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.

Outcome 1: Increasing Consumption and Consumer Purchasing of Specialty Crops

1.1 Total number of consumers who gained knowledge about specialty crops ___.
   1.1a Adults ___.
   1.1b Children ___.

1.2 Total number of consumers who consumed more specialty crops ___.
   1.2a Adults ___.
   1.2b Children ___.

1.3 Number of additional specialty crop customers counted ___.

1.4 Number of additional business transactions executed ___.

1.5 Increased sales measured in:
   1.5a Dollars ___.
   1.5b Percent change ___.
   1.5c Combination of volume and average price as a result of enhanced marketing activities ___.

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

2.1 Number of stakeholders that gained technical knowledge about producing, preparing, procuring, and/or accessing specialty crops ___.

2.2 Number of stakeholders that 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:
   2.3a Number of new online portals created to sell specialty crops ___.
   2.3b Number with expanded seasonal availability ___.
   2.3c Number of existing market access points that expanded specialty crop offerings ___.

2.3d Number of new market access points that established specialty crop offerings ___.

2.4 Number of stakeholders that gained knowledge about more efficient and effective distribution systems ___.

2.5 Number of stakeholders that 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:
   2.6a Number formalized with written agreements (i.e. MOU’s, signed contracts, etc.) ___.
   2.6b Number of partnerships with underserved organizations ___.

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 ___.

2.8 Number of specialty crop-related jobs:
   2.8a Created ___.
   2.8b Maintained ___.

2.9 Total number of new individuals who went into specialty crop production as a result of marketing ___. Of those, the number who are:
   2.9a Beginning farmers or ranchers ___.
   2.9b Socially disadvantaged farmers or ranchers ___.

2.10 Number of market access points that reported increased:
   2.10a Revenue ___.
   2.10b Sales ___.
   2.10c Cost-savings ___.

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

3.1 Number of stakeholders that 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 that:
   3.2a Established a food safety plan ___.
   3.2b 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 that used grant funds to:
   
   3.5a Purchase.
   
   3.5b Upgrade food safety equipment.

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

4.1 Number of stakeholders that gained knowledge about science-based tools to combat pests and diseases.

4.2 Number of stakeholders that 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:
   
   4.3a the number of additional acres managed using integrated pest management.

4.4 Number of stakeholders that implemented new diagnostic systems, methods, or technologies for analyzing specialty crop pests and diseases.

4.5 Total number of producersprocessors 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.

4.6 Number of producersprocessors improving 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).

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

5.1 Number of cultivar and/or variety trials conducted. Of those:
   
   5.1a 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 ___.

Outcome 6: Expand Specialty Crop Research and Development

6.1 Number of research goals accomplished ___.

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 ___.

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:
   6.4a Number of views/reads of published research/data ___.
   6.4b Number of citations counted ___.

Outcome 7: Improve Environmental Sustainability of Specialty Crops

7.1 Number of stakeholders that gained knowledge about environmental sustainability best practices, tools, or technologies ___.

7.2 Number of stakeholders reported with an intent to adopt environmental sustainability best practices, tools, or technologies ___.

7.3 Number of producers that 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:
   7.5a Water quality/conservation ___.
   7.5b Soil health ___.
   7.5c Biodiversity ___.
   7.5d Reduction in energy use ___.
   7.5e Other positive environmental outcomes (optional) ___.

7.6 Number of additional acres established and maintained for the mutual benefit of pollinators/specialty crops ___.