

Dairy Business Innovation Initiatives 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 FY2022 grant application cycle.

Outcome 1: Encourage the Use of Regional Milk Production

1.1 Total number of partnerships and/or collaborations established between dairy producers/processors and local/regional supply networks ____. Of those established:

1.1a The number formalized with written agreements (i.e. MOU's, signed contracts, etc.) ____.

1.1b The number of partnerships with underserved organizations ____.

1.1c The number of partnerships with dairy cooperatives ____.

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 Other mid-tier value chain enhancements ____.

Outcome 2: Diversify and Expand Dairy Product Market Opportunities

2.1 Number of dairy businesses that implemented new marketing procedures ____.

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 ____.

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 ____.

2.4 Number of dairy businesses that increased dairy product sales by selling to new/additional market access points to meet increased demand ____.

2.5 Number of market access points reporting increased sales of dairy products ____.

Outcome 3: Promote Business Development that Diversifies Farmer Income Through Processing and Production Innovations

3.1 Number of dairy businesses that gained knowledge about dairy product development or dairy business improvement methods ____.

3.2 Number of dairy businesses that implemented new or modified dairy processes or production methods ____.

3.3 Number of dairy businesses that expanded their existing dairy product line ____.

3.4 Number of dairy businesses that began producing dairy products ____.

3.5 Number of dairy products created or enhanced ____.

3.6 Number of dairy businesses that increased dairy product sales measured in:

3.6a Dollars ____.

3.6b Percentage change ____.

3.6c Combination of volume and average price ____.

3.7 Number of dairy-related jobs:

3.7a Created ____.

3.7b Maintained ____.