USDA Agricultural Marketing Service
U.S. DEPARTMENT OF AGRICULTURE

FMLFPP PERFORMANCE MEASURES DATA COLLECTION GUIDE

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.

OUTCOME 1: DEVELOP BUSINESS PLANS AND FEASIBILITY STUDIES

Indicator 1.1: Number of feasibility studies conducted ___.

Tip

Data on feasibility studies can be collected by establishing counts of the number of studies conducted within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant.

Indicator 1.2: Number of the following identified through needs assessment or feasibility studies

- 1.2a: New markets ___.
- 1.2b: Unmet consumer needs ___.
- 1.2c: Barriers to local foods ___.
- 1.2d: Unserved populations ___.
- 1.2e: Supply chain gaps ___.
- 1.2f: Partnership opportunities, and/or ___.
- 1.2g: Other identified needs ___.

Tip

Data on 1.2a-1.2f can be collected by tracking the required data throughout the progression of the needs assessment or feasibility study.

Indicator 1.3: Number of projects

- 1.3a: Deemed viable after conducting feasibility study ___.
- 1.3b: Deemed not viable after conducting feasibility study ___.

Data for 1.3a-1.3b can be collected by counting the number of viable/non-viable projects upon conclusion of feasibility studies.

Indicator 1.4: Number of business development plans created ___.

Data on the number of business development plans created can be collected by counting the number 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.

OUTCOME 2: FACILITATE REGIONAL FOOD CHAIN COORDINATION AND INCREASE CAPACITY OF DIRECT-TO-CONSUMER ENTITIES

Indicator 2.1: Total number of partnerships and/or collaborations established between producers/processors and local/ regional supply networks ___.

- 2.1a: Of those established, the number formalized with written agreements (i.e. MOU's, signed contracts, etc.) ___.
- 2.1b: Of those established, the number of partnerships with underserved organizations ___.

Data on partnerships established can be collected by counting the number 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 the number of agreements made with this group.

Indicator 2.2: Total number of partnerships and collaborations identified in 2.1 and reported for indicators 2.2a through 2.2e

- 2.2a: Expanded/improved regional food systems ___.
- 2.2b: Higher profits ___.
- 2.2c: More efficient transportation ___.
- 2.2d: Improved marketing channels ___.
- 2.2e: And/or other mid-tier value chain enhancements ___.

Data on 2.2a-2.2e can be collected from relevant partners formed after receiving services supported by the grant. Stakeholders should establish baselines of the required metrics prior to the establishment of the partnership and/or collaborations, noting whether an increase or decrease of that metric occurred. Item 2.2b can be reported on a "per-constituent" level (i.e., if two partners in one partnership both experience higher profits, they can both be counted under this sub-indicator). Items 2.2a and 2.2c-2.2e should be reported on a partnership level (i.e., the resulting improved metric is reported on a per-partnership basis, rather than each constituent within a partnership reporting separately). 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. Efficiency can be measured by evaluating the ratio of inputs (labor, time, resources, etc.) to outputs (product).

Indicator 2.3: Total number of stakeholders trained to develop or sustain a direct-to-consumer enterprise

- 2.3a: That are new/ beginning producers ___.

Tip

Data on the number of stakeholders trained to develop or sustain a direct-to-consumer enterprise can be collected by determining how many received technical assistance, attended training or educational programs within an organization, in collaboration with other organizations, and/ or on behalf of other partner organizations after receiving services supported by the grant. The total number of attendees can be collected from sign-in sheets, online registrations, completion of pre/post- educational surveys, etc. Stakeholders should refer to the definition of new/beginning farmers to accurately report on this data.

Indicator 2.4: Number of strategic plans developed or updated ___.

Tip

Data on number of strategic plans developed can be collected by counting the number 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 2.5: Total number of new direct producer-to-consumer market access points established for indicators 2.5a through 2.5n

- 2.5a: Farmers Markets ___.
- 2.5b: Roadside stands ___.
- 2.5c: Agritourism ___.
- 2.5d: Grocery stores ___.
- 2.5e: Wholesale market/buyers ___.
- 2.5f: Restaurants ___.
- 2.5g: Agricultural cooperatives ___.
- 2.5h: Retailers ___.
- 2.5i: Distributors ___.
- 2.5j: Food hubs ___.
- 2.5k: Shared-use kitchens ___.
- 2.5l: School food programs ___.
- 2.5m: Community-supported agriculture (CSAs) ___.
- 2.5n: Other ___.

Tip

Data on number of new direct producer-to-consumer market access points can be collected by determining how many have been established within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant.

OUTCOME 3: DEVELOP THE MARKET FOR LOCAL/REGIONAL AGRICULTURAL PRODUCTS

Indicator 3.1: Number of Stakeholders that gained technical knowledge about producing, preparing, procuring, and/or accessing local/regional foods for indicators 3.1a through 3.1n

- 3.1a: Farmers markets ___.
- 3.1b: Roadside stands ___.
- 3.1c: Agritourism ___.
- 3.1d: Grocery stores ___.
- 3.1e: Wholesale market/ buyers ___.
- 3.1f: Restaurants ___.
- 3.1g: Agricultural cooperatives ___.
- 3.1.5h: Retailers ___.
- 3.1i: Distributors ___.
- 3.1j: Food hubs ___.
- 3.1k: Shared-use kitchens ___.
- 3.1l: School food programs ___.
- 3.1m: Community-supported agriculture (CSAs) ___.
- 3.1n: Other ___.

