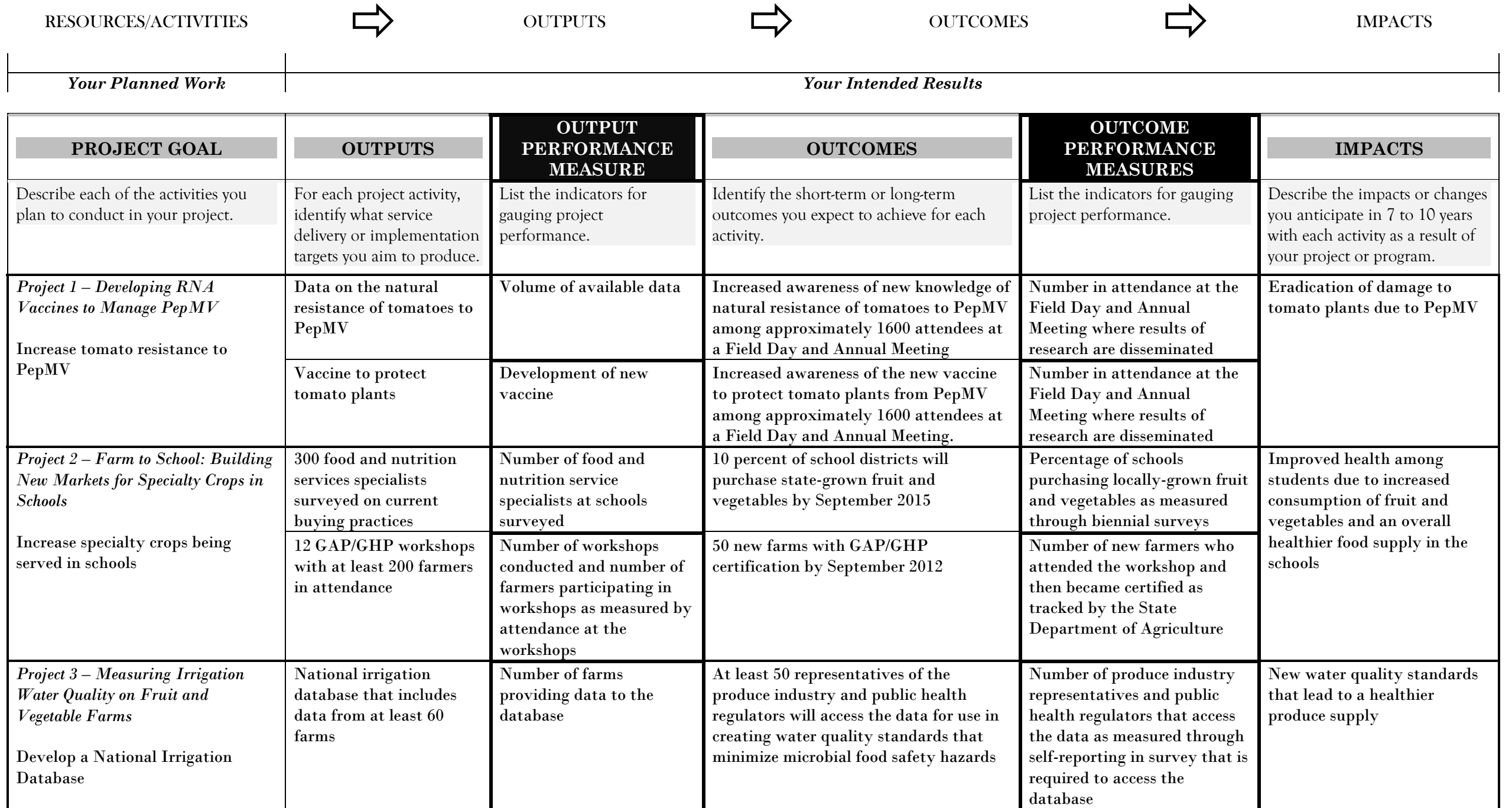


Sample Specialty Crop Block Grant Program Logic Model



RESOURCES/ACTIVITIES	⇒	OUTPUTS	⇒	OUTCOMES	⇒	IMPACTS
<i>Your Planned Work</i>	<i>Your Intended Results</i>					
PROJECT GOAL	OUTPUTS	OUTPUT PERFORMANCE MEASURE	OUTCOMES	OUTCOME PERFORMANCE MEASURES	IMPACTS	
Describe each of the activities you plan to conduct in your project.	For each project activity, identify what service delivery or implementation targets you aim to produce.	List the indicators for gauging project performance.	Identify the short-term or long-term outcomes you expect to achieve for each activity.	List the indicators for gauging project performance.	Describe the impacts or changes you anticipate in 7 to 10 years with each activity as a result of your project or program.	
<i>Project 4 – Enhancing Sustainable Specialty Crop Production</i> Increase in knowledge of specialty crop issues and ability of specialty crop farmers to improve or enhance their farm-related enterprises	8-week workshop series with at least 50 individuals in attendance at each session	Number of workshops and number of people in attendance at each session as measured through weekly attendance records and registration records	Mean increase in specific knowledge area of 40 percent	Percentage of increase in knowledge as measured through pre- and post- tests of information covered in the workshops	Specialty crop producers will have a better understanding of what factors allow them to most effectively and efficiently produce specialty crops and therefore production and profitability will increase	
	3 independent workshops with at least 30 individuals in attendance at each	Number of workshops and number of people in attendance at each as measured through weekly attendance records and registration records	At least 50 percent of participants will plan to use knowledge gained to improve or enhance their farm-related enterprise	Percentage of participants that will plan to use knowledge gained as measured through a post-workshop evaluation that asks if they plan to use what they learned		
<i>Project 5 – Establish a Super Berry Market in the State</i> Increase the number of growers and producers of Super Berries and raise awareness of Super Berry potential and related health benefits	New relationships with area farmers, alternative crop producers and institutions	Number of new relationships with area farmers, alternative crop producers and institutions interested in research and development	3 or 4 new Super Berry producers	Number of new Super Berry producers	A thriving Super Berry industry which is one of the top in the nation	
	New website	Existence of a new website	At least 150 hits on the website each month	Number of hits on the website as measured through a website tracking tool		

RESOURCES/ACTIVITIES	⇒	OUTPUTS	⇒	OUTCOMES	⇒	IMPACTS
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PROJECT GOAL	OUTPUTS	OUTPUT PERFORMANCE MEASURE	OUTCOMES	OUTCOME PERFORMANCE MEASURES	IMPACTS	
