



# YEARplan13

*Department:*  
MacFarmstand

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## MISSION an overview

Our mission this year is to increase knowledge and accessibility of sustainable food options for McMaster's community. This means prioritizing local, organic foods grown using permacultural principals benefiting consumers, producers and the planet. (Permaculture is the development of agricultural ecosystems intended to be sustainable and self-sufficient.)

We will be working in close contact with our farmers, including several trips out to local farms (both our suppliers and others). Garnering a better understanding of our local food system will serve to increase our community's appreciation of the food we eat.

We will be also working in conjunction with a variety of MSU services to encourage and inspire the culinary spirit on campus. Enabling students to create versatile and healthful meals will increase our ability to live well and eat seasonally. In order to extend the consumption

season of our favourite crops, we're hoping to engage students with a variety of canning and preserving workshops.

In addition we hope to, on a regular basis, incorporate local artisans and musicians into the Farmstand market days. This should serve to increase the Farmstand's visibility and appeal while bringing in new patrons.

Through incorporating multiple sorts of local economy, improving student's abilities to cook creative and nutritious meals and making the connection back to our farmers we hope to further increase the sustainability of the Farmstand itself.

## ROLES that individuals play

List all positions found within or in relation to your department including full-time and part time staff, as well as one of a few general volunteer roles if applicable and how their role intersects with yours.

	Name of Individual	Role(s)
1.	Operations Coordinator	Manage the appearance and operation of the Farmstand once per week Assist CSRs in reaching maximum potential in terms of produce knowledge. Provide feedback and perspective at regular exec meetings. Engage customers with excellent knowledge and interest in preparation methods of various fruits and vegetables.
2.	Events Coordinator	Coordinate events (farm visits, workshops, welcome week) Work with Promotions and Operations Coordinator to ensure news of events reaches interested community members Provide feedback and perspective at regular exec meetings.
3.	Promotions Coordinator	Designing and carrying out promotional plans. Main person managing social media pages. Provide feedback and perspective at regular exec meetings.
4.	Customer Service Representative	Getting to know and assisting Farmstand customers Engaging with Operations Exec and Director (and perhaps even farmers) to get best possible info on produce. Bring passion and livelihood to the Farmstand everyday Assisting with the set up/take down for their shift. Providing feedback and perspective at general meetings

5.	Set-up/Take Down Volunteers	Lots of lifting, carrying and walking from refrigerator to Farmstand Location. Providing feedback and perspective at general meetings
6.	General Volunteer	Engaging with customers Fetching produce from fridge Providing feedback and perspective at general meetings
7.	Leigh Laidlaw	Source of a wealth of knowledge Reselling usable produce to Hospitality services on Thursday Providing a connection to Hospitality services for materials we may need to run the farm (tablecloths, hand sanitizer, serving utensils) Pays our farmers via invoice
8.	Christina Monacchino	Connection to MTCG Good source of collaboration for multiple events
9.	Anna D'Angela	MSU connection Great starting place for any problems.
10.	Kate Whalen	Invaluable connections within and outside the university

## OBJECTIVES step by step Copy and paste to add more objectives if required

Objective 1	Makers Market
Description	In addition to selling produce many farmers markets display and sell work by local artisans. We hope to bring in local entrepreneurs to display their wares (soaps, jewelry, knitting etc).
Benefits	Providing a link to local artisans would allow students to spend their money on things that support local businesses. Instead of buying gifts from large generic chains, they could gift items that have a real story and are helping revive the entrepreneurial spirit in Hamilton. The addition of these types of materials would bring more people in to see our non-perishables and give us a chance to engage them with the Farmstand as well.
Difficulties	We will need to contact members of University Administration to discuss the feasibility of selling non-food products on campus. Since we will not be buying the items from the artisans and re-selling it will be a different kind of process and I'm sure there will have to be another way to go about it. There may be a charge to allow people to sell their products on campus, this may dissuade smaller companies from joining - defeating the entire purpose. Perhaps given that the events will not be held inside the MUSC market place, there will be some flexibility in the price of items.

