

COVER PAGE

PROJECT INFORMATION

Project Title	McGill Farmers' Market		
Brief Description	Since 2009, the Market has been a gathering spot for the McGill community that connects students, staff, and faculty to healthy, local and sustainably sourced food.		
Total Estimated Project Budget	\$34,422.00	Amount Requested from SPF	\$ 4,990
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	Lola Milder	Affiliation	Student
Email	lola.milder@mail.mcgill.ca	Campus	Downtown
Faculty/Unit/Organization	Bieler School of Environment		

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 complete a second cover page. You may email it to [SPF Staff](#) to include with your application.

Name	Jonah Dimant	Affiliation	Market Coordinator
Email	jonahdimant@gmail.com	Faculty/Unit/Organization	History & Islamic
Name	Jelena Collins	Affiliation	Market Coordinator
Email	jelena.collins@mail.mcgill.ca	Faculty/Unit/Organization	Atmospheric Sci.
Name	Dr. Caroline Begg	Affiliation	Stakeholder
Email	caroline.begg@mcgill.ca	Faculty/Unit/Organization	Agri. & Envr. Sci.
Name	Brian Karasick	Affiliation	Stakeholder
Email	brian.karasick@mcgill.ca	Faculty/Unit/Organization	Campus Planning

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

We will submit the [Sustainable Event Certification](#) for all SPF-funded events at least 3 weeks in advance. We understand that if we do not reach *Silver* level or higher, my group may be ineligible to receive future SPF funding. N/A Yes No

Our team agrees to have [their contact information](#) included in the complete and shared application and, if approved, on the SPF website. 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 two 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 the [Climate & Sustainability Strategy 2020-2025](#).

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? Describe clearly how the need/issue is related to an environmental initiative which, where applicable, integrates social and economic considerations.

Note: Please wait to detail your project idea in Question 2. Limit ~400 words

McGill students, staff, and faculty lack access to healthy, local and sustainably sourced food for a range of reasons. Some live in neighborhoods without these options. Others struggle to afford the inflated costs of health food stores. Access to food is complex, bound in environmental, economic, and social considerations.

The cost of food might be the most apparent side of the issue, but the food we eat also has great environmental and social consequences. For example, when we pick up plastic-wrapped, imported vegetables at the supermarket, it implicates us in a globalized food system that relies on [fossil fuel-based pesticides](#), fertilizers, packaging, and transport. This system also relies on [exploitative labor](#), with billions of precarious agricultural workers around the world. On an individual level, being so distanced from the production and preparation of our food [disconnects us](#) from the land and people around us, which can increase feelings of isolation.

Since 2008, the McGill Farmers' Market has worked to bridge this gap by partnering with local farmers and food vendors to bring their products directly onto campus. On any given Thursday between July and October, you can stroll through the colorful market on McTavish and watch students and faculty chat together as they browse, grocery shop, and grab lunch. More than that, you can catch their conversations with our vendors, who represent a diverse cross-section of Québec.

Through these conversations and exchanges, the Farmers' Market challenges the insularity of the "McGill Bubble" and traditional consumerism by connecting students and faculty to local farmers, artists, and businesses. Sometimes, for the first time – in 2023, 51% of our members reported this was their first time participating in a Community-Supported Agriculture (CSA) program. Our CSA attracted roughly 80 participants in 2023, and we're on track to surpass that this year, with a 20% increase in our summer season membership over last year.

In contrast to the corporate food system, our vendors prioritize local resources, ethical production, and consumer relationships. Over time, we believe these connections can generate meaningful change by enriching how students and faculty understand sustainability and community engagement. We seek to expand this impact each year by growing our CSA membership and number of vendors. This growth is made possible through creative outreach on campus and online, investing in vendor equipment, and CSA initiatives that increase accessibility through new basket sizes, pick-up options, and payment plans, as discussed in this application.

