Dairy Business Innovation Initiatives 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: Encourage the Use of Regional Milk Production

1.1 Total number of partnerships and/or collaborations established between dairy producers/processors and local/regional supply networks. Of those established:
   - 1.1a The number formalized with written agreements (i.e. MOU’s, signed contracts, etc.)
   - 1.1b The number of partnerships with underserved organizations
   - 1.1c The number of partnerships with dairy cooperatives

1.2 Of the total number of partnerships and collaborations identified in 1.1, the number that reported:
   - 1.2a Expanded/improved local/regional dairy infrastructure
   - 1.2b Higher profits
   - 1.2c More efficient transportation
   - 1.2d Improved marketing channels
   - 1.2e Increased volume of local/regional milk used
   - 1.2f Other mid-tier value chain enhancements

Outcome 2: Diversify and Expand Dairy Product Market Opportunities

2.1 Number of dairy businesses that implemented new marketing procedures.

2.2 Total number of existing market access points that established and/or expanded dairy product 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 new market access points that established dairy product offerings ___. Of those, the number that were:

   2.3a Farmers markets ___.
   2.3b Roadside stands ___.
   2.3c Agritourism ___.
   2.3d Grocery stores ___, ___.
   2.3e Wholesale markets/buyers
   2.3f Restaurants ___.
   2.3g Agricultural cooperatives ___.
   2.3h Retailers ___.
   2.3i Distributors ___.
   2.3j Food hubs ___.
   2.3k Shared-use kitchens ___.
   2.3l School food programs ___.
   2.3m Community-supported agriculture (CSAs) ___.
   2.3n Other ___.

2.4 Number of dairy businesses that increased dairy product sales by selling to new/additional market access points to meet increased demand ___.

2.5 Number of market access points reporting increased sales of dairy products ___.

Outcome 3: Promote Business Development that Diversifies Farmer Income Through Processing and Production Innovations

3.1 Number of dairy businesses that gained knowledge about dairy product development or dairy business improvement methods ___.

3.2 Number of dairy businesses that implemented new or modified dairy processes or production methods ___.

3.3 Number of dairy businesses that expanded their existing dairy product line ___.

3.4 Number of dairy businesses that began producing dairy products ___.

3.5 Number of dairy products created or enhanced ___.
3.6 Number of dairy businesses that increased dairy product sales measured in:
   3.6a Dollars ___.
   3.6b Percentage change ___.
   3.6c Combination of volume and average price ___.

3.7 Number of dairy-related jobs:
   3.7a Created ___.
   3.7b Maintained ___.