



Lane County Farmers Market
150 Shelton McMurphey Blvd, Ste 204
Eugene, OR 97401
541-431-4923

Lane County Farmers Market Seeking Program Coordinator

Accepting applications until December 7th

About LCFM

The Lane County Farmers Market (LCFM) is our area's oldest and largest farmers market and can trace its beginnings back to the Eugene Producers Market, which began in 1915. Today, the Market is an important element of Lane County's economic and cultural infrastructure and its location in downtown Eugene makes it an essential sales venue for farmers and food producers throughout our area. Currently LCFM operates for eleven months out of the year and hosts over 85 local growers as well as some processed food and beverage vendors. The Market's mission is to preserve and strengthen the local farm and food economy by providing vibrant public marketplaces for farmers, food artisans, and our community.

Position Description

The FMPP (Farmers Market Promotion Program) Program Coordinator will be responsible for the day-to-day coordination of LCFM's grant-funded project, *"Increasing Accessibility, Reducing On-Farm Waste, and Expanding Sales Opportunities for Lane County Farmers"*. This project aims to create new sales opportunities for farmers through the development of a training program on the production and marketing of value-added products. This three-year project will result in a comprehensive toolkit and training course for farmers new to producing value-added products, as well as the development of a mid-tier value chain that will create opportunities for farmers to sell value-added products to retail buyers. A schedule of additional marketing and promotion of value-added products (cooking demonstrations, displays at the farmers market, etc) will be created each year.

The FMPP Program Coordinator will coordinate with LCFM staff to ensure that the activities and objectives of the project are being met. Responsibilities include but are not limited to:

Developing and Implementing Value-Added Training Program

- Gaining knowledge of the Oregon Farm Direct Marketing Rules and Oregon Department of Agriculture requirements for producer-processed products. Attending training sessions on value-added products production through Oregon Department of Agriculture and/or Oregon State University Extension
- Develop a value-added training program, timeline for implementation, and manage all aspects of the program including recruitment of participants, workshop timeline and schedules, and creating teaching materials.
- Schedule and manage kitchen sessions with farmers
- Conducting surveys and evaluations of workshops and training program

Development of Mid-tier Value Chain for Value-Added Products

- Outreach to prospective businesses in the community
- Liaison with farmers selling value-added products

Marketing and Promotion

- Coordinate weekly cooking demonstrations at the farmers market
- Recruit chefs and presenters
- Maintain presentation schedule
- Advertise upcoming presentations and demos

General administration of FMPP grant

- Coordinating with project funder to ensure that the project is in compliance with all federal requirements.
- Daily management of the grant budget specific to this project, including tracking and recording grant expenditures, and drafting reimbursement requests
- Preparing all contracts and MOU's related to project work
- Coordinating with partners and participants to ensure that they are also executing their pieces of the work plan.
- Documenting and disseminating project results including tracking all information needed for grant reporting purposes, documenting project impacts, and developing a toolkit based on project results

Required Qualifications

- Thorough knowledge of (or ability to learn) ins and outs of value-added product production as it pertains to small-scale farming
- Experience teaching or leading training sessions/workshops
- Experience developing teaching materials
- The ability to work independently and confidently without a great deal of supervision
- Excellent written and verbal communication skills
- Skilled with basic software, particularly Google Workspace and Quickbooks Online

Preferred Qualifications

- Passion for Lane County's agricultural community and experience working with small-scale farmers
- Other food systems experience
- Managing or tracking a project budget
- Bilingual in English/Spanish

Compensation

This is a contract-based position with an hourly rate of \$22/hour and 25 hours a week for the first year of the project, with weekly hours increasing to 30 hours a week in year 2, and then decreasing in year 3 according to project needs.

Duration

This is a 3 year grant funded project to begin in December 2022 and end in October of 2025.

Application process

Please submit the following material electronically to info@lanecountyfarmersmarket.org:

- A resume detailing relevant experience, work history, education, and accomplishments
- A cover letter clearly outlining the specific skills and knowledge you can bring to the job and why you are a good fit for this position
- Three professional references