

## Outcomes Based Reporting Guide for BFRDP (12/19/13 update)

The overall purpose of collecting information on the outcomes of the BFRDP is to enhance and document the impact of the program. Project output and outcomes will be used to learn what works and what does not work, and the information will then be disseminated to future projects. By sharing experiences, the established beginning farmer programs can help promote the success of new programs in other regions. In addition, a brief synopsis of the report including some success stories will be posted on relevant websites to demonstrate the impacts of the program to policy makers and others interested in beginning farmer and rancher issues. Therefore, it is very important for you to provide as much of the requested information as possible as it will help improve BFRDP and in turn, enhance the sustainability of beginning farmers and ranchers in the United States. In this light, an “unexpected result” is just as valuable as a “success.” Information on annual outcomes, or milestones, could also help the project identify and overcome inevitable hurdles, and provide lessons for similar projects in the future.

The Beginning Farmer and Rancher Development Program (BFRDP) is designed to assist beginning farmers and ranchers in entering, establishing, building and managing successful farm and ranch enterprises. To this end, grant funds are intended to support the development of: (i) Education; (ii) Outreach; (iii) Curricula; (iv) Workshops; (v) Educational Teams; (vi) Training; and/or (vii) Technical Assistance Programs. As the projects have different objectives, each project is expected to have different outputs and outcomes. To measure progress towards the primary BFRDP goal of “providing beginning farmer and rancher producers and their families in the U.S., as appropriate, with the knowledge, skills and tools needed to make informed decisions for their operations, and enhance their sustainability,” a common set of output and outcome measures have been identified. Each grantee does not have to report on all the measures but for each question respond only to the most appropriate measure of output and/or outcome.

Although the funded activities of BFRDP projects may be different, the long-term goal is to help beginning farmers and ranchers to start farming and to stay in farming. But, these long term outcomes of the project may not be measurable for several years, especially within the three years of the project funding period. Therefore, several shorter term outcomes are used as proxies to determine the likely outcomes of the projects in the long run. It should also be remembered that factors beyond the scope of individual projects may affect the ability of new and beginning farmers to remain in farming. Therefore we are asking that you include the information on the following pages in your annual and final reports. Reports are due within 90 days of the annual anniversary date of your grant, with the final report due within 90 days of the ending date.

REEPort is the NIFA interface for entering your required annual and final reports (replacing CRIS, for those who used CRIS in the past). Instructions are at: [http://www.nifa.usda.gov/business/reeport\\_imp.html](http://www.nifa.usda.gov/business/reeport_imp.html)

To help you gather the information required for REEPort, and to help us analyze and share results across the whole program, the BFRDP-funded Start2Farm Clearinghouse has developed a voluntary Reporting Tool available on the BFRDP Grantee Extranet at <http://www.s2fdata.org/bfrdp-reporting-tool-overview>. While use of this tool is completely voluntary, we encourage you to explore and consider using it before entering your data into REEPort, as a way to help you organize the information for your report. Please contact the Start2Farm staff at “info [at] Start2Farm.gov” if you are a BFRDP Grantee and need assistance accessing the Extranet.

## **BFRDP - Standard Projects**

### **Activity Measures:**

You only need to report on the materials that you produced; you do not need to report under each option.

Enter or send materials produced to Start2Farm.gov.

1. Report **amount of materials formally published** by the program for or about beginning farmers and ranchers:
  - a. Book chapters
  - b. Books or monographs
  - c. Conference papers/presentations
  - d. Journal articles
  - e. Theses/Dissertations
  - f. Websites (new or significantly redesigned)
  - g. Other publications (conference proceedings, etc. - please specify)
  
2. Report **amount of materials produced for beginning farmer and rancher training** and/or network facilitation:
  - a. Audio/video products
  - b. Brochure/pamphlet
  - c. Curricula
  - d. Data/Databases
  - e. Directory
  - f. Equipment/Instruments
  - g. Evaluation instruments
  - h. Fact sheets
  - i. Models
  - j. Networks and/or other collaborations
  - k. Physical collections or resources (Herbaria, lending libraries, tool libraries, etc.)
  - l. Software
  - m. Surveys
  - n. Train-the-trainer manuals
  - o. Tutorials
  - p. Worksheets
  - q. Other (please specify)
  
3. Report **amount of materials produced to promote** the program or recruit beginning farmers for training:
  - a. Audio/video materials (online, CDs, film, etc.)
  - b. Brochures/pamphlets
  - c. Event Flyers
  - d. Media exposure (Newspaper articles, press releases, etc.)
  - e. Newsletters
  - f. Social media (Facebook posts, tweets, LISTSERV/forum messages, etc.)
  - g. Websites or webpages (new or significantly redesigned)
  - h. Other (please specify)
  
4. Report **number of training programs/sessions/contacts offered/facilitated** and the **number of participants** involved in each:
  - a. Apprenticeship/Internship (excluding college credit courses)
  - b. Classroom-based course/workshop (excluding college credit courses)
  - c. College credit classes (community colleges or technical schools)
  - d. Conferences/symposia
  - e. Consulting
  - f. Curricula development
  - g. Field days/farm visits/trips (excluding college credit courses)
  - h. Financial assistance (IDAs, grants, loans, etc.)
  - i. Graduating students
  - j. Incubators
  - k. Information service
  - l. Land linking
  - m. Mentoring programs (excluding college credit courses)
  - n. Network facilitation
  - o. Networking/Matchmaking events
  - p. On-site demonstration (excluding college credit courses)
  - q. Online learning (excluding college credit courses)
  - r. Program evaluation
  - s. Train-the-trainers
  - t. Other
  - u. Total - All programs (give total number of programs and participants trained)
  
