

Appendix B: Performance Measure Methodologies

Performance Measure:

1a. Number of value-added products developed and successfully introduced into market with assistance from Agriculture and Rural Development.

Methodology:

The result for this measure is the total number of written confirmations provided by industry clients for products that were developed with assistance from the Ministry and successfully introduced to market in fiscal year 2013-14. Value-added products include value-added food, beverage, and bio-industrial products.

The Ministry tracks all new value-added products of industry clients that are developed with some assistance from its staff. A product development activity encompasses projects where Ministry staff assisted industry clients in one or more of the following areas: product formulation, shelf-life, packaging, sensory evaluation, marketing, and commercialization.

At year-end, each industry client is asked to provide a written confirmation to verify the number of new products that were developed with the assistance from the Ministry and successfully introduced to market. "Introduced to market" refers to a product that has obtained a listing at retail or food service, domestically or internationally. The term also includes products that have been sold as ingredients for further manufacturing. The number of new products confirmed by written confirmations from industry clients are aggregated and reported for this measure. The data is collated from program areas within the Ministry that are engaged in project development and commercialization.

Performance Measure:

1b. Research and development investment by collaborators leveraged through ministry resources (\$ million).

Methodology:

The result for this measure is the sum of expended dollars from outside sources leveraged through Ministry investment in research and development in four priority areas: value-added processing, livestock development, crop diversification, and environmental stewardship. The outside sources or collaborators include industry organizations, private companies, universities, government departments, and agencies.

Research and development is creative work undertaken on a systematic basis in order to increase the stock of scientific and technical knowledge and to use this knowledge in new applications. The central characteristic of research and development is an appreciable element of novelty and it involves scientific investigations resulting in new knowledge, products, or processes.

The reported result was collated from data supplied by Ministry program areas that are involved in research and development activities. The questionnaire collects information on a division's fiscal year research and development expenditures and expended amounts received from outside sources. An expended amount is an aggregate amount of revenue that has been used to offset part or all of project expenses. The performance result for this measure is the sum of expended amounts of outside funds.