

SCBGP PERFORMANCE MEASURES

OUTCOME 1: INCREASING CONSUMPTION AND CONSUMER PURCHASING OF SPECIALTY CROPS



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.



INDICATOR 1.1

TOTAL NUMBER OF CONSUMERS WHO GAINED KNOWLEDGE ABOUT SPECIALTY CROPS ____.
OF THOSE, THE NUMBER OF

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

Data Collection Tip

Measuring the number of consumers who gained knowledge about specialty crops will vary depending on recipient activities and types of stakeholders engaged. The “Data Collection Considerations” section within the Program Evaluation Framework outlines methods for measuring knowledge gain 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 1.2

TOTAL NUMBER OF CONSUMERS WHO REPORTED CONSUMING MORE SPECIALTY CROPS ____.

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

Data Collection Tip

Measuring the number of consumers that consumed more specialty crops will vary depending on recipient activities and types of stakeholders engaged. The “Data Collection Considerations” section within the Program Evaluation Framework outlines methods for measuring consumption change 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 1.3 NUMBER OF ADDITIONAL SPECIALTY CROP CUSTOMERS COUNTED

Data Collection Tip

Data on number of additional specialty crop 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



INDICATOR 1.5 INCREASED SALES MEASURED IN

- 1.5a: Dollars
- 1.5b: Percent change, or
- 1.5c: Combination of volume and average price as a result of enhanced marketing activities

Data Collection Tip

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 through the use of 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.



INDICATOR 1.4 NUMBER OF ADDITIONAL BUSINESS TRANSACTIONS EXECUTED

Data Collection Tip

Data on number of additional specialty crop 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 merely more frequent, smaller transactions. Business transactions encompass both online and in-person transactions.



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



INDICATOR 2.1

NUMBER OF STAKEHOLDERS THAT GAINED TECHNICAL KNOWLEDGE ABOUT PRODUCING, PREPARING, PROCURING, AND/OR ACCESSING SPECIALTY CROPS

Data Collection Tip

Measuring the number of stakeholders that gained knowledge about producing, preparing, procuring, and/or accessing specialty crops will vary depending on recipient activities and types of stakeholders engaged. The “Data Collection Considerations” section within the Program Evaluation Framework outlines methods for measuring knowledge gain 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 2.2

NUMBER OF STAKEHOLDERS THAT REPORTED PRODUCING, PREPARING, PROCURING, AND/OR ACCESSING MORE SPECIALTY CROPS

Data Collection Tip

Measuring the number of stakeholders who reported producing, preparing, procuring and/or accessing more specialty crops will vary depending on recipient activities and types of stakeholders engaged. The “Data Collection Considerations” section within the Program Evaluation Framework outlines methods for measuring these metrics 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 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

Data Collection Tip

Data on indicators 2.3-2.3d can be collected by establishing baselines at the beginning of the grant period and tracking whether growth occurred consistent with grant program activities. For 2.3d, recipients should note at the beginning of the grant period which access points that did not have established specialty crop offerings were targeted to expand their product line to include specialty crops.



INDICATOR 2.4

NUMBER OF STAKEHOLDERS THAT GAINED KNOWLEDGE ABOUT MORE EFFICIENT AND EFFECTIVE DISTRIBUTION SYSTEMS

Data Collection Tip

Measuring the number of stakeholders who gained knowledge about more efficient and effective distribution systems will vary depending on recipient activities and types of stakeholders engaged. The "Data Collection Considerations" section within the Program Evaluation Framework outlines methods for measuring knowledge gain 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 2.5

NUMBER OF STAKEHOLDERS THAT ADOPTED BEST PRACTICES OR NEW TECHNOLOGIES TO IMPROVE DISTRIBUTION SYSTEMS

Data Collection Tip

Data on number of stakeholders that adopted best practices or new technologies to improve distribution systems can be collected by establishing counts of producers, processors, distributors, or other stakeholders that adopted these practices and technologies 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 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.)
- 2.6b: TOf those established, number of partnerships with underserved organizations

Data Collection Tip

Data on partnerships established can be collected by establishing counts 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). Stakeholders should refer to the definition of underserved organizations to accurately report counts of agreements made with this population.



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 Collection Tip

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

2.7a Systems stemming from new partnerships can be measured by tracking which partnerships resulted in new or improved distribution systems after receiving services supported by 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, decrease time spent, etc.

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

2.7d Specialty crop grower participation can be measured by comparing the number of growers encompassed by the relevant distribution system(s) prior to the grant program 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 at locations along or endpoints of distribution systems and comparing if growth occurred.

2.7f Online presence can be measured by establishing counts 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 Collection Tip

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) can be discerned by monitoring specialty crop-related job numbers after receiving services supported by the grant. Specialty crop-related 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's most appropriate for a recipients' 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 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.



