

Sustainability Project Fund Application

Project Title: The Out of the Garden Project 3

Budget Requested: \$14,230

Applicant/Project Leader: Anna Kusmer, Theresa Harris, Patrick Mooney, Bernice Ting, Dr. Caroline Begg

Contact Information:

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Role: Staff

Faculty: Agriculture and Environmental Science

Project theme(s):

Closed loop food system, farm-to-table, nutrition/wellness, community, applied student research

Project Group:

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I. Project Overview

Project summary:

The Out of the Garden Project is a student directed café at the Macdonald Campus of McGill. The café is a place on campus where members of the Mac community can go to enjoy healthy and affordable food. The café currently serves breakfast and lunch one day per week and is located at the Ceilidh pub in the Centennial Center. The cafe prioritizes local sourcing with a focus on on-campus farms such as the Macdonald Student Ecological Gardens (MSEG) and the McGill Horticultural Center. The café also hosts workshops and community events. In the Fall 2013 semester, the café served over 800 customers delicious, nutritious, locally sourced meals. OGP plans to expand service in the Winter 2014 semester, offering both lunch and breakfast two times per week.

Project eligibility:

As the home of McGill's agricultural, environmental, food science, and nutrition faculties, Macdonald Campus has the potential to be a national leader in food system sustainability by including student and community engagement at every step of a closed cycle food service. The classes, research projects and clubs present on the Macdonald Campus represent a large interest

in food, sustainability, health and well-being. Especially as Canadians are recognizing the need to integrate and connect producer, processor and consumer; it is clear that Macdonald Campus should utilize the resources found in and around our community to actualize these values. OGP and students will connect these different aspects to help supply the Macdonald campus with home-grown quality food. The linkages between these sections of Macdonald will create a more integrated, action-focused campus.

Timeframe/Milestones:

December 2013: Hire casual employees and plan operations for the Winter 2014 semester (menu plan, recipe development, assess inventory, etc.)

January 2014: Buy necessary equipment (new stove, emersion blender, café infrastructure)
Start service January 14.

February-April 2014: Serve breakfast and lunch twice per week on Tuesdays and Wednesdays from 10am-2pm.

Stakeholders:

In addition to the staff members and the clientele of the cafe, OGP acknowledges the following as stakeholders (please see Appendix 1 for a full description of how each of these groups will benefit from the project):

Student groups: OGP Members, Macdonald Campus Student Ecological Garden (MSEG), Happy Belly, McGill Global Food Security Club

Educational opportunities: Dietetics Stage Placement, David Wees and The Farm Management and Technology Program, Freshman Seminar (community involvement requirement)

II. Project Implementation

Tasks and Responsibilities: Please see Appendix 2 for a full description of each position

Type of Activity – Task	Estimated Time Required	Group Member
Sourcing and volunteer/staff coordination	8 hours/week	Theresa Harris
Inventory and outreach	12 hours/week	Anna Kusmer
Menu planning	10 hours/week	Patrick Mooney
Accounts Manager/Safety officer	15 hours/week	Bernice Ting
Casual workers (3)	6 hours/week (each)	TBD
Weekly Baker	3	TBD

III. Financials

Detailed expenses:

Expense Description	Estimated Cost
Infrastructure	
Oven (commercial grade)	3,000*
Panini Press	150
Emersion blender	200
Café infrastructure (i.e. permanent menus/posters, utensils, cookware, aluminum soup pot, extension cords)	450
Storage infrastructure (commercial grade Tupperware, Ziploc bags, storage buckets, shelves, labels, sharpies, masking tape, kitchen scale, etc.)	650
Kitchen Garments (i.e. hairnets, aprons)	200
Supplies (to-go containers, napkins, dish towels)	150
Ingredients	
Ingredients	3,456
Salaries	
Coordinators	6,480 [†]
Casual employees	3,024 [†]
Other	
Parking pass	120
Gas money	150
Total	18,030

*OGP has proposed to split the cost of a new oven for the Ceilidh kitchen with MCSS. The current oven is not fully functional and limits our productivity.

[†]This is based on a 12-week semester

Detailed revenues:

Revenue Source	Amount	Confirmed?
Sustainability Projects Fund	14,230	No
OGP cash (from Fall 2013 sales)	3,800	Yes
Total	18,030	

Justification for the inclusion of operating costs in the SPF funded budget

The Out of the Garden Project is in an exciting but developmental stage of existence. In the Fall 2013 semester, four students worked between 10-15 hours per week cooking, planning, and bringing into fruition a working student café on the Macdonald campus.

The actions of these students resulted in over 800 plates of food served with a sales revenue of over 6,000 dollars. The lunch events were frequently sold out, and the café received strong positive responses from the campus community. The café has a lot of student support but recognizes that there is a strong potential to serve even more members of the Mac community. The current group is committed to expanding the café's customer base.

The café plans to expand in the next semester to offer service two days a week. This will increase its capacity to serve more students and raise more money to sustain itself financially. The café's revenue from Fall 2013 is budgeted to be reinvested into the project for operational costs.

The project also supported numerous cooking and preservation workshops and events during the Fall 2013 semester. The educational component of OGP will continue in the Winter 2014 semester. The Out of the Garden Project provides more than just a food service.

Hours of student labor are the most important factor in the café's continued success. Salaries for these students are included into this budget request because compensating students for hours worked in the kitchen for the Winter 2014 semester is the only way that the café can overcome this "start-up" phase and move into financial sustainability.