Long-term	Through the availability of these makers, we hope to encourage a DIY spirit in the McMaster community. Many of these makers host workshops on how to improve your skill in their craft. My hope is that students will see DIY-ing and selling at the Farmstand as an opportunity to make a little money of their own on the side.
How	Attending festivals and the art crawl to let makers know that we are putting in an effort to add a "makers market" element (continuously) Ask Alvand if he talked with anyone about the regulations surrounding getting artisans to sell their products at the Farmstand (today) Ask Anna who I should talk to about above regulations (Monday 24th) Talk to this person (Monday 24th/Tuesday 25th) Send an e-mail out to interested parties letting them know what I've learned Potentially go back to renegotiate if interested makers find charges too high. Host at most one maker on any given Farmstand week. Encourage makers to promote their workshops Encourage students to contact me if they make anything themselves and would like to sell on campus.
Partners	Anna will probably be invaluable- as a contact person with members of University Administration Potential Vendors.

Objective 2	Enjoying the Season
Description	Weekly cooking events, Wednesday night where we use some of the produce we had trouble moving to make tasty, versatile dishes. More of the best dishes will be provided as samples at the next day's Farmstand. Copies of the recipe will be available next to the sample, ideally encouraging the sale of the associated items.
Benefits	This event should serve to increase the popularity of some of our more obscure fare. It will simultaneously increase traffic to the stand as students know a few ways they can prepare Farmstand items that are simple and tasty. Increasing the culinary literacy of students would lead to a more healthful student body. Some of the items that students tend to avoid (dark leafy greens) can be most beneficial in keeping common student ailments at bay. Potential to sell a cookbook at the end of the year with all of our accumulated recipes inside or collaborate with the SHEC Cookbook.

Difficulties	<p>Coming up with recipes on a weekly basis might be a challenge. We will probably end up remaking some similar items with changes in the seasonal vegetables.</p> <p>We'll need access to a cooking space, and some food handling and safety training. Seeing as Bridges isn't occupied during the summer we may be able to use this space. We may need to have a Hospitality Services chef present.</p> <p>We will doubtlessly need some extra ingredients to cook with, hopefully Leigh and help with that. We may be able to make some room in the promotions budget for some of this.</p> <p>We will have to keep in mind students have a limited budget, so that may impact the ingredients we can use - we'll have to focus on items that can be bought and stored for a long period of time.</p> <p>We could have volunteers “volunteer” to make recipes incorporating lots of that week’s produce on the first day to bring in on the second? We could buy the staples (eg. Oils, vinegars, seasonings) in bulk so they don’t have to provide that themselves. Recipes would be made primarily of our fresh produce and the provided pantry staples (nuts, dried fruits, grains etc). They would also get reimbursed for any items used that are not found in our “pantry”.</p>
Long-term	One of our potential executives for this year is interested in starting a cooking working group in the future. He was particularly excited by this idea. We could potentially work through them, providing our extra produce in exchange for their recipes and samplers for the following week.
How	<p>Talk to Leigh about the possibility of using Bridges kitchen during the summer and getting access to the pantry basics. (June 30<sup>th</sup>)</p> <p>Researching recipe inspirations each week for the leftover produce.</p> <p>Promoting at the farmstand and via online media.</p>
Partners	<p>Hospitality Services          OPIRG          MacVeggie Club          McMaster Community and Teaching Garden          MacBread Bin</p>

Objective 3	Extending the Season
Description	Familiarizing students with preserving techniques (canning, freezing, pickling, drying Jamming, Jellying) through the use of regular workshops, and online resources

