



UNITY
COLLEGE

McKAY FARM
& RESEARCH STATION



MCKAY FARM AND RESEARCH STATION
END OF YEAR REVIEW
GOALS & ACHIEVEMENTS 2018-2019

McKay Farm and Research Station continues to serve Unity College's academic and research programs, hosts and contributes to community programs, and serves as a resource to area gardeners, growers, farmers and other non-profit agencies throughout the state.

Given to Unity College in 2013, McKay Farm and Research Station has since grown to be a vital part of the academic experience and a valuable community resource. In March 2016, the farm was organizationally relocated under the leadership of the Chief Sustainability Officer, and a new Farm Manager was brought on board in July 2016.

Starting in 2018, another reorganization resulted in additional personnel including an Assistant Manager, seasonal Greenhouse Technician and Field and Grounds Technician position, as well as other part-time seasonal employees as the budget allows, while continuing to employ work-study students, and welcoming volunteers.

The fiscal year 2018-2019 has seen many improvements in the operational strategies, appearance, structures, and activity levels at McKay Farm. We are still striving toward revenue neutrality and have added several product lines. We have also added new partnerships as well as renewing existing ones. In 2019, McKay Farm was again conferred organic certification from Maine Organic Farmers and Growers Association (MOFGA).



CURRICULAR AND CO-CURRICULAR OPPORTUNITIES

Academic

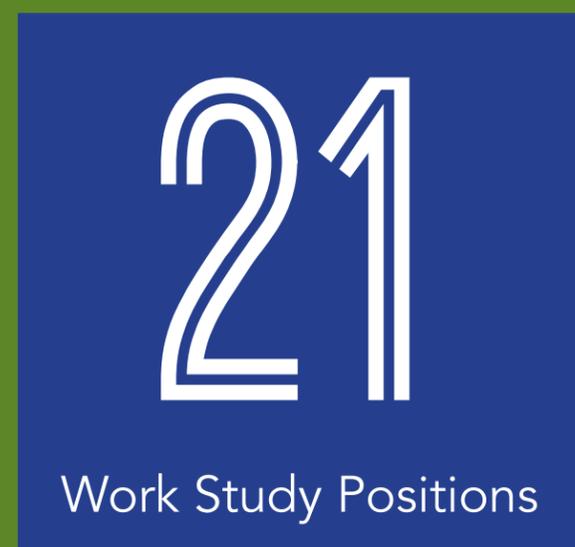
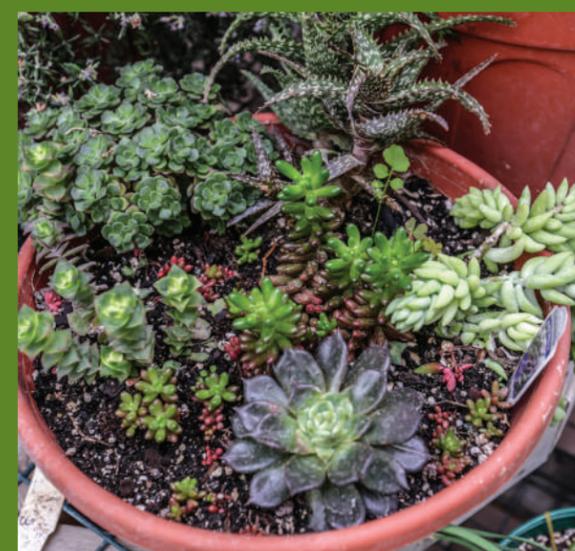
Unity College Flagship students and classes used indoor and outdoor space as well as other McKay Farm resources for academic assignments and projects. Some of these projects yielded greens and other produce that was served in Unity College dining facilities.

Here is a sample of the classes that used McKay Farm in 2018-2019:

- Documentary Film
- Fisheries Science and Techniques
- Agroecology
- Environmental Issues & Insights
- Environmental Scenarios & Solutions
- Green Building class: Assess, Design, Retrofit
- Fundamentals of Organic Horticulture
- Sustainable Agriculture Systems
- Themes in Fisheries and Aquaculture: Current issues in Aquaculture
- High Tunnel
- Biodiversity Capstone
- The American Chestnut Restoration project
- Integrated pest management
- High Tunnel
- American Chestnut project
- Conservation Biology
- Photography
- Soil Fertility
- Student independent projects

Work-Study

A total of 21 Flagship students were employed at McKay Farm through the federal work study program, gaining sustainable agriculture skills as well as entrepreneurial experience in plant production and care, customer service, retail sales, and community relations.





