

ACER PERFORMANCE MEASURES

OUTCOME 1: INCREASING CONSUMPTION AND CONSUMER PURCHASING OF MAPLE SYRUP AND MAPLE-SAP PRODUCTS



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.



INDICATOR 1.1

TOTAL NUMBER OF CONSUMERS WHO GAINED KNOWLEDGE ABOUT MAPLE SYRUP AND MAPLE-SAP PRODUCTS ___. OF THOSE, THE NUMBER OF

- 1.1a: Adults ___
- 1.1b: Children ___

Data Collection Tip

Measuring the number of consumers who gained knowledge about specialty crops 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 gain 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 1.2

TOTAL NUMBER OF CONSUMERS WHO PURCHASED MORE MAPLE SYRUP AND MAPLE-SAP PRODUCTS ___. OF THOSE, THE NUMBER OF

- 1.2a: Adults ___
- 1.2b: Children ___

Data Collection Tip

Measuring the number of consumers who consumed more maple syrup and maple-sap 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 change 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 1.3 NUMBER OF ADDITIONAL MAPLE PRODUCT CUSTOMERS COUNTED

Data Collection Tip

Data on number of additional maple 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 1.5 INCREASED SALES MEASURED IN

- 1.5a: Dollars
- 1.5b: Percent change, or
- 1.5c: Combination of volume and average price as a result of enhanced marketing activities

Data Collection Tip

Sales data can be tracked by noting change 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 through the use of 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.).

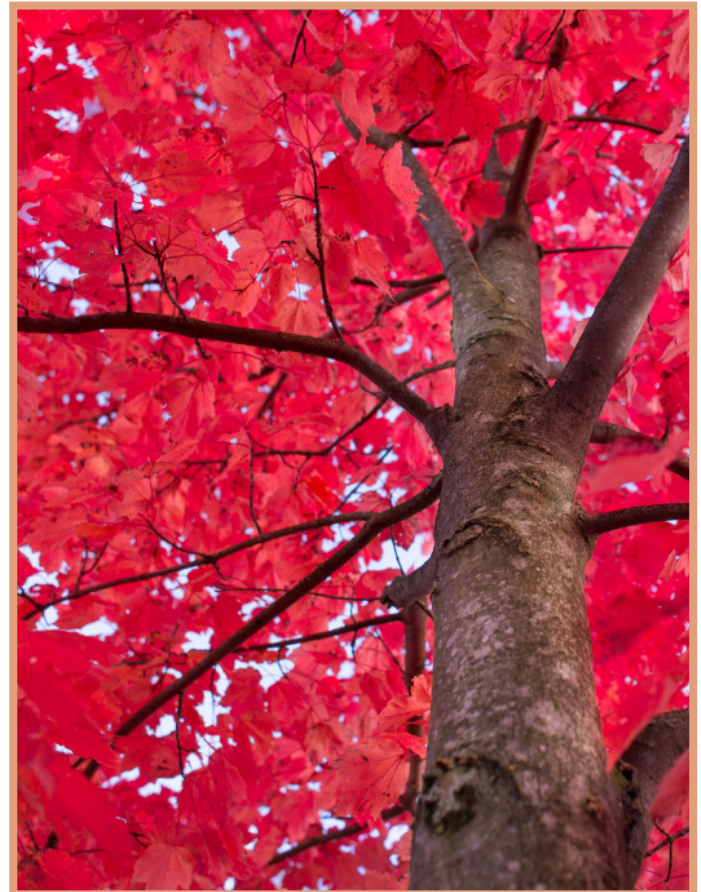
Other Best Practices: If possible, recipients can develop privacy policies to keep producer/ stakeholder identities anonymous. AMS should work with recipients to facilitate trust building and educate recipients on how sales data is used by AMS.



INDICATOR 1.4 NUMBER OF ADDITIONAL BUSINESS TRANSACTIONS EXECUTED

Data Collection Tip

Data on number of additional maple 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 merely more frequent, smaller transactions. Business transactions encompass both online and in-person transactions.



