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.