5. Report **number of partnerships** facilitated and the **number of participants** involved in each:
  - a. Organization total
  - b. Total number of participants across organizations
  - c. List of partner organizations:

### **Target Audience Measures:**

Definition of the BFRDP program target audience from the RFA: *Not less than 25 percent of the program funds for standard BFRDP projects each Federal fiscal year will be allocated to address the needs of limited resource beginning farmers and ranchers; socially disadvantaged beginning farmers or ranchers, immigrant farm workers planning to become beginning farmers or ranchers; and/or other farm workers desiring to become beginning farmers or ranchers.*

6. Provide numbers and demographics of participants attending/students enrolled:
  - a. Socially disadvantaged (may include, but not limited to African American, Asian/Pacific Islander, Disabled, Hispanic, Native American)
  - b. Limited Resource
  - c. Immigrants
  - d. Farm workers
  - e. Females
  - f. Veterans
  - g. Youth
7. Assess the size of your target (limited resource, socially disadvantaged, immigrant, or farm worker) beginning farmer audience, if possible:
  - a. At project start (baseline)
  - b. Year 1
  - c. Year 2
  - d. Year 3
8. Provide the total number of participants in your program including the target audience.

### **Outcome Measures:**

(For all these questions, you need to determine how you will measure and document change for a few of the identified choices and the cost of such activities can be included in the budget. Example, for question #6, it can only be (a) % changed farming practices; and (c) % started farming. Or, you may collect for all the measures. For some, you can capture stories from participants and report it to us as qualitative data to complement the numbers)

**Please remember to provide total number of participants (programs as a whole or number of participants measured) when giving a percent (i.e. 25% (20/80 total))**

9. Of those who complete any part of a training program, immediately record the **number and percent** of participants:
  - a. plan to start farming
  - b. who are farming
  - c. plan to continue farming
  - d. plan to stop farming
  - e. change in knowledge
  - f. change in attitudes
  - g. change in skills
  - h. plan a change in behavior/approach
  - j. plan to continue participating in training
  - k. Other – explain
10. Each year, record the **number or percent/total** of participants who as a result of your training:
  - a. started farming
  - b. did not start farming
  - c. continued farming
  - d. stopped farming
  - e. changed business practices
  - f. changed farming\land management practices
  - g. changed marketing practices
  - h. developed a farm plan
  - i. (adapted practices that) increased productivity
  - j. (adapted practices that) increased profitability

- k. (adapted practices that) increased environmental sustainability
- l. (adapted practices that) increased their social well being
- m. continue to participate in your training programs
- n. Other – explain

11. Conduct interviews of participants to capture stories, highlighting
  - a. Changes in knowledge, abilities, skills, and intentions
  - b. Networks and supports
  - c. Changed farming practices
  - d. Changed marketing practices
  - e. Changed business practices
  - f. Other - explain

### **BFRDP – Developmental Projects**

Developmental grants were awarded for shorter periods (usually 12 months) to organizations without prior BFRDP experience. Development grants should follow the same instructions as Standard Projects, providing as much information as you can. We realize that Developmental Projects may not be able to provide the same kind of results as a 36-month Standard Project.

### **BFRDP - Educational Enhancement Projects**

Note: the Start2Farm reporting tool was developed for Standard Projects; the expected outputs and outcomes of EEP projects are described below, but deserve further discussion with program and Start2Farm staff regarding how they fit with the reporting tool.

1. Report number of curriculum evaluations conducted (curriculum evaluation can be conducted by internal and/or external teams to improve relevance of teaching materials, courses, objectives and learning outcomes, etc).
2. Report number of non-curriculum program evaluations conducted (program evaluation can be conducted by internal and/or external teams to improve student recruitment, teaching and mentoring methods, student or beginning farmer assistance, placement, and identification of gaps in program offerings around the nation).
3. Report number of new curriculum developed:
  - a. Production management
  - b. Business management
  - c. Marketing
  - d. Legal strategies
  - e. Regional specific
  - f. Commodity specific
  - g. Other - explain
4. Report number of special training programs offered (e.g., train-the-trainer kinds of activities):
  - a. Conference based
  - b. Regional
  - c. Internet
  - d. Other - explain
5. Report number of trainers trained:
  - a. Standard grantees
  - b. Non-funded beginning farmer and rancher trainers
6. Report number of BFR organizations assisted with information on accessing government programs and/or enhancing BFR training

- a. Standard grantees
  - b. Non-funded BFR programs
7. Describe information products created by your educational enhancement project (e.g, new courses and curriculums, training materials, new program structures, etc).
8. Report number of information products created by standard projects or by non-funded BFR programs as a result of your Educational Enhancement Team activities:
- a. Number of new programs in beginning farmer and rancher education
  - b. Number of new courses
  - c. Number of new training materials
  - d. Number of revised courses
  - e. Number of revised training materials
  - f. other

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