

Community Food Projects Indicators of Success

FY 2017 Survey Guide



Introduction

This guide is intended for current Community Food Project grantees to prepare them for the Indicators of Success survey. This survey is the data collection method for the annual [Indicators of Success](#) report that documents the collective impact of all current grantees in a particular fiscal year. This report is distributed widely as well as sent to the USDA to support future CFP funding.

This guide is not intended to be the actual survey – **the data collection will happen online**. You are receiving this in addition to the survey to give you an opportunity to prepare your data for the online survey. The survey covers project activities in FY 2017 (Oct 1, 2016 – Sept 30, 2017).

If you were awarded your CFP grant to start in FY 2018, you will not be asked to fill this survey out until next year.

Please also note that due to the wide range of projects happening, not all questions will be relevant to all organizations. The online survey will be designed to only display questions that are relevant to your organization (based on answers to certain questions). **As you are reviewing this guide, please do not worry if there are questions that are not relevant to you – you will not be asked to answer those questions.** Questions with [blue text](#) indicate questions that will only be asked when relevant. The survey is due January 19, 2018.

If you have any questions, please reach out to Kristen Aldrich (Kristen.aldrich@tufts.edu).

Basic Information

1. Name of Organization
2. Contact information
3. Please provide a brief description of your CFP project and the work completed in FY 2017.
4. Please select all activities your project participated in in FY 2017
 - Aquaponics
 - Capacity building within your community
 - Community Food Assessment
 - Community Garden
 - Community or Incubator kitchen/value-added production/processing
 - Community Supported Agriculture (CSA) program
 - Composting
 - Emergency food collection and distribution
 - Entrepreneurial food and agricultural activity
 - Farm/Grower Cooperative
 - Farmers' Market

Community Food Projects Indicators of Success

FY 2017 Survey Guide

- Farm to School
 - Food access and outreach
 - Food-buying cooperative
 - Food hub
 - Food policy council/network
 - Hydroponics
 - Immigrant/Migrant farm project
 - Incubator farm
 - Job skills/training
 - Local food distribution
 - Micro-enterprise/Entrepreneur skill training
 - Nutrition and health education
 - Planning Grant
 - Promoting Local Food Purchases
 - Restoration of traditional agriculture/foods
 - Training and Technical Assistance
 - Urban Agriculture
 - Youth/School gardening or agriculture project
 - Other
5. What was the approximate % of time spent on each of the activities you participated in?
6. What is the diversity on your staff?
- Languages spoken
 - Races represented
 - Cultural groups represented
 - other
7. In your opinion, what was the greatest impact of your project in FY 2017?
8. In what ways does your community feel the impact of your project? Business owners? Community members? Others?
9. What are the unique factors affecting how people in your community eat?
10. Please explain the capacity building work you're doing in your community.
11. Please explain the nutrition and health education work you're doing.

Beneficiaries

We would like to define beneficiaries in two levels, direct and indirect beneficiaries.

Direct beneficiaries – People who benefited directly from your CFP. Examples include people who participated in trainings, CSA customers, community gardeners you facilitate or any other direct beneficiary.

Indirect beneficiaries – People who benefit from your programs, but who you do not work with directly. Examples include farmers' market customers, healthy corner store customers or anyone else who is benefiting indirectly.

12. In FY 2017, did you:
- Provide training
 - Provide or sell food
 - Work with partner organization
 - Have volunteers
 - Facilitate use of Federal Assistance Benefits
 - Host events

Community Food Projects Indicators of Success

FY 2017 Survey Guide

13. Who were the **direct** beneficiaries of your project in FY 2017?

- Farmers (growing food to sell)
- Youth
- Seniors
- Women
- People with low income
- StrikeForce communities
- Promise zone
- Head Start
- Native American/Eskimo/Aleut
- People with English as a second language
- Asian or Pacific islander
- Black or African American
- Hispanic or Latino
- Bi-racial or multi-racial
- General public
- Other
- Vendors/Business owners
- Veterans
- Immigrants

14. How many **direct** beneficiaries did you have?

- Total
- Seniors
- Women
- People with low income
- StrikeForce communities
- Promise zone
- Head Start
- Native American/Eskimo/Aleut
- Asian or Pacific islander
- Black or African American
- Hispanic or Latino
- Bi-racial or multi-racial
- General public
- Organizations
- Other
- Vendors/Business owners
- Veterans
- Immigrants
- People with English as a second language

