

— SANTA MONICA —

# FARMERS MARKETS



## 2018-19 VOLUNTEER/ INTERNSHIP MANUAL

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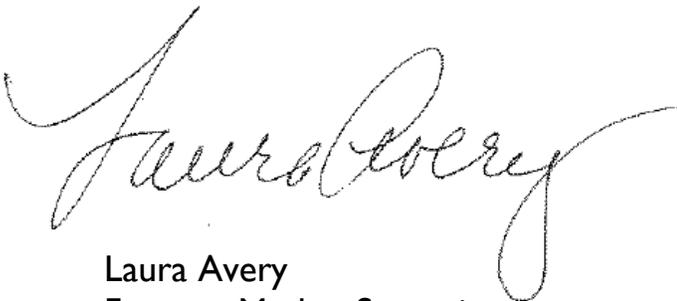
## **A LETTER FROM LAURA AVERY**

Hello!

Welcome to the Santa Monica Farmers Market, and thank you for your interest in becoming a volunteer. The Santa Monica Farmers Markets are proud to be an integral part of the City of Santa Monica's Sustainable City Plan, adopted in 1994 and one of the first in the nation. Our nationally recognized farmers markets are committed to creating a vibrant, diverse, inclusive and connected community that promotes the prosperity of California farmers and small food businesses for generations to come. This ambitious undertaking would not be possible without your help. The commitment and hard work of our volunteers is vital to our success and we hope you will consider joining the team.

As a volunteer, you will have the opportunity to work in many aspects of the organization. You will receive a comprehensive orientation followed by additional training to prepare you for your chosen volunteer positions. Your time is extremely valuable to us, and we strive to make your volunteer experience fun, inspiring, engaging and educational. As a member of the City of Santa Monica's farmers' market team, you will represent the values and goals of a city that is committed to wellbeing for all.

We hope you will join us!



Laura Avery  
Farmers Market Supervisor



# ABOUT THE MARKET

## MISSION

The Santa Monica Farmers Markets (SMFMs) are committed to promoting healthful eating and sustainable agriculture in California by providing fresh agricultural products from small farms to urban customers, thereby building community and preserving California farmland.

## HISTORY

The first Santa Monica Farmers Market opened on Wednesday, July 11, 1981 in Santa Monica's downtown retail district. This market was an instant success and today it is widely recognized as one of the largest and most diverse grower-only CFM (certified farmers' markets) in the nation. Since 1981 three other farmers' markets have been opened through-out Santa Monica, they are as follows:

- Wednesday Downtown (Arizona & 2<sup>nd</sup>)
- Saturday Downtown (Arizona & 3<sup>rd</sup>)
- Saturday (Virginia Avenue Park, 2200 Virginia Ave.)
- Sunday Main Street (2640 Main Street)

As the farmers' markets continue to expand, they still maintain the goals of providing reasonably priced, high quality produce to the city's population while simultaneously supporting, local California farmers.

## BENEFIT TO BEING A VOLUNTEER/ INTERN

There are many benefits that come with being a volunteer. The Santa Monica Farmers Markets foster a wonderful experience for shoppers and volunteers alike. Some benefits include:

- The opportunity to work with great people
- Getting exclusive behind the scenes knowledge of the Santa Monica Farmers Markets
- Getting to know the farmers and learning why supporting locally grown food is important
- Gaining an in depth look at the food industry, specifically the farm to table movement
- Getting to know the SMFM staff and learn about what they do to ensure the farmers markets run smoothly.

## ABOUT THE MARKETS

The Santa Monica Farmers Markets are Certified Farmers Markets which means all the fruits, vegetables, honey, nuts, flowers, meats, eggs and dairy sold at the SMFMs are grown by a California farmer and all of our markets are overseen by the California Department of Food and Agriculture. At the SMFM, you can be confident you are buying from a genuine California farmer. Certified Organic growers are identified by a bright flag posted at their market booth.

