



REPORT

From the office of the...

Mac Farmstand Director

TO: Members of the Executive Board
FROM: Lucia Jara
SUBJECT: Mac Farmstand Report 3
DATE: October 8, 2014

UPDATE

Mac Farmstand has changed its permanent location. It is now located inside the student center, next to Starbucks, and it is still operating Wednesdays and Thursdays 11am-4pm. During clubsfest the team focused mainly on promoting the service by offering a great variety of samples. The main goal was to familiarize students with the products, and get regular customers for September and October.

By the end of August and throughout September, the executive team decided to diversify the products being offered. Two to three new products were introduced by mid-September. As in this moment sales have almost doubled, making it possible to break even and gain some profit.

SERVICE USAGE

Sales have increased due to the start of the school year. Mac Farmstand has been making an average of roughly \$850 weekly, with the highest values during September (~\$950). We were expecting this increase and therefore during these busy weeks we increased the size of the stand as well as the amount of produce being ordered. However, now that the season has changed (autumn) the stand has shrunk quite a bit. Orders now reflect our sales. Therefore, our leftovers have shrunk significantly.

PAST EVENTS, PROJECTS & ACTIVITIES

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

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

Welcome Week special opening- on September 3rd we offered a special opening during clubsfest. We offered a great variety of samples, and lots of information about Mac Farmstand (in order to have a base of regular customers for the school year).

New products introduced- on the first weeks of September's new products were introduced. Products such as: pre-made salads, chopped watermelon, cookies, and streussels.

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

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

UPCOMING EVENTS, PROJECTS & ACTIVITIES

General meeting with volunteers

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

Local Food Day- we are celebrating local food on October 16th, as a partnership with Mac Bread Bin and Mac Green. Samples, games, and \$5.00 combos will be offered

BUDGET

We have currently spent around \$1,500, taking into account expenses from Underground. This is a rough estimate based on the financial statement for August. A statement for September hasn't been sent yet. We now have a pull up banner designed by the promotions coordinator, and a new design for our post cards. Three thousand postcards have been printed, for this and the upcoming year.

CURRENT CHALLENGES

1. We are still working on getting credit/debit machine (for upcoming year)
2. Schedules have been a challenge. It has been difficult to coordinate everyone's school schedules with working hours.
3. Submission of hours for CSRs- the date when hours need to be submitted was not clear. No spreadsheet was provided.

SUCSESSES

Visual identity has increased and improved significantly with the new pull up banner. 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. The new location has been a success. The increase in traffic has helped us increase sales. In addition to this, the new products brought even more customer in the stand. People who come in for a cookie are now buying our produce and bread.