Select at least one of the eight outcome measures and at least one indicator for each selected outcome. Complete the fillable text fields for the indicator(s) selected. (Note: If there are multiple sub-indicators under the selected indicator, applicants must enter a value for at least one.) Within the Description sections, describe the data collection methods and any activities that will be undertaken to monitor and report on the outcome(s) and indicator(s) selected. Applicants may delete or leave blank any outcomes not applicable to their proposal. Outcome measures and the associated indicators were developed by USDA and the Office of Management and Budget and cannot be altered or amended in any way. Altering the language of the outcomes or indicators or providing responses in a format other than that described in the document will result in disqualification of a proposal.

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| [ ]  | **Outcome 1:** Enhance the competitiveness of specialty crops through increased sales. |
|[ ]  **Indicator 1:** Sales increased from $Enter dollar amount to $Enter dollar amount and by Enter number percent as a result of marketing and/or promotion activities. |
| **Description of data collection methods and activities to report on outcomes:** Click here to enter text. Describe how the numbers above were derived, how each outcome and indicator will be measured and achieved, any potential challenges to achieving the estimated targets and action steps for addressing them. Describe how project results (positive and negative) will be disseminated.  |

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| [ ]   | **Outcome 2:** Enhance the competitiveness of specialty crops through increased consumption. |
| [ ]  | **Indicator 1:** Of the Enter number children and youth reached,a. Enter number gained knowledge about eating more specialty crops. b. Enter number reported an intention to eat more specialty crops. c. Enter number reported eating more specialty crops.  |
| [ ]   | **Indicator 2:** Of the Enter number adults reached,a. Enter number gained knowledge about eating more specialty crops. b. Enter number reported an intention to eat more specialty crops. c. Enter number reported eating more specialty crops.  |
| [ ]  | **Indicator 3:** Enter number new and improved technologies and processes to enhance the nutritional value and consumer acceptance of specialty crops (excluding patents).  |
| [ ]   | **Indicator 4:** Enter number new specialty crops and/or specialty crop products introduced to consumers.  |
| **Description of data collection methods and activities to report on outcomes:** Click here to enter text. Describe how the numbers above were derived, how each outcome and indicator will be measured and achieved, any potential challenges to achieving the estimated targets and action steps for addressing them. Describe how project results (positive and negative) will be disseminated.  |

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| [ ]  | **Outcome 3:** Enhance the competitiveness of specialty crops through increased access and awareness. |
| [ ]   | **Indicator 1:** Of the Enter number consumers or wholesale buyers reached,a. Enter number gained knowledge on how to access/produce/prepare/preserve  specialty crops.b. Enter number reported an intention to access/produce/prepare/preserve specialty  crops.c. Enter number reported supplementing their diets with specialty crops that they  produced/preserved/obtained/prepared.  |
| [ ]   | **Indicator 2:** Of the Enter number individuals (culinary professionals, institutional kitchens, specialty crop entrepreneurs such as kitchen incubators/shared‐use kitchens, etc.) reached,a. Enter number gained knowledge on how to access/produce/prepare/preserve  specialty crops.b. Enter number reported an intention to access/produce/prepare/preserve specialty  crops.c. Enter number reported supplementing their diets with specialty crops that they  produced/prepared/preserved/obtained. |
| [ ]   | **Indicator 3:** Number of existing delivery systems/access points reached that expanded and/or improved offerings of specialty crops.a. Enter number farmers markets. b. Enter number corner stores.c. Enter number school food programs and other food options (vending machines,  school events, etc.).d. Enter number grocery stores.e. Enter number wholesale markets.f. Enter number food hubs that process, aggregate, distribute, or store specialty crops.g. Enter number home improvement centers with lawn and garden centers.h. Enter number lawn and garden centers.i. Enter number other systems/access points, not noted. |
| [ ]   | **Indicator 4:** Number of new delivery systems/access points offering specialty crops. a. Enter number farmers markets.b. Enter number corner stores.c. Enter number school food programs and other food options (vending machines,  school events, etc.).d. Enter number grocery stores.e. Enter number wholesale markets.f. Enter number food hubs that process, aggregate, distribute, or store specialty crops.g. Enter number home improvement centers with lawn and garden centers.h. Enter number lawn and garden centers.i. Enter number other systems/access points, not noted. |
| **Description of data collection methods and activities to report on outcomes:** Click here to enter text. Describe how the numbers above were derived, how each outcome and indicator will be measured and achieved, any potential challenges to achieving the estimated targets and action steps for addressing them. Describe how project results (positive and negative) will be disseminated.  |

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| [ ]  | **Outcome 4:** Enhance the competitiveness of specialty crops through greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources. |
| [ ]   | **Indicator 1:** Enter number plant/seed releases (i.e., cultivars, drought‐tolerant plants, organic, enhanced nutritional composition, etc.).  |
| [ ]   | **Indicator 2:** Adoption of best practices and technologies resulting in increased yields, reduced inputs, increased efficiency, increased economic return, and conservation of resources. a. Enter number growers/producers indicating adoption of recommended practices. b. Enter number growers/producers reporting reduction in pesticides, fertilizer, water used/acre.c. Enter number producers reporting increased dollar returns per acre or reduced costs  per acre. d. Enter number acres in conservation tillage or other best management practice.  |
| [ ]   | **Indicator 3:** Enter number habitat acres established and maintained for the primary benefit of pollinators and specialty crops. |
| **Description of data collection methods and activities to report on outcomes:** Click here to enter text. Describe how the numbers above were derived, how each outcome and indicator will be measured and achieved, any potential challenges to achieving the estimated targets and action steps for addressing them. Describe how project results (positive and negative) will be disseminated.  |