## SMFM AND CITY GOALS

With the goals of the City of Santa Monica in mind, SMFMs work hard to organize bustling, successful and enjoyable farmers markets each week. These goals are as follows:

### **Inclusive and Diverse Community**

Food access is not simply a health issue, but also a community development and equity issue. For this reason, access to healthy, affordable, and culturally appropriate food is a key component at the Santa Monica Farmers Markets. We proudly participate in food assistance programs: CalFresh, WIC and the Senior Farmers Market Nutrition Program

### **Local Economy - Sustainable Economy**

The City of Santa Monica supports sustainable, local, and organic food and agriculture. How we spend our food dollars, as individuals, businesses, and as a city, can improve the quality of life in our community, and the communities where our food comes from. By making sustainable food choices we can ensure a cleaner environment, boost the local economy, and foster social justice.

### **Learn and Thrive**

Lifelong learning is a priority in Santa Monica, shaped through the city's collaboration with schools, service providers, businesses, residents and community leaders. Over 800 students from local schools visit the markets each year. The markets also host chef demos and hands on cooking classes for adults.

### **Mobility**

Santa Monica is a bike friendly community. All our weekend markets have a free Bike Valet and bike share stations are conveniently located adjacent to all the SMFMs. The markets are also easily accessed by the Big Blue Bus EXPO and Metro bus lines.

### **Food Forward Partnership**

The Santa Monica Farmers Markets are proud to be a pioneering partner with Food Forward. Together we connect the fresh, local produce that is leftover at the end of our Wednesday and Sunday farmers markets with food insecure people in our community.

Find us on social media! #smfm



[www.farmersmarket.smgov.net](http://www.farmersmarket.smgov.net)  
A service of the City of Santa Monica



# VOLUNTEER OPPORTUNITIES

## **ABOUT SMFM VOLUNTEERS!**

Volunteers are vital to the success of Santa Monica Farmers Markets. We rely heavily on our volunteers on market days to ensure that all goes smoothly. Our volunteers work outside, constantly communicating with our customers and farmers as well as in our office working with our small but mighty team. The intimate nature of SMFM fosters an excellent learning community for our volunteers as they explore the markets. We offer volunteer positions in our Education Program which is divided into two segments; we offer field trips at the markets and we also offer after school programs which take place at various locations (not the markets). We also offer customer service positions in our information booths and administrative positions in our office. We appreciate all that our volunteers do and are excited to have you on board!

# **AFTER SCHOOL COOKING CLASS VOLUNTEER**

## **GENERAL SUMMARY**

After School Cooking Classes are a part of our Youth Veg-ucation Program. After School Cooking Class Volunteers are needed to teach at offsite locations such as libraries, after school programs etc. These volunteers will work with at least one other co-teacher as they bring the farmers' market to children. They will have the opportunity to contribute to the lesson plans, design their own lesson plans and learn about the farmers' market in the process.

## **SPECIFIC DUTIES**

- Teach 30 minute presentations to students at after school programs (up to 25 students per class, 3 classes per day)
- Communicate with those in charge of the offsite program

## **SKILLS REQUIRED**

- Able to commit to a regular schedule. Shifts are available weekly, bi-weekly or monthly.
- Must be available Thursdays 2:30pm- 5:30pm.
- College aged or above
- Excellent verbal and written communication skills
- Responsible and reliable
- Excellent computer skills
- Ability to work independently as well as with a team.
- Enthusiasm for Farmers' Markets, small farmers and locally grown produce, social media, marketing, education and environmental sustainability.

## **WORK LOCATION AND TIME COMMITMENT**

After School Market Teachers will work at various off-site (i.e. not the farmers' markets) locations. We expect that volunteers commit to a regular schedule (weekly, bi-weekly, monthly) and teach at least once a month for 6 months.