15. What was the total number of food recipients/customers for your project in FY 2017?

- Direct Customers
- Recipients
- Estimated indirect customers
- Other

16. Total number of youth who:

- Were involved in your project
- Received training through your project
- Received meals
- Number of meals served?
- Benefited in another way

17. Total number of farmers you worked with in FY 2017 who were:

- Socially disadvantaged
- Participating in direct markets
- Receiving training through your program
- Farmers benefiting in another way
- Women
- Of races/ethnicities other than White/Caucasian

18. How many of the farmers you work with live on their farm income as their primary income?

Community Food Projects Indicators of Success

FY 2017 Survey Guide

19. In what ways has your project had an impact in the lives of the farmers you're working with?
20. Have the farmers you're working with changed their growing practices while working with your project? In what ways?
21. How many indirect beneficiaries did you have (estimation is okay)?
22. How did people benefit indirectly from your project in FY 2017?
23. Please explain the number and variety of activities designed to educate socially disadvantaged populations about nutrition, food systems and food justice.
24. How many community and business partners of color did you work with in FY 2017?
25. Please report the number of training programs/sessions facilitated and the number of participants involved in each:
 - Apprenticeship/Internship
 - Classroom-based course/workshop
 - College credit classes
 - Conferences/symposia
 - Field days/farm visits/trips
 - Information service
 - Job readiness training
 - Land linking
 - Mentoring programs
 - Networking/Matchmaking events
 - On-site demonstration
 - Online learning
 - Train-the-trainers
 - Other
 - Total - All programs (give total)
26. What were the topics of your trainings?
27. Do you have training materials available for non-English speakers?
28. What was the duration of your job readiness training (1 session, or multiple sessions)?
29. Do you know the impact of the training (increased employment rates, higher paying jobs etc.)?
30. Which federal assistance programs are you facilitating? Please select all that apply.
 - SNAP
 - WIC
 - Senior farmers' market nutrition program
 - Farmer's market nutrition program
 - Other
31. How are you facilitating use of these benefits?
32. How many people from the different program are you working with/facilitating use for?
 - WIC recipients
 - SNAP recipients
 - Senior farmers' market nutrition program
 - Farmer's market nutrition program recipients
 - Other
33. Has use increased or decreased in the last year (if you have been doing this for more than one year)?
34. If you do not know how many people benefited, please provide an estimate here and explain how they were using the benefits.
35. How many events did you hold?

Community Food Projects Indicators of Success

FY 2017 Survey Guide

36. What was the nature of the events?
37. What was the total attendance at the events?
38. Are these attendees counted in your direct beneficiary count earlier in this survey?
39. How many partner organizations did you work with in FY 2017? (They don't need to be written into the grant, just active partnerships).
40. How many of these partnerships with other organizations represented new partnerships?
41. How have they contributed to the overall results of your project?
42. How many volunteers worked on your project in FY 2017?
 - Volunteers
 - Total volunteer hours
43. What type of training did you provide to your volunteers?

Food and Land

44. Which of the following did you do in FY 2017? Please select all that apply.
 - Grow food
 - Glean food
 - Purchase food
 - Distribute food
 - Donate food
 - Process food
 - Sell food
 - Compost food
 - Other
45. Were you growing in an urban setting?
46. How many pounds of food did you grow?
47. If you measured yield in something other than pounds, please put your yield here.
48. Have your growing practices changed since you started this project? If so, how?
49. What practices are you using to manage the land sustainably? Please mention any measures that have been effective in mitigating the effects of climate change.
50. What types of food are you growing/producing? Please select all that apply.
 - Vegetables
 - Orchards
 - Berries
 - Grains
 - Herbs
 - Sheep
 - Goats
 - Pigs
 - Poultry
 - Cattle
 - Other
51. How many different crops do you grow?
52. Which ethnic populations did you grow crops for?
53. How many acres of land did you grown on?
 - Sustainable land management
 - Certified organic
 - Organic practices, but not certified
 - Integrated pest management
 - Conventional
 - Other
54. If you filled in acres for more than one growing practice, are they duplicated?

