



REPORT

From the office of the...

Mac Farmstand Director

TO: Members of the Executive Board
FROM: Shailee Siddhuria
SUBJECT: Mac Farmstand Report 2
DATE: August 22nd, 2017

UPDATE

It will be almost 3 months since Farmstand opened this year and we continue to make consistent sales and supply local produce to a large number of students and staff at McMaster. The past 2/3 weeks have been slower than usual due to a lack of students around the campus, however, we are excited for the coming 2 months as we will have a larger student base. This past month has involved a lot planning, including printing Local Food Discount Cards and planning for the upcoming Local Food Fest. We also have been planning for a few events come this Welcome week and into September.

SERVICE USAGE

Not many changes from before.

PAST EVENTS, PROJECTS & ACTIVITIES

Local Food Discount Card (LFDC)

We have finished confirming all of our partners for our local food discount card (8 vendors in total). This card will be given out in all Welcome week bags as well as at Farmstand. It will offer students/faculty/staff at McMaster a 10% discount at the listed vendors on card upon presentation of the card and a valid McMaster ID. We have designed the card with Underground and it has been ordered to be printed. We hope that by providing all incoming first years with the card, we will not only promote local food but also encourage students to explore Hamilton beyond the campus.

Farmstand Video

Partnering with Sarah Jane from Communication and Public Affairs, we filmed a promotional video for Farmstand. We went to Simpler Thyme to obtain interviews for our suppliers and took some videos of the operation itself. We hope this video will be ready sometime in the next 2 weeks giving us plenty of time to promote before this season is over. The video is being made in such a way that it can be used for later years as well!

Filming Recipe Videos

We are continuing to plan for and film new Farmstand recipe videos using the produce found at our stand. We also plan to have the recipe videos playing on loop at our stand during the operating hours provided that we are able to secure an iPad for that time.

Fruits for the Stand

Thus far, we have continued to drive up to Lindley's farm to pick our fruit for the week with the help of one of our CSRs (as we need a car). We might run into some difficulty in continuing to do this if said CSR is no longer available once school starts.

BUDGET

Category	Item	Spent	Approved Budget
Annual Campaigns	Local Food Discount Cards	*final cost - TBA	\$2,000

UPCOMING EVENTS, PROJECTS & ACTIVITIES

Filming Tasty Videos

My operations coordinator, Jordan, promotions coordinator, Nour, Sarah Mae Conrad and myself will continue to film tasty videos in the next week.

Local Food Fest

We continue with our local food fest planning. We have sent out registrations invites to all of the interested vendors and are waiting for them to officially register. We have also booked the location for the day (September 27th, 2017) and will continue forth with the rest of the planning. This will include booking sound equipment, finalizing the number of tables, as well as activities we hope to run on the day of.

Staff Appreciation Event

One common response during the day of the Faculty discount was whether or not it was valid for staff. Because the goal of the event was to reach out to more faculty, we excluded staff for getting the discount. However, we have decided to hold the same discount for staff on a day in August as well.

VOLUNTEERS

We have a total of 3 volunteers currently and are hoping to obtain a lot more once school starts as we will have a table set up during Clubsfest. Aurora has already planned the look of the table so as to attract as many students as possible.

CURRENT CHALLENGES

One of the challenges we might be facing once school starts is definitely ensuring that we are still able to drive to Lindley's farm to obtain our fruits. We hope that either our CSR might be able to continue driving us or we might be able to borrow a car from the MSU.

SUCSESSES

We have had no issue with staffing in the past 2 weeks as we had anticipated. I am extremely thankful to the CSRs that were able to work for a lot more hours to accommodate for the missing CSRs. My exec team has been very diligent in ensuring that all events are being planned even if I

was not always there to supervise. It has been a good month and I look forward to school starting once again!