

PROJECT TITLE: SP0224 McGill Farmers' Market New Equipment

Please answer the following questions and return the completed form to the [SPF Staff](#) via e-mail.

Final Report prepared by MFM Coords 2019-2020
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Actual Project Start Date 2019/08/01 Actual Project End Date 2019/10/24

Questions

1. Please summarize the project and its key accomplishments to date. In your answer, consider the impact your project has had so far on McGill's campus(es).

(Unlimited characters, suggested minimum ½ page or approximately 250 words)

The project was a purchase of permanent equipment for the McGill Farmers' Market (MFM) in order to ensure its financial viability. The success of this project can be understood through the continued existence of the farmers' market. The MFM has been an important part of the McGill community since its inception in 2009 and largely funds most of its own operations. We provide fresh produce to students, staff, and community at reasonable prices through our vendors and CSA program.

This year, for a number of reasons, the market faced a great deal of financial difficulties including reduced market days, fewer vendor spaces, unexpected rental costs, and the loss of provision for electrical equipment. Alleviating this pressure, both in the immediate sense, and by providing equipment that should last the market years, has ensured the continued viability of the market and represents the primary accomplishment of the project.

The funding ensured that we would not need to raise our vendor fees (currently \$42/week). The MFM seeks to not only to increase access to fresh produce for the McGill community, but also to provide local producers a place to sell their goods. While our weekly fees are necessary for the market's finances, they can often act as a barrier to entry for vendors who don't make as much week-to-week. We see the combination of being able to provide all of our vendors with equipment, and not needing to raise vendor fees as important accomplishments of the project.

2. Please describe the key successes and challenges of your project. (Minimum of two examples for each)

(Unlimited characters, suggested minimum ½ page or approximately 250 words)

The primary success for this project was obtaining the necessary durable equipment for the market. This included tables, chairs, cables, cable covers, etc. In previous years we had depended on other departments within McGill to get equipment, however many have begun refusing access without a FOAPAL number. Thus, since the project allowed for the market to be the owners of the vast majority of the equipment it uses, we will no longer have to scramble each week/year to make sure we have what we need for the market to function.

Another success was, as mentioned above, the financial security and reduced need to increase fees for vendors.

Difficulties communicating with McGill University represented one of the biggest challenges of this market season. For example, McGill security delayed setup on several occasions, attempted to move the market due to fire hydrant issues despite the market being in that location for a decade, and not allowing the use of an outlet at one point. These issues were exacerbated when security would ignore coordinators informing them that the market had already gotten approvals from campus security and would refuse to relay the information to a supervisor, forcing the coordinators to call other members of security to confirm. Additionally lack of communication regarding location got the market cancelled on one occasion and at one point left vendors unsure of the market location until 16 hours

before the market. Delayed starts, location changes, and cancellations represented major financial challenges to both vendors and the market.

Another major challenge for the market is the high turnover rate for market coordinators. Knowledge on where funds, equipment, and support can be found as well as how to handle difficult situations at the market is routinely lost as most coordinators leave year to year. The time commitment, stress, and lower than minimum-wage remuneration are likely major factors in this.

3. What key points of advice or *lessons learned* would you give to other SPF teams either regarding your experience managing your project or the project itself?

(Unlimited characters, suggested minimum ½ page or approximately 250 words)

One of the lessons learned from this was the importance of consistency with the farmers market, especially within the view that the market is not just a student initiative, but also the source of livelihood for all of our vendors. One week when the outlets blew and we're not repaired until 45 minutes after noon, many of our vendors who either prepare food or coffee lost a major portion of their weekly income. For other SPF teams, the takeaway here is to remember that sustainability, both on smaller and larger scales, impacts real people. Resource exhaustion is sometimes too abstract and too large for us to really comprehend the impacts of our actions, but they do have impacts. The people you talk to, work with, and service through you work may very well be dependent on it for their livelihoods. Making sure that we follow-through, work consistently, and do the work well is therefore essential to any SPF project.

Another important thing to keep in mind is that a successful project, especially at McGill, needs a lot of people with a lot of different backgrounds to support it. Knowing people who have influence and are willing to support you in each department is key. Others may be able to help put you in touch with those you need or give you essential information on how to make your project succeed. Additionally, longevity is a recurring problem for student initiatives and getting someone who is a more permanent member of McGill, such as faculty or staff, to take on the project with you can help ensure its long term viability. In short, get to know which people in the McGill administration will have a part in your project and, if possible, try and get one of them to take it on as a personal project as well.

4. What recommendations do you have for the future of this project to be continued and are there any opportunities for complementary projects? Who will take responsibility for the project's future and how can interested persons be in touch? The SPF team will also be in touch with this contact for updates on the project's progress in coming years, if ongoing.

(Unlimited characters, suggested minimum 1 paragraph)

Recommendations we have for the future of this project primarily entail promotion, accessibility, financial support, and consistent institutional support. Vendors had difficulty keeping consistent sales week to week due to a number of issues such as consistent locations. Additionally better promotion of the market to McGill students as well as residents of nearby neighbourhoods without direct relations to the market. Moreover, there were issues with the financial accessibility of the CSA baskets for the average student. While the cost per week was fair, the upfront cost was steep and looking for other payment methods would be useful. Most importantly, the market would benefit from consistent financial and institutional support. Issues such as the cost of renting tables, and low funds from cancelled markets would be alleviated with a more consistent relationship to McGill.

5. Would you or your project team member(s) be willing to serve as a mentor to SPF project teams? Please choose one. If yes, SPF Staff will contact you with more information.

