



REPORT

From the office of the...

Mac Farmstand Director

TO: Members of the Executive Board
FROM: Shailee Siddhpuria
SUBJECT: Mac Farmstand Report #6
DATE: November 27th, 2018

YEARPLAN UPDATE

The Farmstand 2018 season came to an end on November 1st. On the last day, we hosted a Closing Day sale, whereby all of our products were 50% off, with the exception of baked goods. From this, we were able to sell most of the products we had left, including a majority of our produce and popcorn, all of our preserves. Anything that remained was donated to Good Shepherd the next day. I have been using the past month to pay the remaining invoices, obtain reimbursements, and clean the cabinet/fridge space - including ensuring that the fridge is locked for the winter. As I really wish to continue promoting Farmstand's values throughout the year, I will be placing our "#MacEatsLocal WINTER" pockets brochures throughout campus so awareness may be possible without Farmstand continuing. I also hope to meet up with the new director of Farmstand throughout the next few months to ensure their transition is as smooth as possible.

SERVICE USAGE

Since we only operated for about a week or two after the last EB report, not much had changed. We still averaged about \$1000-1200/week. During the last week however, we were placed inside for both Wednesday and Thursday due to rainy weather. On the Wednesday, we were located in front of the big TV in MUSC. This was not a good location as we were further from the walking traffic and had low visibility due to the other vendors before us. We saw a significant decline in sales that day, despite being in the last week. Our last day, however, we were in our prime location (MUSC vendor locations)!! We saw an all time increase in sales with the day's revenue reaching upwards of \$800 due to the 50% off sale. We also managed to distribute about 60% of our pocket brochures, accounting for more than 80 customers.

PAST EVENTS, PROJECTS & ACTIVITIES

Closing Sale

We offered a 50% discount on all items at the stand (except for baked goods) to all customers. This allowed us to get rid of most of our stored produced,

preserved, and popcorn. Individuals often came by to say how sad they were that Farmstand was coming to an end for this year.

#MacEatsLocal in Winter

As the winter months approach, the amount of produce available locally tends to diminish though one CAN still buy local. This year, as part of my effort to continue the mission of Farmstand into the winter months, I put together a mini pocket brochure to introduce options that we have in terms of buying and eating local, as well as additional options for sustainability. I designed it myself and had underground recreate is using MSU guidelines and standards.

Here is the final product which we distributed:



Please let me know which MSU locations I can put extra copies of these in!

BUDGET

Below are final Farmstand budget lines as of October 31. Most of these will only be slightly updated as Farmstand ended soon after.

| ACCOUNT CODE | ITEM | BUDGET / COST |
|--------------|------|---------------|
|--------------|------|---------------|

| | | | |
|---------------------------------------|--------------------------|--|-----------|
| | #MacEatsLocal in Winter | | |
| 6501-0315 | Brochures (Adv+Promo) | | 183 |
| | TOTAL SPENT IN LINE | | 1,460.00 |
| | REMAINING IN LINE | | 39.47 |
| 4301-0315 | Stand Operations (total) | | |
| | TOTAL SPENT IN LINE | | 16,266.90 |
| | REMAINING IN LINE | | -- |
| 3301-0315 | Stand Revenue (total) | | |
| | TOTAL Revenue IN LINE | | 16,649.62 |
| | REMAINING IN LINE | | --- |
| 6102-0315 | Annual Campaigns | | |
| | TOTAL SPENT IN LINE | | 1,232.51 |
| | REMAINING IN LINE | | 767.49 |
| TOTALS | | | |
| TOTAL BUDGETED DISCRETIONARY SPENDING | | | -- |
| TOTAL ACTUAL DISCRETIONARY SPENDING | | | -- |
| REMAINING DISCRETIONARY SPENDING | | | -- |

UPCOMING EVENTS, PROJECTS & ACTIVITIES

Volunteer Appreciation Dinner

I am currently planning a sit-down dinner for my volunteers, executives, and CSRs. We have decided to do this on November 29th as of now, though may change to an earlier date depending on everyone’s availability. We are planning to go to Boston Pizza where I hope to give my team some small token of appreciation from the Campus store along with the dinner.

Transition Report

I will be finalizing a transition report in the following week for the incoming Director to facilitate the transition. I will also be meeting with the new director a few times in the following months before their term officially begins to help them familiarize themselves with farmstand duties (before I graduate). For this, I request that I be allowed to take the Farmstand keys for a few days in the new year to facilitate this transition more smoothly.

Farmstand Yearlong

As I assisted Kristina with a MEMO requesting that Farmstand be allowed to continue its campaigning side yearlong. I have not heard the results of the conversation, but I hope that this is something that EB is on board with. As you can see, I refrained from excessively spending the annual campaign budget this year as we only really have 2 months for good campaigning (Sept/Oct when students are on campus). Instead, I wanted to plan a few events in the coming year to ensure that the Farmstand name and mission are not forgotten until the next season.

VOLUNTEERS

I hope to show my volunteers how much I appreciate their contribution through a dinner and small gifts. I am very much looking forward to the gathering!

CURRENT CHALLENGES

YEARLONG FARMSTAND (people forget or don't know what Farmstand is 6/8 school months)!! A new meal card machine and permanent locations should be prioritized in the next year director's terms and secured.

SUCSESSES

I absolutely LOVE farmstand, and everything that it stands for. I am very sad to say goodbye to this service as it's been the most incredible part of my undergraduate career. I appreciate everyone that helped me throughout these past 3 years, especially the Accounting team and of course, the VP admins. Thank you to everyone for allowing Farmstand to happen and I truly truly hope I can continue campaigning throughout the year.