INDICATOR 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

Data Collection Tip

Data on number of developed strategic plans can be collected by establishing counts 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 2.10 NUMBER OF MARKET ACCESS POINTS THAT REPORTED INCREASED

- 2.10a: Revenue
- 2.10b: Sales, and/or
- 2.10c: Cost-savings

Data Collection Tip

Data on 2.10a-2.10c 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 consistent with estimates and grant program activities. Sales and revenue data can be tracked by noting change in dollar amounts, percentages, or a combination of volume and average price. Specialty crop businesses are not required to report a numeric value, so 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 THAT GAINED KNOWLEDGE ABOUT PREVENTION, DETECTION, CONTROL, AND/OR INTERVENTION FOOD SAFETY PRACTICES, INCLUDING RELEVANT REGULATIONS (TO MITIGATE 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 Collection Tip

Measuring the number of stakeholders that gained knowledge about prevention, detection, control, and/or intervention food safety practices will vary depending on recipient activities and types of stakeholders engaged. The “Data Collection Considerations” section within the Program Evaluation Framework outlines methods for measuring knowledge gain 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 3.6), and those formally trained (recommended indicator 3.4).

INDICATOR 3.2

NUMBER OF STAKEHOLDERS THAT

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

Data Collection Tip

Data on number of food safety plans established or updated/revised can be collected by establishing counts 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 after receiving services supported by 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 Collection Tip

Data on stakeholders trained in early detection and rapid response can be collected by establishing counts 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 4.1). 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 baseline counts at the beginning of the grant period of stakeholder food safety certifications and noting whether growth or maintenance occurs consistent with estimates and grant program activities.



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

Data Collection Tip

Data on number of practices, tools, or technologies developed or enhanced for foodborne threats can be collected by establishing counts of prevention, detection, control, or intervention practices, tools, or technologies 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
NUMBER OF STAKEHOLDERS THAT USED
GRANT FUNDS TO

- 3.5a: Purchase or
- 3.5b: Upgrade food safety equipment



Data Collection Tip

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

OUTCOME 4: IMPROVE PEST AND DISEASE CONTROL PROCESS



INDICATOR 4.1 NUMBER OF STAKEHOLDERS THAT GAINED KNOWLEDGE ABOUT SCIENCE-BASED TOOLS TO COMBAT PESTS AND DISEASES

Data Collection Tip

Measuring the number of stakeholders that gained knowledge about science-based tools to combat pests and diseases will vary depending on recipient activities and types of stakeholders engaged. The “Data Collection Considerations” section within the Program Evaluation Framework outlines methods for measuring knowledge gain 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 STAKEHOLDERS THAT ADOPTED PEST AND DISEASE CONTROL BEST PRACTICES, TECHNOLOGIES, OR INNOVATIONS

Data Collection Tip

Data on stakeholders that adopted best practices, technologies, or innovations can be collected by establishing counts 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 4.3

NUMBER OF STAKEHOLDERS TRAINED IN EARLY DETECTION AND RAPID RESPONSE PRACTICES TO COMBAT PESTS AND DISEASES, AND OF THOSE

- 4.3a: The number of additional acres managed using integrated pest management.



Data Collection Tip

Data on stakeholders trained in early detection and rapid response can be collected by establishing counts 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 4.1).



INDICATOR 4.4

NUMBER OF STAKEHOLDERS THAT IMPLEMENTED NEW DIAGNOSTIC SYSTEMS, METHODS, OR TECHNOLOGIES FOR ANALYZING SPECIALTY CROP PESTS AND DISEASES

Data Collection Tip

Data on producers implementing new pest and disease diagnostic systems, methods, and technologies can be collected by establishing counts of producers that implemented new systems, methods, and technologies within their new or existing pest and disease control processes after receiving services supported by 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 Collection Tip

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



INDICATOR 4.6

NUMBER OF PRODUCERS/PROCESSORS 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)

Data Collection Tip

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



OUTCOME 5: DEVELOP NEW SEED VARIETIES AND SPECIALTY CROPS



INDICATOR 5.1 NUMBER OF CULTIVAR AND/OR VARIETY TRIALS CONDUCTED, OF THOSE

- 5.1a: the number that advanced to further stages of development

Data Collection Tip

Data on cultivar and/or variety trials conducted can be collected by establishing counts of trials from relevant researchers and/or plant breeders engaged by the grant recipient as part of the established project.