PROJECT IDEA

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

2. **What is your project idea? Please describe the idea thoroughly and concisely. Identify how SPF funding will be used, key contributions to sustainability at McGill, and, if your project is happening in different stages, core phases of the project. If your project includes an event, include details such as potential dates, location, estimated attendance, format, themes, etc. Note: You may also share how the project is new or how it complements, builds upon, or scales existing initiatives. Limit ~400 words**

The Farmers' Market is seeking SPF funding to increase the accessibility of our project and bolster its long-term financial stability. Our main objective is to establish a financial aid program to broaden the reach of our Community Supported Agriculture initiative. Since 2021, we've partnered with Co-op au Bout du Rang (founded by McGill alum Caroline Laurin!) to supply students and faculty with weekly produce baskets. However, since the farm relies on CSA fees to sustain its operations, payment must be upfront, posing a challenge for low-income members.

To address this barrier, we've introduced biweekly and "extra-small" basket options, allowing more community members to access organic produce and support the farm even if they supplement with supermarket produce. However, as a non-profit, we lack the flexibility to subsidize costs upfront. We intend to use SPF funding to establish a rolling fund to cover CSA costs upfront and allow some members to repay the Market in monthly installments. This fund would be recycled each year. We plan to use the payment management software [Paythen](#) to avoid hounding members for payments. Paythen has the lowest fee per transaction we could find on the market at 2%. With \$1,600, we could offer the monthly payment option for 5 biweekly small baskets and 10 biweekly extra-small baskets during the fall season, incurring only \$32 in fees, covered by vendor fees.

We're also seeking SPF funding to invest in revenue-generating equipment. Purchasing two new [canopy tents](#) for about \$230 will allow us to expand the Market and generate an additional \$1,530 in annual vendor fees. We also intend to renew our merchandise stock with a [locally-printed](#) order of 20 tote bags and 30 t-shirts, costing \$890. For the first time, we'll expand our charismatic logo to stickers, with an initial print order of 500 stickers costing \$157. Priced at \$25 and \$2, respectively, we anticipate \$1,203 in revenue. Order sizes are based on previous years' merchandise sales in-person at the Market and at campus events like OAP and Activities' Night.

Finally, we're seeking SPF Funding to expand and compensate the student coordinator positions that make the Market possible. Currently, the annual stipend of \$2,700 is well below minimum wage considering the 240+ hours coordinators spend planning, advertising, and managing the summer, fall, and winter markets. This limited stipend restricts the Market's expansion since additional projects (like writing this grant application!) become volunteer projects. Through the SPF, we could create 4 SPF positions of 33.5 hours each, totaling \$2110.50 in wages. As detailed in the Staff Position Appendix, these wages would empower the current coordinators to apply to other grants and critically assess the Market's opportunities for growth.

IMPLEMENTATION

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

3. 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 (DD-MM-YY)	End Date (DD-MM-YY)
Summer Market (8 weeks)	04-07-24	22-08-24
Launch CSA Payment Installment Option for Fall 2024 Season	01-09-24	31-10-24
Submit merchandise orders and purchase new tents	01-09-24	
Fall Market (9 weeks)	29-08-24	31-10-24
Indoor Winter Artisan Market (2 days)	10-12-24	11-12-23
Launch SPF Staff Positions	01-10-24	01-05-25
Spring Fundraising Drive and Grant-Writing Blitz	01-02-25	0-04-25

4. 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 future maintenance plans. If your project includes an event, describe how it will have an impact beyond the event itself (e.g. new partnership formalized, follow-up meetings with project stakeholders). *Limit ~200 words*

The equipment and merchandise investments described in this application are expected to bring in \$2,733 in revenue this year, which will support next year's cohort of coordinators in continuing to expand and strengthen the Market in the manner outlined in this application. Furthermore, we plan to use the SPF-funded staff positions to organize fundraising drives and apply for external grants in Spring 2025. We recognize SPF funding as a seed fund that will allow us to grow the Market, bring in new revenue, and compensate coordinators for their work related to the financial sustainability of this project.

In addition, we will reach out to other university farmers' markets, such as Mac Market and the Concordia Farmers' Market, to share our best practices and learn from theirs. This collaboration aims to enhance our market operations and community impact by exchanging valuable insights and strategies. We intend to explore the "Market Dollars" initiative at Concordia, which distributes market dollars to students as an alternative form of currency. Understanding how Concordia increases food security through this program could provide a model for implementing a similar program at McGill.

