

YEAR PLAN  
MSU MAC FARMSTAND  
Kaitlyn Zarcone-Beam  
2016-2017



## **OFFICE OF THE FARMSTAND DIRECTOR INTRODUCTION**

As I approach my fourth season with Mac Farmstand I have seen the service grow substantially over the four years. With changes such as a total face-lift and the acceptance of debit credit and student card these changes have contributed to a large increase in sales at the stand. These changes speak volumes to the hard work of all the contributors to the stand of the years. To me the most noticeable and impacting change has been the advocacy side. I believe that through having Farmstand available to students as an MSU service the mission of Farmstand has been optimally achieved. More students are aware of the service and are using the service than ever before. By providing accessible, healthy, sustainable food on campus Mac Farmstand is beneficial to the lives of many students.

With the leadership hard work and dedication of last year's director I am excited to continue growing Farmstand in the direction that he has paved out. This year we have already built a passionate and enthusiastic team of local food advocates that will work hard to continue to grow the service. Some new things that will be offered to students through Farmstand this year include the development of cooking videos using all ingredients from the stand, which will allow students to understand how easy and delicious it is to make food using local ingredients. Also by working with the community we will develop a local food discount card available to all McMaster students that they will be able to use in the community to access local food outside of McMaster. We will run another local food festival event as well as an additional educational trip to a farm.

We will continue to be open two days a week and source our ingredients from local sustainable farmers, organic farmers bakers and producers. We look forward to working with the McMaster Community Teaching Garden this year to run joint events with them as well as to sell produce grow in their gardens. I also look forward to another year with Farmstand to see all the amazing changes and this service continue to grow.

## GOALS

Objective 1	<b>Promote local food within McMaster and in the Hamilton community to McMaster students</b>
Description	Add an additional position of Education and Advocacy Executive this year to Mac Farmstand. Who will be in charge of gathering information about the importance of local food to share with CSRs, executives and volunteers. Hire, build and maintain a team of excited, passionate local food advocates as the CSR team. These individuals will both facilitate sales of local produce and answer questions to increase awareness on the social justice and environmental impact of local food production
Benefits	<p>This advocacy and ability to answer questions is key to the service delivery of Farmstand as a method to promote local food literacy and support.</p> <ul style="list-style-type: none"> <li>• When community members come to the stand they can have their questions answered or be directed to resources that will help improve their understanding.</li> <li>• A more effective, personalized means of creating awareness compared to social media or poster campaigns.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Many students perceive Farmstand as a store rather than a place where they can learn (ie. service) and don't expect or want to be engaged in conversation.</li> <li>• Over time CSRs may revert to a sales perspective as opposed to one of advocacy, this needs to be continuously discussed and reinforced.</li> <li>• Increased visitors to Farmstand makes it more difficult for CSRs to engage in conversation while maintaining an efficient service.</li> </ul>
Long-term implications	Ensuring that the McMaster community sees the Farmstand as both a place to purchase local fruits and vegetables on campus but also a place to learn about why buying local is important and the impact that our decisions make. By increasing availability of local produce on campus we support those we are advocating to in making more sustainable eating decisions.
How?	<ul style="list-style-type: none"> <li>• Using the initial Farmstand CSR training and monthly meetings as a way to reinforce CSR advocacy role run by both the education and advocacy coordinator and the director</li> <li>• Making resources available to Farmstand CSRs and encouraging them to share information between themselves.</li> </ul>
Partners	<b>Farmstand CSRs</b> <b>Education and Advocacy Coordinator – Adam Chiaravalle</b>

