

FVI Outcomes and Indicators

Outcome 1: Improving Individual Farm's Operations

Typically, these projects are focused on helping as many farmers as possible refine existing production practices, or learn how to implement a new process to improve their profitability. Some projects will utilize outreach and education to drive changes, others may use applied research to demonstrate the effectiveness of the proposed change. In any case, the risks are fairly low and the project should deliver an impact in less than two years.

Indicators:

This proposal will establish targets and measure the following indicators (select all that apply).

- Documented cost savings from adoption of recommended practices
- Documented revenue increase from adoption of recommended practices
- Number of producers that adopt recommended practices
- Number of producers reporting an intent to adopt recommended practices
- Number of producers that gain knowledge about recommended practices

Outcome 2: Fostering Industry-Wide Innovation

Applied research is a tricky area. While there is always valuable knowledge gained from testing in the field, sometimes what you learn is what doesn't work well in specific conditions, or perhaps in New York overall. Typically these projects are focused on developing new production practices, or learning how practices from other regions can be implemented on New York farms, or how farmers can best adopt new production practices. The risks involved are moderate, and mainstream adoption of the practice is likely to be 2 to 5 years from demonstrated success.

Indicators:

This proposal will establish targets and measure the following indicators (select all that apply).

- Development of new science-based practice recommendations specific to NY farms
- Model financial costs and benefit of the practice recommendation
- Documented cost savings from adoption of recommended practices
- Documented revenue increase from adoption of recommended practices
- Number of producers that adopt recommended practices
- Number of producers reporting an intent to adopt recommended practices
- Number of producers that gain knowledge about recommended practices

Outcome 3: Incubating New Ideas

While most NYFVI projects are building from existing knowledge, sometimes there are projects that are focused on developing a new idea or technique. These projects may or may not succeed, but have the potential to significantly alter the industry. The projects are likely to be high risk, and if successful may take five or more years to reach mainstream adoption.

This proposal will establish targets and measure the following indicators (select all that apply).

Indicators:

- Establishment of science-based conclusions that can provide a strong basis for future solutions.
- Preliminary understanding of the potential financial costs and benefits of the practice
- Number of producers validating feasibility, scalability, and potential acceptance of the approach.

Outcome 4: Improving Routes to Market and Marketing Practices

In addition to producing quality products, farmers must ensure they have profitable sales outlets. Farms of all sizes benefit from increased access to aggregators and processors that add value to their products. And for farms that sell directly to consumers, they must understand the most effective way to market their product. This group of projects work to build market share by increasing route to market opportunities, and improve profits by honing marketing expertise. The risk level for these projects is moderate, and they should be delivering a return on investment in their first two years.

Indicators:

This proposal will establish targets and measure the following indicators (select all that apply).

- Documented cost savings from adoption of recommended practices
- Documented revenue increase from adoption of recommended practices
- Number of producers that adopt recommended practices
- Number of producers reporting an intent to adopt recommended practices or opportunity
- Number of producers that gain knowledge about recommended practices or opportunity
- Increase in brand recognition, awareness and perception, without economic measurement
- Increase in customer engagement-website traffic, social media interaction, etc.
- Number of partnerships established between producers, distributors, and/or other relevant intermediaries

Outcome 5: Developing Human Capital

Strong management practices, and training and development of workers are critical in almost every industry. Farming is no different. Projects in this area of our portfolio strive to develop better managers and management practices, build business plans and ultimately, better bottom lines for all involved. Projects should be delivering an impact in less than two years.

Indicators:

This proposal will establish targets and measure the following indicators (select all that apply).

- Creation of new educational tools that will create value for producers
- Establishment of a strong curriculum with demonstrated value to producers.
- Documented cost savings from adoption of recommended practices
- Documented revenue increase from adoption of recommended practices
- Number of producers who successfully implement the approach or use the tools.
- Number of producers reporting an intent to adopt recommended practices or opportunity
- Number of producers that gain knowledge about recommended practices or opportunity