ANR Retreat
12/2/2016
Digital Measures & Impact Reporting Workshop

OUTCOMES

These resources are posted on the Extension Intranet>Reporting>Metrics site:

1. ANR Framework – structure to identify and organize ANR content

2. Logic Models for seven Program Area Themes
    a. DFFS
    b. Field Crops
    c. Livestock
    d. Farm & Agribusiness Management
    e. Natural Resources
    f. Horticulture
    g. Food & Farm Safety/Security

3. Outcomes from those seven Logic Models are in Digital Measures
    a. Short-term outcomes are with Learning Events
        i. Count the attendees to report these in DM
    b. Medium- and Long-Term outcomes are with Impact Statements
        i. You need to gather input from attendees to be able to report on them in DM

This is where we need to move forward in reporting ANR efforts to outcomes.

4. Larger, longer, more frequent ANR events need to work toward implementing a follow-up evaluation to track one or two primary aspects of attendee behaviors in order to report impact:
    a. Adoption of practices
    b. Impact on revenue, savings, profit, etc.

5. Follow-up can occur the next time the event is held or at a certain time period after the event (in other words, when enough time has passed so that the change can have occurred).

6. Include question(s) on the follow-up evaluation that can give you data to report toward the outcomes. Map the evaluation question to the outcome statement.
    a. Example: Outcome = # of participants who self-report that they adopted a recommended practice for their operation
    b. Survey question = "Since attending ____, did you adopt a recommended practice for your operation?"
    c. Survey responses = Yes – No – Not sure

7. When you put your impact statement into DM, report toward that outcome. For the number of participants/attendees who said "YES", put that number with the outcome.

Here are lists of outcomes by Program Area Theme. Yellow highlight shows "adoption of practice" and green highlight shows "revenue" type outcomes.

Medium and Long-Term – Through follow-up evaluation efforts, ANR outcome indicators capture the adoption of practices or changes in behaviors. Long-term outcome indicators refer to condition, social, economic, civic and environmental impacts.

ANR - Outcome Indicators Medium- and Long-Term Outcomes
Diversified Food and Farming Systems
Medium-Term
of producers (and other members of the food supply chain) that have increased revenue
of new or improved value-added products leading to greater food system diversity that can be sold by producers (and other members of the food supply chain)
of commodity farms that diversify into local market farming enterprises
of acres that incorporate ecosystem services and/or biodiversity considerations
of producers indicating adoption of recommended practices
of producers reporting reduction in fertilizer used/acre
of producers reporting increased dollar returns per acre or reduced costs per acre
of acres in conservation tillage or other BMP
of innovations adopted in food enterprises including production, allied services, processing, and distribution
of new or improved innovations developed for food enterprises
of new or improved value-added products that can be sold by producers (and other members of the food supply chain)
of new or improved innovations developed for food enterprises
of existing farmers markets that expand and/or improve their offering of healthy foods
of existing corner stores that expand and/or improve their offering of healthy foods
of existing school food programs and other food options (vending machines, school events, etc.) that expand and/or improve their offering of healthy foods
of existing grocery stores that expand and/or improve their offering of healthy foods
of other existing systems/access points, not noted, that expand and/or improve their offering of healthy foods
of total existing systems (if not reported above), that expand and/or improve their offering of healthy foods
of new farmers markets offering healthy foods
of new corner stores offering healthy foods
of new school food programs and other food options (vending machines, school events, etc.) offering healthy foods
of new grocery stores offering healthy foods
of other new systems/access points, not noted, offering healthy foods
of total new systems (if not reported above), offering healthy foods
of new or improved innovations developed for food enterprises.
of new or improved value-added products that can be sold by producers (and other members of the food supply chain)
of food councils and institutes created to promote practical food systems policies
of producers who used training from Purdue, and other institutions to develop technical skills (i.e. Vermont Food Hub manager training; Farmer's Market Manager Badges)
of research and extension advisory councils and boards
of food policy decisions informed by university research and extension
of constraints removed in food production, processing, and distribution by policy makers
of incentives implemented for food production, processing, and distribution by policy makers
Long-Term
increased successful and # diversified farm operations tracked by Ag Census, food businesses by state data, success will need to be measured by survey
increased access of beginning farmers to more experienced farmers via participation and long-term support from Purdue for beginning farmers – initial three year program, identification of 'beginning' label, etc.
of producers (and other members of the food supply chain) that have increased revenue
Increased # of Indiana products in supermarkets, number of vendors at farmers' markets, CSA's, food hubs, greater purchasing by institutions, restaurants, grocers and consumers
Increase in direct sales $ value in Ag census and subsequent local food surveys by USDA
Increased # jobs in distribution, storage, marketing, sales and production of local food
of food councils and institutes created to promote practical food systems policies
of research and extension advisory councils and boards
of food policy decisions informed by university research and extension
of constraints removed in food production, processing, and distribution by policy makers
of incentives implemented for food production, processing, and distribution by policy makers
Increased # coordination of education and technical support from campus to county, county to client and campus to client, unified online presence for assistance, research being performed in local food systems, interdisciplinary work for local food research and teaching on campus

