



Healthy Places & Virtual Veggie Mobile Intern

About Healthy Places:

Healthy Places is a series of programs at Capital Roots that is made up of The Veggie Mobile, The Veggie Mobile Sprout, the Healthy Convenience Store Initiative, and the Virtual Veggie Mobile: collectively referred to as the Food Hub. These programs collaborate in alleviating the nutritional inequality felt by people living in low income neighborhoods and food deserts. The Healthy Places Program Staff is comprised of a hardworking, diverse, and enthusiastic team of people dedicated to improving people's lives by providing easier access to healthy, fresh and affordable food.

Position Description:

The Healthy Places Intern will assist Program Staff in further developing and executing the second phase of the Virtual Veggie Mobile (VVM), Capital Roots' online farmer's marketplace. As VVM Intern, you will observe and participate in every aspect of our wholesale purchase and resale distribution, assess inventory, invoicing and data collection, and contact farmers and customers. You will assist in VVM sales by establishing more partnerships between Capital Roots and individuals, agencies, child care facilities, and local businesses interested in receiving wholesale purchases of locally grown produce and other value-added goods. Moreover, you will help create a marketing plan for the marketplace as a whole and create specific marketing materials for individual farmer's which will help increase the reach and recognition of their brand; as well as that of Capital Roots and the VVM.

The Healthy Places Intern will also assist the mobile produce markets and convenience stores where needed. The Healthy Places Staff prides itself on working collectively and in an integrated way. Interns will be encouraged to participate with the team and become familiar with all aspects of the Food Hub; from the foundations of the business models these programs utilize, to the importance of supporting local agriculture and the positive benefits these programs provide for our customers, neighborhoods, and region.

Duties include but are not limited to:

- Data entry and maintenance of the online storefront
- Purchasing and selling inventory
- Analysis of inventory needs
- Contacting and networking with farmers to increase participation
- Sales and marketing of the Virtual Veggie Mobile

Qualifications:

- Commitment to serving residents living in urban neighborhoods and food deserts
- Positive and enthusiastic energy to confront food insecurity issues
- Ability to work in a fast –paced, team environment and lift up to 35 lbs
- Strong computer and inter-personal skills

Preferred Hours:

- Weekdays 9-5pm, most desirable days: Mondays and Fridays

Send cover letter and resume to:

Capital Roots

594 River Street

Troy, NY 12180

Tel: 518-274-8685

Email: healthyplaces@capitalroots.org