# FIELD TRIP TEACHER AND FOOD MANAGER

## GENERAL SUMMARY

Farmers' Market Field Trips at our Wednesday Downtown Farmers' Market are another component of our Youth Veg-cation Program. Farmers' Market Field Trip Teachers and Food Managers are needed to work at the Wednesday Downtown Farmers' Market and help with Farmers Market Field Trips. Food Managers are needed to talk with the farmers and buy ingredients for our Farmers' Market Field Trips. They will be in charge of gathering all ingredients that will be used in the samples and preparing them for that day's classes. Food Managers will also have the opportunity to give advice on certain recipes and be creative in what they buy from the farmers. This position is ideal for those not yet totally confident teaching or speaking in front of large classes but are hoping to improve. They will have the opportunity to work with children and help each lesson run smoothly. Volunteers will be able to contribute to the lesson plans and progress to a lead teacher while learning about the farmers' market.

## SPECIFIC DUTIES

- Food Shopping at Wednesday Farmers' Market
- Providing advice and ideas for samples
- Preparing samples
- Assisting the lead teacher in teaching 30 minute presentations to students at the markets (up to 25 students per class, 3 classes per day)
- Assist in setting up and taking down the Education Program Booth
- Help give out samples and clean up after each activity
- Minimal social media postings to promote the Education Program

## SKILLS REQUIRED

- Able to commit to a regular schedule. Shifts are available weekly, bi-weekly or monthly.
- Must be available Wednesdays 8:30am – 12pm
- College aged or above
- Excellent verbal and written communication skills
- Responsible and reliable
- Ability to work independently and with a team
- Enthusiasm for Farmers' Markets, small farmers and locally grown produce, social media, marketing, education and environmental sustainability.

## WORK LOCATION AND TIME COMMITMENT

Farmers' Market Field Trip Teachers and Food Managers will work at the Wednesday Downtown Farmers' Market. We expect that volunteers commit to a regular schedule (weekly, bi-weekly, monthly) and teach at least once a month for 6 months.

# **INFORMATION BOOTH VOLUNTEER**

## **GENERAL SUMMARY**

At the information booth you are the pulse of the farmers' market. Information booth volunteers are relied upon to direct customers to certain vendors and assist in the daily operations of the market. They get to work outside while getting to know farmers in a unique way and also enjoying the farmers' market experience!

## **SPECIFIC DUTIES**

- Setting up the information booth table and signs
- Answering customer inquiries
- Running the EBT Machine and distributing scrip for food stamps
- Directing customers in search of specific vendors or products
- Collecting and organizing paperwork at the end of the market

## **SKILLS REQUIRED**

- Able to commit to a regular schedule. Shifts are available weekly, bi-weekly or monthly.
- Reliable
- Responsible
- Excellent customer service skills
- Strong communication skills
- Comfortable working with a wide variety of people
- Enjoy working outdoors

## **WORK LOCATION AND TIME COMMITMENT**

Information booth volunteers are needed at all four of our farmers' markets so please specify on your application which market you would like to apply to work at. Volunteers are expected to commit to a regular schedule (weekly, bi-weekly or months) of 3-4 hours shifts for at least 6 months.

# SEASONAL EVENTS VOLUNTEER

## GENERAL SUMMARY

The Santa Monica Farmers' Markets Volunteers table and assist at seasonal events outside and within the farmers' markets.

Seasonal events include:

- May: LA Times Food Bowl, CalFresh Awareness Month
- August: National Farmers Market Week
- September: Buy Local Health & Fitness Festival, Chile Roast, Hunger Action Month, Food Literacy Month
- October: Pumpkin Decorating, All You Can Carry Pumpkin Patch, COAST Open Streets Festival, Farm to School Month
- November: National Diabetes Month
- December: Healthy Soils Week

## SPECIFIC DUTIES

- Tabling, Flyering
- Customer outreach and engagement
- Tasks depending on event

## SKILLS REQUIRED

- Ability to work independently as well as with other staff
- Reliable
- Good communication skills
- Enjoy working outdoors

## WORK LOCATION AND TIME COMMITMENT

Seasonal events are held within and outside the Santa Monica Farmers' Markets. Volunteers are expected to commit to a regular schedule (weekly, bi-weekly or months) of 3-4 hours shifts for at least 6 months.



