

McQuesten Urban Farm Centre for Action on Food Security Grant –
Key activity plan and budget forecast

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Key Activity Plan

January to April 2017

Key activities for this period will be the planning and development of community engagement programming and on-farm operations for the growing season. Farm subcommittees will be formed to focus resident and staff efforts towards achieving 2017 farm priorities including: Sales, Markets and Distribution, Volunteers and Community Engagement, and Food Skills and Community Programming.

The key community engagement, farming and evaluation activities for this period are listed below.

Community engagement:

- Development of the Friends of McQuesten Urban Farm program
- Popup market planning and purchasing of market supplies
- Neighbourhood engagement – local schools, City Housing Hamilton
- Hiring of market and farming staff
- Community Engager working part-time hours

On-farm operations:

- Cropping planning and preparation of seed order
- Seed starting and seedling cultivation at Plan B greenhouses
- Farm preparation for spring planting
- Purchase of cold storage unit and washing station
- On-site farmer hours commencing in April

Evaluation: Development of evaluation framework and collection of existing sources of baseline data.

May to September 2017

Key activities for this period will be the start of field operations for the growing season as well as the launch of the popup markets. Food processing and food skills programming will commence in June to coincide with the harvest of early season crops and will increase in frequency as more foods become available for harvest.

The key community engagement, farming and evaluation activities for this period are listed below.

Community Engagement:

- Launch Popup Markets (late-May)
- Begin food processing activities with community
- Community and school farm tours and workshops commence
- Launch Friends of McQuesten Urban Farm program
- Plan and hold community events at the farm
- Community Engager working full-time hours

On-farm Operations:

- Commence full planting and cultivation activities on-site
- Begin initial harvest late May and ramp up production throughout summer
- Commence greenhouse operations (September)
- Marketing and sales of produce
- On-site farmer hours working full-time hours
- Resident Farm Staff begin working

Evaluation: Evaluation activities through a funded academic partnership with McMaster University are anticipated to start in September and run to the end of 2017 and continue into 2018. Graduate student summer placement (unpaid) currently being arranged to collect further baseline data and monitor and document farm programs throughout the season until McMaster partnership is in place.

October to December 2017

Key activities for this period will be the harvesting and processing of food, continued operation of the popup markets and the hosting of school groups and volunteers on the farm. Food processing and food skills programming will continue with a focus on preserving and storage/freezing of fresh foods over the winter.

The key community engagement, farming and evaluation activities for this period are listed below.

Community Engagement:

- Continue Popup Markets (completion in December)
- Increase food processing activities with community during harvest season
- Community and school farm tours and workshops continue
- Plan and hold community events at the farm (fall harvest celebration)
- Community Engager continues working full-time hours

On-farm Operations:

- Ramp up harvest activities
- Scale up greenhouse operations (October)
- Storage of root crops for use in fall/winter markets and processing activities
- Continued marketing and sales of produce
- Prepare farm for winter (cleanup, cover crop, garlic planting)
- On-site farmer continues full-time hours
- Resident Farm Staff continue part-time hours

Evaluation: End of season wrap up of farm activities both quantitative (measurement of food produced, volunteer hours, etc.) and qualitative (stakeholder interviews with residents/volunteers/employees on outcomes of 2017 farm operations and programming). A more extensive evaluation of the 2017 season will commence in January 2018.

Budget Forecast

Activity Period	Planned Operation Budget Expenditures	Planned Capital Budget Expenditures	Planned Total Expenditures
January 1 – April 30	\$5,000 (wages)	\$17,000 (cold storage, washing station, market supplies, program supplies)	\$22,000
May 1 – September 30	\$69,000 (wages) \$3,750 (evaluation)	\$5,700 (program supplies)	\$78,450
October 1 – December 31	\$35,500 (wages) \$11,250 (evaluation)	\$2,800 (program supplies)	\$49,550
Total Expenditure			\$150,000