TRANSFORMING CAMPUS

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

5. In the table below, describe your proposed 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, list at least one key **success indicator** for each impact (e.g. # people trained, % waste diverted, # buildings certified, etc.). *Note: Indicate a specific and realistic target for each success indicator (e.g., rather than "% attendees take survey," list a target such as "30% participants pledge to reduce emissions").*

Main Impacts/Goals	McGill Stakeholders Impacted (check all that apply)	Key Success Indicator(s)
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RE Q UI RE D	1	Increase the McGill community's access of locally and sustainably grown organic produce	Undergraduate, Academic Staff, Postgraduate, Admin. Staff, and Alumni	<ul style="list-style-type: none"> - Increase total CSA registrations by 10% from the 2023-2024 season - Provide the new payment installment option to at least 10 CSA members in the Fall 2024 season
O P T I O N A L	2	Strengthen the Market's long-term fiscal health	Undergraduate Academic Staff Postgraduate Admin. Staff Alumni	<ul style="list-style-type: none"> - Launch 4 SPF staff positions of 33.5 hours each - Apply to external grants or funds in Spring 2025 totaling at least \$7,000
	3	Educate the McGill community about food insecurity and local food systems	Undergraduate, Academic Staff, Postgraduate, Admin. Staff, and Alumni	<ul style="list-style-type: none"> - Partner with the McGill Food Coalition to organize tabling opportunities for food-related student groups during at least half of the Fall 2024 market dates - Create monthly social media posts during the Summer and Fall 2024 seasons that address the dimensions of local food insecurity, especially as it affects students, and raise awareness about affordable, sustainable food options in Montreal

STAKEHOLDER ENGAGEMENT

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

6. 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, 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
Dr. Caroline Begg	Faculty Lecturer	Expert Consultant		N/A
Brian Karasick	Interim Associate Director	Campus Planning Liaison		N/A
Steven Blaise	Customer Service Coordinator	Facilities Liaison		N/A
Teresa Standing	Administrative Officer	Campus Public Safety Liaison		N/A

7. 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*

Over the past 15 years, the Market has cultivated a trusted presence on the McGill campus. The Market is recognized and respected by many community members. To maintain and strengthen this relationship, the Market employs a dedicated Promotions and Outreach Coordinator that manages communication. Our current strategy of outreach includes our established social media pages, including 1,900 followers on Instagram and 2,600 on Facebook. The Market also invites members of the McGill community to receive more frequent updates about the Market's projects through our newsletter, which currently includes over 500 recipients. Of course, beyond our digital network, the Market's regular and predictable presence on McTavish is its most valuable platform for communication. Our vendors attract thousands of people to the Market each year, which empowers us to initiate new conversations and amplify our message about food insecurity and sustainability.

Another avenue to promote our project is to collaborate with other food groups on campus as a member of the McGill Food Coalition. For example, the Student Nutrition Accessibility Club (SNAC) has a similar mission to ours in making sustainable and local food options accessible to students. Partnering our efforts would increase student and faculty awareness of both of our initiatives and solidify the Market as a physical gathering space for nutrition-interested community members. Furthermore, the Market can serve as a complement to SNAC's work since they receive more interest than their services can accommodate.

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

Yes! The Market employs four McGill students each year, developing their skills related to project management, budgeting, advertising, grant writing, and collaboration. These student coordinators also invite other students to volunteer during the Thursday markets to help set up and take down equipment and orient the vendors. These volunteers are compensated through free produce and market merchandise.

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	Request Status
Sustainability Projects Fund (SPF)	4,990 \$	Requested
SSMU Memorandum of Agreement	6,000 \$	Received
Weekly Vendor Fees (Summer, Fall, and Winter Markets)	8890 \$	Projected based on previous years, contingent on weather + vendor interest. Includes \$1,530 revenue contingent on purchase of 2 new tents with SPF Funding
Merchandise Sales (T-shirts, tote bags, and stickers with Farmers' Market design)	1203 \$	Based on previous years' sales; contingent on merchandise order with SPF Funding
CSA Fees (Summer and Fall Produce Baskets)	19,030 \$	Based on current registrations and fall projections; net-zero profit, sold at farm's price
REVENUES GRAND TOTAL (must match Expenses Grand Total)	\$ 40, 113	

Expenses- Indicate your project expenses below. Please remember to include tax and shipping costs, if any.

