

GROWING NORTH



THE MODEL

The Arctic Farmers program would run in partnership with local Hamlet offices within communities in Northern Canada. Day-to-day operations of the greenhouse will be run by 1-2 Greenhouse Managers who would report directly to the Senior Administrative Officer (SAO) and Mayor regarding greenhouse productivity. The method of food distribution is dependent on the community's preference and demand; possibilities include partnering with the community food bank, distributing directly to consumers via weekly farmers market, or through established local grocers. All options would be reviewed and implemented by the Hamlet with guidance and assistance from Growing North. Greenhouse Managers are responsible for all stages of production, from planting, harvesting, packaging, distribution and more.

Day-to-Day Management

Greenhouse Managers begin each workday at the Hamlet's office, where they clock in and pick up their work-kit. This kit contains a pre-programmed tablet and sensory equipment to be used at the greenhouse for daily operations. Managers complete a daily greenhouse check-in using this kit; tasks include recording the necessary measurements using the digital and paper copy of a pre-designed hydroponics form. At the end of each day the Greenhouse Manager returns all tools and completed forms to the Hamlet's office, after which they clock out. On a weekly basis, the Greenhouse Managers meet with the SAO to discuss relevant updates, issues experienced and updates regarding current statuses of the greenhouses production goals. At these meetings the SAO reviews the weekly report about the overall greenhouse system (daily check in data, progress of seedlings, and produce harvesting). On a monthly basis, meetings between Growing North, the Hamlet and Greenhouse Managers will be held to discuss overall performance, harvests, sales, and pivots.

Responsibilities:

The Arctic Farmer program divides responsibilities between the local Hamlet and Growing North. Greenhouse Managers are hired through a committee comprised equally of Hamlet and Growing North members. The Hamlet and Growing North are each responsible for funding half of the Greenhouse Managers wage.

Growing North is responsible for providing a “Planting and Harvesting” schedule that the Arctic Farmers can adhere to, and are responsible for providing training to the newly hired Greenhouse Managers. Growing North is also responsible for assisting the Hamlet in the execution of the selected business model. The Hamlet is responsible for ensuring that the Greenhouse is operating seamlessly and on track, indicated by meeting deadlines and yields within the schedule provided by Growing North. The Hamlet would also be responsible for having direct input on the desired distribution model.

DISTRIBUTION OPTIONS

Farmers Market:

The Greenhouse Managers are responsible for packaging and transporting harvested produce to the location of the farmers market. They are also in charge of collecting the additional supplies required, including blank sales records, produce labels and a cash box from the Hamlet’s office, purchased by Growing North. Once at the market, they are responsible for setting up the table with the complete produce display, including relevant labels and prices. The Greenhouse Managers will work with high school students enrolled in the co-op program to sell produce directly to community members from 12-4 PM. They are expected to record transaction details, such as the type and quantity of produce sold and the grand total collected during the market. They are responsible for returning the completed sales record, cashbox and other supplies to the Hamlet’s office, and properly storing any extra produce from the market.

Local Grocers:

The Greenhouse Managers are responsible for packaging pre-weighed and labelled bags of produce. Local grocers are accountable for picking up this produce and transporting it to their store. Growing North will project the amount of produce to be distributed to the community on a monthly basis, dependant on the harvest type and amount. The local grocers orders will be placed to Growing North and detailed to the Greenhouse Managers in the “Planting and Harvesting” schedule provided. Payment from the local grocers will be deposited directly from the grocers to Growing North’s community bank account.

Subscription Program:

Greenhouse Managers are in charge of weighing, packaging and labelling boxes of produce, dependent on the sizes of subscription boxes available (varying from small, medium to large). Interested community members can register for the subscription program at the Hamlet office. The Greenhouse Managers are needed for advertising the subscription program and keeping records of community members who have signed up. Co-op students are obliged for distributing produce to customers for a part-time wage or credit. Greenhouse Managers are accountable for distribution of stipends and recording proof of transactions on a monthly basis through signed invoices. Furthermore, the students deliver the boxes of food directly to the customer. Customers can pay the students at the time of delivery, or can pay on a monthly basis for the produce by depositing the funds into Growing North’s community bank account. The Greenhouse Manager is responsible for keeping organized records of the customer's payment method and proof of payment.

Healthy Food Program:

Greenhouse Managers are in charge of weighing, packaging and labelling boxes of produce based on the agreed quantities determined by the local health centre. Members of the local health center are responsible for picking up and transporting the food to their centre. The Hamlet is responsible for providing payment and will automatically deposit the predetermined funds per pound into the Growing North community bank account, or can provide the Greenhouse Managers with cash. The local health centre is then involved in distributing the food at a low cost or no cost to low income families throughout the institution.