MAC FARMSTAND

1. PURPOSE

1.1 To work in conjunction with Hospitality Services 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., SHEC, Mac Bread Bin) to provide affordable, healthy food options to undergraduate students;
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. PERSONNEL STRUCTURE

2.1 The Director, who shall:

2.1.1 Be responsible for managing all activities of Mac Farmstand;
2.1.2 Perform duties outlined in the Mac Farmstand Director job description;
2.1.3 Be hired by a hiring committee struck by the Executive Board that shall consist of:

2.1.3.1 The outgoing Director;
2.1.3.2 The Vice-President (Administration);
2.1.3.3 One (1) Executive Board Member.

2.2 The Events Coordinator, who shall:

2.2.1 Be responsible for planning and executing various Farmstand events;
2.2.2 Perform duties outlined in the Farmstand Events Coordinator job description;
2.2.3 Be selected by the Farmstand Director through an application and interview process.

2.3 The Operations Coordinator, who shall:

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

2.4 The Promotions Coordinator, who shall:

2.4.1 Be responsible for communicating the Farmstand mandate to the public in a professional manner;
2.4.2 Perform duties outlined in the Farmstand Promotions Coordinator job description;
2.4.3 Be selected by the Farmstand Director through an application and interview process.

2.5 The Volunteer & Community Relations Coordinator, who shall:

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

2.6 The Education & Advocacy Coordinator, who shall:

2.6.1 Be responsible for gathering information and present it in a way that is easily digestible for customers at the stand, CSR's, and volunteers.
2.6.2 Perform duties outlines in the Farmstand Education & Advocacy Coordinator Job Description
2.6.3 Be selected by the Farmstand Director through and application and interview process.

2.7 The Customer Service Representatives, who shall:

2.7.1 Perform duties outlined in the Farmstand Customer Service Representative job description;
2.7.2 Be selected by the Farmstand Director and Operations Coordinator through an application and interview process.