

## Sheep Production and Marketing Grant Program (SPMGP)

### Outcomes and Indicators

**Purpose:** The purpose of SPMGP is to develop projects that strengthen and enhance the production and marketing of sheep and sheep products in the United States, including the improvement of infrastructure, business, and resource development, and the development of innovative approaches to solve long-term need.

The SPMGP seeks to develop solutions for practical problems on a national basis and address the needs of the entire sheep industry, while focusing on the measurable benefits for sheep producers, encouraging partnerships among other sheep industry organizations, and reducing duplication of effort among participating organizations.

**Instructions:** Please add applicable indicators to the current SPMGP outcomes from the pool of indicators compiled by the Data Evaluation team.

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#### Outcome 1: Increase Production Capacity for Sheep Products

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**1.1** Number of current and potential producers that received training and/or technical assistance relating to production practices \_\_\_\_.

**1.1.a** Number who are current producers \_\_\_\_.

**1.1.b** Number who are interested in going into production \_\_\_\_.

**1.2** Number of producers that implemented new production methods or practices.

**1.2.a** % participants reporting operational improvement after implementation \_\_\_\_.

**1.2.b** % participants reporting increased production \_\_\_\_.

**1.2.b.i** % increase in production (include product type and unit– head, pounds, etc.) \_\_\_\_.

**1.2.c** % participants reporting increased production efficiency \_\_\_\_.

**1.2.c.i** % increase in production efficiency (cost per unit) \_\_\_\_.

**1.3** Total number of new individuals who entered/transitioned into sheep production as a result of funded technical assistance or other grant-funded activities \_\_\_\_.

**1.3.a** Type and volume of their production (include product type and unit– head, pounds, etc.) \_\_\_\_.

**1.4** Jobs created or maintained \_\_\_\_.

**1.4.a** Jobs created that are expected to be retained one or more years after the grant period \_\_\_\_.

**1.4.b** Jobs maintained that were expected to be lost without grant funding \_\_\_\_.

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#### Outcome 2: Expand and Strengthen Market Access for Sheep Producers, Increasing Demand for and Consumption of Sheep Products

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**2.1** Number of current and potential producers that received training and/or technical assistance relating to market opportunities and/or market readiness \_\_\_\_.

- 2.2** Number of partnerships established between sheep producers and market access points (individual market outlets) \_\_\_\_.
- 2.3** Total number of existing market access points (outlets) that established and/or expanded sheep product offerings \_\_\_\_.
- 2.4** Total number of new market access points that established sheep production offerings \_\_\_\_.
- 2.5** Number of sheep producers entering new market channels \_\_\_\_.
- 2.5.a** Wholesale \_\_\_\_.
  - 2.5.b** Retail \_\_\_\_.
  - 2.5.c** Institutional \_\_\_\_.
  - 2.5.d** Export \_\_\_\_.
  - 2.5.e** Direct-to-Consumer \_\_\_\_.
  - 2.5.f** Other \_\_\_\_.
- 2.6** Number of sheep producers increasing sales in their existing market channels \_\_\_\_.
- 2.6.a** Wholesale \_\_\_\_.
  - 2.6.b** Retail \_\_\_\_.
  - 2.6.c** Institutional \_\_\_\_.
  - 2.6.d** Export \_\_\_\_.
  - 2.6.e** Direct-to-Consumer \_\_\_\_.
  - 2.6.f** Other \_\_\_\_.
- 2.7** Increased sales of sheep products as a result of enhanced marketing activities, measured in:
- 2.7.a** Dollars \_\_\_\_.
  - 2.7.b** Percent change \_\_\_\_.
  - 2.7.c** Combination of volume and average price as a result of enhanced marketing activities \_\_\_\_.

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### **Outcome 3: Strengthen Industry Infrastructure and Supply Chain Coordination**

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- 3.1** Number of producers benefiting from infrastructure improvements \_\_\_\_.
- 3.2** Number of producers that implemented new processing methods or practices. \_\_\_\_.
- 3.3** Number or percentage increase in processing, storage, aggregation, or distribution capacity (units, lbs, head) \_\_\_\_.
- 3.3.a** Increase in storage \_\_\_\_.
  - 3.3.b** Increase in aggregation \_\_\_\_.
  - 3.3.c** Increase in processing \_\_\_\_.
  - 3.3.d** Increase in distribution capacity \_\_\_\_.
- 3.4** Number of sheep industry producers participating in supply chain or distribution networks coordinated as a result of grant-funded activities \_\_\_\_.
- 3.4.a** Total sales generated through participation in partnerships/networks \_\_\_\_.

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**Outcome 4: Improve Producer Business Knowledge, Skills, and Decision-Making Capacity**

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**4.1** Number of stakeholders (including subrecipients) who received direct technical assistance (e.g. business planning, strategic planning, introductions, or other defined technical assistance) \_\_\_\_.

**4.1.a** % of participants applying learned practices within 6 to 12 months \_\_\_\_.

**4.1.b** % of participants reporting improved business planning and implementation decisions \_\_\_\_.

**4.2** Number of producers, buyers, and consumers who gained knowledge about sheep products \_\_\_\_.

Of those, the number that were:

**4.2.a** New producers \_\_\_\_.

**4.2.b** New buyers \_\_\_\_.

**4.2.c** New consumers \_\_\_\_.

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**Outcome 5: Increase Innovation in Production or Marketing to Help Address Long-Term Industry Needs**

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**5.1** Number of new sheep products developed \_\_\_\_.

**5.2** Number of studies (assessments, feasibility studies, research projects, product development) implemented to identify new or improved tools, technologies, or practices that support sheep production and marketing \_\_\_\_.

**5.2.a** Number of producers receiving training or technical assistance based on study recommendations or findings \_\_\_\_.

**5.2.b** Number of producers who adopted practices based on study recommendations or findings \_\_\_\_.

**5.3** Number of participants that adopted new or improved risk management practices \_\_\_\_.

**5.3.a** % improvements based on risk management practices \_\_\_\_\_. (please define)

**5.4** Number of participants that adopted new or improved animal health practices (such as disease prevention, herd protection; testing, etc.) \_\_\_\_.

**5.4.a** % reduction in animal health-related costs \_\_\_\_.

**5.4.b** % reduction in animal health-related losses (animal death or unmarketable products) \_\_\_\_.

**5.4.c** % improvements in animal health (please define) \_\_\_\_.