Community Food Projects Indicators of Success

FY 2017 Survey Guide

55. If you don't measure your land use in acres, please put the amount of land you used here.

56. How many distinct parcels do you grow on?

57. For each parcel, what's your tenure situation?

- Own the land
- Short-term lease
- Long-term lease
- Informal agreement
- other

58. How many different owners are you working with?

59. How many pounds of food did you glean in FY 2017?

60. What did you do with the food you gleaned?

61. How many pounds of food did you purchase?

62. Who did you purchase food from in FY 2017?

- Farmers participating in your program
- Food distributors
- Small scale farmers
- Large scale farmers
- Grocery store
- Other

63. What were the growing methods used for the food you purchased?

- Certified organic
- Sustainable land management techniques
- Conventional
- Integrated pest management
- Organic, but not certified
- Other
- Don't know

64. How many pounds of food did you distribute in FY 2017?

65. Did you own the food you distributed?

66. Who did you distribute food to in FY 2017?

- Schools
- Hospitals
- Retail
- Restaurants
- Direct to consumer
- Food bank
- Other

67. How many pounds of food did you donate?

68. Who did you donate food to?

69. How many pounds of food did you process?

70. What type of food did you process?

71. What value-added products did you make?

72. How many pounds of food did you sell?

73. Is there overlap between pounds sold and distributed?

74. If so, how much?

75. What percent of your customers/markets are located in a food desert?

76. Who did you sell food to in FY 2017?

- Schools
- Hospitals
- Retail stores
- Restaurants

Community Food Projects Indicators of Success

FY 2017 Survey Guide

- Direct to consumer
 - Other
77. What is the amount of sales and total number of customers for each below?
- Total
 - Schools
 - Hospitals
 - Retail stores
 - Restaurants
 - Direct to consumer
 - Healthy corner stores
 - Other
78. How much did you compost? Fill in response for whichever method you use.
- Pounds of food inputted
 - Pounds of compost produced
 - other
79. Is this your first year operating a farmers' market?
80. In how many different locations do you operate farmers' markets?
81. Is your market(s) mobile?
82. Does your market(s) accept SNAP/EBT?
83. How frequently did each operate (# of days/week)?
84. How many weeks out of the year did it (they) operate?
85. What is the estimated average attendance at each of your markets?
86. How many total vendors sell at your all markets?
87. What was the total sales at all your markets in FY 2017?
88. Has your market grown since last year?
- Increased customers (% increase)
 - Increased vendors (% increase)
 - Increased sales (% increase)
89. If yes, how were you able to grow your market?
90. What is your vendor retention rate?
91. How many languages are spoken by your:
- Vendors
 - Customers
 - Market staff
92. How many different community gardens do you operate?
93. What is the total number of plots for all gardens combined?
94. What is the total number of different gardeners at all of your gardens?
95. How many languages are spoken by your gardeners?
96. Are these gardeners counted under you direct beneficiaries earlier in this survey?

Economic Impacts

97. Please indicate the numbers below that apply to your project in FY 2017.
- Number of direct jobs created
 - Number of indirect jobs created
 - Number of jobs retained
 - Number of markets expanded

Community Food Projects Indicators of Success

FY 2017 Survey Guide

- Number of new markets established
- Market sales increased by \$ and %
- Micro-enterprise opportunities started or supported
- Community kitchens built or significantly enhanced
- Farmers' markets started
- Farms started or build on
- CSAs started
- CSAs operated (included CSAs listed above)

98. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?

99. Did you help prepare any business plans in FY 2017? How many?

100. What impact has your project had on locally owned businesses in your community in FY 2017?

101. Are there other ways your project has had an economic impact in FY 2017? Please explain.

Community leadership and Food Policies

102. How many people assumed new or enhanced leadership roles in the community as a result of your project in FY 2017?

- Total
- Race/ethnicity other than white/Caucasian
- Youth
- Women

103. Please indicate the number of:

- food policy councils/networks formed or operated
- organizations represented on the council(s) or network(s)
- Individuals on the council(s) or network(s)
- Food policies created in FY 2017
- Individuals of race/ethnicity other than white/Caucasian on the council(s) or network(s)

104. What were the food policies your project was part of creating in FY 2017?

105. How have these food policies impacted your community?

106. What was the total number of Community Food Assessments completed in FY 2017?

107. How many residents live in the area covered by the assessment(s)?

Evaluation Techniques & Project Process

108. What are the main challenges you have with implementing your project?

109. Please describe your evaluation process.

110. What are your challenges with evaluation?

111. Do you have any best practices to share?

112. If you have any final thoughts you think we should know about your CFP project in FY 2017, please share them here.

Community Food Projects Indicators of Success

FY 2017 Survey Guide

113. We will do 2-3 case studies for this report. Are you interested in having your project highlighted as one of these case studies?
114. How do you plan to distribute the beneficiary survey to your constituents?
- As an online survey
 - Through individual interviews
 - As paper survey
 - other