Benefits	<p>This will increase the accessibility of seasonal eating through the introduction of preserved foods as an off season substitute.</p> <p>It will also serve to increase culinary literacy and flexibility while decreasing the cost of eating healthfully to students. (Preserving your own foods when they are in season is far cheaper than purchasing them fresh when they are out of season.)</p> <p>Homemade preserves make excellent gifts – low cost and personal. This could do a lot to alleviate some of the financially related stress everyone experiences around the holidays.</p>
Difficulties	<p>We'll need access to a cooking space, and some food handling and safety training. Seeing as Bridges isn't occupied during the summer we may be able to use this space. We may need to have a Hospitality Services chef present.</p> <p>We will doubtlessly need some extra ingredients to cook with, hopefully Leigh and help with that. We may be able to make some room in the promotions budget for some of this, or find room somewhere else (contact Jeff for this).</p> <p>We will have to keep in mind students have a limited budget, so that may impact the ingredients we can use - we'll have to focus on items that can be bought and stored for a long period of time.</p> <p>Some methods of preserving require additional materials (mason jars, dehydrators). We will start with those requiring the least amount of supplementary materials and go forward with that. We may be able to buy mason jars at a bulk store for a discount.</p>
Long-term	<p>Depending on the training of our participants we may later be able to hold “preserving parties” and preserve a lot of seasonal produce for future sales at the Farmstand.</p> <p>Alternatively (if sale via the stand is impossible) we could donate some of the preserves to MacBread Bin.</p>
How	<p>Talk to Leigh about the possibility of using Bridges kitchen during the summer and getting access to the pantry basics. (June 30<sup>th</sup>)</p> <p>Researching preserving techniques and best methods for individual produce (Throughout the season, starting now)</p> <p>Promoting at the Farmstand and via online media.</p>
Partners	<p>Hospitality Services          OPIRG          MacVeggie Club          McMaster Community and Teaching Garden          MacBread Bin</p>

Objective 4	Making the Connection
Description	We will host regular trips out to work on our farms. This will allow students not only to connect with our farmers and better understand their lives, but to further connect with and appreciate the food on their plates. It will also allow us to build a better relationship with farmers, potentially allowing us to reduce the prices of our shares in future years.
Benefits	Students will appreciate a better understanding of a sustainable food system. Students will get in a good day's exercise and probably some great fresh food. Event will allow for great hands on opportunities for members of the McMaster Teaching and Community Garden to get involved with experienced farmers. This will further connect the MSU to our farmers and allow for the MTCG to have an excellent new resource of knowledge. The Farmstand with enhance our relationship to our farmers, keeping our farmers happy will increase the chances that they will want to work with us again.
Difficulties	It might be difficult to get people out for this it's a significant time commitment, and we might have to charge people for gas money. In order to combat this we would start promo early in order to make sure people have time to make the outing.
Long-term	Hopefully with regular enough visits to the farm we might be able to come to an agreement where our crop share is given to us at a discounted rate. This would make our fresh organic produce more accessible to students on a budget.
How	Contact our Farmers and see what days of the week will work for them (this week). Pick a first day and start promoting with at least 3 weeks notice. Ask students to confirm their attendance so that we can arrange for adequate transportation. Drive out and farm. Take lots of pictures for promotional use for future visits.
Partners	MTCG Manorun Organic Farm Samsara Fields Plan B Organic Farms

## GOALS to strive for

List 3 things that you would like to have completed during the summer

- 1) Monthly trips to our farms
- 2) At least two workshops for both preserving and cooking
- 3) A database of recipes with seasonal ingredients for spring and summer

List 3 things you would like to have completed during the fall

- 1) A farm visit during welcome week
- 2) Monthly workshops on seasonal cooking
- 3) A database of recipes with seasonal ingredients for autumn and winter

If you could jump to the end of your term and were asked to tell someone the highlights of what your department did over the course of the year, what would that include?

Fostering good relationships with 4 new farmers, willing to continue supplying us in a similar fashion for next season.

Initiating cooking and preserving workshops that emphasize seasonal cuisine

Providing students and staff of the university with lots of seasonal recipes to inspire their own home cooking.

Encouraging an entrepreneurial spirit on campus through the makers markets and potential for student involvement

Reducing the food waste of the Farmstand by incorporating a weekly donation to MacBread Bin into our business model.