# INTERNSHIP OPPORTUNITIES

## **ABOUT SMFM INTERNSHIPS!**

Join our dynamic fast-paced team as a Farmers Market Intern! We are looking for responsible, dedicated, outgoing folks to assist with daily operations at the markets and in our administrative office. These positions are slightly more involved than the volunteer positions and allow you to really integrate with our Farmers' Market staff. These internships are unpaid however we do offer course credit in return for your hard-work. Interns have the opportunity to apply for this internship and select a focus in social media/marketing, education, volunteer coordination or analytics and work with Farmers Market staff to develop goals and projects in that area. While interns will be designated to work under a certain title, there is room for creativity and flexibility. We love working with our interns to find projects that best fit their skill set!

# **ANALYTICS INTERN**

## **GENERAL SUMMARY**

Analytics Interns are provided with a unique perspective of the markets. They use their skills to process data and tell stories about the success of our vendors. Analytics interns, after looking at the data, also provide suggestions about how we can make the markets more efficient and profitable for the farmers. This intern plays a crucial role in helping the staff to understand data and improve our practices.

## **SPECIFIC DUTIES**

- Assisting Market Management team in planning, collecting, analyzing and interpreting data.
- Provide feedback on how to improve the markets
- Create spreadsheets and presentations to explain findings to market staff.

## **REQUIREMENTS**

- College aged or above
- Graduate student or post-graduate preferred
- Excellent verbal or written skills
- Responsible and reliable
- Excellent communication skills
- Ability to work independently as well as with a team
- Enthusiasm for Farmers' Markets, small farmers, locally grown produce, and environmental sustainability.
- Proficient in excel and processing data

## **WORK LOCATION AND TIME COMMITMENT**

Interns will work either in our office located at 1901 Main Street in Santa Monica or at one of our four Farmers' Markets. This internship requires a minimum time commitment of ten hours per week for a period of ten weeks or more.

# **EDUCATION INTERN**

## **GENERAL SUMMARY**

Our Education Program strives to constantly connect children to farmers and teach them about locally grown food. The Education Intern will play a formative role in the design and implementation of the Education Program. They will work closely with the Education Program Coordinator (Rufiena Jones) to design lesson plans and ensure that each team of teachers is ready to give their lesson.

## **SPECIFIC DUTIES**

- Assisting Education Coordinator in teaching market field trip classes
- Designing lesson plans and materials
- Overseeing recruitment of volunteer teachers
- Scheduling classes with teachers and ensuring volunteers are at each event
- Sending follow up surveys to each class
- Preparing class materials for each lesson plan
- Ordering and tracking supplies/ inventory.

## **REQUIREMENTS**

- College aged or above
- Excellent verbal or written skills
- Responsible and reliable
- Excellent communication skills
- Ability to work independently as well as with a team
- Enthusiasm for Farmers' Markets, small farmers, locally grown produce, and environmental sustainability.

## **WORK LOCATION AND TIME COMMITMENT**

Interns will work either in our office located at 1901 Main Street in Santa Monica or at one of our four Farmers' Markets. This internship requires a minimum time commitment of ten hours per week for a period of ten weeks or more.

# **SOCIAL MEDIA INTERN**

## **GENERAL SUMMARY**

At SMFM we love to post on social media to introduce our followers to the farmers, let them know about special events and keep them up to date with the market happenings. However, with only 3 full time staff members at the farmers market, we rely heavily on interns to help us with social media. Social Media Interns will work at the markets interviewing farmers and learn about the products that are sold there to then convey their findings to the public.

## **SPECIFIC DUTIES**

- Researching and writing relevant weekly social media posts
- Utilizing Hootsuite, Twitter, Facebook, Instagram and Vine to further the goals of the SMFMs and increase social media following

## **REQUIREMENTS**

- College aged or above
- Excellent verbal or written skills
- Responsible and reliable
- Excellent communication skills
- Ability to work independently as well as with a team
- Enthusiasm for Farmers' Markets, small farmers, locally grown produce, and environmental sustainability.
- Proficient using multiple platforms of social media.

