

# FY 2019-2020 Performance Evaluation

[CDA FY 2020 Performance Plan](#)

## SPI 1- Support the Next Generation of Farmers and Ranchers

### Strategies

- Substantially increase engagement with young, beginning, veteran and socially disadvantaged farmers and ranchers through education, resources, and outreach initiatives.
- Expand and educate existing farms in Colorado's Legacy Programs to ensure next generation involvement in farming and ranching.
- Increase promotional activities in schools and universities to educate students on diverse career opportunities in agriculture and agriculture-related industries, including through our Animal and Laboratory Services Divisions.

How we measure success	Baseline	FY 19-20 GOAL	Q1	Q2	Q3	Q4	% DONE	Status	Notes on Completion of the Goal
<b>Wildly Important Goal</b> Increase the # of individuals we've connected with services	N/A	500	76	110	1377	1657	275.4%	Completed	Outreach included the Colorado Proud Next Generation Symposium, Veterinary placements, Agrotourism Operations, and Fort Lewis Incubator Farmer Training.
Increase the # of succession plans	N/A	50	1	3	3	5	10.0%	Not likely to meet goal	COVID-19 prevented the gathering of staff and participants necessary to achieve these goals
Increase the # of content areas on newly created website resource center	N/A	5	0	14	16	16	320.0%	Completed	Examples of new content areas included, Rural Mental Health, CHAMP Initiative, and the Agriculture Workforce Development Program
Increase the # of social media followers	6,000	6,500	7,838	8,869	9,189	9,189	141.4%	Completed	Posts that are more frequent, timely COVID-19 and emergency management information created opportunities that drew more followers.
% of interns still in agriculture at the end of the internship	N/A	26	13	13	13	19	73.0%	Not likely to meet goal	Some of the 35 internships were not completed, didn't return the survey, or indicated no interest in remaining in agriculture.
# of participants in laboratory outreach program	N/A	25	0	6	14	14	52.0%	Not likely to meet goal	COVID-19 has affected our ability to offer more opportunities in this program.

# SPI 2- Scale-Up High-Value Agriculture and Diverse Market Opportunities

## Strategies

- Establish Colorado as a national leader in industrial hemp research, production, and processing by completing a comprehensive Colorado Hemp Advancement and Management Plan (CHAMP). Involve extensive stakeholder engagement and finalize the submission of Colorado’s state plan to USDA. Build out the hemp supply chain.
- Expand organic production in the state by increasing organic certification capacity, promoting best practices, enhancing marketing opportunities and growing CDA’s Organic Program.
- Take advantage of Colorado Proud, organic certification, weed-free certification and international marketing programs to help producers support marketing claims and advance their sales opportunities.

QUALITATIVE ACTION	BASELINE	FY 19-20 GOAL	Q1	Q2	Q3	Q4	% DONE	Status	Notes on Completion of the Goal
<b>Wildly Important Goal</b> <b>Increase outdoor hemp-growing acres by 47%</b> Outdoor acres for hemp grown in CO during FY18-19 were 82,000. The goal is to devote 120,000 acres to outdoor hemp production over FY19-20 increasing overall acreage by 38,000.	21,000	120,000	10,626	13,424	22,738	44,336	18.9%	Not likely to meet goal	There was an unprecedented growth rate in CO production last year, creating a surplus that the market could not meet. Some producers are holding off production this year, while others have decided to leave the industry leading to a decrease in registrations. Other contributing factors may include the number of states that are engaged in commercial hemp production and, of course, the impact of the COVID-19 pandemic.
<b>Wildly Important Goal</b> <b>Increase indoor hemp-growing square footage by 41%</b> Indoor square footage for hemp grown in CO during FY18-19 was 12.8 million. The goal is to devote 18 million square feet to indoor hemp production over FY19-20, increasing overall square footage by 5.2 million.	7,670,000	18,000,000	5,391,852	7,504,206	10,289,280	14,464,702	57.2%	Not likely to meet goal	
<b>Wildly Important Goal</b> <b>Increasing organic crop production sales</b>	\$134 million	\$150 million	N/A	N/A	N/A	N/A*	0.0%*	Not likely to meet goal*	*Survey data released in October. Ultimately this goal was met. CO had \$184 million in organic sales
<b>Wildly Important Goal</b> <b>Increasing the total # of certified operations in CO</b>	525	550	526	565	572	552	104.0%	Completed	Pre-COVID-19, new organic operations were showing great gains. While we completed our goal, COVID-19 impacted overall gains.
Facilitate industrial hemp seed and plants exports by increasing issued state phytosanitary certificates	N/A	300	80	64	130	888	296.0%	Completed	Our Phytosanitary programs facilitates the export of hemp seeds, clones/transplants across the U.S. and the world, and offers important protections for farmers.
Reduce process time, in business days, of industrial hemp applications	>30	24	30	16	8	2	100%	Completed	A new online hemp application system as well as process improvement efforts greatly reduced processing time.
Increasing the # of certified organic operators certified by CDA	179	179	178	178	177	167	93.3%	Near Completion	Pre-COVID-19, new organic operations were showing great gains. COVID-19 affected overall gains for CDA as a certifier.
% of suppliers reporting an increase in existing international business or believe they will develop new business as a result of participating in the promotion(s)	82%	80%	0	92%	92%	92%	115.0%	Completed	
Increase in % of consumers reporting purchases of CO products	83%	85%	83%	83%	83%	83%	97.6%	Near Completion	
Increase in # of Colorado Proud members	2,705	2,850	2,795	2,824	2,871	2,931	102.8%	Completed	
Increase in the % of consumers familiar with the Colorado Proud logo	70%	80%	75%	75%	75%	75%	93.8%	Near Completion	

