



Market Access Coordinator

JOB SUMMARY

The Market Access Coordinator is a full-time (40 hrs/week) position with the Carolina Farm Stewardship Association (CDSA) and is responsible for strengthening the local food system by providing technical assistance to small, diversified, sustainable farms, food hubs, and farmer cooperatives by helping them meet market and consumer demands. COVID-19 has had a massive economic impact on market conditions for North and South Carolina's farmers. It has tested the resiliency of our food system, exposing the shortfalls of the globalized food system. However, it has also elevated the importance of the local food economy, making now, more than ever, the time to increase our investment in and support of our local food economy.

The Market Access Coordinator is based out of Pittsboro, NC, and will require extensive travel throughout the Carolinas. Candidates working remotely in the Carolinas will be considered. The position reports to the Local Food System Manager and does not supervise staff members.

ABOUT CDSA

CDSA is a 41-year-old member-based 501(c)(3) non-profit organization whose mission is to advocate, educate, and build connections to create sustainable food systems in the Carolinas centered on local and organic agriculture. We affirm that racial equity is a core tenet of CDSA's outlook, and we are committed to serving and reflecting the diverse stakeholders in the Carolinas' food system. To learn more about CDSA, please read our [Strategic Plan](#) and [Statement on Racial Equity, Diversity, & Inclusion](#).

JOB RESPONSIBILITIES

GENERAL ADMINISTRATION (20%)

- Work with the Local Food System Manager and Associate Executive Director for Programs to develop annual work plans that support CDSA's mission, goals, and strategic plan.
- Assist with programmatic monitoring to ensure compliance, progress towards objectives and expected results, and work plan and budget adherence.
- Assist with programmatic planning, grant writing, and reporting to support and expand the Market Access Initiative.
- Evaluate and document program impacts including market expansion, knowledge gained, and intent to change or adopt new practices.
- Increase recognition of and engagement with our mission, programs, and

impact by engaging current members, recruiting new members, and increasing our understanding of farm member needs.

TRAINING & DIRECT TECHNICAL ASSISTANCE (80%)

- Provide technical assistance to farmers through workshops, one-on-one direct assistance, and online resources on:
 - financial recordkeeping and benchmarking;
 - best practices in succession planting, postharvest handling, washing, packing, storage, and transportation necessary to meet market specifications;
 - developing specific crop budgets, conducting feasibility studies, and developing and implementing a business plan for scaling up production in order to expand sales through a diversity of local markets; and
 - online marketing and social media.
- Provide technical assistance to food hubs on business and financial planning, efficiency of operations, and access to capital.
- Identify existing and new market outlets for farmers and develop resources for farmers looking to expand markets.
- Network with food system professionals to enhance small farms' access to food distribution systems in the Carolinas.

PREFERRED QUALIFICATIONS

- A minimum of three years relevant experience, such as farm management, business management, or farm financial planning.
- Experience in business development including feasibility assessments, business and financial planning, sourcing, and marketing.
- Knowledge of and experience working with various local food marketing channels including wholesale, intermediate, and direct to consumer markets.
- Familiarity with best management practices in postharvest handling, washing, packing, storage, and transportation.
- Familiarity with industry-driven, on-farm food safety and Good Agricultural Practices (GAP) buyer requirements.
- Familiarity with website design and setting up online sales platforms.
- Demonstrated commitment to equity, diversity and inclusion, including experience interacting and working with diverse communities, neighborhoods, and populations.
- A Bachelor's degree or coursework in Agricultural Business Management, Agricultural Economics, or Business Administration, or related field.

The salary range for this position is \$38,000 - \$46,000, commensurate with experience. In addition, CDSA offers generous vacation, retirement, and health insurance benefits.

CDSA is an equal opportunity employer and is committed to building a diverse staff that honors the agricultural contributions of many cultures. People of color, LGBTQ+ people,

and other individuals from diverse backgrounds are encouraged to apply. CFSA is committed to providing employees with a work environment free of discrimination and harassment. All employment decisions at CFSA are based on business needs, job requirements and individual qualifications. CFSA does not discriminate on the basis of actual or perceived race, color, national origin, ancestry, sex (including pregnancy, gender, gender identity, gender expression, and sexual orientation), religious creed, disability, medical condition, genetic information, age, marital status, or military or veteran status.

To apply, please submit a resume, list of professional references, and a cover letter explaining how your skills and experience will enable you to be successful in this position. Applications should be submitted as a single .pdf saved as your first and last name. Send the document to apply@carolinafarmstewards.org with “Market Access Coordinator” in the subject line. You will receive an electronic confirmation of your email submission. No phone calls, please. The position will remain open until filled.