



REPORT

From the office of the...

Mac Farmstand

TO: Members of the Executive Board
FROM: Alvand Mohtashami
SUBJECT: Mac Farmstand Report 2
DATE: August 9, 2012

UPDATE

The Mac Farmstand market operations ended in the 3rd week of October. As supply of fruit and vegetables lessened, revenues lessened as well. At that week a call was made to end the market one week earlier than planned as revenues were no more than \$40 a day.

SERVICE USAGE

Sales in September and October were around \$200 a day, with sales decreasing near the end of the season. Facebook and Twitter followers have been steadily increasing.

PAST EVENTS, PROJECTS & ACTIVITIES

We participated in Diversity Services' Night Market with a pie-eating competition and general entertainment on the stage. We received great responses from the audience and participants. We also made contributions to SHEC's yearly cookbook with a lengthy introduction and a selection of recipes and photos. As well, the Farmstand was busy attending many of the Office of Sustainability's events with our info table, as well as helping plan the Community Garden launch.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

The Farmstand is done for the season however we will be cross-promoting related events on our social media services.

BUDGET

We did not spend as much money on our budget as planned, mostly because the events we participated in were planned by other groups, including the Office of Sustainability, the Office of the President, and fellow services such as Diversity Services, MacCycle, and MacGreen.

CURRENT CHALLENGES

In my transition report I will write out any problems with the past year. Most notable to the EB would be changes in the executive members structure and relations with Hospitality Services. Stronger partnerships with the Community Garden and Mac Breadbin are important to develop in the future.

SUCSESSES

We have created many new links with community groups and community members throughout the year, as well as building off past years' momentum. The Farmstand still holds a very strong presence on campus and it should be viewed as an important service of the MSU as it directly connects the university community with the organization.

OTHER

Thank you for the great year. There have been many excellent and passionate volunteers that I am sure will return to help next year. It would be useful to hire the new Farmstand Director earlier, perhaps in March, so that they can build relationships with farmers and the community earlier, thus guaranteeing produce.