OUTCOME 2: DEVELOP NEW MARKET OPPORTUNITIES FOR MAPLE PRODUCERS AND PROCESSORS



INDICATOR 2.1

TOTAL NUMBER OF EXISTING MARKET ACCESS POINTS THAT ESTABLISHED AND/OR EXPANDED MAPLE SYRUP OR MAPLE-SAP OFFERINGS ___. OF THOSE, THE NUMBER THAT WERE

- 2.1a: Farmers markets
- 2.1b: Roadside stands
- 2.1c: Agritourism
- 2.1d: Grocery stores
- 2.1e: Wholesale markets/buyers
- 2.1f: Restaurants
- 2.1g: Agricultural cooperatives
- 2.1h: Retailers
- 2.1i: Distributors
- 2.1j: Food hubs
- 2.1k: Shared-use kitchens
- 2.1l: School food programs
- 2.1m: Community-supported agriculture (CSAs)
- 2.1n: Other

Data Collection Tip

Data on established and/or expanded maple product offerings can be collected by establishing baselines of maple product 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 2.2

TOTAL NUMBER OF NEW MARKET ACCESS POINTS THAT ESTABLISHED MAPLE SYRUP OR MAPLE-SAP 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

Data Collection Tip

Data on new market access points that established maple product offerings can be collected from relevant market access points that began offering maple products after receiving services supported by the grant.

Recipients should note at the beginning of the grant period which access points that did not have established maple product offerings were targeted to expand their product line to include maple syrup and maple-sap products.





INDICATOR 2.3

TOTAL NUMBER OF PARTNERSHIPS AND/OR COLLABORATIONS ESTABLISHED BETWEEN MAPLE PRODUCERS/PROCESSORS AND MARKET ACCESS POINTS__.

- 2.3a: Of those established, the number formalized with written agreements (i.e. MOU's, signed contracts, etc.)
- 2.3b: Of those established, the number or partnerships with underserved organizations

Data Collection Tip

Data on partnerships established can be collected by determining counts 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).



INDICATOR 2.4

OF THE TOTAL NUMBER OF PARTNERSHIPS AND COLLABORATIONS IDENTIFIED IN 2.3, THE NUMBER THAT REPORTED

- 2.4a: Expanded/improved maple infrastructure
- 2.4b: Higher profits
- 2.4c: More efficient transportation
- 2.4d: Improved marketing channels
- 2.4e: And/or other mid-tier value chain enhancements

Data Collection Tip

Data on 2.4a-2.4e can be collected from relevant partnerships formed after receiving services supported by the grant. Stakeholders should establish baselines of the required metrics prior to implementing the partnership and/or collaboration and noting whether an increase or decrease of that metric occurred. 2.4b 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). Reporting on 2.4a and 2.4c-2.4e 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 2.5

NUMBER OF NEW OR EXISTING PRODUCERS/ PROCESSORS WHO INCREASED PRODUCTION TO MEET INCREASED DEMAND IN NEW/ ADDITIONAL MARKET ACCESS POINTS.

Data Collection Tip

Data on number of new or existing producers/ processors who increased production can be collected by establishing counts within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant. Increased production can be measured by establishing baselines at the beginning of the grant and noting whether growth occurs consistent with estimates and grant program activities.



INDICATOR 2.6

NUMBER OF MAPLE PRODUCERS/ PROCESSORS THAT INCREASED REVENUE BY PURSUING NEW/INCREASED MARKET OPPORTUNITIES

Data Collection Tip

Data on increased revenue can be collected by establishing baselines at the beginning of the grant period and noting if there was an increase within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant. Producers/processors are not required to report a numeric value, so reluctance to share financial data should not impact this reporting requirement.



OUTCOME 3: INCREASE THE NUMBER OF NEW MAPLE PRODUCERS AND EXPAND CAPACITY OF EXISTING MAPLE PRODUCERS



INDICATOR 3.1

NUMBER OF PRODUCERS, PROCESSORS, PRIVATE LANDOWNERS, OR OTHER STAKEHOLDERS THAT GAINED KNOWLEDGE ABOUT MAPLE PRODUCTION OR MAPLE BUSINESS IMPROVEMENT METHODS

Data Collection Tip

Measuring the number of producers, processors, private landowners, or other stakeholders that gained knowledge about maple production or maple business methods 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 gain 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 3.2

NUMBER OF PRODUCERS OR PROCESSORS THAT ADOPTED NEW MAPLE PRODUCTION OR MAPLE BUSINESS IMPROVEMENT METHODS

Data Collection Tip

Data on the number of producers or processors that adopted new maple production or maple business improvement methods can be collected by establishing counts within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant.





