



GREENMARKET REGIONAL GRAINS PROJECT VOLUNTEER

GrowNYC

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Greenmarket Organization Information

Greenmarket is a program of GrowNYC, a NYC-based non-profit organization. Greenmarket's mission is to promote regional agriculture and ensure a continuing supply of fresh local produce for 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.

The mission of the Greenmarket Regional Grains Project (GRGP) is to foster a thriving regional grain economy within the local food system, beginning with our network of growers and customers and extending to any farmer, entrepreneur or retailer contributing to its growth throughout the Northeast. GRGP is a participant in a five year grant project called "Value Added Grains for Local and Regional Food Systems." The grant project conducted trials and quality evaluations of ancient and heritage varieties of wheat which are adapted to the climate in the Northeast.

Greenmarket Regional Grains Project Volunteer

The Value-Added grains project is seeking a volunteer to help with a study to determine consumer willingness to pay for bread made from these ancient and heritage wheat varieties. This is an opportunity to learn about marketing research and behavioral economics and to participate in the study of this burgeoning sector of the local foods movement: local and heritage grains. The study will work with a baker who sells locally grown, organically produced grains at an open air market. Through the use of surveys and vouchers, researchers will gather and analyze the farmers' market sales data, capture the various qualities of the bread and estimate consumer willingness to pay for the different varieties.

The ideal volunteer is motivated, willing to learn, has excellent follow through and can work reliably with minimal supervision. In addition, the volunteer should have excellent communication and customer service skills. The specific tasks that will need to be performed include:

- Hand out vouchers to randomly selected customers at the market.
- Explain to customers the purpose of the project, provide them with information on the different loaves offered for sale with the vouchers, and explain what information they need to provide in order to redeem the vouchers;
- Work with bakers who will condition the customers by offering samples of the breads that are the subject of the study.
- Assist the bakery staff at the market and collecting the vouchers at the market.
- Enter the data contained on the returned vouchers.
- Email the raw data and email the vouchers to the economist doing research.

Start date: **April 4th 2016**

This volunteer opportunity is unpaid. The volunteer position will involve working at a Greenmarket every Sunday for a period of three weeks in April, compile and enter the data collected. The project should take not more than 10 hours per week and should be completed no later than May 20, 2016. Please submit resume and cover letter with "Greenmarket Regional Grains Volunteer" in the subject line to June Russell at jrussell@grownyc.org. Applications will be accepted on a rolling basis. GrowNYC is an Equal Opportunity Employer.