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| [ ]  | **Outcome 5:** Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems. |
| [ ]   | **Indicator 1:** Enter number new or improved innovations models (biological, economic, business, management, etc.), technologies, networks, products, processes, etc. developed for specialty crop entities including producers, processors, distributors, etc.  |
| [ ]   | **Indicator 2:** Enter number innovations adopted.  |
| [ ]   | **Indicator 3:** Enter number specialty crop growers/producers (and other members of the specialty crop supply chain) that have increased revenue expressed in dollars.  |
| [ ]   | **Indicator 4:** Enter number new diagnostic systems analyzing specialty crop pests and diseases. (Diagnostic systems refer to, among other things: labs, networks, procedures, access points.)  |
| [ ]   | **Indicator 5:** Enter number new diagnostic technologies available for detecting plant pests and diseases. (The intent here is not to count individual pieces of equipment or devices, but to enumerate technologies that add to the diagnostic capacity.)  |
| [ ]   | **Indicator 6:** Enter number first responders trained in early detection and rapid response to combat plant pests and diseases.  |
| [ ]   | **Indicator 7:** Enter number viable technologies/processes developed or modified that will increase specialty crop distribution and/or production.  |
| [ ]   | **Indicator 8:** Enter number growers/producers that gained knowledge about science-based tools through outreach and education programs.  |
| **Description of data collection methods and activities to report on outcomes:** Click here to enter text. Describe how the numbers above were derived, how each outcome and indicator will be measured and achieved, any potential challenges to achieving the estimated targets and action steps for addressing them. Describe how project results (positive and negative) will be disseminated.  |

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| [ ]  | **Outcome 6:** Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety. |
| [ ]  | **Indicator 1:** Enter number viable technologies developed or modified for the detection and characterization of specialty crop supply contamination from foodborne threats.  |
| [ ]  | **Indicator 2:** Enter number viable prevention, control, and intervention strategies for all specialty crop production scales for foodborne threats along the production continuum.  |
| [ ]  | **Indicator 3:** Enter number individuals learned about prevention, detection, control, and intervention food safety practices and Enter number of those individuals increased their food safety skills and knowledge.  |
| [ ]  | **Indicator 4:** Enter number improved prevention, detection, control, and intervention technologies.  |
| [ ]  | **Indicator 5:** Enter number reported changes in prevention, detection, control, and intervention strategies.  |
| **Description of data collection methods and activities to report on outcomes:** Click here to enter text. Describe how the numbers above were derived, how each outcome and indicator will be measured and achieved, any potential challenges to achieving the estimated targets and action steps for addressing them. Describe how project results (positive and negative) will be disseminated.  |

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| [ ]  | **Outcome 7:** Enhance the competitiveness of specialty crops through increased understanding of threats to food safety from microbial and chemical sources. |
| [ ]  | **Indicator 1:** Enter number projects focused on increased understanding of the ecology of fecal indicators and pathogens.  |
| [ ]  | **Indicator 2:** Enter number projects focused on increased safety of all inputs into the specialty crop chain.  |
| [ ]  | **Indicator 3:** Enter number projects focused on increased understanding of the roles of humans, plants, and animals as vectors.  |
| [ ]  | **Indicator 4:** Enter number projects focused on increased understanding of preharvest and postharvest process impacts on microbial and chemical threats.  |
| [ ]  | **Indicator 5:** Enter number growers or producers obtaining on-farm food safety certifications (such as Good Agricultural Practices or Good Handling Practices).  |
| **Description of data collection methods and activities to report on outcomes:** Click here to enter text. Describe how the numbers above were derived, how each outcome and indicator will be measured and achieved, any potential challenges to achieving the estimated targets and action steps for addressing them. Describe how project results (positive and negative) will be disseminated.  |

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| [ ]  | **Outcome 8:** Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development. |
| [ ]  | **Indicator 1:** Enter number new rural careers created.  |
| [ ]  | **Indicator 2:** Enter number new urban careers created.  |
| [ ]  | **Indicator 3:** Enter number jobs maintained/created.  |
| [ ]  | **Indicator 4:** Enter number small businesses maintained/created.  |
| [ ]  | **Indicator 5:** Increased revenue/increased savings/one-time capital purchases $Enter dollar amount. |
| [ ]  | **Indicator 6:** Enter number new beginning farmers who went into specialty crop production.  |
| [ ]  | **Indicator 7:** Enter number socially disadvantaged farmers who went into specialty crop production.  |
| **Description of data collection methods and activities to report on outcomes:** Click here to enter text. Describe how the numbers above were derived, how each outcome and indicator will be measured and achieved, any potential challenges to achieving the estimated targets and action steps for addressing them. Describe how project results (positive and negative) will be disseminated.  |