



REPORT

From the office of the...

Mac Farmstand

TO: Members of the Executive Board
FROM: Lucia Jara
SUBJECT: Mac Farmstand Report 2
DATE: August 25th, 2014

UPDATE

Not much has changed since the last report was submitted. Mac Farmstand is still operating Wednesdays and Thursdays 11am-4pm. The executive team has been working on events and promotions for the school year, as well as fun activities for welcome week and club fest. We are participating in Mac Quest this coming weekend, where a group of students get a tour around campus and Mac Farmstand is going to be one of the stops. As in this moment sales have decreased due to the drastic drop of traffic on campus (no summer school). Based on this the executive team has decided to reduce the size of the stand and focus mainly on customer service and planning future events, promotions, advertising, and social media for the coming school year. Our goal is to inform as many students as possible about our service, and offer volunteer positions to those who are interested in working and collaborating with us.

SERVICE USAGE

Sales have decreased due to the lack of traffic on campus (no summer school). Mac Farmstand has been making an average of roughly \$250 weekly. We were expecting this drop and therefore we've decrease the size of the stand as well as the amount of produce being ordered. We are expecting a significant increase in sales once the school year starts. In addition, we are now offering greater variety of fruits and vegetables.

PAST EVENTS, PROJECTS & ACTIVITIES

Weekly meeting with the executive team- discuss goals, tasks, and brainstorming

Training CSRs – sharing Mac Farmstand's vision, purpose and goals. Training in cash

CSR meeting- touched base with all the trained CSRs. Discussed positive aspects about each individual, things we need to improve as a team, and took suggestions from CSRs as well.

Weekly markets since June 18th- after our soft opening on June 18th, we've been offering our service twice a week 11am-4pm.

Grand Opening- on June 25th we had our grand opening. We offered samples, live music, plants donated by Vicotory Gardens, and lots of information about Mac Farmstand (for future referece).

Instagram account- we've created an instagram account for Mac Farmstand in order to target a different audience and share recepies, tips, event coming up, etc.

Meatless Mondays- through all of our social media usages we share a vegetarian recepie every Monday. The recepie involves using some of the produce we offer at the stand. In addition to this we try to raise awareness about the mass consumption of meat in North America and the causes it has in our environment.

Sampling- we've been sampling 1 or 2 products every week as an advertisement strategy. Spreads sales increased after this method was applied.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

Participating in Mac Quest- having a table with volunteers offering information about Mac Farmstand, and promotional material such as pins, pamphlets, etc.

Participating in Alternative Welcome Week- we have various activities planned for alternative welcome week. Amongst these is a trip to a local farm, potentially Simpler Thyme.

Participating in the Graduate Student Resource Fair

Having a Harvest Festival in partnership with the McMaster Community Garden- still in planning stage

Trip to Victory Gardens

General meeting with volunteers

Appreciation night- having an afternoon to celebrate the hard work all our volunteers have offered Mac Farmstand's team.

BUDGET

We have currently spent around \$1,000, taking into account expenses from Underground. We've been investing in a lot of promotional material such as the big poster placed in the MSU big window and a pull out banner which can be used in future years. A new table was bought and we are looking at buying more bushel baskets for next month. We are still planning a Volunteer Appreciation Event, where we will offer food and potentially T-shirts.

CURRENT CHALLENGES

1. We are going to start setting up outside starting September due to the weather. However, one of the tents is broken and puts anyone under it in danger.
2. We are still working on getting credit/debit machine.
3. We are still working on offering combos and salads.

SUCSESSES

Visual identity has increased and improved significantly. Sampling has been a great strategy to advertise our most expensive products, such as our spreads and honey. Sales for these products have doubled. In addition to this, we've started to have numerous customers that are now considered regulars. This is due to our great customer service, our fresh produce, and our accommodating prices.