

YEAR PLAN
MSU MAC FARMSTAND
Shailee Siddhpuria
2018-2019



OFFICE OF THE FARMSTAND DIRECTOR INTRODUCTION

This is my third year with Mac Farmstand so I have seen the successes that Farmstand faced in the past two years. The past contributors have built a brand value for this service, which I only hope to improve upon but do not want to change. The respect and recognition Farmstand receives from its customers is to be highly noted, some of which we received even before the season started. With that, I would like to continue Farmstand's mission in providing accessible, healthy, sustainable food on campus as well as promoting local and sustainable eating habits by ensuring that more students are aware of this service. In addition, I would like to make sure that every aspect of this service works in conjunction with our mission – this includes a lack of food wastage, using environmentally friendly resources such as paper bags, and keeping a compost bin available at our stand.

I am excited to start this new year of Farmstand by building upon the groundwork laid out by myself and other previous directions. Foremost, to provide our customers with the greatest variety possible, we are looking into new suppliers, which we have not done for the past couple of years (ex. Roseland Produce, Bernie's Farm). This year, we aim to significantly reduce waste and organize advocacy events that will reach the maximum number of students. This includes running less events during the summer and preparing more for the school year (i.e. September and October). Each person on my team will take on significant roles in attempts to raise awareness and promote not only our stand but also healthy and sustainable eating in general. This year, we're starting a "education at the stand" initiative where all of our CSRs undergo continuous learning about the produce at the stand. This knowledge is then shared with customers that interact daily with our CSRs. We are going to continue providing recipe videos for our followers which will include all ingredients found at our stand. We will continue to be in contact with our local food discount card businesses as well as approach new businesses to expand our reach. Additionally, we will provide continual resources on various aspects of our mission on our website and social media. Finally, we will end of the season with the traditional local food festival event partnering with various groups both on campus and from within the Hamilton community.

We are open two days a week as in the past years and continuing to source our ingredients from local sustainable farmers. With a wonderful team

to stand with me, I look forward to the growth and changes this service will be facing. We hope to increase the emphasis on our advocacy aspect of the mission, and simultaneously make more students aware of this service and all the benefits it offers.

GOALS

Objective 1	Promote local food within McMaster and in the Hamilton community to both McMaster students and staff
Description	We have modified last year’s informational packages with the help of my advocacy coordinator to include more information about our vendors as well as local food for CSRs, executives, and volunteers. Establishing that the role of a CSR is just as much to advocate our mission as it is to run the stand. Any individual present at our stand (whether it be a CSR, executive, or a volunteer) will have sufficient knowledge to answer questions relating to the benefits of local food production. They will also be encouraged to relay information they know even without being asked in conversation at the stand. We will also always have an “education” board set up with posters and informational pamphlets that the passing traffic can look at or read if they are interested.
Benefits	<p>The ability of our staff/volunteers to both answer questions and bring further insight into local foods and sustainable eating is the most crucial aspect of our advocacy initiative as it reaches the most number of people on a continuing basis.</p> <ul style="list-style-type: none"> - All questions regarding our service and its mission will be answered by our CSRs/other members or otherwise, directed to me - We will provide resources which can target the particular questions we get - A more effective, personalized means of creating awareness compared to other forms of advocacy
Difficulties	<ul style="list-style-type: none"> - Many individuals attending our stand are there primarily as customers and are not interested in learning about the importance of what the service stands for - CSRs may find it difficult to relay information which is not directly asked for or they might revert to a sales perspective as opposed to one of advocacy - Lots of traffic at the stand might make it difficult for CSRs to engage customers in local food conversation
Long-term implications	Farmstand will be viewed as not only a source of local food but also as a platform of advocacy. It will be a place where

	the McMaster community is provided both local food and the knowledge on why and how to maintain a sustainable lifestyle. Individuals will come to visit the stand not only for the purchase but also for an opportunity to learn and find encouragement for a healthier mode of living.
How?	<ul style="list-style-type: none"> - Ensuring CSRs and all other members have access to all resources and are continually reading on new information outside of their work times - Starting each shift by sharing new information about the produce, its location, and general use - Booking monthly meetings so all members can share what they have learned/would like to learn as well as experiences at the stand - Ensuring Volunteers and other executive members are present at the stand as much as possible to engage customers
Partners	Farmstand CSRs Primarily Education & Advocacy Coordinator - Aleigha Kampman as well as the other executive members

