

DIVERSIFIED FARMING AND FOOD SYSTEMS LOGIC MODEL

NAME OF PROGRAM: Diversified Farming and Food Systems

Please note:

- This logic model is created to establish a common set of outcomes for all the programs and events offered to the public via the DFFS team. It also provides a consistent and measurable approach to evaluating these outcomes.
- Also, DFFS has stakeholders on different levels: individual and community. Outcomes listed are for individuals (farmers, producers, vendors, managers, participants, etc.), except where marked with a COMM to indicate community, organization, agency, government or school, etc. These levels help address the variety of efforts across programs in DFFS.

SITUATION: Local food sales and production continue to increase in Indiana creating a strong demand for regional food production. Recognizing that diversified farming operations need alternative support for education, networking and programming, DFFS members are working together to create comprehensive research-based education and programming for diverse audiences, many of whom are new to Purdue Extension. New technology is the platform for beginning and local food farmers to engage with consumers in direct and intermediated marketing channels. It is also a way for farmers to network with one another and learn from Extension. By engaging these farming audiences, we are supporting the increase of agricultural business opportunities in Indiana.

County Educators select from these goals for their annual activities:

GOAL 1: To build capacity for all forms of farm diversification throughout the state through innovative educational programs, practical research, connecting people, relationship building, and networking.

-or-

GOAL 2: To enhance the sustainability of farmers and local businesses to position themselves to take advantage of opportunities and technology adoption in the local and regional food supply chains, including the supply, procurement, and consumption of Indiana food products.

INPUTS What we invest	OUTPUTS <i>Activities</i> What we do	OUTPUTS <i>Participation</i> Who is reached	INCREASED AWARENESS AND EDUCATION (Short-Term)	CHANGES IN BEHAVIOR (Mid-Term)	IMPACT ON COMMUNITY AND SYSTEM (Long-Term)
<p><u>Purdue Investments</u></p> <ul style="list-style-type: none"> Extension Educators, Field Staff, Faculty, Campus Staff Purdue Ag Centers Agriculture Communications <p><u>Partnerships</u></p> <ul style="list-style-type: none"> State agencies (e.g ISDA) Farmer organizations Federal agencies (e.g. SARE, NRCS) AgrAbility Local food councils Agribusinesses Cooperatives Other Universities/Extension eXtension PK-12 Schools <p><u>Data</u></p> <ul style="list-style-type: none"> Local, state and national data Primary data (e.g., program evaluations) <p><u>Funding</u></p> <ul style="list-style-type: none"> Internal funding External funding 	<ul style="list-style-type: none"> Organize statewide conferences Organize regional conferences, summits, and workshops Create/compile online educational resources Create and organize educational programs and professional development opportunities Create and organize networking activities Develop and maintain promotional materials Connect people to the above mentioned resources and programming Answer DFFS related stakeholder questions 	<ul style="list-style-type: none"> Extension educators Diversified producers including beginning through established, scale neutral, urban/rural, Military Veterans, underserved populations Food businesses Allied industries Retailers Non-profit organizations Consumers Assistance programs Governmental agencies Farmers market managers Producer groups Students – primary, secondary, tertiary Teachers, school food service managers Policy-makers, state and national elected officials 	<p>1. What do we think participants will know, feel, or be able to do after participating in the program?</p> <p>1.1 <u>Awareness of diversified farming and food systems</u></p> <p>1.1.1 # of stakeholders who learn about diversified farming, crop production, sustainable practices and technologies, available resources, assistance and technical support, business operations, marketing and role of diversified agriculture in a local food system</p> <p>1.1.2 # of certifications awarded (farmers market, community garden, urban agriculture, etc.)</p> <p>1.1.3COMM – # of communities, state agencies, local governments, schools, and organizations made aware of diversified farming and local food systems</p> <p>1.2 <u>Foster connections between stakeholders involved in diversified farming and food systems</u></p> <p>1.2.1COMM – # of organizations (schools, government, farmer organizations, NGO's) partnering in DFFS events</p> <p>1.2.2COMM – # of network contacts for newsletter and social media accounts</p> <p>1.2.3 # of individuals who attended a DFFS networking event</p>	<p>2. How do we think the participants will behave or act differently after participating in the program?</p> <p>2.1 <u>Adoption of best practices and technologies resulting in more diverse farming and food systems that are viable</u></p> <p>2.1.1 # of producers/participants indicating adoption of recommended practices to increase viability of their farming systems and marketing of local foods (NIFA GF1.4a)</p> <p>2.1.2 # of businesses created, improved or strengthened</p> <p>2.2 <u>Enable networking among stakeholders</u></p> <p>2.2.1COMM – # of relationships, partnerships, and collaborations established, developed, and maintained among stakeholders interested in diversified farming and food systems</p> <p>2.2.2 # beginning agricultural enterprises connected with more experienced agricultural enterprises</p>	<p>3. What kind of impact can result if the participants behave or act differently after participating in the program?</p> <p>3.1 <u>Create viable diversified farming and food systems across Indiana</u></p> <p>3.1.1# of viable farm and food systems (sustainable yields, increased efficiency, improved economic returns, increased local food sales, reduced inputs, increased farmer resiliency, and improved conservation of resources)</p> <p>3.1.2 # of minority/diverse operations in the farm community and food system</p> <p>3.1.3COMM – # of local food system infrastructures in Indiana (farmers' markets, online markets, enhanced stakeholder webpages, institutional purchasing, community gardening efforts, formalized markets, certification processes, government supports, local food councils)</p> <p>3.2 <u>Create functioning networks that support diversified farming and food systems</u></p> <p>3.2.1COMM – # of partner organizations/agencies coordinating with Purdue Extension</p> <p>3.2.2 # of members in stakeholder groups dedicated to diversified farming and food systems (engagement)</p> <p>3.2.3COMM – # of stakeholders partnering on external grant opportunities</p>