INDICATOR 3.3 NUMBER OF PRODUCERS/PROCESSORS THAT LEARNED ABOUT NEW OR IMPROVED QUALITY MANAGEMENT PROCEDURES, AND OF THOSE

- 3.3a: The number that implemented these procedures.

Data Collection Tip

Data on number of producers/processors that implemented new/improved quality management procedures can be collected by establishing counts 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.), improved maple products, consistent with maple syrup grades and standards established by AMS and other relevant metrics



INDICATOR 3.4 NUMBER OF

- 3.4a: Landowners
- 3.4b: Lessors
- 3.4c: Free-Access Individuals
- 3.4d: Students reported with an intent to enter the maple market

Data Collection Tip

Measuring the number of landowners, lessors, free-access individuals, and students who intend to enter the maple market 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 intention 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 intention-related data to report on this indicator.



INDICATOR 3.5 NUMBER OF

- 3.5a: Private Landowners
- 3.5b: Lessors
- 3.5c: Free-Access Individuals
- 3.5d: Students
- 3.5e: Or other producers that initiated maple sugaring activities.

Data Collection Tip

Data on the number of landowners, lessors, free-access individuals, and students that initiated maple sugaring activities can be collected by establishing counts within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant.





INDICATOR 3.6 NUMBER OF

- 3.6a: Private Landowners
- 3.6b: Lessors
- 3.6c: Free-Access Individuals
- 3.6d: Students
- 3.6e: Or other producers that established long-term partnerships to maintain maple sugaring activities

Data Collection Tip

Data on the number of landowners, lessors, free-access individuals, and students that established long-term partnerships to maintain maple sugaring activities can be collected by establishing counts within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant. Stakeholders should refer to the definition of long-term partnerships to accurately report this data. Data on partnerships established can be collected by establishing counts 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).



INDICATOR 3.7 NUMBER OF PRODUCERS/PROCESSORS THAT EXPANDED THEIR MAPLE PRODUCT LINE

Data Collection Tip

Data on expanded product line offerings can be collected by establishing baselines of product 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 3.8 NUMBER OF PRODUCERS THAT INCREASED PRODUCTION

Data Collection Tip

Data on number of producers increasing production can be collected by establishing counts within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant. Stakeholders should establish baseline numbers of small-scale, mid-scale, and commercial-scale operations from producers at the beginning of the grant period and note whether growth occurs consistent with estimates and grant program activities. Stakeholders should refer to the definitions of small-scale, mid-scale, and commercial-scale levels in order to accurately report this data.





INDICATOR 3.9 NUMBER OF MAPLE PRODUCERS THAT REPORTED INCREASED

- 3.9a: Maple syrup production (gallons),
- 3.9b: Sales,
- 3.9c: Price/gallon, and/or
- 3.9d: Cost-savings

Data Collection Tip

Data on 3.9a-3.9d 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 data can be tracked by noting change in dollar amounts, percentages, or a combination of volume and average price. Producers/processors are not required to report a numeric value, so reluctance to share financial data should not impact this reporting requirement.



INDICATOR 3.10 NUMBER OF MAPLE-RELATED JOBS

- 3.10a: Created
- 3.10b: Maintained

Data Collection Tip

Data on maple-related 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 maple-related job numbers after receiving services supported by the grant. Maple-related 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's most appropriate for a recipients' project (e.g., 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 hours per year is standard; however, recipients can refer to state/local policy codes to approximate 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:

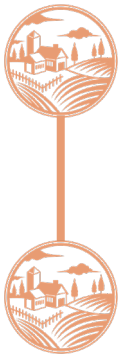
Step 1: Determine the number of FTEs who work 30+ hours per week per month during the measurement period.

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 determine the number of FTEs.



OUTCOME 4: EXPAND MAPLE RESEARCH AND DEVELOPMENT



INDICATOR 4.1 NUMBER OF RESEARCH GOALS ACCOMPLISHED

Data Collection Tip

Data on research goals accomplished can be collected by establishing counts of accomplished research goals of those established at the start of the grant period.



INDICATOR 4.2 FOR RESEARCH CONCLUSIONS, THE NUMBER THAT

- 4.2a: Yielded findings that supported continued research
- 4.2b: Yielded findings that led to completion of study
- 4.2c: Yielded findings that allow for implementation of new practice, process, or technology

Data Collection Tip

Data for 4.2a-4.2c can be collected by establishing counts of the required metrics as researchers progress through the research process.