<b>Objective 2</b>	<b>Nutritionist at the Stand</b>
Description	Working along side Preethi Anbalagan with her platform she created for SRA science campaign. In providing this resource on campus, we can emphasize the importance of healthy diets and eating habits as busy University students. With collaboration from campus and community dieticians, we hope to facilitate educational workshops and weekly visits at the stand which will enable students to access and engage in dialogue with them as campus resources. As well, enable us to reach our healthiest potential and address that dietetics is also intrinsically connected to mental health and wellness.
Benefits	<ul style="list-style-type: none"> <li>• Will be able to enable students to access and engage in dialogue with them as campus resources.</li> <li>• Enable students to reach their healthiest potential and address that dietetics is also intrinsically connected to mental health and wellness.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Funding</li> <li>• Selecting an appropriate range of topics and recruiting people that can facilitate these discussions</li> </ul>
Long-term implications	Could develop into a continued partnership with Mac Farmstand and other MSU services.
How?	<ul style="list-style-type: none"> <li>• Work with Preethi through resources she has to get in contact with dieticians</li> <li>• Apply for additional sources of funding if needed</li> <li>• Promote the event through existing campus health channels and online McMaster groups.</li> </ul>
Partners	<b>Preethi Anbalagan – Operations coordinator / SRA Science</b>

<b>Objective 3</b>	<b>Event: Local Food Festival on September 28<sup>th</sup></b>
Description	Continue an annual Local food fest based off of what Jonathon created last year during OPRIG's making connections week. Local farmers, producers, markets, and advocacy groups will all come together in a festival that promotes the vibrancy of the local food ecosystem with live music, games, and more.
Benefits	<ul style="list-style-type: none"> <li>• An engaging event that involves students and community members, giving them a chance to ask questions and learn about why local food is important directly from farmers.</li> <li>• Expands the visibility of Farmstand to students that might not normally visit the stand</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• This is a large scale event and will require many groups to come together to make it successful.</li> <li>• Farmstand has a small budget focused on lower impact</li> </ul>

	events and stand operations, this event will require additional outside funding sources.
Long-term implications	By continuing this event for the second time Local Food Festival will bring together community members and local food suppliers in order to encourage increased support of local food. This event may result in more people signing up for various shared agriculture programs, attending farmers markets, or choosing to buy local at the grocery store. At the McMaster level, this will raise awareness of the MSUs commitment to sustainable eating and ideally increase support for Farmstand in order to assist us supporting students healthy eating (connection with Farmers). Local food fest with now we an associated yearly event for Mac Farmstand and something that will be associated with Mac Farmstand for years to come
How?	<ul style="list-style-type: none"> <li>• Partnering with local farms, producers, and markets in addition to on campus services including SHEC, MCTG, and Breadbin.</li> <li>• Renting the Mills Plaza space on October 5th including tables, promoting through social media and a promo package by Underground.</li> <li>• Offering all stakeholders a zero cost table as a way to promote their role in local food in exchange for requiring them to meet certain advocacy standards that would result in them having sufficient resources to engage students.</li> </ul>
Partners	<b>SHEC, MSU BOD, MCTG, Breadbin, UA committee</b>

Objective 4	<b>Create and promote “Tasty” Videos</b>
Description	Creating short cooking videos that will show how to make simple dishes that can be made using ingredients that can be bought from Mac Farmstand. Recipe cards will be developed along side these individual videos in order to share at the stand.
Benefits	<ul style="list-style-type: none"> <li>• Increased awareness of what can be done with raw ingredients bought from the stand</li> <li>• Create additional promotional material to bring customers to the stand</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Extremely time consuming project</li> </ul>
Long-term implications	Creating a archive of videos that could be created for each year Farmstand is open and could eventually create a visual cook book.
How?	<ul style="list-style-type: none"> <li>• Working with Sarah and Rahi to film the videos and promote them through our Facebook page and the MSU website</li> <li>• Creating 2 videos per month</li> <li>• Come September focusing the videos on food that can be cooked in student dorms</li> </ul>

