

Process Evaluation Measures

Process evaluation is used to assess whether a project is on track, and offers an opportunity to learn if a project should continue as planned or if adjustments should be made. Process evaluation is most useful when it is conducted throughout the course of a project. Process measures should answer the following questions, which are adapted from the [Integrated Health Promotion Resource Kit](#):

- Are all planned activities being implemented?
- Are all materials and components of the program of good quality and useful?
- Is the program reaching the target audience or interest group?
- Are participants satisfied with the program?

Need help identifying the right process measures?

The process measures included in this document are not exhaustive or all-encompassing, and some measures may not work for a project. Please reach out to the SNAP-Ed evaluation team with an [evaluation request form](#) for help finding measures for a specific project.

Farm to Community Process Measures

Working in a farmers market?

- Count attendance at the FM
- Count attendees redeeming EBT benefits at markets
- Track total EBT and SNAP Market Match sales
- If you're doing a food tasting or demo, see '[Health Promotion](#)' section

Working on a gleaning project?

- Track volunteer hours and attendance
- List of partner farms and producers
- Track pounds of produce gleaned and where it was gathered from
- Track where produce is donated and how much is delivered to each site

Working on Farm to Food Bank?

- List partner farms and producers, and track pounds of produce received from each
- Track how much produce is donated, how much produce is purchased, and costs of purchase
- Track pounds of produce taken by clients (in client-choice model) or distributed in general
- Track staff and volunteer time spent on intake and processing of donations/purchases from farms
- For food tastings or demos, see '[Health Promotion](#)' section

Working in a community garden?

- Track volunteer hours and attendance
 - If possible, track volunteer demographics – age, association to community garden (e.g. live in neighborhood, master gardener, student at the school)
- Track purchased and donated supplies
- Count types and pounds of produce grown
- Track where produce is distributed and how much goes to each site or individual

Working on Farm and Sea to School?

- List partner farms and producers, and track pounds of produce received from each
- Count any new Farm and Sea to School policies adopted by the school or district, and what they support
- Track costs of produce purchases
- Track how produce is used in school meals
- Track how much produce is used in school meals
 - Which items are used most? Which items are harder to use?
 - Which items do students choose and eat? Which items do they not eat or show more skepticism for?
- For food tastings or demos, see '[Health Promotion](#)' section