

COVER PAGE

PROJECT INFORMATION

Please complete the fields below with information regarding your project.

Project Title McGill Farmers' Market New Equipment

Brief Description Purchase new and esseential equipement in order for the market to operate and grow!

Total Estimated Project Budget \$4541 **Amount Requested from SPF** \$4541

Campus(es) Impacted Downtown Macdonald Gault Nature Reserve Other _____

CONTACT INFORMATION

Project Leader

This person must be a current McGill University student, administrative staff, or academic staff.

Name	<u>Noah Fisher</u>	Affiliation	<u>Undergraduate</u>
Phone	<u>518-703-4838</u>	Faculty/Unit/Organization	<u>SHHS</u>
Email	<u>mcgillfarmersmarket@gmail.com</u>	Campus	<u>Downtown</u>

Project Team Members

The SPF encourages you to be inclusive, collaborative (especially between staff and students), diverse, and interdisciplinary when possible. To list more members, please e-mail the list to [SPF Staff](#) to include with your application.

Name	<u>Mia Trana</u>	Affiliation	<u>Undergraduate</u>
Email	<u>mia.trana@mail.mcgill.ca</u>	Faculty/Unit/Organization	<u>SHHS</u>
Name	<u>Rachel Takasaki</u>	Affiliation	<u>Undergraduate</u>
Email	<u>rachel.takasaki@mail.mcgill.ca</u>	Faculty/Unit/Organization	<u>SHHS</u>
Name	<u>Yasmeen Safaie</u>	Affiliation	<u>Undergraduate</u>
Email	<u>yasmeen.safaie@mail.mcgill.ca</u>	Faculty/Unit/Organization	<u>SHHS</u>
Name	_____	Affiliation	<u>Choose one.</u>
Email	_____	Faculty/Unit/Organization	_____
Name	_____	Affiliation	<u>Choose one.</u>
Email	_____	Faculty/Unit/Organization	_____

SUBMISSION INFORMATION

In line with the [SPF Eligibility Criteria](#), our team certifies that this project takes place at **McGill University**, is **sustainability focused**, is requesting **seed funding**, and is **action oriented**. Yes No

Our team has read the [SPF Terms & Conditions](#) and agrees to respect them. Yes No

Our team understands that this application is not confidential and consents to have its contents shared with relevant stakeholders during the review process and, if approved, on the SPF website. Yes No

Our team agrees to have [their contact information](#) included in the complete and shared application. Yes No

PROJECT OVERVIEW + PLAN

Instructions: Please answer the questions as clearly and concisely as possible; then, submit your draft online. SPF Staff will respond with feedback on your application within 2 weeks. Once finalized, the application will be provided to the SPF Governance Council for their review and decision. As a reminder, all SPF applications are assessed using the [SPF Eligibility & Evaluation Criteria](#):

ELIGIBILITY CRITERIA		EVALUATION CRITERIA		
AT MCGILL	SUSTAINABILITY FOCUSED	ANALYSIS	IMPACT	FEASIBILITY
SEED FUNDING	ACTION ORIENTED	COLLABORATION	SUPPORT	CAPACITY BUILDING

Before starting, you may find it helpful to consult the [SPF Sustainability Brief](#) and [Vision 2020 Climate & Sustainability Action Plan](#).

CONTEXT

Criteria assessed in this section: **SUSTAINABILITY FOCUSED, ANALYSIS**

- 1. What specific sustainability-related need/issue have you identified at McGill and aim to address through your project? In your response, please describe clearly how the need/issue is related to sustainability and what research you have done on this issue, if any.** *Note: Please wait to detail your project idea in Question 2. Limit ~200 Words*

The McGill Farmers' Market has encouraged sustainability at McGill through its promotion of produce and goods that are produced locally, responsibly, and affordably while also simultaneously economically supporting the community around us. While in many ways we have thus far succeeded in promoting sustainability in diverse ways on campus, we realize that the precarity of the market itself is one of the most pressing risks regarding the sustainability of the market and what it creates for McGill University.

Our conclusions come largely from communication with stakeholders, departments around campus, and previous market coordinators. Acquiring equipment for the market seems to be a recurring issue for us, and after discussing it with members of AUS and the SSMU, as well as individuals in Facilities and Special Events, it seems that increasingly there are no other avenues open to us besides renting the equipment. Considering our budget, this is not a sustainable solution. For the purchase of our own equipment we have researched funds such as SSMU's Green Fund and the AUS's Undergraduate Improvement Fund, though they are not reviewing applications until September and we require equipment as soon as possible. Consequently, we believe that the purchase of durable equipment for the market will do a great deal to secure its future and viability for years to come.

