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.

Outcome 1: Increase Access to Expand Production and Distribution

1.1 Number of stakeholders that gained technical knowledge about producing, preparing, procuring, more efficient and effective distribution systems and/or accessing products ___.

1.2 Number of stakeholders that reported producing, preparing, procuring, distributing and/or accessing more products ___.

1.3 Number of stakeholders that 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 socially disadvantaged farmers or ranchers ___.
   - 1.6c Number of related jobs created and maintained ___.

1.7 Number of producers/distributors that reported increased revenue, sales, and/or cost savings ___.

1.8 Number of producers/distributors who increased production to meet increased demand ___.
**Outcome 2: Increase Viability of Food Processors**

2.1 Number of processors who 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 Socially disadvantaged farmers/ranchers ___.
   
   2.5c Family farmers/ranchers ___.
   
   2.5d Veteran farmers/ranchers ___.

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

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 ___.

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

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 ___.
**Outcome 5: Expand Product Development and Market Research**

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 ___.

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

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) ___.