



COLLEGE  
McKAY FARM  
& RESEARCH STATION

MCKAY FARM AND RESEARCH STATION  
END OF YEAR REVIEW  
GOALS & ACHIEVEMENTS  
2020-2021



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

McKay Farm and Research Station was gifted to the College in 2013 and it is an integral part of the academic experience as well as a valuable community resource. The farm is a part of the School for Environmental Business and Sustainable Ventures - Unity College's Sustainable Education Business Unit (SEBU) dedicated to offering sustainable products and services as well as entrepreneurial educational experiences for students, customers and guests.

McKay Farm and Research Station is led by a Farm Director and employs seasonal staff as needed. During the 2020-2021 fiscal year the farm was presented with some unique challenges and focused most of its efforts on retail sales due to Unity College being closed for face-to-face learning, making support for academic programs and campus dining services not needed.

The fiscal year 2020-2021 also saw some big changes at McKay Farm and Research Station. These included the hiring of a new Director – Dr. James "Wayne" Tallman, a staffing restructure and continued infrastructure improvements. McKay Farm is still striving toward revenue neutrality and continues to maintain its organic certification from Maine Organic Farmers and Growers Association (MOFGA).



## COMMUNITY ENGAGEMENT

### Events

- No events hosted due to COVID-19 restrictions.

# 612

Customers Served

### Volunteers

Volunteer hours were limited due to COVID-19 restrictions and no events being hosted at McKay Farm.

### Partnerships

The Waldo County Woodshed is a volunteer run non-profit group that works to provide free firewood for people in need in the Waldo County, Maine area.

McKay Farm served as one of the 8 distribution sites throughout the county again during the 2020-21 heating season. This partnership provides much needed economic relief to the people it serves.

# BUSINESS DEVELOPMENT

Revenue in 2020-21 was limited due to challenges caused by the pandemic but included \$43,477 in retail sales while expenses, including utilities and labor were \$212,334. McKay Farm continues to realize savings in expenses through strategic management of greenhouse heating and reinvesting funds in supplies.

During the 2020-21-year McKay Farm focused on its retail store, which despite the pandemic was open 7 days per week, aligned with social distancing guidelines, and it was still able to support local farmers through the rental greenhouse space.

McKay Farm continues to use social media for its marketing efforts and to date has 1281 likes from Facebook, which includes 1337 people following the page and 99 checking in and posting upon visiting McKay Farm.

The new Director of McKay is focusing the farm's efforts on food production for the upcoming 2021-2022 year and has secured partnerships with local schools and the Day Break Growers Alliance, in addition to maintaining our table rental business which supports local farmers.

In April of 2021 Unity College hired Dr. Tara J. Konya as the new Dean for the School of Environmental Business and Sustainable Ventures and one of her tasks is to work with the new Director to further integrate McKay Farm into the academic offerings within the Unity College business programs.



43K Revenue      1,337 Social Media Followers

# ECONOMIC IMPACTS:

JULY 1, 2020 - JUNE 30, 2021

## LOCAL AREA

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.

**\$43,477**

Earned Income

**\$212,334**

Operating Budget

**\$177,586**

Institutional Commitment to McKay Farm

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

**612**

Customers Served

**\$68**

Average Spent per Customer

## MAINE ECONOMY

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.

**34%**

Amount Spent with Maine Vendors

**40**

Farming Enterprises Supported

**\$11,175**

Investment in Facilities and Construction

## EMPLOYMENT

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

**3**

Employees

**\$75,554**

Annual Payroll & Benefits

## OPERATIONS AND INFRASTRUCTURE

During 2020-2021, several infrastructure improvements were made including:

**Replaced the plastic** on several greenhouses

**Continued to repair and replace** the roll-ups on the greenhouses

**Upgrading the irrigation systems** inside the greenhouses



## UPCOMING

**Continuing to pursue grants and gifts** to advance the mission of McKay Farm and Research Station

**Re-establish relationships** with organizations while pursuing new relationships

**Establishing unique agricultural and academic offerings** that integrate the assets of McKay Farm into the programs



