

Appendix A: Indicators

Goal: To increase producer and community participation, collaboration					
Outcome	Indicator	Baseline	Target	Source of data	Ease of collection, comments
Increased producer participation, strength of CVG,	Number of CVG producer partners	2004: 23 2005: 27 2006: 31		Partnership records	Easy, already being collected
Increased business participation, strength of CVG,	Number CVG business partners	2006: 10		Partnership records	Easy
Increased strength of CVG, community support	Number of individual supporters			Partnership records	Easy
Increased collaboration, project opportunities	Number of collaborating organizations			Partnership records	Easy
Increased information sharing, more networking	Partner attendance at Ag Task Force meetings (number, consistency)			Meeting notes	Easy
Increased collaboration, communication, project opportunities	Attendance by representatives of other organizations at Ag Task Force Meetings (NRCS, YALT, CAFF etc.)			Meeting notes	Easy

Goal: To increase outreach and marketing effectiveness, visibility of CVG

Outcome	Indicator	Baseline	Target	Source of data	Ease of collection, comments
Increased visibility of partners	Percent of partners that agree CVG has helped increase the visibility of their farm	2006: 51.8%		Producer survey	Easy
Increased visibility of CVG, partner connectivity	Number of partners that link to CVG Web site with their own	2006: 1		Partner survey	Easy
Increased visibility of partners and CVG, community pride	Percent of partners that use farm sign	2006: 63%		Producer survey	Easy
Increased visibility of CVG	Percent of partners that use _____?			Producer survey	Easy
Increased visibility of CVG	Number of annual CVG events, field days, etc.			Partnership records	Easy
Increased visibility, community pride	Sales of collateral items			Partnership records	Easy, already tracked
Increased visibility of partners and CVG	Percent of partners that have been featured in CVH newsletter			Partnership records	Easy, already tracked
Increased visibility of partners and CVG	CVH circulation			Partnership records	Easy

Goal: To raise public interest (some overlap with visibility)

Outcome	Indicator	Baseline	Target	Source of data	Ease of collection, comments
Increased interest in CVG efforts, local agriculture and food	Number of articles written about CVG in regional publications			Partnership records	Medium, requires some research
Increased interest in CVG efforts, local agriculture and food	Number of Web site hits			Track on Web site	Medium, requires a Website hit counter
Increased interest in CVG efforts, local agriculture and food	Attendance at Taste of Capay			Partnership records	Easy

Goal: To increase consumer awareness of local agriculture and food					
Outcome	Indicator	Baseline	Target	Source of data	Ease of collection, comments
Increased awareness of CVG label and products, outside Capay Valley region	Label recognition, Davis Farmers Market	2006: 36.2%		Consumer survey	Medium
Increased awareness of CVG label and products, inside Capay Valley region	Label recognition: Esparto Farmers Market	2006: 82.4%		Consumer survey	Medium
Increased understanding of CVG objectives, outside the Capay Valley region	Meaning of label according to consumer: Davis Farmers Market	2006: 44% local, homegrown; 12% quality, fresh			Medium
Increased understanding of CVG objectives, inside Capay Valley region	Meaning of label according to consumers: Esparto Farmers market	2006: 35.7% local, homegrown; 21.4% quality, fresh			Medium
Increased awareness within the region of local food and agriculture	Number of partners that agree CVG has helped increase community awareness of locally grown food	2006: 82.5%		Producer survey	Easy

Goal: To increase demand for local ag products

Outcome	Indicator	Baseline	Target	Source of data	Ease of collection, comments
Increased demand for CVG products in Yolo County	Percent of partners that make over 10/25/50 percent of sales to Yolo County buyers	2006: 55.6/48.1/37.0		Producer survey	Easy
Increased demand for CVG products in Yolo County, increased retail interest	Number of (retail) locations selling CVG products			Partnership records	Easy, already tracked
Increased demand for CVG products in Yolo County, increased retail interest	Retail purchasing of local and CVG products made by retailers			Producer sales logs, retail purchase orders	Hard, requires producer and retailer cooperation

Goal: To increase the profitability of farming

Outcome	Indicator	Baseline	Target	Source of data	Ease of collection, comments
Increased economic viability of partners	Percent of partners maintaining or increasing gross annual sales	2006: 80.8%		Producer survey	Easy
Increased access to markets	Percent of partners that agree CVG has helped increase their market access	2006: 11.5%		Producer survey	Easy
Increased sales	Percent of partners that agree CVG has helped increase their sales	2006: 19.2%		Producer survey	Easy
Increased prices	Percent of partners that agree CVG has helped increase the prices they receive	2006: 4.0%		Producer survey	Easy

Goal: To strengthen local infrastructure, foster ag-based community development

Outcome	Indicators	Baseline	Target	Source of data	Ease of collection, comments
Increased strength in local agricultural economy, infrastructure for ag	Number of ag supply and service businesses in region			Partnership records	Medium, requires some research
Increased community support of agriculture, partner commitment to community	Number of CVG partners selling at EFM			EFM manager	Easy, requires market manager cooperation
Increased community support of agriculture, strength in local ag economy	Number of local outlets featuring CVG			Partnership records	Easy, already tracked

Goal: To preserve local farms and ag land

Outcome	Indicators	Baseline	Target	Source of data	Ease of collection, comments
Increased viability of local agriculture, confidence to stay in farming	Percent of partners that agree CVG has made them feel more secure about their farm/business income	2006: 15.4%		Producer survey	Easy
Cultivation of new farmers	Number of partners' interns and employees that have gone on to farm on their own (in and out of the CV)	2006: 42 (8 in CV)		Producer survey	Easy
Preservation of farming	Number of farms in the Capay Valley			Census data?	Medium to hard, depends on availability of data, may require research
Preservation of ag land	Acreage in farming			Census data?	Medium to hard, depends on availability of data, may require research