Field Crops
Medium-Term
of participants who self-report that they adopted a recommended practice for their operation
of participants who self-report that they adopted fertilizer and pesticide recommendations for field crops
of participants that adopted changes to their farm to make them more resilient to climate change
of producers indicating adoption of recommended technologies for agronomic crops
of producers indicating adoption of recommended management practices for agronomic crops
Long-Term
of reduction in pesticide spills or drift complaints
of producers indicating increased dollar returns per acre and/or reduced costs per acre due to adopted agronomic practices
of producers indicating increased dollar returns per acre due to overall crop quality improvement
of routine water quality tests of major water bodies and tributaries showing a decrease in soil particles and agriculturally-related chemicals of concern
Livestock
Medium-Term
of participants who self-report that they adopted a recommended technology for their farm/business
of participants who self-report that they adopted a recommended management practice for their farm/business
of youth seeking careers in livestock industry
of improved prevention, detection, control and intervention technologies adopted
of participants who self- report an expanded network of contacts/resources
Long-Term
of producers reporting decreased production cost per unit of output, increase value per unit of output, and increase profitability
of participants reporting improved livestock and poultry wellbeing
of producers reporting they have started a new operation or have expanded their operation
of producers reporting adopted technologies and practices assisted them in remaining/becoming compliant
Farm & agribusiness management
Medium-Term
of participants reporting they adopted a practice to monitor financial ratios
of participants conducting risk assessments
of participants reporting a new or revised commodity marketing strategy
of participants reporting the adoption of written land leases
of participants evaluating new business ventures
Long-Term
of producers reporting improved financial position
of contingency plans written
of participants reporting better tenant/landlord relationships
of successful new ventures formed
of farms successfully passed to next generation
Natural resources
Medium-Term
of ecosystem service valuation plans created or revised
of participants adopt use of decision-support tool for ecosystem service valuation
of management plans created for financial and ecological value of "free" services provided by ecosystems
of participants / stakeholders adopted best management practices for biofuels production / harvesting / storage systems
of acres incorporate ecosystem services and/or biodiversity considerations
of participants employ climate adaptation strategies in natural ecosystems, including strategies for biodiversity
of acres under recommended adaptation strategies for natural resources management
of landowners / agencies adopt best management practices for maintenance of locally-valued ecosystem services
of participants adopt recommended adaptation strategies for natural resources management
of agencies / organizations / communities incorporate climate-based management practices in community development

Long-term
of participants adopted recommended climate mitigation practices (e.g., water use efficiency, carbon sequestration, reducing carbon and energy footprint)
of acres under recommended climate mitigation practices (e.g., water use efficiency, carbon sequestration)
of acres employing best management practices for ecosystem conservation
% of privately owned agricultural acreage retained during landowner succession due to educational interventions. Refers to working lands, nonworking lands, and other landscape components, like rangeland, forestland, cropland, conversation lands, wetlands, water bodies, riparian areas, etc.
of graduate students working in biofuels labs
of biofuels workers trained
of visitors to local open spaces, parks, etc.
$ of property values increase adjacent to parks / open spaces
$ of local/county investment in management and conservation of natural resources
of businesses (eco-tourism/recreation/forestry)
of policies and guidelines that reflect the conservation and management of ecological resources for future generations
of agencies / organizations / communities that adopted recommended climate mitigation practices and policies (e.g., applied water conservation policies)
Horticulture
Medium-Term
of participants adopt recommended practices for horticulture and the environment
of participants who volunteer
of participants who grow leadership ability
% increase in number of and membership in associations
% increase in number of volunteers
of viable technologies developed or modified for the detection and characterization of food supply contamination from foodborne threats.
of children and youth who reported eating more of healthy foods
Long-Term
of participants adopting best practices and technologies resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources
Reduced negative environmental impact due to horticultural operations
Increased quality and supply of Indiana-produced horticultural products
Food & Farm Safety/Security
Medium-Term
of participants who self-report that they adopted a recommended safety practice
of food producers, processors, and handlers self-report they assess their farms or respective areas of activity for risks of microbial contamination
of food producers, processors, and handlers who self-report they assess their farms or respective areas of activity for critical control points (this includes chemical, physical, and biological contamination) contamination
of participants self-report they develop Farm Emergency Plans
of communities that develop/enhance their ESF-11, Agriculture and Natural resources component of their Comprehensive Emergency Management Plan
Long-Term
food producers, processors, and handlers implement interventions and processes that reduce risk of microbial contamination
of communities participating in ag-related emergency exercises

ADOPTION OF PRACTICE

ALL – Here is a general question to get a number of those who adopt practice:
Since attending the _____ (title of ANR workshop/event), did you adopt a new, recommended practice?
__ Yes if yes, indicate what new practice you have adopted: _____
__ No
__ Not sure

SPECIFIC PROGRAM (unique to ANR theme – specific to program – provide more details about actions)
Ask them an open-ended question AND/OR provide a list for them to choose from, to identify what has changed.

