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.

Outcome 1: Increasing Consumption and Consumer Purchasing of Maple Syrup and Maple-Sap Products

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 ___.

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

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.) ___.
2.3b Of those established, the number of partnerships with underserved organizations ___.

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.

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

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 ___.

Outcome 4: Expand Maple Research and Development

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 ___.

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

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 ___.