DBI PERFORMANCE MEASURES

OUTCOME 1: ENCOURAGE THE USE OF REGIONAL MILK PRODUCTION

All applicants much 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 PARTNERSHIPS AND/OR COLLABORATIONS ESTABLISHED BETWEEN DAIRY PRODUCERS/PROCESSORS AND LOCAL/REGIONAL SUPPLY NETWORKS__

- 1.1a: Of those established, the number formalized with written agreements (i.e. MOU's, signed contracts, etc.)
- 1.1b: Of those established, the number of partnerships with underserved organizations
- 1.1c: Of those established, the number of partnerships with dairy cooperatives

Data Collection Tip

Data on partnerships or collaborations can be collected by establishing counts of partnerships formed, whether informally (noting in-person handshake agreements and partnerships formed via phone, email, etc.) or formally (noting number of MOU's or contracts signed). Stakeholders should refer to the definition of underserved organizations to accurately report counts of agreements made with this population.

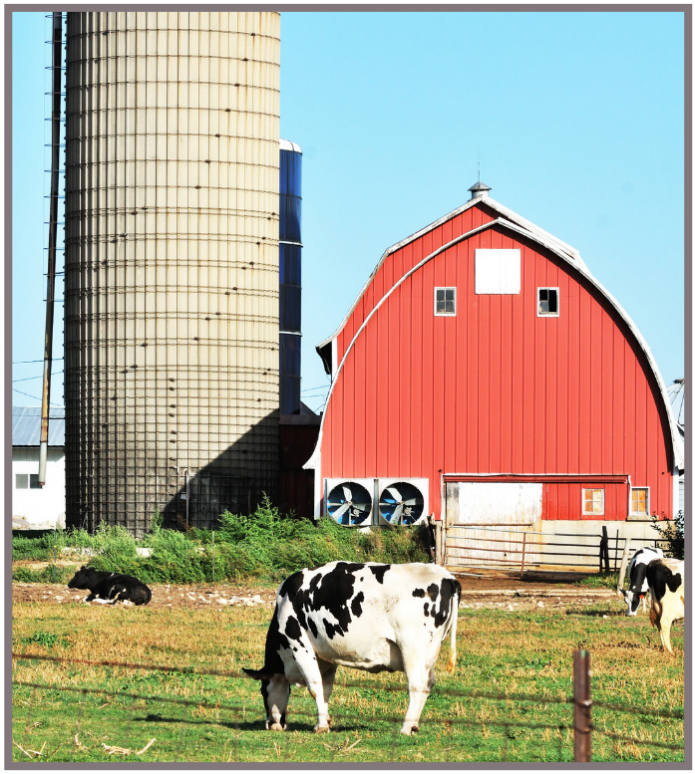
INDICATOR 1.2

OF THE TOTAL NUMBER OF PARTNERSHIPS AND COLLABORATIONS IDENTIFIED IN 1.1, THE NUMBER THAT REPORTED

- 1.2a: Expanded/improved local/regional dairy infrastructure
- 1.2b: Higher profits
- 1.2c: More efficient transportation
- 1.2d: Improved marketing channels
- 1.2e: Increased volume of local/regional milk used
- 1.2f: And/or other mid-tier value chain enhancements

Data Collection Tip

Data on 1.2a-1.2f 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. 1.2b 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). Reporting on 1.2a and 1.2c-1.2f 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).



OUTCOME 2: DIVERSIFY AND EXPAND DAIRY PRODUCT MARKET OPPORTUNITIES

INDICATOR 2.1

NUMBER OF DAIRY BUSINESSES THAT IMPLEMENTED NEW MARKETING PROCEDURES

Data Collection Tip

Data on number of dairy businesses who implemented new marketing procedures can be collected by establishing counts of businesses that implemented new or innovative marketing strategies after receiving services supported by the grant.