Objective 2	Promote Hamilton restaurants/businesses which use local ingredients via the Local Food Discount Card
Description	Working with community partners that will offer students a discount at their restaurants and stores to create a discount card valid at multiple locations throughout Hamilton. This card will continue to be free for the McMaster community and can be picked up at Mac Farmstand as well as other places on campus such as the MSU office or the OPIRG office. .
Benefits	<ul style="list-style-type: none"> - Access to additional local products beyond what is sold at the stand - Supports local capacity for food production - Promotes advocacy of how and where to eat local outside of McMaster - encourage students to venture the Hamilton community - Students will pick up the cards at McMaster which will additionally bring more students to the stand
Difficulties	<ul style="list-style-type: none"> - Continuing relationships with the existing vendors (especially if the card has not been as successful with some of them) - Finding new vendors to allow for some novelty to the card

	(in contact with a few new ones)
Long-term implications	Continuing to build Farmstand as a resource- providing information on where and how to eat local. This initiative will continue to strengthen our role as a local food hub on campus.
How?	<ul style="list-style-type: none"> - Work with advocacy coordinator to reach out to vendors and establish relations for the project - Work with underground to re-design the look of the card for the new year - Have the card available at various locations on campus to ensure accessibility (encourage more use)
Partners	Picone Foods, mustard seeds, and more of the previous year's partners Talking with a few new vendors Primarily Education & Advocacy Coordinator - Aleigha Kampman

Objective 3	Event: Local Food Festival on September 26th
Description	Continue the annual Local Food Fest based on the previous years' successes once the school year has begun. Local farmers, producers, markets, and advocacy from within both McMaster and the Hamilton community will be invited to set up booths. The festival will consist of live music, games, and lots of advocacy!
Benefits	<ul style="list-style-type: none"> - An engaging event to encourage the McMaster community (students and faculty alike) to learn about sustainable eating - Promote contact and relationships between vendors and community members directly (an opportunity to learn about initiatives from the source directly)
Difficulties	<ul style="list-style-type: none"> - This is a large scale event and thus will require the participation of many groups - Due to its size, in the case that Farmstand's annual campaign budget is not sufficient, it will require funding from outside sources
Long-term implications	This will be the third year of Local Food Festival and will continue to bring together community members and local food suppliers to increase support of local food. This event will help the various advocacy groups recruit supporters and encourage sales of local food from the vendors present. This will promote MSU's commitment to raising awareness of

	sustainable eating and thereby increase support for Farmstand. I hope that this will remain a tradition for future Farmstand seasons. Last year, we managed to get 2-3 Hamilton community vendors to come out and we hope to go beyond this year!
How?	<ul style="list-style-type: none"> - Partnering with local farms, producers, and markets in addition to on campus services including OPIRG, Breadbin, Veggie Club, and more. - Renting the Mills Plaza space on the decided date including tables for our partners (an incentive to come to the festival with sufficient resources to engage students coming) - Promoting the festival on social media and around campus with designed posters by Underground
Partners	OPIRG, Breadbin, Mac Veggie Club, SHEC, and more Underground

Objective 4	Event(s): Field trips to local restaurants within the Hamilton community
Description	To encourage the use of our local food discount card (LFDC) and all that it has to offer, the Farmstand Event Coordinators will be organizing a monthly field trip to some of the locations listed on our card. This might include a trip to get groceries or simply a lunch outing on a chosen day. Anyone who would like to join is welcome to provided they are comfortable with using public transportation.
Benefits	<ul style="list-style-type: none"> - Promote both the LFDC (thereby Mac Farmstand) as well as the businesses listed - Individuals participating will have a chance to interact with Mac Farmstand members directly to learn more about the importance of local foods - Allow participants to explore the Hamilton community with guidance and with a group of fun individuals
Difficulties	<ul style="list-style-type: none"> - Lack of participations might be issue as this is a completely new initiative - people might be hesitant to go out with people they do not know - Farmstand members leading the trip might be hesitant to talk about our mission as it might be taken merely as a lunch date as opposed to a learning experience for the participants