Tip

Methods for measuring the number of delivery systems/market access points that gained knowledge about how to procure or access local foods 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 gained 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 numbers and updated knowledge-related data to report on this indicator.

Indicator 3.2: Total number of delivery systems/ market access points that increased engagement with local/regional producers for indicators 3.2a through 3.2n

- 3.2a: Farmers markets ___.
- 3.2b: Roadside stands ___.
- 3.2c: Agritourism ___.
- 3.2d: Grocery stores ___.
- 3.2e: Wholesale market/buyers ___.
- 3.2f: Restaurants ___.
- 3.2g: Agricultural cooperatives ___.
- 3.2h: Retailers ___.
- 3.2i: Distributors ___.
- 3.2j: Food hubs ___.
- 3.2k: Shared-use kitchens ___.
- 3.2l: School food programs ___.
- 3.2m: Community-supported agriculture (CSAs) ___.
- 3.2n: Other ___.

Tip

Methods to measure engagement with local/regional producers 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 increased engagement through surveys, separate studies, measuring digital traffic, and tracking transactions and/or returning customers, etc. Recipients who are required to collect this data will identify an appropriate method for establishing baseline numbers and updated engagement-related data to report on this indicator.

Indicator 3.3: Number of new tools/technologies developed to improve local/regional food processing, distribution, aggregation, or storage

- 3.3a: Number of stakeholders trained to use new tools/technologies ___.

Tip

Data on 3.3-3.3a can be collected by counting the number of developed food processing, distribution, aggregation, storage tools/ technologies, and stakeholders that completed training courses, programs, etc. to use these new tools/technologies within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant.

Indicator 3.4: Number of delivery systems/market access points that reported increased or improved in indicators 3.4a through 3.4d

- 3.4a: Processing ___.
- 3.4b: Distribution ___.
- 3.4c: Storage ___.
- 3.4d: Aggregation of locally/regionally produced agricultural products ___.

Tip

Data on the number of strategic plans developed can be collected by counting the 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 3.5: Total number of delivery systems/ market access points that established and/or expanded local/regional agricultural product or service offerings for indicators 3.5a through 3.5n

- 3.5a: Farmers markets ___.
- 3.5b: Roadside stands ___.
- 3.5c: Agritourism ___.
- 3.5d: Grocery stores ___.
- 3.5e: Wholesale market/buyers ___.
- 3.5f: Restaurants ___.
- 3.5g: Agricultural cooperatives ___.
- 3.5h: Retailers ___.
- 3.5i: Distributors ___.
- 3.5j: Food hubs ___.
- 3.5k: Shared-use kitchens ___.
- 3.5l: School food programs ___.
- 3.5m: Community-supported agriculture (CSAs) ___.
- 3.5n: Other ___.

Tip

Data on expanded product or service offerings can be collected by establishing baseline numbers for product or service line offerings at the beginning of the grant period and tracking product line expansion within the organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant.

Indicator 3.6: Number of delivery systems/market access points that reported increases in categories 3.6a through 3.6c

- 3.6a: Revenue ___.
- 3.6b: Sales, and/or ___.
- 3.6c: Cost savings ___.

Tip

Data on 3.6a-3.6c can be collected by establishing baseline numbers for the required data at the beginning of the grant period, noting if there was an increase in any of the metrics within the organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant. Sales and revenue data can be tracked by noting changes in dollar amounts, percentages, or a combination of volume and average price. Stakeholders are not required to report a numeric value. Reluctance to share financial data should not impact this reporting requirement.

OUTCOME 4: INCREASE VIABILITY OF LOCAL/REGIONAL PRODUCERS AND PROCESSORS

Indicator 4.1: Number of producers/processors who gained knowledge about new market opportunities ___.

Tip

Measuring the number of producers/ processors who gained knowledge about new market opportunities will vary depending on recipient activities and types of stakeholders engaged. The "Data Collection Consideration" section within the Program Evaluation Framework outlines methods for measuring knowledge gained 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 producer/processors that reported increased engagement with new delivery systems or market access points ___.

Tip

Methods for measuring engagement with delivery systems/ access points 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 increased engagement 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 engagement-related data to report on this indicator.

Indicator 4.3: Number of producers/processors that implemented new or improved operational methods ___.

Tip

Data on number of producers/processors that implemented new/improved production or processing methods can be collected by tallying the number of new methods established 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 using increased volume and/or capacity, increased efficiency, evaluating the ratio of inputs (labor, time, resources, etc.) to outputs/product (speed, waste reduction, decrease time spent, etc., and other relevant metrics).

Indicator 4.4: Number of value-added agricultural products developed ___.