(800 characters maximum)

Yes No

6. In your application, you listed the following sources of funding:

N/A

Please confirm if you received this funding in the space below. In your response, please list the actual amount (in dollars) that you received. Note: If you received funding from a McGill Department or Unit, please attach a letter from its Financial/Budget Officer confirming the actual amount of support.
(1,800 characters maximum)

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7. Did you purchase equipment or make an installation on campus? Yes No

If yes, please briefly describe how these items will be maintained and used in the future.
(1,800 characters maximum)

These items, namely the tables and chairs, will be maintained by their storage in the farmer's market storage room. Additionally, we intend to label this equipment in order to ensure that no mix ups happen in the future. The primary use of this equipment in the future will be for the week-to-week functioning of the market, events, and lending it out to groups who have similar mandates to ourselves.

8. The following Key Success Indicators were indicated in your project application and selected for tracking. Please indicate the actual results that you have achieved in the "Actual" column.

Selected Key Success Indicators	Target	Actual
# of tables and corresponding chairs purchased for the Market	15	15
% of vendors willing to return to the Market	75	9/9
# of people attending each Market	20+	151+

If there is a significant difference in the target numbers and the actual numbers achieved, please explain. If you have any additional information to share about these success indicators, please also include it below.

(1,800 characters maximum)

The percentage of returning is slightly different (75% v 100%) due, in part to the fact that only 9 of our 15 vendors responded. The attendance was different since the target number was for the summer market while the latter was for the fall market when students had returned.

9. Please report on your progress with the standard SPF Key Success Indicators in the "Actual" column.

Standard SPF Key Success Indicators	Actual
# of volunteers directly or indirectly engaged in the project	10
# of people (student, staff, or other) trained in the context of the project	~15 p.a.
\$ raised for project activities subsequent to SPF funding	-\$2000
# of tons of GHG emissions reduced by your project	

# of partnerships or collaborations developed between the project team and other McGill administrative units, student groups, community groups, other universities, and/or other groups/organizations.	6
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Regarding the last Key Success Indicator, please list the groups and/or organizations that you counted.
(Unlimited characters; point form acceptable.)

- MacDonald Student-Run Ecological Gardens
- McGill Food Coalition
- SSMU Operations Department
- MOOS
- Campus Planning and Development
- SHHS

If you have any additional information to share about the Standard SPF Key Success Indicators, please include it below.
(1,800 characters maximum)

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10. Please indicate the McGill stakeholder groups that were involved with your project as a team member or collaborator/partner. Choose all that apply.

Undergraduate Postgraduate Administrative Staff Academic Staff Alumni

11. Please rate your project team's overall satisfaction with the support provided by the SPF Staff. Choose only one response.

Very Dissatisfied Dissatisfied Neither Satisfied Nor Dissatisfied Satisfied Very Satisfied

12. Please provide any feedback or recommendations regarding your team's experience with the SPF

(Unlimited characters, suggested minimum 1 paragraph)

We had some difficulty getting the refunds for rentals, but overall the process was smooth, especially for acquiring the equipment.

13. If there is additional information you would like to share about your project, please use the field below.

(Unlimited characters)

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14. Has involvement in this SPF project positively impacted your team in the area of professional growth? Please choose one. If you would like to elaborate, please use the field below.

(800 characters maximum)

Yes No Prefer Not to Share

15. Has involvement in this SPF project positively impacted your team in the area of personal growth? Please choose one. If you would like to elaborate, please use the field below.

(800 characters maximum)

Yes No Prefer Not to Share

16. Which of the following skills or attributes has your team improved through involvement in your SPF project? Choose all that apply.

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|--|--|--|
| <input checked="" type="checkbox"/> Budgeting | <input checked="" type="checkbox"/> Networking | <input type="checkbox"/> Systems Thinking |
| <input checked="" type="checkbox"/> Communications | <input checked="" type="checkbox"/> Planning | <input checked="" type="checkbox"/> Teamwork |
| <input type="checkbox"/> Conflict Resolution | <input checked="" type="checkbox"/> Problem Solving | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Leadership | <input checked="" type="checkbox"/> Project Management | <input checked="" type="checkbox"/> Time Management |
| <input checked="" type="checkbox"/> Listening | <input type="checkbox"/> Public Speaking | <input checked="" type="checkbox"/> Writing |
| <input type="checkbox"/> Mentoring | <input type="checkbox"/> Stakeholder Engagement | <input type="checkbox"/> Other (Please specify in the field below) |
| <input checked="" type="checkbox"/> Negotiating | <input type="checkbox"/> Stakeholder Identification | |

Other:

17. Since starting your SPF project, has your team improved its knowledge of sustainability? Please choose one. If you would like to elaborate, please use the field below.

(800 characters maximum)

Yes No Prefer Not to Share

Given many of our environmental backgrounds, the project did not necessarily add to our understanding of sustainability in the ecological sense, but did do much to reshape our understanding of sustainability to include the importance of financial and institutional sustainability for projects like this.

18. (Optional) If applicable, please list the total number of team members voluntarily self-identifying as members of marginalized communities:

Please identify the represented communities below. (e.g. women, Indigenous people, people of colour, LGBTTQI, student parents, members of ethnic minorities, immigrants, people with disabilities)

(1,800 characters maximum)

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THANK YOU FOR COMPLETING YOUR FINAL REPORT!

Please e-mail your report to the [SPF Staff](#) attaching any additional information that you would like to share about your project

(e.g. other reports, research, documents, photos, etc.). Please note that this Final Report will be shared publicly on your SPF project's webpage.