Long-term implications	This will encourage students to be more confident in going out to places outside of the McMaster campus (by increasing familiarity). As well, it will promote the mission of our LFDC and ultimately the mission of Mac Farmstand. Given its success, perhaps this can be a small-scale event pursued each year (in off-seasons as well) to maintain Farmstand's activity.
How?	Upon approval, Farmstand Event coordinators will reach out to particular vendors (ex. if restaurants require reservation) to organize a "tour" of the business and then allow for a sit-down lunch or shop time. <ul style="list-style-type: none"> - Bus and business times will all be checked prior to the event - Promotion of the event will be done 2 weeks prior to the trip each month
Partners	Farmstand's Event Coordinators – Melissa Marques, Gloria Ko Participating LFDC vendors Underground

Objective 5	Create and promote Farmstand recipe/ "how to" videos
Description	Creating short cooking videos that will show how to make simple recipes which can be made using ingredients sold at Farmstand. Along side these, we will also make short instructional videos that show proper techniques to do simple tasks while cooking (such as how to cut an onion). These will be released every two weeks on a set day to maintain consistency.
Benefits	<ul style="list-style-type: none"> - Increased awareness of how local ingredients can be used by both students (who don't know how to cook) and faculty alike - An additional promotional opportunity to bring customers to the stand
Difficulties	<ul style="list-style-type: none"> - Can be time consuming and a little bit costly (if we choose to make recipe cards)
Long-term implications	<p>Creating an archive of videos that can utilized each year</p> <ul style="list-style-type: none"> - Farmstand can have its own "library" of recipes which can referred to at any point by users for cooking inspiration
How?	<ul style="list-style-type: none"> - Working with Pooja, and Aleigha to create recipes for the videos

	<ul style="list-style-type: none"> - Booking Haley’s time to help us film and edit the video as per standards - Ensuring all Farmstand media platforms are actively promoting the recipes - Ensuring that all ingredients utilized in the video can be found at our stand the week of video release
Partners	Farmstand Operations Coordinator- Pooja Sreerangan Farmstand Advocacy and Education Coordinator- Aleigha Kampman Haley - MSU Communications Officer

Objective 6	Re-designing T-shirts and Tote Bags for sale at the stand
Description	Re-designing Mac Farmstand Branded T-shirts for Staff, Executives, and Volunteers and Tote bags for continued sale at the stand
Benefits	<ul style="list-style-type: none"> - Creating a uniformed brand image for all individuals part of the Mac Farmstand team - Easier for customers to distinguish between other customers/friends and staff - Tote bags encourage sustainability and reduce the use of plastic bags - Tote bags also serve as additional promotional material (will carry the Mac Farmstand logo)
Difficulties	<ul style="list-style-type: none"> - T-shirts are costly as they are not paid for by the staff - If too many volunteers, might run out of t-shirts - Finding a supplier for locally made re-usable bags is difficult as we only want to sell products that align with our mission
Long-term implications	Increased awareness of Farmstand through branding Different tote bag designs each year will make the bags a “collector’s item” further adding a Farmstand-original item to the brand
How?	Work with MSU Underground to re-design the tote bags (t-shirts already ordered) while taking input from all executive members.
Partners	Underground Farmstand Executive Members

Objective 7	Partnering with other services on campus and within the Hamilton community to find common goals
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Description	Farmstand has goals and objectives in common with many other MSU services such as Breadbin, SHEC, and OPIRG in addition to being able to benefit from partnerships with other services outside of McMaster such as Hamilton Community Gardens. Buy actively seeking to partner with other groups and obtain 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"> - Improved use of resources - Higher awareness among students and other community members who may only be aware of one of the partners - Increased collaboration and interaction could lead to more innovative and effective ideas for future project
Difficulties	<ul style="list-style-type: none"> - Thinking of innovative ideas to incorporate more organizers to come together - Finding ways in which both parties benefit from the collaboration - Obtaining sufficient funding if projected events are large-scale
Long-term implications	By partnering with other services both on and off campus, we create a more incorporated service within McMaster and Hamilton. Such collaborations may might provide support for years to come in situations of difficulty for any of the services.
How?	<ul style="list-style-type: none"> - Actively networking and seeking partnerships - Promoting Mac Farmstand and its values wherever possible
Partners	<p>On-campus: OPIRG, Mac Veggie Club, McMaster Teaching & Community Garden others to be determined</p> <p>Off-campus: Hamilton Community Gardens</p>