Partners	<b>Farmstnad Promotions Coordinator – Rahi Turab</b> <b>Sarah Mae Conrad – Communications officer</b>
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Objective 5	<b>Creating T-Shirts and Tot Bags for Mac Farmstand</b>
Description	Creating Mac Farmstand Branded T-Shirts for Staff, Executives and Volunteers as well as Mac Farmstand branded tote bags for sale at the stand.
Benefits	<ul style="list-style-type: none"> <li>• Creating a uniformed branded image for mac Farmstand employees and volunteers</li> <li>• Allows customers and students to be aware of who works at Farmstand and who they can ask questions to</li> <li>• Tote bags will encourage sustainability and reduce the use of plastic bags</li> <li>• Tote bags will also act as additional promotional material with the Farmstand logo being shown across campus by customers</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Making sure I am able to fit it into the budget</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Increased awareness of Farmstand through branding.</li> </ul>
How?	Work with my promotions coordinator and the underground to design the t-shirts and the tote bags.
Partners	<b>Underground</b> <b>Farmstnad Promotions Coordinator – Rahi Turab</b>

Objective 6	<b>Creating Local Food Discount Card</b>
Description	Working with community partners that will offer students a discount at their restaurants and stores in order to create a discount card that students can pick up for free through Mac Farmstand that they will be able to use at a variety of local restaurants and stores that sell a majority of local products.
Benefits	<ul style="list-style-type: none"> <li>• Access to additional local products beyond what is sold at the stand</li> <li>• Supports local capacity for food production</li> <li>• Promotes advocacy of how and where to eat local outside of McMaster</li> <li>• Students will pick up the cards at McMaster which will additionally bring more students to Mac Farmstand</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Getting enough local vendors on board with the project (already have quite a few though)</li> </ul>

Long-term implications	Continuing to build Farmstand as a place to get information on where and how to eat local and will strengthen our role as a local food hub on campus.
How?	<ul style="list-style-type: none"> <li>• Work with the education and advocacy coordinator in order to work with local vendors to get them on board for this project</li> <li>• Work with the underground to design and produce the card</li> <li>• Tying this into a promotional campaign to promote students to come pick up their card at the stand</li> </ul>
Partners	<b>Mustard Seed. Nelly Jane's, Bread Bar, and more community partners</b> <b>Education &amp; Advocacy Coordinator – Adam Chiaravalle</b> <b>Kaitlyn Zarccone-Beam - Farmstand</b>

Objective 7	<b>Support The MCTG In Growing More Produce For Sale At Stand And create a MCTG and Farmstand collaborate event in the middle of August</b>
Description	McMaster currently has a community and teaching garden that previously existed under MSU leadership. Currently it is housed under Facilities and Sustainability. The connection with Farmstand is very minimal, but through meetings with the organizers of the garden that have already taken place we aim to become more involved in the garden. We will do this by assisting with workshops, volunteer recruitment accepting weekly produce from the garden to be sold at the stand.
Benefits	<ul style="list-style-type: none"> <li>• A more direct partnership/relationship will allow us to plan for the produce that will come from the garden</li> <li>• By growing some items for sale at the garden we further reduce the impact of those food items</li> <li>• Will encourage awareness of the garden to customers and students</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Changing the relationship and system of produce delivery that has been set in place in previous years</li> <li>• Building a better relationship with the garden</li> </ul>
Long-term implications	If the Farmstand can provide input into the garden at the planting stages and is kept informed about the status of crops we can ensure that the output of the garden is put to good use. This also provides the potential to further educate students about the processes that go into growing what they eat.
How?	<ul style="list-style-type: none"> <li>• Connect with Sydney Mack to determine course of action for the partnership</li> <li>• Invest necessary resources (volunteer time, promotion, budget) to making this partnership successful</li> </ul>

	<ul style="list-style-type: none"> <li>• Work with Sydney, sustainability services and our events coordinator to create a community garden and event at the end of August that evolves setting up the stand in front of the teaching garden and having a “pick your own produce” event</li> </ul>
Partners	<b>Sydney Mack - Sustainability Assistant</b> <b>Preksha Rathod - Farmstand Community &amp; Volunteer Coordinator</b> <b>Ramneet Mann -Events Coordinator</b>

