

# Federal State Marketing Improvement 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 FY2023 grant application cycle.

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### Outcome 1: Increase Access to Expand Production and Distribution

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- 1.1 Number of stakeholders who gained technical knowledge about producing, preparing, procuring, more efficient and effective distribution systems and/or accessing products \_\_\_\_.
- 1.2 Number of stakeholders who reported producing, preparing, procuring, distributing and/or accessing more products \_\_\_\_.
- 1.3 Number of stakeholders who adopted best practices or new technologies to improve production/distribution systems \_\_\_\_.
- 1.4 Total number of partnerships established between producers, distributors, and/or other relevant intermediaries related to improving distribution systems \_\_\_\_.
- 1.5 Total number of new/improved production/distribution systems developed \_\_\_\_\_. Of those, the number that:
  - 1.5a Stemmed from new partnerships \_\_\_\_\_.
  - 1.5b Increased efficiency \_\_\_\_\_.
  - 1.5c Reduced costs, increased grower participation \_\_\_\_\_.
  - 1.5d Expanded customer reach \_\_\_\_\_.
  - 1.5e Increased online presence \_\_\_\_\_.
- 1.6 Total number of new individuals who went into production/distribution \_\_\_\_\_. Of those, the number who are:
  - 1.6a Beginning farmers or ranchers \_\_\_\_\_.
  - 1.6b Number of related jobs created and maintained \_\_\_\_\_.
- 1.7 Number of producers/distributors who reported increased revenue, sales, and/or cost savings \_\_\_\_\_.
- 1.8 Number of producers/distributors who increased production to meet increased demand \_\_\_\_\_.

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## **Outcome 2: Increase Viability of Food Processors**

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- 2.1** Number of processors that gained knowledge about new market opportunities \_\_\_\_.
- 2.1a** Number of processors that implemented new or improved operational methods \_\_\_\_.
- 2.2** Number of processors that reported increased engagement with new delivery systems or market access points \_\_\_\_.
- 2.3** Number of processors that reported selling new local/regional food products \_\_\_\_.
- 2.3a** Number that reported selling new value-added products \_\_\_\_.
- 2.4** Number of processors that reported a reduction in on-farm food waste through new business opportunities \_\_\_\_.
- 2.5** Total number of new producers who went into local/regional food production \_\_\_\_\_. Of those, the number who are:
  - 2.5a** Beginning farmers/ranchers \_\_\_\_\_.
  - 2.5b** Veteran farmers/ranchers \_\_\_\_\_.

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## **Outcome 3: Promote Business Development that Diversifies Income Through Processing Innovations**

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- 3.1** Number of businesses that gained knowledge about product processing development or business improvement methods \_\_\_\_.
- 3.2** Number of businesses that implemented new or modified processing methods \_\_\_\_.
- 3.3** Number of businesses that expanded their existing product line and number of businesses that began processing new products \_\_\_\_.
- 3.4** Number of products created or enhanced, and number of related jobs created or maintained \_\_\_\_.

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## **Outcome 4: Enhance the Competitiveness of Marketing through more Sustainable, Diverse, and Resilient Systems Indicators**

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- 4.1** Number of new or improved innovation models (biological, economic, business, management, etc.), technologies, networks, products, processes, etc. developed for entities including producers, processors, distributors, etc. \_\_\_\_.
- 4.2** Number of delivery systems/market access points that reported increased or improved processing, distribution and storage \_\_\_\_.
- 4.3** Number of those that aggregate locally or regionally produced agricultural products \_\_\_\_.
- 4.4** Number of delivery systems/market access points that reported increased revenue, sales, and/or cost savings \_\_\_\_.

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## **Outcome 5: Expand Product Development and Market Research**

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**5.1** Number of expanded markets that increased sales and processing opportunities \_\_\_\_.

**5.2** Number of methods and designs used for products \_\_\_\_.

**5.3** Number of new and innovative end-uses for products \_\_\_\_.

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## **Outcome 6: Develop New Market Opportunities for Regional Producers/Processors**

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**6.1** Number of collaborators established between producers and processors and market access points \_\_\_\_.

**6.1a** Of those, the number formalized with written agreements (i.e., MOU's, signed contracts, etc.) \_\_\_\_.

**6.1b** Of those, the number with and/or between underserved organizations \_\_\_\_.

**6.1c** Of those, the number that reported high profits, increased access to institutional consumers and other mid-tier value chain enhancements (such as improved capacity to transport products to market) \_\_\_\_.