Item Description	Unit Cost	# of Units	Total Cost	Expense paid by SPF?
CSA Fees (Summer and Fall Produce Baskets)	\$0.00		19,030 \$	See above (net-zero profit)
CSA Payment Installments Fund			1,600 \$	Yes
Bank Service Fees	\$0.00		100 \$	No
Promotional Materials (Posters, Labels, Website)	\$0.00		450 \$	No
Merchandise Orders (T-shirts, tote bags, and stickers with Farmers' Market design)	\$0.00	various	1047 \$	Yes
Purchase of two new tents	98 \$	2	230 \$	Yes
Miscellaneous Supplies as needed (table and tent repairs and replacements, volunteer events, etc.)	\$0.00		500 \$	No
Total	\$0.00		\$ 22, 957	

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	~# Wee	Hourly Wage	Subtotal	+ 20% Benefit	Total Cost	Funding Sources
Market Coordinator (1) - SPF Position	Unfixed	52	15.75 \$			527.625	SPF, 33.5 hours
Market Coordinator (2) SPF Position	Unfixed	52	15.75 \$			527.625	SPF, 33.5 hours
Outreach and Promotions Coordinator - SPF Position	Unfixed	52	15.75 \$			527.625	SPF, 33.5 hours
Finance Coordinator - SPF Position	Unfixed	52	15.75 \$			527.625	SPF, 33.5 hours
Market Coordinator (1) - Internal			Stipend			2700	SSMU, Vendor Fees
Market Coordinator (2) - Internal			Stipend			2700	SSMU, Vendor Fees
Outreach and Promotions Coordinator - Internal			Stipend			2700	SSMU, Vendor Fees
Finance Coordinator - Internal			Stipend			2700	SSMU, Vendor Fees
Salaries & Wages Subtotal						\$12,910.5	

EXPENSES GRAND TOTAL (must match Revenues Grand Total)	35867.50 \$
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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		
2		
3		
4		
5	Staff Position Information Appendix , if applicable	

STAFF POSITION INFORMATION

Please complete the fields below with information regarding the position that you would like to fund through your project. Should you have more than one type of position, please fill and attach a form for each position.

Position Title Finance Coordinator

Brief Description of Role Managing finance-related tasks for the McGill Farmers' Market.

1. **This position is:** New Already exists on campus

2. **Please describe which McGill unit/department/group/association will host the position.** *Limit ~100 words*

The McGill group that will host this position is the McGill Farmers' Market.

3. **Who will supervise the employee? Please list the supervisor's name and role at McGill.** *Note: The supervisor must provide a letter detailing their commitment. Please include this in the application appendix. Limit ~100 words*

There is not currently a supervisor for any members of the McGill Farmers' Market.

4. **Employee's Location(s):** Downtown Macdonald Gault Other: _____

5. **Please provide a detailed task list and/or job description.** *Limit ~400 words*

Finalize Stipend Payment Schedule:

- o Determine stipend payment schedule with the team.
- o Use cheques or e-transfers for payments.

Finalize Budget:

- o Use the budget templates in the finances folder for the current and next year.
- o Record sources of revenue (\$45/vendor/week) and expenditures (e.g., printing, stipend, FB ads).
- o Maintain at least \$500 in the bank for emergencies.
- o Decide on investing end-of-year profits in new tools or consider increasing coordinator stipends.

Create Accounting Template:

- o Set up a budget template for tracking all incoming and outgoing funds, including names and dates.
- o Break down weekly market income (e.g., number of vendor fees, merchandise sales).
- o Keep records of cheques in the MFM checkbook and decide on cheque vs. e-transfer payments with CSA suppliers.

Track Finances:

- o Regularly update finances and inform the team and stakeholders of account status.
- o Develop a personal method for tracking accounting.
- o Organize fundraising activities if needed.

Prepare Cash Box:

- o Maintain a cash box for market days and promotional material sales.
- o Count and record cash before and after market days.
- o Use the provided red cash box for transactions.

Maintain Finance Records:

- o Ensure all financial records are stored in the drive for transparency and accessibility.