Objective 8	<b>Redesigning the look of the stand to promote organic and MCTG sections</b>
Description	Changing the functionality and organization of the stand to promote a more individual and apparent section for organic produce and produce from the MCTG
Benefits	<ul style="list-style-type: none"> <li>• Promoting the benefits of organic food and food from the MCTG</li> <li>• Making the stand look for organized</li> </ul>
Difficulties	Keeping the stand organized in this way and making students aware that we are not promoting certain types of produce over others. As well as effectively promoting the benefits of all our types of produce (conventional local, organic local, McMaster grown)
Long-term implications	We have consistently seen growth in Farmstand usage surrounding promotional campaigns, this increased growth tends to continue beyond the campaign period as more people become aware of the service and tell their peers. Additionally, resources created in these campaigns can be recycled over the course of the year including during the off season time that Farmstand is less active.
How?	<ul style="list-style-type: none"> <li>• Working with a retail designer who has volunteered her services to help redesign the look of the stand to promote our produce in an effective way</li> </ul>
Partners	<b>Emma – Retail Merchandise designer</b>

Objective 9	<b>Reduce Food Waste By parenting with community organizations to donate left over produce</b>
Description	By partnering with TwelvEighty last year to sell them our unused products we were able to reduce our loss due to spoilage, though not completely because it was very much dependent on what 1280 could buy according to their menu and specials. This year I would

	like to partner with additional community partners such as the Ronald McDonald House and 350
Benefit	<ul style="list-style-type: none"> <li>• Reduced financial cost associated with spoilage</li> <li>• Less food waste (USDA estimates 12 percent food waste at most supermarkets, due to our smaller scale this number could be much higher)</li> <li>• Being able to give back through our service to the local Hamilton community in providing them fresh produce (an item that is rarely donated)</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Ensuring that donation do not cost anything is transportation of them.</li> </ul>
Long-term implications	Partnering with the local community and building connections that will promote Farmstand and the mission we have of access local produce to the community. Making Farmstand into a completely waste free service
How?	<p>Coordinating with the community organizations to come to pick up the left over produce on Thursdays after we are closed for the week.</p> <p>We will also be working on this with the MCTG as they will have left over produce to donate on a weekly basis.</p>
Partners	<p><b>Roman Clark - 350</b>  <b>Shawn Rocci -Ronald McDoanld House</b>  <b>Sydney Mack - Sustainability Assistant</b></p>

Objective 10	<b>Partner With Other Services/Clubs To Find Common Goals And Maximize Use Of Resources (Success: Two Partnerships/Shared Campaigns)</b>
Description	Farmstand has goals and objectives in common with many other MSU services such as BreadBin, and SHEC in addition to being able to benefit from partnerships with other services such as the Maroons. By actively seeking to partner with at least two groups and seek shared benefit we can ensure that we are able to maximize our shared efforts and increase our collective impact.
Benefits	<ul style="list-style-type: none"> <li>• Improved use of resources. Together we can accomplish more.</li> <li>• Higher awareness among students who may have only been aware of one of the partnered services.</li> </ul>

	<ul style="list-style-type: none"> <li>Increased collaboration could lead to ideas and projects that would never have otherwise existed.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>Additional logistics of including more organizers</li> <li>Finding ways that our needs and objectives overlap so that all partners benefit</li> <li>Obtaining funding for any large initiatives which may result</li> </ul>
Long-term implications	By setting a precedent that Farmstand partners with other services and on campus groups we may be able to create initiatives that continue being offered into future years. This has happened in the past when the UA committee, Breadbin, and Farmstand collaborated to create Local Food Day which has now been running for multiple years.
How?	<ul style="list-style-type: none"> <li>Actively networking and seeking partnerships</li> <li>Promoting ways that we can partner</li> </ul>
Partners	<b>To Be Determined</b>

