**New Entry Sustainable Farming Project**

**2021 Summer Internship Description – Ag Tech Platforms**

New Entry Sustainable Farming Project ([www.nesfp.org](http://www.nesfp.org)) is seeking a summer internship position to support development of a project titled: *Supporting Producers to Manage Risks through Online and Novel Software Technology Applications*

**Project Summary**: Farmers want to improve sales, manage customers, track production, increase land access, and improve financial management and record-keeping practices. COVID and climate change have accelerated need and interest in technology solutions. Technology exists to solve agricultural challenges and manage business risks, yet barriers to adoption exist and producers want to learn directly from peers. A series of 12 educational workshops across risk management topics will include: 4 marketing workshops (online sales and customer management systems), 3 production workshops (field and yield tracking systems), 2 legal workshops (farmland access and tenure tools), and 3 financial workshops (recordkeeping, sales integration, and enterprise analysis software). Workshops will feature software demonstrations by leading technology platforms alongside local farmers and user testimonials and 1:1 advising. Technology risk management decision-making tools, workshop recordings, and a fact sheet series with producer case studies posted online will result in over 150 Northeast specialty crop producers gaining increased understanding of technology options and evaluating adoption. Follow up evaluations with 120+ producers who attend workshops will result in over 45 producers implementing new technology systems that could include increasing sales, improving production efficiency and records, gaining access to secure farmland, tracking financial data, and increasing overall economic viability.

**Interns Responsibilities**:

* Research online technology platforms across four domains: (1) marketing; (2) production; (3) legal; and (4) financial. Compile resources and training materials.
* Contact collaborators / technology representatives and partners to confirm interest in the project and set dates for workshop series (to be held in Fall / Winter 2021-2022.
* Talk with software technology reps to recommend farmer users who have had success on the platform; also solicit interested farmers who completed our October 2020 survey.
* Establish calendar of events for workshop series.
* Develop workshop flyers and social media, email, and website promotional materials
* Develop webpage to host workshop and training information and resources
* Research and develop risk management decision making tools to be used alongside workshop series
* Conduct producer case studies and use case examples of technology platforms
* Create fact sheets on technology applications using producer case studies
* Develop evaluation instruments (pre-post workshop evaluations) and final project evaluation.

**Desired Qualifications**:

* Strong organizational skills and acute attention to detail;
* Effective oral, written and interpersonal communication skills;
* Comfortable working independently as well as with a team;
* Previous conference/event planning experience strongly desired;
* Experience with outreach, social media, e-newsletters and marketing preferred;
* Knowledge of agricultural business and online software platforms or willingness to learn;
* Demonstrated interest in engaging in issues of equity, inclusion and dismantling racism, particularly in regards to food systems;
* Experience with standard computer software (MS Office, Social Media, Salesforce CRM, website content development, graphic design, Excel database)

**Hours and Compensation:**

This internship is available as an unpaid (for credit) or a stipended paid position; hours are negotiable. A minimum commitment of part-time/20 hours/week is required and can be combined with other New Entry programmatic needs at Moraine Farm – either Field Work or Food Hub support to support a full-time internship.

**To Apply:**

Please send a cover letter and resume with background and experience to: [jennifer.hashley@tufts.edu](mailto:jennifer.hashley@tufts.edu).

Deadline to apply: April 1, 2021