Operating Policy 1.6.3 – Mac Farmstand

1. PURPOSE

1.1 To work in conjunction with Hospitality Services ~~and the Office of Sustainability~~ to:

1.1.1 Coordinate a weekly Farmstand that sells produce purchased from local farms during the growing season (approximately June to mid-October);

1.1.2 Raise awareness of the importance of purchasing and consuming local foods, including but not limited to environmental, economical and health implications;

1.1.3 Provide services and resources to facilitate students, faculty, and staff to work towards more sustainable eating on campus and in the community;

1.1.4 Liaise with other MSU services (e.g. ~~MACgreen~~, SHEC, Mac Bread Bin) to provide affordable, healthy food options to undergraduate students;

~~1.1.4~~1.1.5 Operate according to the Farmstand Partnership Agreement which will be reviewed by the MSU Board of Directors as directed by the Executive Board .

2. OPERATING PARAMETERS

~~2.1 The Mac Farmstand shall operate during the growing season (approximately June to mid-October) as a not-for-profit service;~~

~~2.2 The Mac Farmstand shall be a joint initiative between the MSU, the Office of Sustainability and Hospitality Services;~~

~~2.3 The Mac Farmstand cash receipts are to be deposited by Hospitality Services at the end of each market day;~~

~~2.4 The Mac Farmstand finances shall be managed by Hospitality Services;~~

~~Further specifications regarding the operations and finances are laid out in the Farmstand Operating~~ Partnership Agreement~~, which will be reviewed annually by the MSU Board of Directors as directed by the Executive Board.~~

3. PERSONNEL STRUCTURE

3.1 The Director, who shall:

3.1.1 Be responsible for managing all activities of Mac Farmstand;

3.1.2 Perform duties outlined in the Mac Farmstand Director job description;
3.1.3 Be hired by a hiring committee struck by the Executive Board that shall consist of:
3.1.3.1 The outgoing Director;
3.1.3.2 The Vice-President (Administration);
3.1.3.3 One (1) Executive Board Member.

3.2 The Event Coordinator, who shall:

3.2.1 Be responsible for planning and executing various Farmstand events;
3.2.2 Perform duties outlined in the Farmstand Event Coordinator job description;
3.2.3 Be selected by the Farmstand Director through an application and interview process.

3.3 The Operations Coordinator, who shall:

3.3.1 Be responsible for the daily operations of the Farmstand during the period the market is open;
3.3.2 Perform duties outlined in the Farmstand Operations Coordinator job description;
3.3.3 Be selected by the Farmstand Director through an application and interview process.

3.4 The Promotions Coordinator, who shall:

3.4.1 Be responsible for communicating ~~with~~ the Farmstand mandate to the public in a professional manner;
3.4.2 Perform duties outlined in the Farmstand Promotions Coordinator job description;
3.4.3 Be selected by the Farmstand Director through an application and interview process.

3.5 The Volunteer & Community Relations Coordinator, who shall:

3.5.1 Be responsible for maintaining communication between any party involved with the Farmstand and ensuring that they are well represented during Farmstand events;
~~3.5.1~~3.5.2 Be responsible for coordinating and training volunteers for everyday duties at the stand and for any Farmstand events;
~~3.5.2~~3.5.3 Perform duties outlined in the Farmstand Community Relations Coordinator job description;
3.5.4 Be selected by the Farmstand Director through an application and interview process.

3.6 The Education & Advocacy Coordinator, who shall:
3.6.1 Be responsible for gathering information and ~~curating~~present it in a way that is easily digestible for customers at the stand, CSR's, and volunteers.
3.6.2 Perform duties outlines in the Farmstand Education & Advocacy Coordinator Job Description
3.6.3 Be selected by the Farmstand Director through and application and interview process.

3.7 The Customer Service Representatives, who shall:

3.7.1 Perform duties outlined in the Farmstand Customer Service Representative job description;

3.7.2 Be selected by the Farmstand Director and Operations Coordinator through an application and interview process.

3.8 ~~The Education & Advocacy Coordinator, who shall:~~

3.8.1 ~~Be responsible for gathering information and curating it in a way that is easily digestible for customers at the stand, CSR's, and volunteers.~~

3.8.2 ~~Perform duties outlines in the Farmstand Education & Advocacy Coordinator Job Description~~

~~3.7.2~~3.8.3 ~~Be selected by the Farmstand Director through and application and interview process.~~