Objective 8	Reduce Food Waste by partnering with community organizations to donate left-over produce
Description	By partnering with Good Shepherd the year before, we were able to reduce the waste of food through spoilage. We have had some difficulty as they are unable to commit to every week. However, we have asked that they continue coming as much as possible.
Benefits	<ul style="list-style-type: none"> - Reduce food waste (food is gone to better use than the garbage)

	<ul style="list-style-type: none"> - The food will be picked up - Reduce any financial cost associated with spoilage - Giving back to the Hamilton community with our small contribution
Difficulties	<ul style="list-style-type: none"> - They are unable to commit every week, which means there will be some weeks where the food might have to be thrown out (unless other transportation can be arranged)
Long-term implications	Partnering with such an established organization of the Hamilton community builds connections for Mac Farmstand. The donated food will provide local produce to other members of the Hamilton outside of McMaster furthering our mission. Also help Farmstand continue getting closer to being a waste-free service. I have high hopes that this relationship will continue for future years.
How?	Coordinating with the Development Office of Good Shepherd- Hamilton to arrange pick up times every Thursday after closing.
Partners	June Brooke - Good Shepherd, Hamilton

Objective 9	Increasing the consumption of local produce by residents living on- campus
Description	By promoting local foods within the residents' community of McMaster. Because we accept student meal cards as a form of payment, we want to encourage students to cook their meals using local ingredients as much as possible. We hope to partner with RezLife come September to devise a method to promote Mac Farmstand in places such as the Commons building which has a significant amount of resident traffic.
Benefits	<ul style="list-style-type: none"> - Students will find it easier to consume healthier meals cooked in their residents rather than some of the healthier choices offered around campus. - Residents are typically first year students who might be unaware of the service and thus such a partnership will help promote the service as well - Both Farmstand produce and its values will be projected to a larger population
Difficulties	<ul style="list-style-type: none"> - Working out a mutually beneficial plan - Determining how to expand our service so it is more accessible to residents

	- Obtaining sufficient funding if it is required
Long-term implications	Through this initiative, Farmstand’s service will be greatly expanded. As well, we will be tackling the issue of unhealthy eating habits right at the source and promoting local foods to large populations. At the least, perhaps starting this collaboration talk could make it easier for future directors of Farmstand to follow through with a plan.
How?	Last year, we set up a meeting with ResLife and were able to obtain permission to host an event at McKay. However, due to the ending of Farmstand’s season, we were unable to follow through. This year, we hope to use that connection and plan ahead for various small events during Sept/Oct.
Partners	Farmstand Operations Coordinator – Pooja Sreerangan RezLife- TBD

Objective 10	Increase social media engagement by 10-15% through planning
Description	This year, we are devising well-defined plan of promotion which includes scheduling and monitoring the efficacy of promotions through our social media platforms.
Benefits	<ul style="list-style-type: none"> - Increased awareness of the type of promotion that is most effective - Straightforward way to measure the growth of the service - Can be included in the transition reports to aid in next year’s promotional plans - Schedule only needs to be made once and then only requires modifications
Difficulties	<ul style="list-style-type: none"> - Needs to be strictly followed by the individual in charge to see real benefits - Lack of a promotions coordinator right now puts a greater workload on the rest of the members
Long-term implications	This will create a consistency in Farmstand’s promotions on social media making it more effective on our followers. As well, this will set a standard protocol that future years can use/modify to make Farmstand more efficient as a service.
How?	<ul style="list-style-type: none"> - Make a schedule for all posts, videos, and offers and keeping to it - Monitoring and recording the effectiveness of the posts via statistics such as number of people reached, number of likes, etc.