COMMUNITY ENGAGEMENT

Events

To date this year, McKay Farm offered or participated in nine community events. In total, more than 1300 individuals participated.

- Goat Milk Soap Class
- Taste of Waterville
- Sky Lodge Grand Opening
- Common Ground Fair
- Goat Agility Training
- Haunted Thorndike
- Merry and Bright in Thorndike
- Mother's Day Tea
- Father's Day Tea

Volunteers

For the entire year, more than 100 volunteer hours were contributed by Unity College Flagship students, students from other schools, and area community members.

Partnerships

McKay Farm continues to serve as a pickup site for the Waldo County Woodshed, distributing over seven cords of firewood to area individuals in need of wood as a source of home heating.

For the fourth consecutive year, McKay Farm hosted seed germination exercises and field plant-outs of experimental strains of American chestnut trees as part of an ongoing collaborative between Unity College, The University of Maine, and The American Chestnut Foundation (TACF).

The Belfast Garden Club toured McKay Farm to explore the resources available to local community gardeners.



BUSINESS DEVELOPMENT



Revenues to date, including workshops, wholesale, and retail sales, are \$86,881, while expenses, including utilities and labor, are \$238,682. An increase in expenditures is due to the reorganization and additional salaried positions. We have realized some savings in expenses through strategic management of greenhouse heating and have reinvested those funds in supplies.

McKay Farm continues to provide organically grown produce to the Unity College Dining Services and through campus markets.

To date, McKay Farm has more than 1,100 individuals that either “liked” us on Facebook or followed us on Instagram.

Demand for our seedling care services for local farming enterprises has increased and exceeds current supply of space. McKay has also expanded services to the Coastal Maine Botanic Garden and has rekindled a relationship with Cultivating Community for growing seedlings for refugee farmers who are putting down roots in their new home.

Other new business opportunities include utilization of McKay Farm as an events space, increased wholesale relationships, and increased seasonal sales due to expanded product lines and increased marketing.

87K

Revenue

11

Campus Markets

48

Farming Enterprises Supported

ECONOMIC IMPACTS:

JULY 1, 2018 - JUNE 30, 2019

LOCAL AREA

STUDENT

MAINE ECONOMY

EMPLOYMENT

As McKay Farm becomes more financially independent, the subsidy provided by Unity College will decrease with a goal of total self sufficiency, making good on our commitment to the region as it grows.

\$86,881

Earned Income

\$238,682

Operating Budget

\$151,801

Institutional Commitment to McKay Farm

We like to serve the people in our communities, and our customers are the community's customers.

1,903

Customers Served

\$46

Average Spent per Customer

100

Volunteer Hours

1,300

People Served through Community Programs

60

Pounds of Food Donated

Our students have the chance to immerse themselves in a hands-on learning experience and create positive memories of the region.

19

Classes Integrated

228

Students Visited

21

Work Study Positions

Shopping locally is core to our values because it helps local vendors and reduces our environmental impact. We were also able to invest in capital improvements funded by grants and Unity College.

33.8%

Amount Spent with Maine Vendors (over \$81K)

48

Farming Enterprises Supported

\$9,500

Investment in Facilities and Construction

Our employees, who live in Waldo County, have the financial resources they need to participate in the community, both socially and economically.

5

Employees

\$134,985

Annual Payroll & Benefits

OPERATIONS AND INFRASTRUCTURE

During this year, several infrastructure improvements were made including:

Minor maintenance repairs on all greenhouse structures

Re-covered half of Greenhouse #2 with a double layer of poly

Reorganized Showroom #1 including relocation of POS system

Serviced and upgraded heating systems and ventilation motors

Reconnected water lines to Greenhouse #4

UPCOMING

Grants and gifts to further our research and operations

Invite more garden clubs to tour

Applying to be able to accept SNAP EBT

Forest Foraging Workshop planned for summer/fall 2019

Preparing Greenhouse #4 for potential expansion of seedling care services



1,903
Customers Served