PROJECT IDEA

Criteria assessed in this section: **ALL ELIGIBILITY & EVALUATION CRITERIA**

- 2. What is your project idea? Please describe the idea thoroughly and concisely. In your response, share how the project is new or how it complements, builds upon, or scales existing initiatives.** *Limit ~400 Words*

Our project idea is, in short, to furnish the McGill Farmers' Market with the necessary equipment to ensure its continued success in years to come by reducing the precarity caused by shifting University policies. The Market, has for several years now has been a pillar of ecological and social sustainability on campus by promoting locally grown food purchased directly from the producer. The market has relied on McGill facilities to provide electrical equipment, tables, tents, and the likes in order for market to function. While in previous years the university has lent this equipment to us free of charge, we have been informed that it will no longer be doing so. The market's finances have thus far been self-funded from vendor fees, which while being one of its noteworthy successes, also means that renting equipment for the entire duration of the season is entirely out of the realm of possibility. We see this purchase of durable equipment as a way to ensure the economic sustainability and independence of the market so that policy changes regarding, for example, the use of electrical equipment, no longer threatens the market's capacity to run. Moreover, this purchase would allow us to be more generous in lending equipment to our vendors,

thereby make it more inclusive towards those who are not currently able to provide their own and give smaller vendors greater opportunities.

Community building is an essential part of sustainability and is central to the Farmers' Market's mandate. In previous years, we have done events primarily during the fall market due largely to the limited capacity of the market coordinators leading up to the summer market, wherein we are largely spending most of our time finding new avenues to secure equipment and location in order to have a functioning market. The addition of this permanent equipment to the market would allow ourselves and future coordinators to focus more heavily on the creation of events such as the yearly corn boils, volunteer potlucks, and mutual events with other groups on campus, such as the one we are currently discussing with campus crops.

3. Is your project related to the University's [Vision 2020 Sustainability Strategy](#)? Yes No Not sure

If yes, how does it relate? Please refer to the [strategy category or related action](#) from the [2017-2020 Climate & Sustainability Action Plan](#) in your response. *Limit ~100 Words*

McGill University aims to be entirely carbon-neutral by 2040. While carbon neutrality is often measured directly by emission of energy consumed in a given area, emissions are also embedded into the consumption habits of the community as a whole. The McGill Farmers' Market promotes the consumption of local foodstuffs, whose embedded emissions are much lower than conventional alternatives as a consequence of our grower's methods and proximity to their consumers. Moreover, the project fulfills vision 2020's goals of education, especially through our partnership with McGill Dietetics, connectivity, through our volunteer community and our ties to the local community, and food systems attached to the McGill Community

IMPLEMENTATION

Criteria assessed in this section: **ACTION ORIENTED, FEASIBILITY, IMPACT**

4. List the key **activities** for your project and indicate the timing for these on the right. Please be specific and realistic when formulating your activities, ensuring that they are achievable within the indicated timeframe.

Key Project Activities	Start Date (MM-DD-YY)	End Date (MM-DD-YY)
Purchase of Equipment for Market	ASAP	one time
Summer Market 2019	07-11-2019	08-29-2019
Fall Market 2019	09-05-2019	10-24-2019
Future Markets!	tbd	
Corn Boil	tbd	
Campus Crops Seed Planting	tbd	

5. Please describe what will happen to your project after the SPF funding ends. Additionally, please share if anything will be produced or installed (e.g. a workshop guide, equipment, a toolkit, a network, website, etc) and indicate how this will be maintained. *Limit ~200 Words*

As a market, we are largely self-sustaining through our vendor fees and CSA basket sales. The funding will be used to purchase durable equipment that will help ensure the market's ability to function without outside assistance either monetarily or in-kind. While our profits are enough for us to make smaller investments, the cost of tables, chairs, and other important equipment is difficult for us to absorb. These purchases will hopefully last the market for many years and will be cared for and maintained by our current and future market coordinators.

We are lucky to have a permanent space on campus in the basement of the redpath building where we can store our equipment between markets and during the off-season. The market coordinators and volunteers are responsible for transporting the equipment to the market, setting it up, taking it down and returning it to storage at the end of the day. In order to secure the equipment, we will be locking the door and ensure all equipment is labeled.

Furthermore, we will be able to spend time previously spent on securing equipment on continuing to grow the market and work with community members. In the past, we have produced cookbooks and other workshops for participants to purchase and contribute to. Permanent access to equipment would allow the market to continue to expand, change, and adapt to the needs of its community.