### Long-term planning

Overarching Vision ( <i>what is the ultimate goal?</i> )	<b>Promoting local food in the Hamilton community and supporting local farmers and business</b>
Description	The local food discount card will offer discounts to students to local food restaurants and vendors in the Hamilton area. This card will bring business to the local community as well as offer students local food at a discounted price. Restaurants and vendors offer discounts of their own choice to students on certain days of the week that can be used at their locations. The mission of the stand is to promote local food to students and making it accessible to them. This card will offer exactly that and make further connections between McMaster and the community.
Benefits	<ul style="list-style-type: none"> <li>Students are made aware of how and where to eat local in the Hamilton area as well as benefit from discounts that the card offers</li> <li>The card will also bring additional business to Hamilton community</li> </ul>

Year 1	<ul style="list-style-type: none"> <li>• Develop card and build relationships with local restaurants and vendors</li> </ul>
Year 2	<ul style="list-style-type: none"> <li>• Offer students more locations on the discount card and have more students using the card</li> </ul>
Year 3	<ul style="list-style-type: none"> <li>• The card continues to add additional and new vendors and bring large amounts of business to our local community.</li> </ul>
Partners	Local businesses and vendors, The Farmstand executive team

### **GOALS to strive for**

**List 5 things that you would like to have prepared for the beginning of September**

- All “big picture” planning for local food festival, funding commitments (or a clear understanding of sources), and vendor commitments from 75% of vendors, all equipment booked and confirmed from AvTek
- Education trip to the farm all planned and organized including the promotional materials
- All Community partners contacted and local food discount card designed and printed
- A volunteer team trained in advocacy and set-up/take-down
- Plans and story boards for dorm based tasty videos completed

**List 5 things you would like to have completed during the fall term (1<sup>st</sup>)**

- Local Food Festival
- Introduce Local Food Discount card
- Educational trip to a local farm
- Dietician at the stand
- Two smoothly operating days a week

**List 5 things you would like to have completed during the winter term (2<sup>nd</sup>)**

- Mostly not applicable as we will be closed at the end of October
- Create a thorough transition guide for the incoming director so that they can get Farmstand running faster next year.

**Master Summary  
(calendar and checklist)**

May	<ul style="list-style-type: none"> <li>• Hire 6 CSRs</li> <li>• Assemble Executive Team and plan grand opening</li> <li>• Work with MCTG to start partnership for the year</li> <li>• Develop community partners to donate left over produce to</li> </ul>
June	<ul style="list-style-type: none"> <li>• Film Tasty Videos</li> <li>• Design T-Shirts and Tote Bags</li> <li>• Grand opening</li> </ul>
July	<ul style="list-style-type: none"> <li>• FaculTEA appreciation day.</li> <li>• Complete preparation for September/October promotion campaigns</li> <li>• Reach 75% planning preparation for Local Food Festival</li> <li>• Film more tasty videos</li> </ul>
August	<ul style="list-style-type: none"> <li>• New Marauder Orientation</li> <li>• MacQuest Participation</li> <li>• MCTG “Pick your own produce event”</li> </ul>
September	<ul style="list-style-type: none"> <li>• Launch Local Food Discount Card</li> <li>• Clubsfest, Graduate Student Fair, Mac Quest</li> <li>• OPIRG Making Connections Week participation/ Local Food Festival event</li> </ul>
October	<ul style="list-style-type: none"> <li>• Dietician at the stand launch</li> <li>• Educational field trip to a Farm</li> </ul>
November	<ul style="list-style-type: none"> <li>• Dormant</li> </ul>
December	<ul style="list-style-type: none"> <li>• Dormant</li> </ul>
Winter Term	<ul style="list-style-type: none"> <li>• Dormant</li> </ul>
April	<ul style="list-style-type: none"> <li>• Actively participate in transition to the 2017/2018 team</li> </ul>