## MASTER SUMMARY calendar and checklist

May	<ul style="list-style-type: none"><li>- Finding Farmers</li><li>-Amassing spring recipes</li><li>-Hire executives, post all jobs</li><li>-Contact top tier of Customer Service Rep applications for interviews</li><li>-Becoming familiar with Farmstand system (how things are paid for, partners, etc)</li></ul>
June	<ul style="list-style-type: none"><li>- Grand Opening (June 19-20)</li><li>- Starting Samplers and Recipe Posts</li><li>- weekly Farmstand</li><li>-</li></ul>
July	<ul style="list-style-type: none"><li>- Weekly Farmstand</li><li>- First farm trip</li><li>- Continuation of samplers and recipes (weekly)</li></ul>

August	<ul style="list-style-type: none"> <li>-Weekly farmstands</li> <li>-First Cooking/Preserving Workshop</li> <li>-Continuation of samplers and recipes (weekly)</li> <li>-Info Table at McMaster Success Fest (August 4<sup>th</sup>)</li> <li style="margin-left: 20px;">-Have promotional info for Septembers' events</li> </ul>
September	<ul style="list-style-type: none"> <li>-Weekly farmstands</li> <li>-Second Farm trip</li> <li>-Second Cooking/Preserving Workshop</li> <li>-Continuation of samplers and recipes (weekly)</li> <li>-Welcome Week Celebration</li> <li>-Tabling during welcome week</li> </ul>
October	<ul style="list-style-type: none"> <li>-Weekly farmstands</li> <li>-Third cooking/preserving workshop</li> <li>-Third Farm trip</li> <li>-Continuation of samplers and recipes (weekly)</li> <li>- Night Market Festival</li> <li>- Final Harvest Festival</li> </ul>
November	<ul style="list-style-type: none"> <li>- Winter cooking workshop</li> <li>-Continuation of seasonal recipes</li> </ul>

Weekly	<ul style="list-style-type: none"> <li>-Farmstand Markets</li> <li>- Samplers of underutilized produce</li> <li>-Recipes posted online</li> </ul>
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## COLLABORATION within the MSU

- a) The Farmstand will be collaborating with the McMaster Teaching and Community Garden on a regular basis. We will be attending and promoting farm visit events together. They will also supply us with a good amount of produce once their harvest is ready. The increased promotion of the farm visits will allow for both of us to interact with students who might otherwise not be exposed to our service. The sale of produce from the MTCG to the Farmstand allows for an income to be had by the MTCG and for the Farmstand to be able to promote and sell ultralocal produce.
- b) We collaborate on a weekly basis with our farmers, they bring us produce and we resell it and promote their farm. Our farmers are the bloodlife of the Farmstand, they provide us with the local, organic produce that the McMaster community is looking for. They are key in ensuring that our CSRs can provide our customers with the best info on their produce. By having regular farm trips out there, we will be able to better inform our customers on the methods of growth.

We will also be able to assist our farmers through the contribution of physical labour on the farm trips. This is an opportunity for them to entice your university students with farm internships over the summer.

## FINAL COMMENTS leave nothing out

We're really trying to promote seasonal eating this year in the hope that exposure to this type of diet will make the Farmstand more accessible to students, and staff. Eating seasonally can seem intimidating and restricting if you are uninformed on the subject. No one needs to eat only local food, but encouraging a primarily seasonal diet is one of the tastiest ways to reduce your carbon footprint and increase the sustainability of your social system.

We would love to partner with SHEC in order to make some contributions to their yearly cookbook. We should have a large database of seasonal recipes by the end of the year. These recipes would be filled with lots of produce, making them healthful additions to the SHEC selection. Depending on when this is produced in the school year it may turn out to be a way to keep the Farmstand visible during the off season.

We're also hoping to find a way to partner with MacBreadBin. Every week there are items that we can't sell back to Hospitality services and that won't keep another week. These items should certainly be donated rather than being composted. I have Leigh's tentative approval for this and I will be approaching the MacBread Bin director to see how we might incorporate a Thursday donation of perishables into their current system.

Bringing students to the farms is a secondary part of increasing the sustainability of our system. We hope to show, through our farmers, that organic farming methods need not be a step back from conventional farming. Organic farming has the potential to nurture our planet, our food system and ourselves, this should become apparent through our farm visits.