outcome 2: Increasing Access to Specialty Crops and Expanding Specialty Crop Production and Distribution

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**2.1** Number of stakeholders who gained technical knowledge about producing, preparing, procuring, and/or accessing specialty crops \_\_\_\_.

**2.2** Number of stakeholders who reported producing, preparing, procuring, and/or accessing more specialty crops \_\_\_\_.

**2.3** Total number of market access points for specialty crops developed or expanded \_\_\_\_ . Of those:

**2.3.a** Number of new online portals created to sell specialty crops \_\_\_\_.

**2.3.b** Number with expanded seasonal availability \_\_\_\_.

**2.3.c** Number of existing market access points that expanded specialty crop offerings \_\_\_\_.

**2.3.d** Number of new market access points that established specialty crop offerings \_\_\_\_.

- 2.4** Number of stakeholders who gained knowledge about more efficient and effective distribution systems \_\_\_\_.
- 2.5** Number of stakeholders who adopted best practices or new technologies to improve distribution systems \_\_\_\_.
- 2.6** Total number of partnerships established between producers, distributors, and/or other relevant intermediaries related to distribution systems \_\_\_\_\_. Of those established:
- 2.6.a** Number formalized with written agreements (i.e. MOU's, signed contracts, etc.) \_\_\_\_\_.
- 2.7** Total number of new/improved distribution systems developed \_\_\_\_\_. Of those, the number that:
- 2.7.a** Stemmed from new partnerships \_\_\_\_\_.
  - 2.7.b** Increased efficiency \_\_\_\_\_.
  - 2.7.c** reduced costs \_\_\_\_\_.
  - 2.7.d** Increased specialty crop grower participation \_\_\_\_\_.
  - 2.7.e** Expanded customer reach \_\_\_\_\_.
  - 2.7.f** Increased online presence \_\_\_\_\_.
- 2.8** Number of specialty crop-related jobs:
- 2.8.a** Created \_\_\_\_\_.
  - 2.8.b** Maintained \_\_\_\_\_.
- 2.9** Total number of new individuals who entered specialty crop production as a result of marketing \_\_\_\_\_. Of those, the number who are:
- 2.9.a** Beginning farmers or ranchers \_\_\_\_\_.
  - 2.9.b** First time specialty crop producers.
- 2.10** Number of market access points that reported increased:
- 2.10.a** Revenue \_\_\_\_\_.
  - 2.10.b** Sales \_\_\_\_\_.
  - 2.10.c** Cost-savings \_\_\_\_\_.

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### **Outcome 3: Increase Food Safety Knowledge and Processes**

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- 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) \_\_\_\_\_.
- 3.2** Number of stakeholders who:
- 3.2.a** Established a food safety plan \_\_\_\_\_.
  - 3.2.b** Revised or updated their food safety plan \_\_\_\_\_.
- 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 (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) \_\_\_\_\_.

- 3.4** Number of prevention, detection, control, or intervention practices developed or enhanced to mitigate food safety risks \_\_\_\_.
- 3.5** Number of stakeholders who used grant funds to:
- 3.5.a** Purchase \_\_\_\_.
  - 3.5.b** Upgrade food safety equipment \_\_\_\_.

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#### **Outcome 4: Improve Pest and Disease Control Processes**

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- 4.1** Number of stakeholders who gained knowledge about science-based tools to combat pests and diseases \_\_\_\_.
- 4.2** Number of stakeholders who adopted pest and disease control best practices, technologies, or innovations \_\_\_\_.
- 4.3** Number of stakeholders trained in early detection and rapid response practices to combat pests and diseases \_\_\_\_\_. Of those:
- 4.3.a** The number of additional acres managed using integrated pest management \_\_\_\_.
- 4.4** Number of stakeholders who implemented new diagnostic systems, methods, or technologies for analyzing specialty crop pests and diseases \_\_\_\_.
- 4.5** Total number of producers/processors that enhanced or maintained pest and disease control practices \_\_\_\_\_. Of those, the number that reported:
- 4.5.a** Reduction in product lost to pest and diseases \_\_\_\_.
  - 4.5.b** Improved crop quality \_\_\_\_.
  - 4.5.c** Reduction in labor costs \_\_\_\_.
  - 4.5.d** Reduction in pesticide use \_\_\_\_.
- 4.6** Number of producers/processors that improved the efficiency of pest and disease control diagnostics and response testing, as reported by:
- 4.6.a** Improving speed \_\_\_\_.
  - 4.6.b** Improving reliability \_\_\_\_.
  - 4.6.c** Expanding capability \_\_\_\_.
  - 4.6.d** Increasing testing (i.e. survey work for pests) \_\_\_\_.

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#### **Outcome 5: Develop New Seed Varieties and Specialty Crops**

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- 5.1** Number of cultivar and/or variety trials conducted \_\_\_\_\_. Of those:
- 5.1.a** The number that advanced to further stages of development \_\_\_\_.
- 5.2** Number of cultivars and/or seed varieties developed \_\_\_\_.
- 5.3** Number of cultivars and/or seed varieties released \_\_\_\_.
- 5.4** Number of growers adopting new cultivars and/or varieties \_\_\_\_.
- 5.5** Number of acres planted with new cultivars and/or varieties \_\_\_\_.

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## Outcome 6: Expand Specialty Crop Research and Development

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- 6.1 Number of research goals accomplished \_\_\_\_.
- 6.2 For research conclusions, the number that:
  - 6.2.a Yielded findings that supported continued research \_\_\_\_.
  - 6.2.b Yielded findings that led to completion of study \_\_\_\_.
  - 6.2.c Yielded findings that allow for implementation of new practice, process or technology \_\_\_\_.
- 6.3 Number of industry representatives and other stakeholders who engaged with research results \_\_\_\_.
- 6.4 Total number of research outputs published to industry publications and/or academic journals \_\_\_\_\_. For each published research output, the:
  - 6.4.a Number of views/reads of published research/data \_\_\_\_.
  - 6.4.b Number of citations counted \_\_\_\_.

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## Outcome 7: Improve Environmental Sustainability of Specialty Crops

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- 7.1 Number of stakeholders who gained knowledge about environmental sustainability best practices, tools, or technologies \_\_\_\_.
- 7.2 Number of stakeholders who reported an intent to adopt environmental sustainability best practices, tools, or technologies \_\_\_\_.
- 7.3 Number of producers who adopted environmental best practices or tools \_\_\_\_.
- 7.4 Number of new tools/technologies developed or enhanced to improve sustainability/conservation or other environmental outcomes \_\_\_\_.
- 7.5 Number of additional acres managed with sustainable practices, tools, or technologies that focused on:
  - 7.5.a Water quality/conservation \_\_\_\_.
  - 7.5.b Soil health \_\_\_\_.
  - 7.5.c Biodiversity \_\_\_\_.
  - 7.5.d Reduction in energy use \_\_\_\_.
  - 7.5.e Other positive environmental outcomes (optional) \_\_\_\_.
- 7.6 Number of additional acres established and maintained for the mutual benefit of pollinators and specialty crops \_\_\_\_.