

**Applications submitted to the Working Lands Enterprise Board are required to have goals, performance measures, and expected measurable outcomes.**

### Project Goals

- Why your project is being proposed
- What you wish to accomplish using measurable targets that will be met through your project
- Each of your project goals should have corresponding performance measures and outcomes.

### Performance Measures

Ways in which the effectiveness of project will be measured:

- What will be measured
- How it will be measured
- When it will be measured

**Well written performance measures should be simple, easy to understand, realistic, and must be quantifiable measurements of the project's progress that are easily validated and audited.**

### Expected Measurable Outcomes

- What are the impacts and changes you anticipate will occur due to project work: on you and on your quality of life?
- How will your project enhance your business? Please quantify your response, and briefly state how you think this will take place.
- Will your project have a positive outcome on other businesses and on the supply chain? If so, what types of business(es).

#### Example 1:

Goal	Performance Measure	Expected Measurable Outcomes
Lower meat processing costs and processing bottlenecks.	Pre- and post-development meat processing costs.	10% decrease in meat processing costs
	Pre- and post-development meat processing time	20% decrease in meat processing time
Increase supply of raw and value-added meat products to VT markets Update pricing strategy in order to increase profit margins	Units of meat products processed in the processing rooms Monitor price and profit margins with refreshed pricing tool tracker	200,000 lbs. of meat products processed 10% increase in price per unit of value-added products sold 5% increase in profit margin per unit of value-added products sold

Develop and implement a 12-week training program for meat processors to fill vacancies at 10 businesses	Number of meat processors completing 12-week training, and securing employment	At least 80% of meat processors complete training and secure jobs at 8 businesses
Reduce distribution costs for raw and value-added meat products from the area.	Pre- and post- development per unit/per mile distribution costs.	20% reduction in distribution costs
Increase on-farm diversification: new product development and expansion to markets	Number of additional types of product offerings produced by each existing farm  Number of new markets purchasing new product offerings	8% increase in number of additional types of products produced  10% increase in number of markets with purchase orders/agreements for diversified products

**EXAMPLE 2:**

<b>Goals</b>	<b>Performance Measures</b>	<b>Expected Measurable Outcomes</b>
Increased winter food production while decreasing dependency on non-renewable energy sources	Amount of propane (or other fossil fuel) inputs to winter growing system	Replace fossil-fuels to heat the two greenhouses by installing solar panels
Increase early tomato production to help satisfy local demand	Volume of tomatoes harvested and sold on the farm in June/July	Increase from X lbs. to X lbs. of “early” tomatoes harvested in June and July
Increase winter/ spring and early summer cash flow with new automation device in greenhouses	Total product sold from the two heated greenhouses, April to August to retailers and restaurants  Sales value of tomatoes harvested and sold on the farm in June and July	\$X increase in annual sales of vegetables produced in the two greenhouses Nov. to April  Increase annual early tomato sales from \$X to \$X
Develop automation systems training to allow scaling up of employees	Number of year-round positions the farm hires	An increase from X to X year-round positions
Increase ability to offer year-round employment and retain trained employees	Number of employees that are employed by the farm for more than one year	An increase from X to X employees that work more than one year at the farm

For further questions, please contact Lynn Ellen Schimoler at [lynnellen.schimoler@vermont.gov](mailto:lynnellen.schimoler@vermont.gov)