



REPORT

From the office of the...

Mac Farmstand

TO: Members of the Executive Board
FROM: Kaitlyn Zarcone-Beam
SUBJECT: Mac Farmstand Report 3
DATE: August 11th 2016

UPDATE

Farmstand is nine weeks into the season. We continue to make consistent sales and supply local produce to a large number of students and staff at McMaster. We have started to work with Wayne Terryberry and Kate Whalen in making a vision statement for the future of Mac Farmstand as a service. We have ordered tote bags that we will be selling at the stand as well as an A-frame directional sign to accommodate for our changing locations. We have decided not to do the trip to a farm as we did not believe we would have enough students to make it a worthwhile event instead we are doing a new event called Farmstand 1A03. This past weekend we participated in Horizons successfest and at this time we are just making a plan for September and our final two operating months.

SERVICE USAGE

Popcorn and Produce: We had about 15 people come out to our event. It was defiantly less than we were expecting but we did get one volunteer from the event who wants to help create a usage based survey on people who come to the stand and also the needs of students within McMaster surrounding local food.

Education and Advocacy Articles: Our first article reached nearly 1,500 people on Facebook

PAST EVENTS, PROJECTS & ACTIVITIES

Popcorn and Produce

Though we had less people show up to the event than we would have liked it was still a very successful event overall. The people that did come to the event were very engaged and told us afterwards that they learned a lot from the film. We would defiantly like to have another film night in the future.

The Sustainability Student Adam Chiaravalle Cares

Our education and advocacy coordinator has been writing weekly articles about local food education and his experiences with local food. We have been posting the articles on

our website and sharing them on facebook as well as stapling a copy of the articles to our bags.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

Farmstand 1A03

For our education event in August we will be holding a lecture series called Farmstand 1A03. The event will be an hour and a half long and will take place in rooms in MUSC. We will have four different speakers including one guest speaker run four consecutive stations on topics surrounding local food education. The last half an hour we will supply snacks and have a discussion on what was talked about. We want this event to include a collaboration of executives and CSRs/volunteers. This event will take place on August 18th from 6:00pm-7: 30pm.

Local Food Discount Card

The goal is to have the local food discount card designed and printed for September. Our promotional plan for the card has now changed and we will be promoting the card at the end of October but still distributing the card from September onwards. This is because come September there is already a lot of promotion going on and students especially first years are overwhelmed with information. We want this card to coincide with the closing of Farmstand for the season. The reason is we want to be able to say that even though Farmstand is closing for the season here are all of the ways you can still shop locally in the area. The discount card will share information about all the partners on the card and what types of food they specialize in.

Local Food Fest

The planning of local Food Fest on September 28th is coming underway, but a lot still needs to be planned. It will be a large farmers market festival where we invite a bunch of different vendors to sell produce and share information with students at McMaster. We want to make it an expanded Farmstand for the day and will not be opening our stand that day but rather an information booth. Wayne Terryberry and Kate Whalen are helping with the planning of the event this year, which will be very beneficial to the event.

McKay Welcome week collaboration

On August 31st we will be collaborating with McKay residency on one our their residency events. It is a healthy breakfast event where Farmstand will be supplying all the fruit for the smoothies and also running a talk on what we do at Farmstand and the importance of eating local and sustainable food.

City Council Meeting

On August 11th my education and advocacy coordinator and myself will be taking part in a Board of Health city council meeting where we will be representing the MSU to show our support to the food strategy agenda they have created and speak on why it is important to students and youth.

BUDGET

Category	Item	Spent	Approved Budget
Promotions	All Promo to date	\$541.00	\$800.00
Annual Campaigns	Cart and Mop	\$373.51	\$1500.00

Our revenues have been a little bit below our sales and in order to maintain a breakeven point by the end of the year we have had to make some price adjustments on some items. We raised our mark up on produce from 25% to between 30%-33% and raised the prices on all of our preserves to the recommended retail price.

VOLUNTEERS

Many people have been contacting me for volunteering come September. Our volunteer and community coordinator has not been on campus for the summer so I will work with her this month on creating some volunteer orientation days. We have also decided that we will be putting volunteers on a weekly schedule to encourage volunteers to show up to their shifts and make sure that we have volunteers during the times that we need them the most. This was done at Farmstand three years ago and I found it was the most successful way to have a large number of consistent volunteers at the stand.

CURRENT CHALLENGES

Location

As we do not have a definite location come September that supplies power to the stand this has been a challenge for us. We have been outside one day this year and with no power (cash register or debit machine) we had a significant loss in sales (\$400 less than the previous day). We are working hard with Shaarujaaa, Ryan and John to solve the power issue come September.

Welcome Week

Most of our CSRs and executives are reps for welcome week so I am very understaffed for those two days. The challenge will be finding volunteers during that time or other help to set up and close down the stand on that day.

SUCSESSES

We have met the chef at Ronald McDonald house last week and he told us how grateful he is for the produce and that the good use that he is putting it to.