

An example of SMART outcomes from Kindling's The Time is Ripe<sup>2</sup> Business Plan.

<b>Aim:</b> To increase access to sustainable fresh food in the Greater Manchester area, benefiting growers, suppliers and disadvantaged consumers.					
<b>Relevant Objective:</b>	<b>Specific Outcome:</b>	<b>Measurable:</b>	<b>Achievability:</b>	<b>Realistic with appropriate resources:</b>	<b>Time based Targets:</b>
Increasing local sustainable production of specific seasonal crops.	Increase local organic fresh produce by £150,000 over four years.	Utilising social auditing techniques. (See Financial Management section).	Based on research, experience and records of organic growers.  Figures based on: 2009 Organic Farm Management Handbook figures (OFMH - Lampkin et al.).	Over 70% of the proposed budget is focused on this outcome.	Yr 1: £14,000 Yr 2: £28,000 Yr 3: £49,000 Yr 4: £70,000
Supporting existing growers, to produce additional or new crops, and the establishment of new growers to grow these crops.	Support 10 growers to increase production over four years.	5 existing & 5 new growers.  Reporting procedures utilised to record grower numbers.	Initial research already identified a number of potential growers (existing & new).  Budget will help address key financial obstacles highlighted by growers.	Over 70% of the proposed budget is focused on this outcome.  Figures based on: research, and OFMH figures.	Yr 1: 2 Yr 2: 2 Yr 3: 3 Yr 4: 3
Establish a secure market for these crops, and a trading model that provides security for both growers and buyers	Engage 20 point-of-sale buyers, in purchasing from the co-op.	Reporting procedures will be developed to record numbers of point-of-sale buyers.	Initial research already identified a number of potential buyers, including potential members, non-member public sector buyers and partners to influence 3 <sup>rd</sup> sector catering procurement e.g. Sustaining Change.	By strategic partnership & network.  Project Co-ordinator focused on this task.  Ten point-of-sale priority buyers already identified.	Yr 1: 5 Yr 2: 5 Yr 3: 10 Yr 4: 20