	<ul style="list-style-type: none"> - Modifying the schedule as per the trend observed by the recorded data - Organizing Facebook contests featuring a gift basket of assorted items (our first one was highly effective in regards to engagement)
Partners	All Executive Members

Long-term planning

Below is an example of something that you could plan for longer than one year. This is quite a simple example, but you can choose to use this for simple tasks (such as increasing Facebook likes) or for broader visions (planning a multi-school conference for example)

Overarching Vision (<i>what is the ultimate goal?</i>)	Promoting local food more within the McMaster and Hamilton community thereby supporting farmers and businesses
Description	By raising awareness of Farmstand to more of the McMaster community (e.g. via Rezlife) and further venturing to the Hamilton community, we will promote our ultimate mission of increasing local food consumption. This includes continuing initiatives such as the local food discount card as well as the local food fest which invites all members of the Hamilton community as well.
Benefits	<ul style="list-style-type: none"> - Students can come in direct contact with local food farmers as well as vendors which use local ingredients - Encourage students to venture into the Hamilton community - Expand the MSU service to beyond the campus
Year 1	<ul style="list-style-type: none"> - Offer students more locations on the discount card - Promote local food fest outside of McMaster - Establish relationship with Rezlife and Farmstand
Year 2	<ul style="list-style-type: none"> - Set up a permanent Farmstand project with Rezlife - The card continues to add additional vendors - Local food fest invites more farmers and community members

Year 3	<ul style="list-style-type: none"> - Continue expanding the Farmstand service to a permanent location - Additional vendors added to the card
Partners	Local businesses and farmers, The Farmstand executive team

GOALS to strive for

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

1. All planning for local food fest including the funding required, vendor commitments, equipment booking, AV equipment booking
2. All videos filmed for the year – only need to be released once September comes
3. Old LFDC vendors contacted to ensure their continuing the discount as well as new vendors contacted to ensure their participation
4. Welcome Week small-scale event planned in conjunction with OPIRG
5. Contact RezLife to plan events and have all aspects ready for Sept/Oct

List 5 things you would like to have completed during the fall term (1st)

1. Local Food Fest
2. Introduce New LFDC
3. More trips to local restaurants/business
4. Increased number of volunteers at the stand
5. Welcome week event for first years/ Clubs fest event

List 5 things you would like to have completed during the winter term (2nd)

1. Help choose next year's Farmstand director
2. Create a thorough transition report for the incoming director
3. Ensure that the Fridge/cabinet are cleaned and organized for the winter (i.e. no food left)

Master Summary

(calendar and checklist)

May	<ul style="list-style-type: none"> • Hire Executive Members & 6 CSRs • Contact Produce suppliers to ensure sufficient supply for the season • Find a community organization to donate left-over produce to • Design & order T-shirts • Plan for and execute the Grand Opening (end of May)
June	<ul style="list-style-type: none"> • Promote Farmstand hours and location • Re-design and order LOCAL Tote bags • Film Recipe/ “how to” videos • Develop promotional schedule
July	<ul style="list-style-type: none"> • Trips to places on the LFDC • Prepare for Local Food Fest + promotional campaign • Film more tasty videos • Contact LFDC vendors to renew discount permission
August	<ul style="list-style-type: none"> • Plan for welcome week event with OPIRG • Contact McMaster community and teaching garden for collaboration • Continue preparing for Local food fest • Trips to places on the LFDC
September	<ul style="list-style-type: none"> • Launch the new LFDC (especially promote the new vendors listed) • Local Food Festival • Trips to places on the LFDC
October	<ul style="list-style-type: none"> • Trips to places on the LFDC • End of season sale
November	<ul style="list-style-type: none"> • Wrap up all activities • Clean out fridge for next season
December	<ul style="list-style-type: none"> • Develop a transition Report
January	<ul style="list-style-type: none"> • Dormant

February	<ul style="list-style-type: none">• Dormant
March	<ul style="list-style-type: none">• Dormant
April	<ul style="list-style-type: none">• Actively participate in transition of the new director