IV. Additional information:

- Statistics from Fall 2013 semester

During the first semester of service, the Out of the Garden Café was able to serve 830 lunch plates and generate \$6297 of service revenue. In addition to the breakfast and lunch events, the café worked closely with the School of Dietetics and Human Nutrition to offer preservation workshops and community kitchen events. Over 30 volunteers were involved with food preparation and service, and the club was able to recruit over 100 members.

- Projected sales of Winter 2014

Winter 2014 (Jan. 13- April 11) Projected Weekly Sales					
	Number of Customers		Per person Average		Projected Daily Sales
	Breakfast	Lunch	Breakfast	Lunch	
Tuesday	32	40	\$2.50	\$7	\$360
Wednesday	32	40	\$2.50	\$7	\$360
					Weekly Total \$720
Semester Total Based on 12 weeks: \$8,640					

Appendix Contents

Appendix 1: Stakeholders

Appendix 2: Cafe coordinators

Appendix 3: Out of the Garden Farm Sources

Appendix 1: Stakeholders

Student Groups:

Out of the Garden Project

OGP is an open group that welcomes involvement of all students and staff. Current members span from a diversity of programs including agriculture, nutrition and dietetics, and environmental science. All members receive a monthly newsletter and are invited to volunteer and attend workshops. The project offers members the opportunity to gain experience in business, food preparation, meal planning, group work, and administration. OGP aims to provide students with access to food education in addition to food service. As Macdonald campus contains the potential for a closed food system, it is integral to share this with all students and enable them to utilize the resources available. Many students are inexperienced with cooking and food preservation; OGP is interested in offering workshops to increase engagement and competence in these areas.

Macdonald Campus Student Ecological Gardens (MSEG)

The Out of the Garden Project procures many seasonal vegetables from the student run garden on Macdonald campus. MSEG offers organic, sustainable produce to the local community and student body and the members are enthusiastic about collaboration and integration of their products into the OGP cafe. In the future, there are plans for MSEG to include the OGP demand into their crop plan to develop a definite supply for use in the cafe.

Happy Belly

The OGP cafe shares kitchen facilities with Happy Belly, an established student group that offers free lunch once a week to all students using donated perishables from local grocery stores. The group cooks on Wednesday evenings and utilizes leftover food from the OGP work week. All upgrades to the Ceilidh kitchen will be of benefit to this group as well as the increased traffic through the student space.

McGill Global Food Security Club

Students at Macdonald campus have recently formed the McGill Global Food Security Club which focuses on developing reliable food systems in both local and international projects. OGP plans to collaborate with this group for fundraising events, local projects regarding food accessibility, assisting connection with local farmers, and sharing food sources.

Educational Collaborators:

Dietetics Meal Planning and Food Prep

Since the Faculty of Dietetics and Human Nutrition is primarily based out of Macdonald campus, there is much potential for collaboration of OGP and the mandatory Dietetics Stage placements. In the Fall 2013 semester, four level-4 stagiaires assisted OGP in the planning and execution of workshops and community kitchen events. These students also helped to standardize recipes and offered food safety education to café coordinators. There are plans for future collaborations with the dietetics program.

Throughout the summer, both Level 1 and Level 2 stagiaires participate in a food service rotation on campus. We propose that these stagiaires assist the OGP summer operations in Summer 2014. This collaboration will include food processing and preservation, menu planning, and food sourcing. This partnership is to be further developed with Stage coordinators.

David Wees and The Farm Management and Technology Program

David Wees (Department of Plant Science and Farm Management) has expressed interest in growing vegetables in the Macdonald greenhouses in the 2013-2014 school year. These vegetables could potentially be used in the OGP cafe. This would offer year round access to campus grown produce. The OGP group plans to meet with David Wees to discuss this opportunity.

Appendix 2: Café Coordinators

Sourcing and volunteer/staff coordination:

This coordinator is responsible for sourcing the dry goods for the weekly menu. This position also includes recruiting new volunteers, scheduling employees and coordinating the weekly schedule.

Inventory and outreach:

This co-ordinator will be responsible for organizing and monitoring the refrigerator and dry goods storage area. This also includes keeping track of produce stores and café equipment. Other responsibilities include advertising, writing the weekly newsletter, and event planning.

Menu planning:

This coordinator is responsible for collecting, standardizing and printing the weekly recipes. This includes coordinating the weekly menu and overseeing food preparation. This position also includes managing the recipe binder.

Account manager and safety officer:

This employee is mainly responsible for the cafe's finances. This will include accounting, budget, and payroll. As safety officer, this person is in charge of ordering cleaning products and making safety changes improve kitchen infrastructure.

These four coordinators are certified with advanced food safety training (TrainCan Inc.) At least one of these coordinators will be present in the kitchen at all times in accordance with food safety regulations.

Appendix 3: Out of the Garden Farm Sources

- Macdonald Student Ecological Gardens (MSEG) (Ste-Anne-de-Bellevue, QC)
- The Horticulture Center of McGill (Ste-Anne-de-Bellevue, QC)
- McGill Apicultural Association (Ste-Anne-de-Bellevue, QC)
- Les Jardins Carya (Ste-Anne-de-Bellevue, QC)
- Santropol (Ste-Anne-de-Bellevue, QC)
- Quinn Farm (L'Île-Perrot, QC)
- Les Jardins Glenorra (Ormstown, QC)
- Vallon Des Sources (Ripon, QC)
- Le Poulailier de Rachel Beauregard (Ste-Hyacinthe, QC)