



BC ASSOCIATION OF FARMERS' MARKETS

Contract Position

Research Associate – Case Studies

6 months - Starting August 3, 2010

On average 19 hours per week

\$10,000 with a limited travel allowance and expenses paid.

Project Objective:

To develop a solid business case to encourage more BC farmers to consider using BC farmers' markets, on a regular basis, as a marketing channel to increase their sales and profits.

Team: Dr. Dave Connell – UNBC, Two Research Associates and BCAFM staff

Job Description:

The RA will work closely with the Project Lead, BCAFM staff, and the other Research Associate. The RA will be responsible for (i) completing all on-site activities at specified farmers markets in various regions of the Province for (i) gathering information for the case studies, (ii) assisting with preparing reports, (iii) developing a draft of the business planning guide including the content, layout, design, and methods of distribution. Other responsibilities include acting as a liaison between the farmers market, BCAFM and other related key industry stakeholders, facilitating communications, and fielding enquiries and (iv) working with turnkey pilot vendors.

Primary responsibilities include:

i. *On-site activities*

- Actively participating in data collection, including log books, interviewing, surveys, and onsite observation
- Accurate and timely data entry
- Data analysis
- Follow up activities as required.

ii. Preparing a preliminary report for each case study

- Preparing preliminary report for each case study of profile of market farmer vendors at BC markets
- Working with the Project Lead to draft final reports for each market

iii. *Business planning guide*

- Completing a comprehensive review of existing materials, currently found at farmers markets in BC and in other jurisdictions, related to business planning for new farmers market vendors
- Working closely with the Project Lead to create, distribute and promote the business planning guide

iv. *Turnkey pilot vendors*

- Through BCAFM and its market members, working with the Project Lead to help promote use of the business planning guide, answer questions and monitor results of the turnkey pilot operations as a measurement of how well the project achieved its objectives and include recommendations.

General qualifications

- Familiarity with BC's farmers markets
- Knowledge of operating a farm business and/or selling at farmers markets
- Experience completing field research (e.g., conducting surveys and interviews)
- Ability to organize and analyze data
- High degree of flexibility
- Ability to work independently
- Enjoy working with a diverse group of people
- Good listening skills
- Good writing skills
- Excellent communication skills, including a level of comfort approaching members of farmers markets (e.g., managers, vendors, customers)
- Willingness to travel.
- Willingness to work weekends and evenings as required.

Own computer and home office required. Work space also available at BCAFM office in Vancouver, if necessary.

Deadline for applications: July 29, 2010 at noon

Please email cover letter and resume in pdf format, attention Dr. Dave Connell
bcafmoffice@gmail.com