



Marketing Research Volunteer

GrowNYC's Union Square Greenmarket

PO Box 2327

New York, NY 10272

www.grownyc.org

About Greenmarket

Greenmarket's mission is to promote regional agriculture and ensure a continuing supply of fresh local produce for all New Yorkers. Greenmarket supports farmers and preserves farmland for the future by providing regional, small family farmers with opportunities to sell their fruits, vegetables and other farm products to New Yorkers. Greenmarket is a program of GrowNYC, a nonprofit organization.

Greenmarket Marketing Research Volunteer Job Summary

The goal of this project is to illustrate to producers what their competition is internally and externally based on statistical analysis of price points and variety of available products. Additionally, this project serves to aid consumers who shop at the market by providing objective quantitative information that will better inform their consumer decisions regarding how and where they shop. Volunteer will be responsible for:

- Taking inventory of products and price points at each of the producers present at the Union Square Greenmarket.
- Inputting collected data into a concise and readable spreadsheet in order to easily reflect the products and price points recorded on that day.
- Aiding in the analysis of said market data in order to highlight market trends that exist at the Union Square Greenmarket and how such trends relate to our external competitors.

Benefits

- Gain inside knowledge of farmers market operations and marketing system
- Ability to interact with farmers in a business setting
- Learn organizational and analytical skills in Excel

Essential Qualification

- Knowledge and proficiency with Excel is a plus

Ideal Qualifications

- Interest in farmers markets and/or related issues – including public health, nutrition, food access, food systems, and sustainable agriculture
- Strong communication and client/customer relationship skills
- Ability to work outdoors in various weather conditions

This is an unpaid opportunity with flexible hours. We are looking for volunteers who can work at least 2 hours per day, up to 4 days per week (Monday, Wednesday, Friday, Saturday) through summer 2019. Please submit resume and cover letter to gsnyder@grownyc.org and include "Marketing Research Volunteer" in the subject line.