



Global Criteria: Market Development

Revision Date: December, 2018

Strategic Intent: Participants along the dairy value chain are able to build economically viable businesses through the development of transparent and effective markets.

Indicator: Does your organization have a process in place to inform producers of market opportunities and challenges?

Theory of change: Providing producers and farmers with information regarding market opportunities and challenges will allow them to make informed decisions and help them to build economically viable businesses. Informing producers and farmers of market opportunities and challenges will help keep markets transparent and effective.

Reporting Strategy: Each participating member organization that has prioritized this criterion will define what constitutes the process of market development, set goals for improvement, and document those activities. Examples of processes to inform producers of market opportunities and challenges include newsletters, videos, meetings and informational publications. These are inherently difficult things to quantify. The goal of this and all other indicators is continuous improvement, so the desired outcome is for members to define the existing activities, identify additional opportunities for engaging, and implement those. The reporting strategy is to document this process of improvement by quantifying the change across each category. Thus, members' organizations will report the number of activities that were implemented during the 12-month period. These will be aggregated across all member organizations to create a global percent change of market development activities for the dairy sector.

Reporting Schedule: Baseline established 2019

Annual reporting period is calendar year (January 1- December 31)

Reports submitted to DSF by March 31 each subsequent year