



REPORT

From the office of the...

Mac Farmstand Director

TO: Members of the Executive Board
FROM: Shailee Siddhpuria
SUBJECT: Mac Farmstand Report #1
DATE: May 31st, 2018

YEARPLAN UPDATE

These past two months have been busy hiring and training my executive team and CSRs. As well, we have had 2 days of successful stand operation, which was our soft launch to train our CSRs. We are holding our Grand Opening held on June 6th and hope to see everyone there! From the beginning of May, I reached out to all suppliers and they were more than willing to continue their business with us for this year. I have found a new supplier for our preserves (Auntie's Grove) since our previous one was transitioning. This supplier is the original producer of a lot of our preserves! I ensured that all preserves and other long-lasting food arrived well before the soft launch (May 30th) and our produce suppliers received the order for the first week a few days prior to Farmstand's opening. With the help of my event coordinators, we are planning out the specificities of the Grand Opening event. I will also post volunteer applications on MSU job website and have been in contact with a few individuals willing to volunteer at Farmstand for the summer. I hope to get more people aware and coming to the stand throughout the season.

SERVICE USAGE

We had 14 people apply for executive positions this year, which gave me a few choices in selecting the best candidate. We had about 30 people apply for CSR positions we emailed 20 people for interviews, of which 16 people came out to the interviews and we selected 5 successful candidates (in addition to my operations coordinator being a CSR).

We have had around 70 customers on our first operating day, for which we did little to no promo. Thankfully, we are in an excellent location (MUSC atrium) so we hope to see this number increasing with additional promo.

PAST EVENTS, PROJECTS & ACTIVITIES

Group Interview Hiring

I continued with last year's format of conducting CSR interviews in a group format – this included 3 stages: one individual stage (with me), one group stage (with my Operations Coordinator), and the last stage with everyone giving responses to Farmstand-specific scenarios. I would recommend the future Farmstand PTM to continue this as it is very efficient.

CSR/Exec Training

I ran an Exec and CSR training on May 9th and 23rd respectively. I re-used many of the same modules as previous years as well as adding my own information to the agenda (more stringent

food handling module). I provided them with a break about halfway and then we resumed the training.

Local Food Discount Card

We are continuing to promote and give out our LFDC before it expires on September 1, 2018.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

Grand Opening June 6th

Grand opening will be held June 6th and everyone is invited! We will have our traditional apple biting ceremony followed by various samples (free apples, and apple cider). We also invite various local musicians come out and play music by our stand. It will be very exciting to see the event unfold. All CSRs were well trained due to our soft launch the prior week (highly recommend for next year too). Our events coordinators are currently busy working out details of the event.

Local Food Discount Card

Since our current LFDC expires September 1st, 2018, we are planning to speak to each vendor to see if they would like to continue the promotion. This will be done in the beginning of July giving us sufficient time to print new cards for the next year.

Filming Tasty Videos

My operations executive along with my education and advocacy executive, Haley Greene and myself will be filming a few tasty videos later in June. We are currently in the process of creating recipes using Farmstand ingredients. Once we have started filming, we will regularly promote a new video every month.

BUDGET

***cannot provide final spending yet as we haven't received invoices yet but I will provide those for the next EB report.**

VOLUNTEERS

We will soon post a volunteer job posting on the MSU website and are hoping that we can have a larger team of volunteers for this year. Our volunteer & community coordinator is organizing a spreadsheet to have a more organized system of volunteer shifts. We also plan on advertising volunteer opportunities on days the stand is operating.

My executives are well dedicated to the service and I haven't faced any challenges as of yet.

CURRENT CHALLENGES

This year, we have faced a few challenges in regard to one of our previous suppliers, who was transitioning businesses. But fortunately, we were to find another supplier in time (though the payment had to be rushed).

One challenge we continue to face is trying to find a supplier who is willing to deliver fruits (and perhaps more produce variety) to campus. I'm currently reaching out to the Mustard Seed for a small partnership, from which we can get more fruits hopefully.

We are also trying to find an organization willing to pick up the leftover produce at the end of the week so we do not have waste so much food.

SUCSESSES

A big success is just how amazing the rest of the executive team is and all of the ideas they have already been able to contribute to making Farmstand an amazing service once again this year! As well, we have managed to obtain two fixed locations for Farmstand (MUSC Atrium and then MUSC Mills Plaza space until the end of the service). With this new location in the summer, we hope to see our sales increase significantly!

OTHER

Any ideas about where we can donate our leftover produce every week is greatly appreciated!