



The COVID-19 pandemic and resulting lockdowns disrupted food supply chains and demonstrated the fragility of people's access to healthy foods. The pandemic has changed the way food is grown, distributed, accessed, prepared and eaten across the state. Communities continue to struggle and the state's local farms, food hubs, and fisheries are being forced to explore and devise strategies to sell products directly to the consumers who want and need it. Businesses who have been able to adapt their online sales and marketing presence have seen some market success. Competency in direct marketing, however, requires a familiarity with technology and a commitment of time that not all small producers and organizations currently have. We are looking for student interns who want to use their technological skills to support the local food and agriculture community during the coronavirus pandemic.

The North Carolina Local Food Council (NCLFC) in partnership with the Center for Environmental Farming Systems (CEFS) has developed a Remote Internship to Support Enterprises for Local Foods program (RISE for Local Foods). The goal of the internship program is to match student interns with food, farming, or fisheries organizations across North Carolina. The student interns will assist the organizations and/or producers with the following:

- Creating a social media presence
- Using analytics to maintain an online presence
- Developing user-friendly websites with online sales components that perform across platforms
- Streamlining communication platforms between organizations, producers, and consumers
- Designing and implementing direct marketing strategies
- Writing educational and promotional materials for community distribution
- Researching proven marketing, communication, and distribution practices that take into account our current climate with COVID-19

Interns will be paid \$12/hr for approximately 10-15hrs/wk for 16 weeks. Interns must be able to commit to work at least 10 hours per week

For more information and to apply, please visit nclocalfoodcouncil.org/rise-for-local-foods/

Requirements

- Must be currently enrolled in an undergraduate, graduate, or professional degree program at any North Carolina university, college, or community college across the state
- Enthusiasm for local foods and a respect for farmers and producers from diverse rural communities

Relevant Skills

- Experience or knowledge of basic website development
- Familiarity or willingness to learn about online sales platforms
- Experience with social media including basic analytics
- Good communication skills
- Preferred experience/study in agriculture or food systems
- Preference given to students who live or attend school in communities in close proximity to the host organization of their choice

TO APPLY:
nclocalfoodcouncil.org/rise-for-local-foods/

Applications close
September 8, 2020