## **WORK LOCATION AND TIME COMMITMENT**

Interns will work either in our office located at 1901 Main Street in Santa Monica or at one of our four Farmers' Markets. This internship requires a minimum time commitment of ten hours per week for a period of ten weeks or more.

# **VOLUNTEER COORDINATOR INTERN**

## **GENERAL SUMMARY**

Volunteers are a main component to the operations of the farmers market so our Volunteer Coordinator Intern takes on a managerial role to oversee market volunteers and ensure that all markets are staffed. We are always looking for ways to give back and honor our volunteers as well as amend our programming. The Volunteer Coordinator Intern will assist in these endeavors to help the markets run smoothly and efficiently!

## **SPECIFIC DUTIES**

- Work with current staff to ensure that volunteers are at each event
- Log volunteer hours into excel
- Help with volunteer recruitment tactics
- Oversee volunteer operations

## **REQUIREMENTS**

- College aged or above
- Excellent verbal or written skills
- Responsible and reliable
- Excellent communication skills
- Ability to work independently as well as with a team
- Enthusiasm for Farmers' Markets, small farmers, locally grown produce, and environmental sustainability.

## **WORK LOCATION AND TIME COMMITMENT**

Interns will work either in our office located at 1901 Main Street in Santa Monica or at one of our four Farmers' Markets. This internship requires a minimum time commitment of ten hours per week for a period of ten weeks or more.

# ADDITIONAL INFORMATION

## MARKET HOURS

*Market hours vary by market.*

**Wednesday Downtown-** Arizona Ave (Between 4<sup>th</sup> and Ocean Ave)- 8:00 am- 1:00pm

**Saturday Downtown-** Arizona Ave (Between 4<sup>th</sup> and 2<sup>nd</sup> St.)- 8:00am- 1:00pm

**Saturday Virginia Ave. Park-** 2200 Virginia Ave – 8:00am- 1:00pm

**Sunday Main St. -** 2640 Main St. – 8:30am- 1:30pm

## PARKING

When volunteering, all volunteers and interns will be provided with free parking at the farmers' markets or the main office. This may be in the form of validation or a parking pass. Once you are accepted you will be provided with information regarding your parking.

## VOLUNTEER/ INTERN APPLICATION PROCEDURES

After reading through this manual you are invited to apply for one of the aforementioned positions. The application can be found at [www.surveymonkey.com/r/smfmapplication](http://www.surveymonkey.com/r/smfmapplication). If you have any questions, please contact **Jodi Low**. You will be contacted by phone or email to schedule an interview and once accepted you will be required to go through certain trainings depending on the desired position. Thank you for applying!

## STAFF CONTACT INFORMATION

### **Laura Avery**

Wednesday Downtown Farmers Market Manager

Farmers Market Supervisor

(310) 458-8712 x 6

Mobile: (714) 392-3061

[Laura.avery@smgov.net](mailto:Laura.avery@smgov.net)

### **Jodi Low**

Sunday Farmers Market Manager

Farmers Market Coordinator II

(310) 458-8712 x 5

Mobile: (424) 280-6655

[Jodi.low@smgov.net](mailto:Jodi.low@smgov.net)

### **Nicole Gordon**

Saturday Downtown Farmers

Farmers Market Coordinator I

(310) 458-8712 x 3

Mobile: (424) 280-6671

[nicole.gordon@smgov.net](mailto:nicole.gordon@smgov.net)

### **Lynette Miscione**

Saturday Virginia Ave. Park Farmers Market Manager

Farmers Market Coordinator I

(310) 458-8712 x 12

Mobile: (424) 280-2629

### **Rufiena Jones**

Farmers Market Assistant

(310) 458-8712 x 2

[Rufiena.jones-soro@smgov.net](mailto:Rufiena.jones-soro@smgov.net)