TRANSFORMING CAMPUS

Criteria assessed in this section: **AT MCGILL, IMPACT**

6. In the table below, describe the project's 1-3 main impacts on the McGill community or its main goals to accomplish. Please check the McGill stakeholders that will be impacted. Finally, please list at least one key success indicator for each impact (e.g. # people engaged, % waste diverted, # buildings certified, etc.)

	Main Impacts/Goals	McGill Stakeholders Impacted (check all that apply)	Key Success Indicator(s)
REQUIRED	1 Increase accessibility of local, sustainable produce and goods on campus	<input checked="" type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Academic Staff <input checked="" type="checkbox"/> Postgraduate <input checked="" type="checkbox"/> Admin. Staff <input checked="" type="checkbox"/> Alumni	# of CSA baskets sold, # of goods sold by vendor, vendors willingness to return
OPTIONAL	2 Bring together students, vendors, staff, and Montreal community interested in sustainable produce.	<input checked="" type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Academic Staff <input checked="" type="checkbox"/> Postgraduate <input checked="" type="checkbox"/> Admin. Staff <input checked="" type="checkbox"/> Alumni	volunteers returning, vendors return, event attendance
OPTIONAL	3 Strengthen relationship between agriculture, and sustainability groups on downtown and mac campus	<input checked="" type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Academic Staff <input checked="" type="checkbox"/> Postgraduate <input checked="" type="checkbox"/> Admin. Staff <input checked="" type="checkbox"/> Alumni	joint events held with other campus groups, relationship with MSEG and Mac Market

STAKEHOLDER ENGAGEMENT

Criteria assessed in this section: **AT MCGILL, COLLABORATION, SUPPORT, CAPACITY BUILDING**

7. Please list 3-5 key stakeholders involved in your project, indicating their role and support. If the stakeholder has provided a support letter, please indicate so here and attach it as an appendix document. *Note: Projects involving modifying a space on campus, making a permanent installation, hiring a full-time staff, or adding/modifying a garden, etc., must seek permission from the appropriate stakeholder(s) (e.g. building director, Campus Planning and Development office, staff supervisor, etc.). SPF Staff can help you assess if any key stakeholders need to be added to your list.*

Stakeholder's Name(s)	Title	Role in the Project	Support/Permission	Support Letter
Oliver De Volpi	Executive Chef	Stakeholder	Requested support	Choose one.
Mary Hendrickson-Nelson	Faculty Lecturer	Stakeholder	Requested	Choose one.
Brian Karasick	Campus Planner	Stakeholder	Confirmed	Choose one.
Vikram Bhatt	Faculty Lecturer	Stakeholder	Confirmed	Choose one.
Amelia Peres	Sustainability	Stakeholder	Requested	Choose one.

8. **How will you communicate about your project and share its impacts with the McGill community? Please describe your key tactics (e.g. social media, workshops, tabling, etc.).** *Limit ~200 Words*

This project will allow the McGill Farmers' Market to better serve our vendors, our volunteers, and the greater McGill Community. The Market it has been running for the past few years, bringing together students, staff, and Montreal community members through the market and its related events. We currently have active social media presence and listserv where we communicate updates about the market, healthy recipes, and engage with the community.

This year we hope to organize a corn boil event on campus where people can come together and learn more about the market. Furthermore, this provides a community space for people who share common interests like sustainability, fresh vegetables, and farmers market! We are also looking into collaborative events with McGill Dietetics, Campus Crops, and our vendors. These types of events not only build community and advertise the market, but they also provide education on sustainability, agriculture, and healthy eating.

The Market itself is an important opportunity for students and staff to access locally produced, organic, fresh vegetables on downtown campus. The purchase of this equipment will allow us to continue to run the market and support local vendors.

9. **If applicable, are there any training, volunteer opportunities, jobs, or complementary applied student research integrated in your project? Please describe.** *Limit ~100 Words*

The McGill Farmers Market is run by 4 coordinators, current and recently graduated McGill Students and each coordinator receives a stipend. These positions allow McGill students the opportunity to learn about the organization of a farmers market, working with vendors, and to get involved in the McGill and Montreal communities.

Furthermore, the market relies on the help of its volunteers to help with set-up, take-down, and running the market each week. Volunteers receive appreciation through fresh veggies, events, and knowledge of the market. In many cases, our coordinators are former market volunteers.