OPEN-ENDED -- As a result of attending _____ (title of ANR workshop/event) last year, what ACTIONS have you taken?
LIST -- Choose all that apply.

- ☐ _____
- ☐ _____

Examples of ACTIONS by Topic Area (Logic Model). Statements in quotes are from outcome indicators.

DFFS
"Adoption of recommended practices"

- ☐ _____
- ☐ _____

FIELD CROPS
"Field crop recommended practice"

- ☐ _____
- ☐ _____

"Fertilizer and pesticide recommendations for field crops"

- ☐ _____
- ☐ _____

"Recommended technologies for agronomic crops"

- ☐ _____
- ☐ _____

"Recommended management practices for agronomic crops"

- ☐ _____
- ☐ _____

LIVESTOCK
"Recommended technology for their livestock farm/business"

- ☐ **Precision technology**
- ☐ **Production & housing systems**
- ☐ **Ventilation**
- ☐ **Feed delivery systems**
- ☐ **Milking systems**
- ☐ **Other: _____**

"Recommended management practice for their livestock farm/business"

- ☐ **Grazing management**
- ☐ **Feeding management**
- ☐ **Animal health**

- ☐ **Animal well-being**
- ☐ **Breeding & genetics**
- ☐ **Food safety**
- ☐ **Manure/nutrient management**
- ☐ **Other: _____**

"Adopted technologies and practices assisted them in remaining/becoming compliant"

- ☐ **Nutrient management**
- ☐ **Product quality**
- ☐ **Odors**
- ☐ **Animal welfare**
- ☐ **Other: _____**

FARM & AGRIBUSINESS MANAGEMENT

"Practices to monitor financial ratios"

- ☐ _____
- ☐ _____

"Adoption of written land leases"

- ☐ _____
- ☐ _____

NATURAL RESOURCES

"Adopt use of decision-support tool for ecosystem service valuation"

- ☐ _____
- ☐ _____

"Adopt use of best management practices for biofuels production / harvesting / storage systems"

- ☐ _____
- ☐ _____

"Adopt use of best management practice for maintenance of locally-valued ecosystem services"

- ☐ _____
- ☐ _____

"Adopt use of recommended climate mitigation practices"

- ☐ _____
- ☐ _____

HORTICULTURE

"Recommended practices for horticulture and the environment"

- ☐ _____
- ☐ _____

FOOD & FARM SAFETY/SECURITY

"Adopted a recommended safety practice"

- ☐ _____
- ☐ _____

ECONOMIC IMPACT

ALL - Here is a general question for all to determine the number who had improvement in financial position:
Since attending the _____ (title of ANR workshop/event) last year, have you experienced an improvement in your operation's financial position?

__ Yes if yes, indicate what financial improvement you have experienced: _____
__ No
__ Not sure

SPECIFIC PROGRAM (unique to ANR theme – specific to program – to get at more detail related to finances)
Ask them an open-ended question AND/OR provide a list for them to choose from, to identify what has changed.

OPEN-ENDED -- As a result of attending _____ (title of ANR workshop/event) last year, what financial improvements have you had in your operation?
LIST -- Choose all that apply.

- ☐ _____
- ☐ _____

Examples of FINANCIAL IMPROVEMENTS by Topic Area (Logic Model):

DFFS

- ☐ Increased revenue
- ☐ Increased dollar returns per acre or reduced costs per acre
- ☐ _____
- ☐ _____

FIELD CROPS

- ☐ Increased dollar return per acre
- ☐ Reduced costs per acre due to adopted agronomic practices\increased dollar returns per acre due to overall crop quality improvement
- ☐ _____
- ☐ _____

LIVESTOCK

- ☐ Decreased production cost per unit of output **– pound of beef**
- ☐ Increased value per unit of output **– 100 weight of milk**
- ☐ Increased profitability
- ☐ _____
- ☐ _____

FARM & AGRIBUSINESS MANAGEMENT

- ☐ Improved financial position
- ☐ _____
- ☐ _____

NATURAL RESOURCES

- ☐ What is dollar amount increase of property values adjacent to parks / open spaces? _____
- ☐ _____
- ☐ _____

HORTICULTURE

- ☐ Increased yield
- ☐ Reduced inputs
- ☐ Increased efficiency
- ☐ Increased economic return
- ☐ Conservation of resources
- ☐ _____
- ☐ _____

FOOD & FARM SAFETY/SECURITY

- ☐ _____
- ☐ _____