CSA Responsibilities

Communications:

- o Handle communications with customers and farmers.
- o Help organize meetings with farms and manage changes to the CSA program.
- o Collaborate with the outreach coordinator for smooth pre-season CSA sales.

Payments:

- o Collect e-transfers/cheques from basket holders and ensure all payments are received.
- o Pay farms based on customer purchases, communicating regularly about sales and payment preferences.
- o Optionally, pay farms in installments to ensure timely payment.

Market Responsibilities

Vendor Fees Collection:

- o Collect \$45/table/week vendor fees and deposit them.

Promotional Material Sales:

- o Keep track of and deposit profits from promotional materials along with vendor fees.

6. **Working hours:** Full time Part time

If part time, indicate hours per week: 8-10 hours per week

7. **Wages:** Salaried Hourly pay

Indicate salary or hourly wage: 15.75

8. Please share how you have determined the hours and wages included in the budget. *Limit ~200 words*

The current stipend of \$2700 for the Finance Coordinator position at the McGill Farmers' Market does not adequately compensate for the extensive hours required, resulting in an hourly wage of approximately \$13.50, which falls below Quebec's minimum wage of \$15.75 per hour. The Finance Coordinator dedicates over 200 hours annually, necessitating increased funding to meet legal wage requirements.

Breakdown of Hours:

Pre-Market Season Planning: 30 Hours

- o Tasks include budgeting, forecasting, and coordinating with vendors and stakeholders.

Summer Market Days: 64 Hours

- o Market runs for 8 weeks, 8 hours per day including setup and takedown.

Fall Market Days: 72 Hours

- o More weeks than summer, requiring similar activities.

Winter Market Days: 16 Hours

- o Two days of significant preparation and execution.

Winter Market Planning: 20 Hours

- o Selecting 30 vendors and strong publicity campaigns.

Hiring and Training: 15 Hours

- o Recruiting new coordinators, preparing training materials, and conducting training sessions.

9. If applicable, please share how you will integrate the employee into the existing team/group structure.

Limit ~100 words

The employee's position already exists, and the employee is already integrated into the team.

10. What will happen to the position after the project funding concludes? Is there an intent to institutionalize this position? *Limit ~200 words*

The employee's role will continue to exist once the project funding concludes. The McGill Farmers' Market team will be applying to external grants in the year to further fund the upcoming year as well as sell MFM merchandise to sustain sustainable wages.

11. If applicable, please briefly describe how you plan to recruit the employee. *Limit ~200 words*

The employee is currently employed until May 2025.

12. My project team already has a candidate in mind to fill this position: Yes No

If yes, please disclose. *You may wish to attach a CV for the candidate in the application appendix. Limit ~100 words*

Not necessary.

STAFF POSITION INFORMATION

Please complete the fields below with information regarding the position that you would like to fund through your project. Should you have more than one type of position, please fill and attach a form for each position.

Position Title Market Coordinators

**Brief Description
of Role** Managing all McGill Farmers' Market related tasks.

1. **This position is:** New Already exists on campus

2. **Please describe which McGill unit/department/group/association will host the position.** *Limit ~100 words*

The McGill group that will host this position is the McGill Farmers' Market.

3. **Who will supervise the employee? Please list the supervisor's name and role at McGill.** *Note: The supervisor must provide a letter detailing their commitment. Please include this in the application appendix. Limit ~100 words*

There is not currently a supervisor for any members of the McGill Farmers' Market.

4. **Employee's Location(s):** Downtown Macdonald Gault Other: _____

5. **Please provide a detailed task list and/or job description.** *Limit ~400 words*

Vendor Selection:

- Maintain and update the vendor list in the Google Drive.
- Ensure blacklisted vendors are not contacted.
- Post prospective vendor forms/applications on the website and social media.
- Conduct vendor interviews and make selections based on market priorities and product balance.
- Confirm the final vendor lineup several weeks before the market starts.

Vendor Contracts:

- Update the vendor contract annually, ensuring both French and English versions are available.
- Email vendors their contracts in their preferred language.
- Adjust vendor fees annually based on CPI.
- Collect vendor fees weekly or accept nine post-dated cheques at the first market.
- Manage cancellation fees and address vendors with multiple last-minute cancellations.
- Ensure vendors provide MAPAQ certification for transformed goods.