Tip

Data on developed value-added agricultural products can be collected by calculating the number of value-added products developed within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported

Indicator 4.5: Number of producers/processors that reported selling new local/regional food products

- 4.5a: Number that reported selling new value-added products ___.

Tip

Data on developing and selling new local/regional food products and/or new value-added products can be collected by noting expansion of product lines. This includes new local/regional and value-added products within an organization, developed in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant.

Indicator 4.6: Number of producers/processors that reported a reduction in on-farm food waste through new business opportunities and marketing ___.

Tip

Data on food waste can be collected by establishing baselines of on-farm food waste and noting whether there was a decrease in waste within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant of product lines to include new local/regional and value-added products within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant.

Indicator 4.7: Number of producers/ processors that reported increased

- 4.7a: Revenue ___.
- 4.7b: Sales, and/or ___.
- 4.7c: Cost savings due to local/regional food, operational, and/or value-added product activities ___.

Tip

Data on indicators 4.7a-4.7c 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 within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant. Sales and revenue data can be tracked by noting changes in dollar amounts, percentages, or a combination of volume and average price. Producers/processors are not required to report a numeric value. Reluctance to share financial data should not impact this reporting requirement.

Indicator 4.8: Number of local/regional agricultural jobs

- 4.8a: Created ___.
- 4.8b: Maintained ___.

Tip

Data on local/regional agricultural 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 local/regional agricultural job numbers after receiving services supported by the grant. Local/regional agricultural 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 is most appropriate for a recipient’s project (For example: 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 FTE hours per year is standard. However, recipients can refer to state/local policy codes to estimate 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 calculate the number of FTEs.

Indicator 4.9: Total number of new producers, in 4.9a and 4.9b, who went into local/regional food production

- 4.9a beginning farmers/ranchers ___.
- 4.9b socially disadvantaged farmers/ranchers ___.
- 4.9c family farmers/ranchers ___.
- 4.9d veteran farmers/ranchers ___.

Tip

Data on new producers who went into local/ regional food production can be collected from producers that began offering local/regional products after receiving services supported by the grant. Recipients should note at the beginning of the grant period which non-local/regional food producers were targeted to expand their crop offerings to include local/regional food.

OUTCOME 5: IMPROVE FOOD SAFETY OF LOCAL/REGIONAL AGRICULTURAL PRODUCTS

Indicator 5.1: Number of stakeholders that gained knowledge about prevention, detection, control, and/or intervention food safety practices, including relevant regulations to mitigate risk, 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 ____.

Tip

Measuring the number of stakeholders that gained knowledge about prevention, detection, control, and 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 gained 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 5.4), and those formally trained (recommended indicator 5.3).

Indicator 5.2: Number of stakeholders that

- 5.2a: Established a food safety plan ___.
- 5.2b: Revised or updated their food safety plan ___.

Tip

Data on stakeholders that adopted best practices, technologies, or innovations can be collected by determining the number 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 5.3: 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 ___.

Tip

Data on stakeholders trained in early detection and rapid response can be collected by determining the number 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 5.1). Stakeholders trained in third-party food safety certifications can serve as an appropriate proxy. Data on third-party food safety certifications can be collected at the beginning of the grant period of stakeholder food safety certifications by establishing baseline totals and noting whether growth or maintenance occurs consistent with estimates and grant program activities.

Indicator 5.4: Number of prevention, detection, control, or intervention practices developed or enhanced to mitigate food safety risks ___.

Tip

Data on the development of new tools or strategies is available directly from the stakeholder directing development.

Indicator 5.5: Number of stakeholders that used these grant funds to

- 5.5a: Purchase food safety equipment ___.
- 5.5b: Upgrade food safety equipment ___.

Tip

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

OUTCOME 6: INCREASE CONSUMPTION AND CONSUMER PURCHASING OF LOCAL/REGIONAL AGRICULTURAL PRODUCTS

Indicator 6.1: Total number of adults and children who gained knowledge about local/regional agricultural products

- 6.1a: Adults ___.
- 6.1b: Children ___.

Tip

Methods to document the number of consumers— adults and children— who gained knowledge about local/regional agricultural products 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 gained 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 6.2: Total number of adults and children who purchased more local/regional agricultural products ___.

- 6.2a: Adults ___.
- 6.2b: Children ___.

Tip

Methods to document the number of adults and children who consumed more local/regional agricultural products 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 changes 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 6.3: Number of additional local/regional agricultural product customers counted ___.

Data on the number of additional local/regional agricultural product 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 activities.

Indicator 6.4: Number of additional business transactions executed for local/regional agricultural products ___.

Data on the number of additional local/regional agricultural product 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 just more frequent, smaller transactions. Business transactions encompass both online and in-person transactions.

Indicator 6.5: Increased sales measured in

- 6.5a dollars ___.
- 6.5b percent change ___.
- 6.5c combination of volume and average price resulting from enhanced marketing activities ___.

Sales data can be tracked by noting changes in dollar amount, percentage, or a combination of volume and average price. 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 using 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.

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