INDICATOR 4.3

NUMBER OF INDUSTRY REPRESENTATIVES AND OTHER STAKEHOLDERS THAT ENGAGED WITH RESEARCH RESULTS

Data Collection Tip

Data on number of people who engaged with research results can be collected by relevant stakeholders within an organization, in collaboration with other organizations, and/or on behalf of other partner organizations after receiving services supported by the grant. Engagement can be measured in the following ways:

Tracking partners and collaborators that engaged with research via the method used to share the information (i.e., number of email recipients, number of collaborators given access to shared drives, etc.).

Tracking the number of poster sessions where research was presented and the number of attendees that viewed the poster presentation during the session. Estimates can also be generated based on number of conference attendees, which can be provided by conference organizers, and the average number of poster presentation viewers during a given presentation.

Tracking the number of conferences or presentations where research was presented and the number of attendees, which can be provided by conference/presentation organizers.

Tracking the number of online repositories used to share research and the associated online engagement. Online repository sites can track online traffic, visitors, referring sites, and popular content with those with access.

Tracking the number of public forums used to share research. Tracking engagement will depend on the type of public forum used. Recipients can work with the public forum for best ways to track engagement (e.g., a public library can provide data on how many visitors “checked out” the research)



INDICATOR 4.4

TOTAL NUMBER OF RESEARCH OUTPUTS PUBLISHED TO INDUSTRY PUBLICATIONS AND/OR ACADEMIC JOURNALS___. FOR EACH PUBLISHED RESEARCH OUTPUT, THE

- 4.4a: Number of views/reads of published research/ data
- 4.4b: Number of citations counted

**For research outputs published formally to academic publications, recipients should note publication information, so AMS can track readership and citation numbers after the end of the grant period.*

Data Collection Tip

Data for 4.4a-4.4b can be collected through academic journals which can provide data on number of article views, article downloads, number of citations, etc. It is recommended that stakeholders use reputable academic journals with this standard practice. AMS can conduct further studies to evaluate research impact that



OUTCOME 5: PROMOTE NATURAL RESOURCE SUSTAINABILITY IN THE MAPLE SYRUP INDUSTRY



INDICATOR 5.1

NUMBER OF STAKEHOLDERS THAT GAINED KNOWLEDGE ABOUT NATURAL RESOURCE SUSTAINABILITY, BEST PRACTICES, TOOLS, OR TECHNOLOGIES

Data Collection Tip

Measuring the number of producers/ processors who gained knowledge about natural resource sustainability 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 gain 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 5.2

NUMBER OF STAKEHOLDERS REPORTED WITH AN INTENT TO ADOPT SUSTAINABILITY-RELATED BEST PRACTICES, TOOLS, OR TECHNOLOGIES

Data Collection Tip

Measuring the number of producers/ processors who intend to adopt sustainability-related best practices, tools, or technologies 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 intention 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 intention-related data to report on this indicator.





INDICATOR 5.3

NUMBER OF PRODUCERS THAT ADOPTED NEW TOOLS, TECHNOLOGIES, OR BEST PRACTICES FOCUSED ON REDUCING ENERGY USE, PLASTICS, WASTE, CHEMICAL USE, OR OTHER SUSTAINABLE OUTCOMES

Data Collection Tip

Data on producers adopting best practices and new technologies can be collected by establishing counts of producers that implemented new sustainable best practices, tools, or technologies after receiving services supported by the grant. Producers should refer to the definition of best practice for accurate reporting on this indicator.



INDICATOR 5.4

NUMBER OF ADDITIONAL TAPS MANAGED USING SUSTAINABLE BEST PRACTICES, TOOLS, OR TECHNOLOGIES

Data Collection Tip

Data on taps managed using environmental best practices can be collected by establishing baselines of taps managed with sustainable practices, tools, or technologies at the beginning of the grant period and noting an expansion of taps managed with these practices, tools, or technologies after receiving services supported by the grant.



INDICATOR 5.5

OF THE PRODUCERS IDENTIFIED IN 5.3, THE NUMBER OF PRODUCERS REPORTING

- 5.5a: Increased dollar returns per tap or
- 5.5b: Reduced input costs per tap

Data Collection Tip

Data on increased dollar returns per tap or reduced input costs per tap can be collected by establishing baselines of dollar returns and input costs and noting whether growth or a reduction occurs after implementing sustainable best practices and technologies within production processes after receiving services supported by the grant