Vendor Coordination:

- Provide each vendor with one table, two chairs, and a tent (additional equipment if necessary).
- Develop a plan/map for vendor placement based on their needs and space availability.
- Confirm parking permits for vendors with McGill Parking Services and distribute laminated passes.
- Request extra permits if needed and manage additional parking requests.

Market Operations:

- Confirm market location with Campus and Space Planning and communicate with vendors.
- Obtain event permits from McGill Events for the market, Corn Roast, and CSA drop-off.
- Ensure all vendors are insured or enter agreements with McGill for liability purposes.
- Prepare for the Winter Market by securing dates, locations, and vendors early.
- Email all past and potential vendors about the Winter Market vendor application form.

Logistics:

- Coordinate with SHHS for market equipment (tables, chairs, tents).
- Email Frank or other contacts if additional equipment is needed.
- Work with Campus Life & Engagement or the Office of Indigenous Initiatives for tent rentals.
- Follow up with Campus Space and Planning for market location discussions and updates.
- Ensure all vendors understand and adhere to the market's rules and schedules.

6. **Working hours:** Full time Part time

If part time, indicate hours per week: 8-10 hours per week

7. **Wages:** Salaried Hourly pay

Indicate salary or hourly wage: 15.75

8. **Please share how you have determined the hours and wages included in the budget.** *Limit ~200 words*

The current stipend of \$2700 for the two Market Coordinators of the McGill Farmers' Market does not adequately compensate the workers for the extensive hours required to complete their role's tasks. The additional hours required results in an hourly wage of approximately \$13.50, which falls below Quebec's minimum wage of \$15.75 per hour. Each Market Coordinator dedicates over 200 hours annually, necessitating increased funding to meet legal wage requirements.

Breakdown of Hours:

Pre-Market Season Planning: 30 Hours

- o Tasks include budgeting, forecasting, and coordinating with vendors and stakeholders.

Summer Market Days: 64 Hours

- o Market runs for 8 weeks, 8 hours per day including setup and takedown.

Fall Market Days: 72 Hours

- o More weeks than summer, requiring similar activities.

Winter Market Days: 16 Hours

- o Two days of significant preparation and execution.

Winter Market Planning: 20 Hours

- o Selecting 30 vendors and strong publicity campaigns.

Hiring and Training: 15 Hours

- o Recruiting new coordinators, preparing training materials, and conducting training sessions.

9. If applicable, please share how you will integrate the employee into the existing team/group structure.

Limit ~100 words

The employee's position already exists, and the employee is already integrated into the team.

10. What will happen to the position after the project funding concludes? Is there an intent to institutionalize this position? *Limit ~200 words*

The employee's role will continue to exist once the project funding concludes. The McGill Farmers' Market team will be applying to external grants in the year to further fund the upcoming year as well as sell MFM merchandise to sustain sustainable wages.

11. If applicable, please briefly describe how you plan to recruit the employee. *Limit ~200 words*

The employees are currently employed until May 2025.

12. My project team already has a candidate in mind to fill this position: Yes No

If yes, please disclose. *You may wish to attach a CV for the candidate in the application appendix. Limit ~100 words*

Not necessary.

STAFF POSITION INFORMATION

Please complete the fields below with information regarding the position that you would like to fund through your project. Should you have more than one type of position, please fill and attach a form for each position.

Position Title Promotion and Outreach Coordinator

Brief Description of Role Ensuring that the Montreal and McGill community are aware of all McGill Farmers' Market activities.

1. **This position is:** New Already exists on campus

2. **Please describe which McGill unit/department/group/association will host the position.** *Limit ~100 words*

The McGill group that will host this position is the McGill Farmers' Market.

3. **Who will supervise the employee? Please list the supervisor's name and role at McGill.** *Note: The supervisor must provide a letter detailing their commitment. Please include this in the application appendix. Limit ~100 words*

There is not currently a supervisor for any members of the McGill Farmers' Market.

