

**SARE LARGE SYSTEMS PROJECT MANAGEMENT AND EVALUATION**

ACTIVITIES	TASKS	OUTPUTS	PROJECTED OUTCOMES	2012 1stQ	2nd	3rd	4th	2013 1st	2nd	3rd	4th	2014 1st	2nd	3rd	4th
<b>Project planning</b>	Meet w/ project partners	Project reviewed, confirmation of partner responsibilities													
	Develop logic model	Outputs/deliverables and outcomes defined	Partner awareness of project progress and outcomes												
	Develop/refine methodology	Refined methodology	Development of theoretical framework to guide development of project indicators												
			Partners have a defined a set of economic, environmental, social indicators of change theory												
<b>Conduct a review of literature around local food systems</b>	Conduct reviews of literature from academia and community initiatives	Increased knowledge of the claims made about local food systems by academia and community organizations, indicators being used by others to measure change	Theoretical framework and project indicators informed by past and research												
<b>Collate and assess all existing data on the food and farming economy of the region</b>		Knowledge of existing and missing baseline indicators													
<b>Conduct indepth analysis of 2002 and 2007 Ag Census Data</b>	Develop plan of census analysis														
	Implement plan	Results of census data analyses	Understanding of changes in agriculture in the context of the tobacco buyout and local food movement activity												
<b>Develop research instruments</b>		Instruments for consumer interviews/surveys; farmer, buyer, decision maker panels	Interviews and surveys ready to implement												
<b>Conduct interviews w/ farmer, buyer, decision maker panels</b>	Define level of commitment and nature of participation desired by panel participants	Parameters defined													
	Identify potential participants & conduct outreach	Participants identified and confirmed													
	Conduct interviews	Interview data													
	Transcribe & analyze data. Develop report of findings	Results of interviews	Insight into how food system localization efforts are impacting farmer, buyer, and decision maker perceptions and practices												
<b>Conduct focus groups with consumers</b>	Conduct focus groups	Focus groups conducted													
	Transcribe/analyze data	Data transcribed and analyzed	Insight into consumer values and purchasing practices, how (and to what degree) food system localization efforts create/reproduce social ties around food and agriculture and the impacts of these ties on economic decisions												
	Develop report	Report													
<b>Conduct consumer survey</b>	Develop/modify survey instrument based on focus group data	Instrument													
	Conduct survey	Survey data													
	Analyze data & develop report	Results of survey	Insight into how consumer perceptions of local farms and food are changing, how purchasing practices are changing												
<b>Disseminate project results</b>	Develop a plan for research dissemination	Plan	Research findings are disseminated through journals and conferences												
<b>Final report</b>	Synthesize and develop a project report of findings	Report	SARE has a report of key project findings for dissemination through the SARE network												