# SPI 3- Promote and Incentivize Soil, Water, and Climate Stewardship

## Strategies

- Create a voluntary Soil Health Program at CDA to encourage and assist farmers, ranchers, and landowners in farmer-led conservation that improves agricultural soil health in order to sequester carbon, conserve water, minimize erosion, and enhance agricultural productivity.
- Increase energy efficiency and scale renewable energy development on farms and ranches through the CDA’s energy efficiency and renewable energy program, ACRE3.
- Encourage stewardship by connecting producers with CDA’s conservation programs and emerging soil health and climate resilience resources.
- Support local and regional planning efforts that build greater resilience to weather extremes, protect water resources, enhance biodiversity and promote climate-smart agriculture.
- Incorporate sustainability into more agency programs.

How we measure success	Baseline	FY 19-20 Goal	Q1	Q2	Q3	Q4	% DONE	Status	Notes on Completion of the Goal
Increase in the number of farms utilizing on-farm solar, micro-hydro, or energy efficiency projects	0	24	8	19	31	36	129.2%	Completed	Projects with 10 different producers included new Variable speed irrigation pumps, LED Greenhouse lighting fixtures, LED retrofits, Center pivot renovations, High-efficiency greenhouse exhaust fans, and Infrared Greenhouse glazing.
Develop a framework to increase soil health across the state	N/A	Framework	0	0	0	Established	Established	Completed	Establish program and partnership agreements, create inventory protocol
Increase the # of new content areas on the website	N/A	5	0	5	6	6	120.0%	Completed	Examples of new content areas included Soil Health Initiative, Green lab certification
Obtain green laboratory status	Not Certified	Certified	Not Certified	Not Certified	Not Certified	Certified	Certified	Completed	3 CDA laboratories received their My Green Lab certifications at the highest level of certification they offer. They were explicitly noted for their outstanding work in reducing the environmental impact of their laboratory space. Their transformation was so great that the My Green Lab certifying body asked if they could share their success story with other organizations.
Decrease in waste produced by the laboratory	Establish Baseline	20%	Not Established	Not Established	Not Established	Established	Established	Completed	

# Ambitious Customer Service Goal

## Strategies

- Expand user feedback channels and incorporate identified recommended improvements.
- Communicate renewal information earlier, extend renewal periods, provide better guidance, and send frequent reminders to users throughout the renewal process.

How we measure success	Baseline	FY 19-20 Goal	Q1	Q2	Q3	Q4	% DONE	Status	Notes on Completion of the Goal
Increase in the % of perceived customer service	N/A	90%	Not Reported	Not Reported	Not Reported	69%	Data Analysis	Did Not Meet Goal	CDA made a business decision this year to pass fees onto customers instead of absorbing those costs. The additional 3% of their license fee led to lower scores. Online licensing has reduced the number of steps and decreased turnaround time; however, CDA still needs to find ways to reduce customer effort. Our goal for FY 20-21 is to simplify more licensing processes and use insights from customer surveys to improve customer service, reduce costs, and decrease customer churn.

## Conclusion

### How did we do?

We met or almost completed **69%** of our goals.

Goals Met = 57%

Goals Near Completion (>90%) = 13%

Goals Not Met= 30%