PROJECT BUDGET

Criteria assessed in this section: **FEASIBILITY**

Revenues

Indicate any funding you will receive or may receive to complete your project, including funds from McGill Departments and Units.

Funding Source(s)	Amount Requested	Request Status
Sustainability Projects Fund (SPF)	\$4,114.27	Requested
	\$0.00	Choose one.
	\$0.00	Choose one.
	\$0.00	Choose one.
REVENUES GRAND TOTAL (must match Expenses Grand Total)	\$4,114.27	

Expenses

Indicate your project expenses below. In the Funding Sources column, use the reference number from the first column of the Revenues section, above. You may list more than one source if applicable (e.g. 1,3).

Item Description	Unit Cost	# of Units	Total Cost	Expense paid by SPF?
6 foot folding table	\$114.96	15	\$1,724.40	Yes, fully
Folding chairs	\$22.98	20	\$ 459.60	Yes, fully
Sandbags for weighting tents	\$27.58	10	\$ 275.80	Yes, fully
50 foot extension cords	\$137.96	3	\$ 413.88	Yes, fully
100 foot extension cords	\$183.95	2	\$ 367.90	Yes, fully
Sandwich Board	\$126.27	1	\$ 126.27	Yes, fully
Wire Covers	\$82.35	3	\$ 247.05	Yes, fully
Spools for extension cords	\$4.59	5	\$ 22.95	Yes, fully
Waterproofing for tents	\$13.21	5	\$ 66.05	Yes, fully
Patching tape for tents	\$23.19	2	\$ 46.38	Yes, fully
Shipping Costs	\$79.99	1	\$ 79.99	Yes, fully
Rental of Equipment	\$142.00	5	\$ 710.00	Yes, fully
	\$0.00		\$ 0.00	Choose one.
	\$0.00		\$ 0.00	Choose one.
	\$0.00		\$ 0.00	Choose one.
	\$0.00		\$ 0.00	Choose one.
	\$0.00		\$ 0.00	Choose one.
	\$0.00		\$ 0.00	Choose one.
	\$0.00		\$ 0.00	Choose one.
	\$0.00		\$ 0.00	Choose one.
Expenses Subtotal			\$4,540.27	

Salaries & Wages

If applicable, please indicate any paid positions needed for your project. Please note: if you complete this Salaries & Wages section, you must also complete the [Staff Position Information Appendix](#).

Position Title	~# Hours per Week	~# Weeks	Hourly Wage	Subtotal	+ 20% Benefits	Total Cost	Funding Sources
			\$0.00	\$ 0.00	1.2	\$ 0.00	
			\$0.00	\$ 0.00	1.2	\$ 0.00	
			\$0.00	\$ 0.00	1.2	\$ 0.00	
			\$0.00	\$ 0.00	1.2	\$ 0.00	
Salaries & Wages Subtotal						\$ 0.00	

EXPENSES GRAND TOTAL (must match Revenues Grand Total) \$4,540.27

APPENDIX

Relevant Support Documents

List any appendix documents in order in the table, below.

Please keep the total number of pages as low as possible (recommended maximum is 5). Please include any relevant support letters.

Doc #	Appendix Document Title	# of Pages
1	Market Situation	1
2	Market Budget 2019-2020	1
3	List of Purchases with Links	1
4		
5	Staff Position Information Appendix , if applicable	

Market Situation - Appendix 1

The McGill Farmers' Market, which has been running since 2008, has until this year depended on a variety of institutions for the use of equipment. We thought that it would be pertinent to outline the current situation in order for those reviewing the SPF application to better understand the current need.

Many of our vendors, including Yogibelly who serves fresh Indian food and Ochado who makes tea, depend on access to electricity to run their booths. Until last year, we were permitted to borrow the necessary electrical equipment, including cable covers and electrical cords, from McGill Operations. Due to recent policy changes, however, we could only continue doing so if we had access to a FOAPAL number, which we do not. We attempted to see if we could get one of our own or utilize SHHS's, but after doing some inquiries, it has become clear that we will not be given access to one and as such this avenue of using equipment is no longer open to us. Consequently, we no longer have the necessary electrical equipment for the proper functioning of the market. While SHHS is permitting us to borrow one for the summer, and some vendors are bringing their own, come September we will not have these options or any alternatives.

