

# Acer Access and Development 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 Maple Syrup and Maple-Sap Products

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**1.1** Total number of consumers who gained knowledge about maple syrup and maple-sap products \_\_\_\_\_. Of those, the number of:

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

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

**1.2** Total number of consumers who purchased more maple syrup and maple-sap products \_\_\_\_\_. Of those, the number of:

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

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

**1.3** Number of additional maple product 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 \_\_\_\_\_.

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### Outcome 2: Develop New Market Opportunities for Maple Producers and Processors

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**2.1** Total number of existing market access points that established and/or expanded maple syrup or maple-sap offerings \_\_\_\_\_. Of those, the number that were:

**2.1a** Farmers markets \_\_\_\_\_.

**2.1b** Roadside stands \_\_\_\_\_.

**2.1c** Agritourism \_\_\_\_\_.

**2.1d** Grocery stores \_\_\_\_\_.

**2.1e** Wholesale markets/buyers \_\_\_\_\_.

- 2.1f** Restaurants \_\_\_\_.
- 2.1g** Agricultural cooperatives \_\_\_\_.
- 2.1h** Retailers \_\_\_\_.
- 2.1i** Distributors \_\_\_\_.
- 2.1j** Food hubs \_\_\_\_.
- 2.1k** Shared-use kitchens \_\_\_\_.
- 2.1l** School food programs \_\_\_\_.
- 2.1m** Community-supported agriculture (CSAs) \_\_\_\_.
- 2.1n** Other \_\_\_\_.

**2.2** Total number of new market access points that established maple syrup or maple-sap offerings \_\_\_\_\_. Of those, the number that were:

- 2.2a** Farmers markets \_\_\_\_.
- 2.2b** Roadside stands \_\_\_\_.
- 2.2c** Agritourism \_\_\_\_.
- 2.2d** Grocery stores \_\_\_\_.
- 2.2e** Wholesale markets/buyers \_\_\_\_.
- 2.2f** Restaurants \_\_\_\_.
- 2.2g** Agricultural cooperatives \_\_\_\_.
- 2.2h** Retailers \_\_\_\_.
- 2.2i** Distributors \_\_\_\_.
- 2.2j** Food hubs \_\_\_\_.
- 2.2k** Shared-use kitchens \_\_\_\_.
- 2.2l** School food programs \_\_\_\_.
- 2.2m** Community-supported agriculture (CSAs) \_\_\_\_.
- 2.2n** Other \_\_\_\_.

**2.3** Total number of partnerships and/or collaborations established between maple producers/processors and market access points \_\_\_\_.

- 2.3a** Of those established, the number formalized with written agreements (i.e. MOU's, signed contracts, etc.) \_\_\_\_.

**2.4** Of the total number of partnerships and collaborations identified in 2.3, the number that reported:

- 2.4a** Expanded/improved maple infrastructure \_\_\_\_.
- 2.4b** Higher profits \_\_\_\_.
- 2.4c** More efficient transportation \_\_\_\_.
- 2.4d** Improved marketing channels \_\_\_\_\_. And/or
- 2.4e** Other mid-tier value chain enhancements \_\_\_\_.

**2.5** Number of new or existing producers/processors who increased production to meet increased demand in new/additional market access points \_\_\_\_.

**2.6** Number of maple producers/processors that increased revenue by pursuing new/increased market opportunities \_\_\_\_.

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### **Outcome 3: Increase the Number of New Maple Producers and Expand Capacity of Existing Maple Producers**

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**3.1** Number of producers, processors, private landowners, or other stakeholders that gained knowledge about maple production or maple business improvement methods \_\_\_\_.

**3.2** Number of producers or processors that adopted new maple production or maple business improvement methods \_\_\_\_.

**3.3** Number of producers/processors that learned about new or improved quality management procedures \_\_\_\_\_. Of those:

**3.3a** The number that implemented these procedures \_\_\_\_.

**3.4** Number of:

**3.4a** Landowners \_\_\_\_.

**3.4b** Lessors \_\_\_\_.

**3.4c** Free-access individuals \_\_\_\_.

**3.4d** Students reported with an intent to enter the maple market \_\_\_\_.

**3.5** Number of:

**3.5a** Private landowners \_\_\_\_.

**3.5b** Lessors \_\_\_\_.

**3.5c** Free-access individuals \_\_\_\_.

**3.5d** Students \_\_\_\_.

**3.5e** Other producers that initiated maple sugaring activities \_\_\_\_.

**3.6** Number of:

**3.6a** Private landowners \_\_\_\_.

**3.6b** Lessors \_\_\_\_.

**3.6c** Free-access individuals \_\_\_\_.

**3.6d** Students \_\_\_\_.

**3.6e** Other producers that established long-term partnerships to maintain maple sugaring activities \_\_\_\_.

**3.7** Number of producers/processors that expanded their maple product line \_\_\_\_.

**3.8** Number of producers that increased production \_\_\_\_.

**3.9** Number of maple producers that reported increased:

**3.9a** Maple syrup production (gallons) \_\_\_\_.

**3.9b** Sales \_\_\_\_.

**3.9c** Price/gallon \_\_\_\_, and/or

**3.9d** Cost-savings \_\_\_\_.

**3.10** Number of maple-related jobs:

**3.10a** Created \_\_\_\_.

**3.10b** Maintained \_\_\_\_.

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#### **Outcome 4: Expand Maple Research and Development**

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**4.1** Number of research goals accomplished \_\_\_\_.

**4.2** For research conclusions, the number that:

**4.2a** Yielded findings that supported continued research \_\_\_\_.

**4.2b** Yielded findings that led to completion of study \_\_\_\_.

**4.2c** Yielded findings that allow for implementation of new practice, process, or technology \_\_\_\_.

**4.3** Number of industry representatives and other stakeholders that engaged with research results \_\_\_\_.

**4.4** Total number of research outputs published to industry publications and/or academic journals \_\_\_\_\_. For each published research output, the:

**4.4a** Number of views/reads of published research/ data \_\_\_\_.

**4.4b** Number of citations counted \_\_\_\_.

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#### **Outcome 5: Promote Natural Resource Sustainability in the Maple Syrup Industry**

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**5.1** Number of stakeholders that gained knowledge about natural resource sustainability, best practices, tools, or technologies \_\_\_\_.

**5.2** Number of stakeholders reported with an intent to adopt sustainability-related best practices, tools, or technologies \_\_\_\_.

**5.3** Number of producers that adopted new tools, technologies, or best practices focused on reducing energy use, plastics, waste, chemical use, or other sustainable outcomes \_\_\_\_.

**5.4** Number of additional taps managed using sustainable best practices, tools, or technologies \_\_\_\_.

**5.5** Of the producers identified in 5.3, the number of producers reporting:

**5.5a** Increased dollar returns per tap or \_\_\_\_.

**5.5b** Reduced input costs per tap \_\_\_\_.