INDICATOR 2.2

TOTAL NUMBER OF EXISTING MARKET ACCESS POINTS THAT ESTABLISHED AND/OR EXPANDED DAIRY PRODUCT 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 expanded dairy product offerings can be collected by establishing baselines of dairy 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 2.3

TOTAL NUMBER OF NEW MARKET ACCESS POINTS THAT ESTABLISHED DAIRY PRODUCT OFFERINGS___. OF THOSE, THE NUMBER THAT WERE

- 2.3a: Farmers markets
- 2.3b: Roadside stands
- 2.3c: Agritourism
- 2.3d: Grocery stores
- 2.3e: Wholesale markets/buyers
- 2.3f: Restaurants
- 2.3g: Agricultural cooperatives
- 2.3h: Retailers
- 2.3i: Distributors
- 2.3j: Food hubs
- 2.3k: Shared-use kitchens
- 2.3l: School food programs
- 2.3m: Community-supported agriculture (CSAs)
- 2.3n: Other

Data Collection Tip

Data on new market access points that established dairy product offerings can be collected from relevant market access points that began offering dairy products after receiving services supported by the grant. Recipients should note at the beginning of the grant period which access points did not offer dairy products and were targeted to expand their product offerings to include dairy products.

INDICATOR 2.4

NUMBER OF DAIRY BUSINESSES THAT INCREASED DAIRY PRODUCT SALES BY SELLING TO NEW/ADDITIONAL MARKET ACCESS POINTS TO MEET INCREASED DEMAND

Data Collection Tip

Data on increased sales can be collected by establishing baselines of sales data at the beginning of the grant period and noting if there was an increase after selling to new/additional market access points. Sales data can be tracked by noting change in dollar amount, percent change, or a combination of volume and average price. Stakeholders are not required to report a numeric value, so reluctance to share financial data should not impact this reporting requirement

INDICATOR 2.5

NUMBER OF MARKET ACCESS POINTS REPORTING INCREASED SALES OF DAIRY PRODUCTS

Data Collection Tip

Data on increased sales can be collected by establishing baselines of sales data at the beginning of the grant period and noting if there was an increase after receiving services supported by the grant. Sales data can be tracked by noting change in dollar amount, percent change, or a combination of volume and average price. Stakeholders are not required to report a numeric value, so reluctance to share financial data should not impact this reporting requirement.

OUTCOME 3: PROMOTE BUSINESS DEVELOPMENT THAT DIVERSIFIES FARMER INCOME THROUGH PROCESSING AND PRODUCTION INNOVATIONS

INDICATOR 3.1

NUMBER OF DAIRY BUSINESSES THAT GAINED KNOWLEDGE ABOUT DAIRY PRODUCT DEVELOPMENT OR DAIRY BUSINESS IMPROVEMENT METHODS

Data Collection Tip

Measuring the number of dairy businesses who gained knowledge about dairy product development or dairy business improvement 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 DAIRY BUSINESSES THAT IMPLEMENTED NEW OR MODIFIED DAIRY PROCESSES OR PRODUCTION METHODS

Data Collection Tip

Data on the number of producers or processors that implemented new or modified dairy processes or production 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 DAIRY BUSINESSES THAT EXPANDED THEIR EXISTING DAIRY PRODUCT LINE

Data Collection Tip

Data on expanded product lines can be collected by establishing baselines of product 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 3.4

NUMBER OF DAIRY BUSINESSES THAT BEGAN PRODUCING DAIRY PRODUCTS

Data Collection Tip

Data on number of stakeholders who began producing new dairy products 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 3.5

NUMBER OF DAIRY PRODUCTS CREATED OR ENHANCED

Data Collection Tip

Data on number of dairy products created or modified can be collected by establishing counts of created/modified dairy 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 3.6

NUMBER OF DAIRY BUSINESSES THAT INCREASED DAIRY PRODUCT SALES MEASURED IN

- 3.6a: Dollars,
- 3.6b: Percentage change, or
- 3.6c: Combination of volume and average price

Data Collection Tip

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 3.7

NUMBER OF DAIRY-RELATED JOBS

- 3.7a: Created
- 3.7b: Maintained

Data Collection Tip

Data on dairy-related jobs created or maintained can be collected by establishing baselines of the number of dairy-related jobs at the beginning of the grant period. Growth (or maintenance) can be discerned by monitoring dairy-related job numbers after receiving services supported by the grant. Dairy-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.