The situation in regards to tables and chairs is much the same. We initially had utilized the SSMU's equipment, but they now insist on charging us each week for the use of their equipment. Similarly, Special Events would charge us over \$300 for the weekly use of their equipment. In the 2018-2019 Market year we had borrowed the equipment from SHHS, but at the start of this year we discovered that someone had moved our equipment without our knowledge. Our storage room is located in the basement of the Redpath building, past the Premier Moisson employee locker room. After discussing this with previous coordinators, it would appear that whoever moved the equipment was external to the market and we have now exhausted all potential avenues to find it, including Compass, with whom we share our space SHHS, individuals in charge or associated with the Redpath storage, and others. We therefore will need to either find a new way to borrow tables and chairs or acquire some of our own. In order to prevent this from happening in the future, we will begin locking the storage room, which was not done by previous coordinator in the off season or between markets. Additionally, we will label all of our equipment with "McGill Farmers Market" and our contact information. From our understanding, there was some flooding in our storage room last winter which was when all of our equipment was moved. Hopefully, with these additional precautions we will not have to worry about our equipment being moved.

To further illustrate the problem, at our most recent market, our total revenue was just \$231, primarily due to a major downsizing associated with construction on campus. The cost of renting the tables and chairs alone that week came to \$142. This translates into over 60% of our weekly budget and leaves us several hundred dollars short to pay for either promotional material, required by our vendors due to the location change, or our coordinators' stipends, each of whom puts in hundreds of hours of labour to make this market function. Furthermore, the summer market season has been shortened from its typical 8 weeks to 7 weeks because of frosh activities, resulting in further revenue loss. We also anticipate potentially losing additional weeks in the fall season due to construction. The combination of downsizing and loss of equipment therefore seriously threatens the financial viability of our market and an influx of capital goods is necessary for our continued existence. We have included the cost of renting for two weeks in our budget because it is not something that we can absorb. We already rented tables and chairs for first market day on July 11th since we were unable to find an alternative and it is likely we will still be working things out by our second market day on July 18th. While it

is obviously preferable for us to own our equipment outright, we do not have the money to make such a large purchase up front.

What we hope to illustrate through this appendix is that sustainability projects at McGill, such as ours, which provides local, fresh, and healthy foods, are largely subject to the interests of key stakeholders at the university who come and go as well as unpredictable policy and priority changes. The independence of the market that would come from this equipment would go a long way in making sustainability at McGill more sustainable.

Thank you so much for your continued support. We appreciate everything that MOOS and our other stakeholders have done for us and we would very much not be here without it. We sincerely hope that this funding will allow the market to continue to grow, change, and evolve to suit the needs of the McGill community.

Sincerely,

The McGill Farmers' Market Team 2019-2020

Noah Fisher – Market Coordinator

Mia Trana – Finance Coordinator

Rachel Takasaki – Market Coordinator

Yasmeen Safaie – Promotions and Outreach Coordinator

What	Cost	Cost + Tax	Quantity	Total + Tax
6 ft folding table	99.99	114.96	15	1724.45
Black Folding Chair	19.99	22.98	20	459.67
Sandbags	23.99	27.58	10	275.83
Extension Cords 50 ft	119.99	137.96	3	413.88
Extension Cords 100 ft	159.99	183.95	2	367.90
Sandwich Boards	109.82	126.27	1	126.27
Wire Covers	71.62	82.35	3	247.04
Spools	3.99	4.59	5	22.94
Waterproofing for tents	11.49	13.21	5	66.05
Patching for tents	20.17	23.19	2	46.38
Shipping Costs Canadian T	79.99	79.99	1	79.99
Equipment Rental from SSI	142	142	5	710
			Total with tax	4540.38

Link

<https://www.amazon.ca/RelyPlast-Rectangular-Plastic-Folding-Outdoors/dp/>

<https://www.canadiantire.ca/en/pdp/for-living-vinyl-padded-folding-chair-068>

<https://www.amazon.ca/Industrial-Double-Stitched-Weights-Premium-Shelte>

<https://www.canadiantire.ca/en/pdp/maximum-3-tap-outdoor-extension-cord>

<https://www.canadiantire.ca/en/pdp/maximum-hi-visibility-1-tap-outdoor-exte>

<https://www.amazon.ca/Tektrum-Advertising-Double-Side-Sidewalk-Restaur>

<https://www.amazon.ca/Durable-Cable-Protective-Ramp-Cover/dp/B07CH2N>

<https://www.canadiantire.ca/en/pdp/noma-plastic-extension-cord-holder-100>

<https://www.canadiantire.ca/en/pdp/woods-instant-waterproof-spray-300-g-l>

<https://www.amazon.ca/Gear-Aid-Tenacious-Tape-Clear/dp/B00UTK485E/r>

Rentals are from SSMU and number of weeks is dependent on when we w