

## DRAFT

### AED INDICATORS OF SUCCESS/PERFORMANCE STANDARDS

#### 5.22.01

Indicators of AED success, as measured at the outset of the position and then after incumbent's 2<sup>nd</sup> and 5<sup>th</sup> years in the position for comparison. Inventorying the current status provides a benchmark and a means for the incumbent to become familiar with the community as well.

1. Profit margin increasing for producers and agribusinesses.
2. Increase and/or change in marketing channels producers traditionally use.
  - a. New farmers' markets established.
  - b. Other direct market opportunities established.
  - c. Increase in local sale of local products, including institutional sales.
  - d. Non-local domestic sales and/or international sales increase.
3. Retention and/or expansion of number of farms and firms in operation.
  - a. Inter-family farm transfers increase.
  - b. Farm linking increases.
4. Retention and/or expansion of percentage of land in production.
  - a. New farmer program established.
  - b. Non-local promotional program established.
5. Number of jobs retained and/or created.
6. Increase in diversification of production and processing mix in the community.
7. Increase in on-farm, product value-added activity.
8. Availability of traditional economic development funds/incentive packages for ag-based projects.
9. Retention and/or development of new secondary agricultural education programs.
10. Development of new post-secondary agricultural education sources through local technical and community colleges.
11. On-going local employer-employee technological training.
12. Perceptible improvement of on-farm, business investment.
  - a. New equipment and/or infrastructure purchases.
  - b. Farms and firms look better, more vibrant.
13. Perceptible increase in positive agriculture and food systems industry media coverage.
14. Perceptible increase in community awareness of value of ag industry.
  - a. Decrease in number of farmer-neighbor complaints.
  - b. Increase in purchase of local products.
  - c. Farming viewed as a business.
  - d. Town planning and zoning support agriculture; do not attempt to restrict it.
  - e. Consumers involved in visioning/planning for ag industry's future.

INDICATORS OF AED POSITION SUCCESS:

1. Retention of position.
2. Completion rate of plan of work or targeted list of projects.
  - a. For example, 50% completion would be considered satisfactory performance while 75% or 80% completion would be considered highly successful, and better than 95% would be considered exceptional.
  - b. Measurable standards must be written into the performance standards or plan of work.
3. Number of grants submitted/received.
4. Network/communication established with local traditional economic development practitioners, and funding received.
5. Network established with other aed practitioners, especially regionally.
6. Development of regional aed projects.
7. High level of community/media outreach, including articles, public speaking, seminar development, etc.