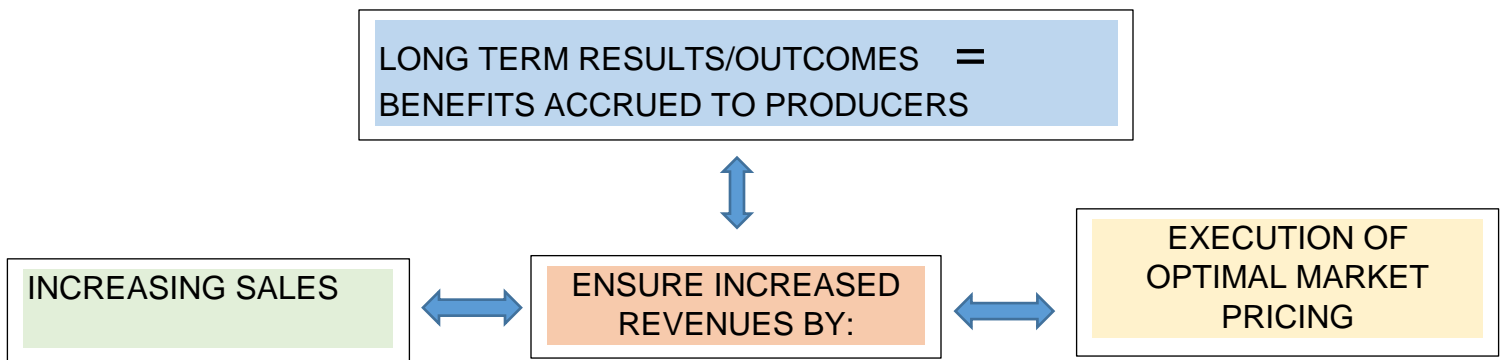


VERIFYING PROGRAM OUTCOMES:
ESTABLISHING BASELINE MEASURES – MARKET RISK



BASELINE MEASURES track specific types of data that can show the range of profit outcomes for each risk management strategy; and which are linked to participant survey results to help producers achieve increased revenues.

- 1) Establishing Baseline Measures for Evaluating Participant Success (Short/Medium/Long Term Outcomes)
 - a. Determine what kinds of measures/data you need to track
 - i. People specific
 - ii. Regional in nature
 - iii. Ag production
 - iv. Demographic
 - v. Economics
 - vi. Environment
 - b. Create an ongoing feedback system as part of your program delivery
 - i. Establish baseline measures at beginning of project
 - ii. Compare these to current conditions at certain points of time as your project progresses.
 - c. Conduct participant evaluation at multiple points in time (measurement of short/medium/long range risk management results/outcomes)
 - i. Correlate participant survey results to baseline data.
- 2) Market Risk Example for Direct Market Fresh Produce Sales
 - a. Long term risk management marketing results are to ensure increased revenues by: 1) Increasing sales; and 2) Executing optimal market pricing.
 - b. Collect price data for fresh produce markets across seasons and by production methods for traditional and direct markets at the beginning of the project
 - c. Collect price data for fresh produce markets across seasons and by production methods for traditional and direct markets at certain points of time in the project.
 - d. Participant survey conducted to determine grower decisions on which markets, products, or locations to use to increase sales (3-6 month follow-up evals to measure medium term results).
 - e. Growers increase direct market fresh produce sales leading to increased revenues (12-18 month follow-up evaluation to measure long term results).
 - i. Baseline data enables the validation of increased revenues resulting from the increase in direct market sales.