4. **Employee's Location(s):** Downtown Macdonald Gault Other: _____

5. **Please provide a detailed task list and/or job description.** *Limit ~400 words*

Website Updates:

- Update the 'Our Team' section on the About page with new coordinators and ensure the list of stakeholders is up-to-date.
- Once the vendor list is finalized, update the 'Vendors' page with their pictures and information; enable the 'Vendors' page and hide the 'Vendor Call-out' page.
- Enable and update the 'Volunteers' page; start recruiting volunteers for summer and fall.
- Close the Google Form for basket registration and edit the 'Vegetable Baskets' page to disable registration access; hide the button to this page on the homepage navigation bar.
- Regularly update the blog section of the website.
- Update all website sections to reflect the new dates and any changes to the market or CSA program for the next year.
- Edit the 'Vegetable Baskets' page with up-to-date details about farmers, baskets, and registration.
- Enable the 'Vendor Call-out' page for new vendor sign-ups if needed.
- Activate the 'Coordinators' page for hiring; hide it once the application period closes.

Listserv Announcements:

- Submit important announcements (hiring, CSA basket registration, first/last markets) to various listservs: What's New at McGill, SSMU, AUS, SUS, EUS, MCSS, PGSS, EdUS, MUS, BASiC, MSE, ECOLE, Midnight Kitchen, QPIRG, Staff What's New, etc.
- Email all student associations in early summer with a blurb about the market for their handbooks; include market dates and times.

Flyers:

- Create flyers with market times, dates, and location to hand out at events and door-to-door in Milton Parc.
- Keep flyers on hand during the summer to give out to interested people; collect their email addresses and send personalized follow-up information.
- Distribute CSA flyers at sustainability-oriented events.

Online Merch Giveaways:

- Organize online giveaways on Instagram to increase outreach.

Basket Sales:

- Collaborate with the Finance Coordinator to promote the CSA basket and boost sales.
- Regularly communicate with the Finance Coordinator to monitor basket sales.

Volunteer Recruitment and Training:

- Share the volunteer registration form widely before and during the market season.
- Consider forming a Facebook group or Messenger chat for volunteer communication.
- Ask coordinator candidates if they're interested in volunteering.
- Train volunteer bottom-liners before the market starts, ensuring they understand market operations and meet the vendors.
- Train call-out volunteers on the market day they attend, ensuring they receive guidance from experienced volunteers or coordinators.

6. **Working hours:** Full time Part time

If part time, indicate hours per week: 8-10 hours per week

7. **Wages:** Salaried Hourly pay

Indicate salary or hourly wage: 15.75

8. **Please share how you have determined the hours and wages included in the budget.** *Limit ~200 words*

The current stipend of \$2700 for the Promotion and Outreach Coordinator of the McGill Farmers' Market does not adequately compensate the workers for the extensive hours required to complete their role's tasks. The additional hours required results in an hourly wage of approximately \$13.50, which falls below Quebec's minimum wage of \$15.75 per hour. The Promotion and Outreach Coordinator dedicates over 200 hours annually, necessitating increased funding to meet legal wage requirements.

Breakdown of Hours:

Pre-Market Season Planning: 30 Hours

- o Tasks include budgeting, forecasting, and coordinating with vendors and stakeholders.

Summer Market Days: 64 Hours

- o Market runs for 8 weeks, 8 hours per day including setup and takedown.

Fall Market Days: 72 Hours

- o More weeks than summer, requiring similar activities.

Winter Market Days: 16 Hours

- o Two days of significant preparation and execution.

Winter Market Planning: 20 Hours

- o Selecting 30 vendors and strong publicity campaigns.

Hiring and Training: 15 Hours

- o Recruiting new coordinators, preparing training materials, and conducting training sessions.

9. If applicable, please share how you will integrate the employee into the existing team/group structure.

Limit ~100 words

The employee's position already exists, and the employee is already integrated into the team.

10. What will happen to the position after the project funding concludes? Is there an intent to institutionalize this position? *Limit ~200 words*

The employee's role will continue to exist once the project funding concludes. The McGill Farmers' Market team will be applying to external grants in the year to further fund the upcoming year as well as sell MFM merchandise to sustain sustainable wages.

11. If applicable, please briefly describe how you plan to recruit the employee. *Limit ~200 words*

The employee is currently employed until May 2025.

12. My project team already has a candidate in mind to fill this position: Yes No

If yes, please disclose. *You may wish to attach a CV for the candidate in the application appendix. Limit ~100 words*

Not necessary.