

ATTACHMENT A
Grant Action Plan | Insert Organization Name | Insert Project Name

Project Goal – What is the ultimate goal of your project? Your project goal should be defined as a specific measurable accomplishment to be achieved by a specific date.

By November 30, 2014, three (3) small certified farmers' markets are operational and managed by community-based groups.

OBJECTIVE 1 Objectives break the project goal down to specific actions by which the goal can be accomplished. Objectives should be "SMART" – specific, measurable, attainable, relevant and time-limited. Include estimated dates of completion.	KEY MILESTONES Event or activity necessary to achieve the objective and ultimately meet the goal of the project. Include estimated dates of completion. Indicate the Milestone Deliverable(s) and estimated dates of completion.
By October 31, 2013, 75% of community-based organizations report an increase in knowledge in opening and operating a farmers' market, as evidenced by pre- and post-tests.	1a) By February 28, 2013, conduct 10 interviews with community-based organizations to identify knowledge gaps around small certified farmers' markets. <i>Milestone deliverable: Grantee to share interview finding results.</i>
	1b) By August 31, 2013, publish resource guide, including federal, state, county and city regulations and best practices of farmers' markets in low-income areas in 3-4 formats. <i>Milestone deliverable: Grantee to share content draft.</i>
	1c) By October 31, 2013, at least 20 community-based organizations serving high need areas of XYZ city attend a training and receive a resource guide. <i>Milestone deliverable: Grantee to share final draft of resource guide and pre and post survey results.</i>
OBJECTIVE 2	KEY MILESTONES
By November 30, 2014, all three CBOs will successfully maintain market operations for at least three (3) consecutive months.	2a) By March 31, 2013 select three community-based organizations receive technical assistance for opening and maintaining a market. <i>Milestone deliverable: Grantee to share the list of the three identified CBO's.</i>
	2b) By October 31, 2014, provide three CBOs with at least 100 hours of direct technical assistance over a period of at least six months.
	2c) By November 15, 2013, add three case studies to the information resource guide and distribute to at least 40 community-based organizations. <i>Milestone deliverable: Grantee to share updated resource guide.</i>

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OBJECTIVE 3	KEY MILESTONES
By November 30, 2014, a plan for ongoing support to community-based organizations to manage small certified farmers' markets is developed and distributed to 25 organizations.	3a) By October 31, 2014, conduct interviews with each technical assistance partner and two other community-based organizations to assess unmet needs and ongoing concerns with the creation and operation of small certified farmers' markets. <i>Milestone deliverable: Grantee to share a summary of the interview findings.</i>
	3b) By November 15, 2014, conduct interviews with three (3) potential support organizations to identify resources that might be made available on an ongoing basis to community-based organizations. <i>Milestone deliverable: Grantee to share summary of the interview findings.</i>
	3c) By November 30, 2014, develop a support plan for CBOs operating small, certified farmers' markets and distribute to at least 25 CBOs. <i>Milestone deliverable: Grantee to share the plan for ongoing support.</i>