			<p style="text-align: center;">EVALUATION Monitor refers to documenting. Evaluate refers to measuring.</p> <p>1.1 Awareness</p> <p>1.1.1. Monitor = count of participants/attendees at DFFS events 1.1.2. Monitor = count of certificates awarded 1.1.3. Monitor = count of communities, state and local governments, schools, and organizations informed of or involved in diversified farming and local food systems</p> <p>1.2 Foster connections</p> <p>1.2.1. Monitor = count of organizations partnering at DFFS events 1.2.2. Monitor = count network and social media connections 1.2.3. Monitor = count of participants</p>	<p style="text-align: center;">EVALUATION Evaluate refers to measuring.</p> <p>2.1 Best practices adoption</p> <p>2.1.1. Evaluate = at or immediately after DFFS event (intend/plan to adopt) 2.1.1 Evaluate = 12-month follow-up evaluation – participants/attendees self-report on actions taken 2.1.2 Evaluate = 12-month follow-up evaluation – participants/attendees self-report improved, strengthened, or started businesses</p> <p>2.2 Networking among DFFS stakeholders</p> <p>2.2.1 Evaluate = post at or immediately after event – participants/attendees self-report the connections they have made at the DFFS event 2.2.1 Evaluate = 12-month follow-up evaluation – participants/attendees self-report on connections with others from the DFFS events 2.2.2 Evaluate = 12-month follow-up evaluation – beginning farmers self-report that they have connected with more experienced farmers</p>	<p style="text-align: center;">EVALUATION Monitor refers to documenting. Evaluate refers to measuring.</p> <p>3.1 Diversified farming and food systems across Indiana</p> <p>3.1.1. Evaluate = long-term follow-up with DFFS participants/attendees – measure sustainable yields, increased efficiency, improved economic returns, increased local food sales, reduced inputs, increased farmer resiliency, and improved conservation of resources 3.1.2. Monitor = count of minority/diverse farm operations – long-term follow-up of DFFS events – ask participants/attendees to self-report 3.1.3. Evaluate = long-term follow-up – measure traits of local food system infrastructures in Indiana</p> <p>3.1 Networking supporting diversified farming and food systems</p> <p>3.2.1. Monitor = count of farms, markets, vendors, organizations/partners active in DFFS programming 3.2.2. Monitor = count of Indiana-based participation in farmers organizations/networks 3.2.3. Monitor = count partners on external grants</p>
--	--	--	---	--	---

ASSUMPTIONS

- 1)Continued Institutional support for diversified agriculture and local food, including faculty, specialist and educator support for research and Extension
- 2)New involvement of Purdue field Educators in diversified ag and local food programming, research and engagement
- 3)Time and resources will be allocated by Purdue and the counties where the Extension educators are serving in the state
- 4)Farmers, Extension educators and external partners will participate in the programming
- 5)Programming will be found by the target audience (beginning farmers and ranchers, women, underserved populations, socially disadvantaged and military veteran farmers, local communities, etc.)
- 6)Farmers will diversify operations and/or increase production to meet the demand for local food by consumers
- 7)Need for program at state level will continue to exist

EXTERNAL FACTORS

- 1)Continued funding streams
- 2)Access to databases of beginning farmers and ranchers, women, underserved populations, socially disadvantaged and military veteran farmers
- 3)Consumer interest in supporting local food and farming efforts are ongoing and community assets are available
- 4)Influence of the broader economy on land and capital access for small farmers
- 5)Innovative local food distribution channels supported by state agencies and regulatory agencies
- 6)Our local food systems continue to be safe for consumers
- 7)Broader farming and food policy environment
- 8)Issues of public health
- 9)Industry competition in programming