INDICATOR 5.2 NUMBER OF CULTIVARS AND/OR SEED VARIETIES DEVELOPED

Data Collection Tip

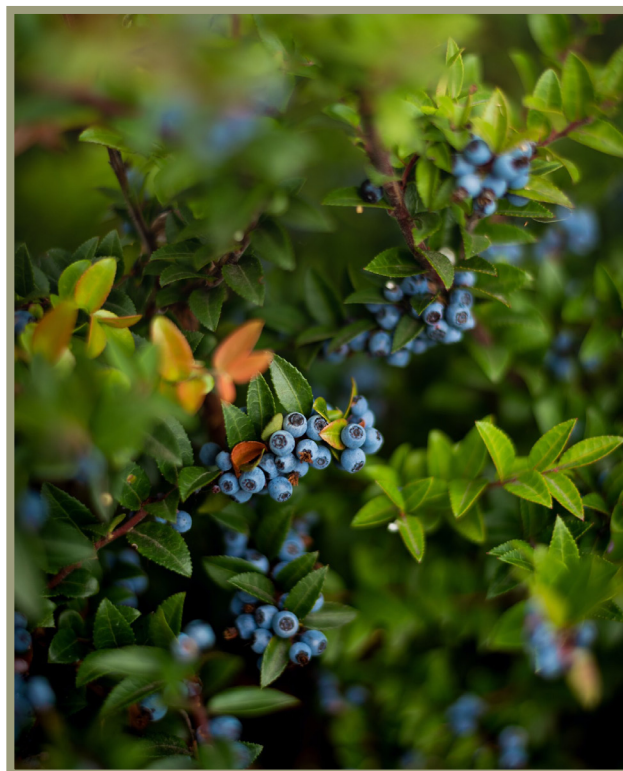
Data on developed cultivars and/or seed varieties can be collected by establishing counts of developed varieties/cultivars after receiving services supported by the grant.



INDICATOR 5.3 NUMBER OF CULTIVARS AND/OR SEED VARIETIES RELEASED

Data Collection Tip

Data on released cultivars and/or seed varieties can be collected by establishing counts of released varieties/cultivars after receiving services supported by the grant.





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

Data Collection Tip

Data on adoption of cultivars and/or seed varieties can be collected by establishing counts of growers that received/adopted the new cultivars/seed varieties. AMS can conduct further studies to measure level of expansion of new cultivar/seed variety adoption that extends beyond the grant period.



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

Data Collection Tip

Data on cultivars and/or seed varieties planted can be collected by establishing counts of acres planted with adopted cultivars/seed varieties reported up from growers engaged by the grant recipient within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant. AMS can conduct further studies to measure level of expansion of acres planted with cultivar/seed varieties that extends beyond the grant period.



OUTCOME 6: EXPAND SPECIALTY CROP RESEARCH AND DEVELOPMENT



INDICATOR 6.1 NUMBER OF RESEARCH GOALS ACCOMPLISHED

Data Collection Tip

Data on research goals accomplished can be collected by establishing counts of accomplished research goals of those established at the start of the grant period.



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

Data Collection Tip

Data on research goals accomplished can be collected by establishing counts of accomplished research goals of those established at 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 Collection Tip

Data for 6.2a-6.2c can be collected by establishing counts of the required metrics as researchers progress through the research process.





INDICATOR 6.3

NUMBER OF INDUSTRY REPRESENTATIVES AND OTHER STAKEHOLDERS WHO ENGAGED WITH RESEARCH RESULTS

Data Collection Tip

Data on number of people who engaged with research results can be collected by relevant stakeholders within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant. Engagement can be measured in the following ways:

Tracking partners and collaborators that engaged with research via the method used to share the information (i.e., 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 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. Recipients 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 RESEARCH 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, recipients should note publication information, so AMS can track leadership and citation numbers after the end of the grant period.*

Data Collection Tip

Data for 6.4a-6.4b can be collected through academic journals which can provide data on number of article views, article downloads, number of citations, etc. It is recommended that stakeholders 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 THAT GAINED KNOWLEDGE ABOUT ENVIRONMENTAL SUSTAINABILITY BEST PRACTICES, TOOLS, OR TECHNOLOGIES

Data Collection Tip

Measuring the number of stakeholders that gained knowledge about environmental sustainability best practices, tools, or technologies will vary depending on recipient activities and types of stakeholders engaged. The “Data Collection Considerations” section within the Program Evaluation Framework outlines methods for measuring knowledge gain 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 7.2

NUMBER OF STAKEHOLDERS REPORTED WITH AN INTENT TO ADOPT ENVIRONMENTAL SUSTAINABILITY BEST PRACTICES, TOOLS, OR TECHNOLOGIES

Data Collection Tip

Measuring the number of stakeholders reported with an intent to adopt environmental sustainability best practices, tools, or technologies will vary depending on recipient activities and types of stakeholders engaged. The “Data Collection Considerations” section within the Program Evaluation Framework outlines methods for measuring intention 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 intention-related data to report on this indicator.



INDICATOR 7.3

NUMBER OF PRODUCERS THAT ADOPTED ENVIRONMENTAL BEST PRACTICES OR TOOLS

Data Collection Tip

Data on producers that adopted best practices and new technologies can be collected by establishing counts of producers that 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 after receiving services supported by 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 Collection Tip

Data can be collected by establishing counts 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 after receiving services supported by 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: (Optional) Other positive environmental outcomes

Data Collection Tip

Data on 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 after receiving services supported by the grant.



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

Data Collection Tip

Data on developed tools/technologies can be collected by establishing counts of acres established and maintained for the mutual benefit of pollinators/specialty crops within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant.