Describe each of the activities you plan to conduct in your project.	For each project activity, identify what service delivery or implementation targets you aim to produce.	List the indicators for gauging project performance.	Identify the short-term or long-term outcomes you expect to achieve for each activity.	List the indicators for gauging project performance.	Describe the impacts or changes you anticipate in 7 to 10 years with each activity as a result of your project or program.	
<i>Project 6 – Specialty Crop Solutions for Health-Distressed Communities</i> Increase sales of and accessibility to specialty crops in health-distressed communities	Promotional materials (20 full-color promotional banner, 8 Spanish-language ads, newsletter, etc.) to support the Buy Fresh, Buy Local campaign	Number of promotional materials developed, utilized, and disseminated	300 percent increase (to \$1200 sales volume annually) in nascent retail sales of local farmer-direct crops	Amount of increase in sales as measured by the Specialty Crop Association and self-identified by specialty crop growers	A thriving specialty crop industry consisting of both large and small producers who are providing specialty crops to under-served communities throughout the state	
			5 new specialty crop farm stands	Number of new farm stands as measured by the Specialty Crop Association		
<i>Project 7 – Training Series to Increase Local Fruit and Vegetable Production at the Local Market</i> Strengthen and grow the specialty crop industry	Educational workshops	Number of workshops and number of participants as measured through registration and attendance	A 75 percent increase in both knowledge and awareness of specialty crop production practices and marketing options	Percentage of increase in knowledge and awareness as measured by pre- and post-assessments of participants' knowledge and awareness	More farmers will have transitioned to production of specialty crops due to their greater understanding of the process and profitability potential	
	Field visits to commercial vegetable/fruit farms	Number of field visits and number of participants as measured through registration and attendance				
	Field trips to the State University Research and Extension Center	Number of field trips and number of participants as measured through registration and attendance				

Performance Measurement Definitions

Performance Indicator

- A specific numerical measurement for each aspect of performance (e.g., outcome or output) under consideration.

Inputs

- Resources (i.e., expenditures or employee time) used to produce outputs and outcomes.

Process

- The workload or activities performed. The amount of work that comes into a program is the process.

Outputs

- Products and services delivered. Output refers to the completed products of internal activity: the amount of work done by the organization or by its contractors (such as number of miles of road repaired or number of calls answered).

Outcomes

- Events, occurrences, or conditions that are outside the activity or program itself and that are of direct importance to customers and the public generally. An outcome indicator is a measure of the amount and/or frequency of such occurrences. Service quality is also included under this category. While outputs are what work the organization does, outcomes are what these outputs accomplish.