

EXAMPLE OF A PLAN FOR OUTCOME BASED REPORTING

Expected Outcome 1: Increase the number of "XXX XXX" (identify the target audience) by "XXX %" (estimate a reasonable percentage).

				Performance Targets			
Activity/Milestones				Year 1	Year 2	Year 3	
Goal 1: Train "*****" (number) beginning farmers/ranchers in business management and decision support strategies							
(i) Materials produced to publicize and recruit farmers							
(a) newsletters							
(b) websites							
© other (specify)							
(ii) Workshops and training programs produced in business management and decision support strategies							
(a) face-to-face, on-farm							
(b) internet based							
© other (specify)							
(iii) Of those who complete a Workshop & training program, percentage started farming							
(iv) Of those who complete a workshop and training program, percentage developing business plans							
(v) Other (specify)							
Goal 2: Train "*****" (number) in legal strategies to assist beginning farmers with land transfer and acquisition							
(i) Workshops and training programs produced on legal strategies							
(a) face-to-face, on-farm							
(b) internet based							
© other (specify)							
(ii) number of model land leases and contracts developed							

Expected Outcome #2: Increase the value of sales by " XX" % (determine a reasonable percentage) for "XXX XXX" (identify the target audience) farmers

				Performance Targets			
Activity/Milestones				Year 1	Year 2	Year 3	
Goal 1: Train "*****" (number) begining farmers/ranchers in marketing strategies							
(i) Materials produced to publicize and recruit farmers							
(a) newsletters							
(b) websites							
© other (specify)							
(ii) Workshops and training programs produced in marketing strategies							
(a) face-to-face, on-farm							
(b) internet based							
© other (specify)							
(iii) Of those who complete a Workshop & training program, percentage started farming							
(iv) Of those who complete a workshop and training program, percentage increased sales by 10%							
(v) Other (specify)							
Goal 2: Other (specify)							