



UNH Sustainability Institute

Sustainability Fellowship **Establishing NH Community Seafood at NH Seacoast Area Farmer's Markets** Newcastle, NH

New Hampshire Community Seafood (NHCS) is a cooperative of fishermen and consumers who have joined together to protect the ocean, sustain New Hampshire's fishing industry and support the local economy. Founded in 2013, NHCS offers a [Community Supported Fishery](#) (CSF) and a [Restaurant Supported Fishery](#) (RSF) from April-December that provides consumers and restaurants with a weekly share of fresh local fish. New Hampshire has a vibrant local food scene that can be accessed in numerous ways, including through a set of thriving local Farmers Markets that take place nearly every day of the week during the growing season. Since NHCS's beginnings, it has had numerous requests from Farmers Markets throughout NH to be present; however, with the exception of the first year in business, NHCS has not had the staffing available to participate as a prominent and consistent presence at the state's Farmers Markets. Developing that presence is a potential stepping-stone for catalyzing long-term success and sustainability for this innovative organization as well as an opportunity to expand their outreach and education branch to reach more customers for the CSF.

The NHCS Farmer's Market Fellow will work to develop a prominent presence for NH Community Seafood at the Seacoast's larger Farmer's Markets in order to provide a much desired and requested seafood product to consumers, as well as an opportunity for consumers to sign up as a Member of our ongoing Community Supported Fishery (CSF). Specifically, the fellow(s) will:

- Help to develop an attractive booth presentation at 3 of NH's biggest Farmer's Markets
- Transport and retail fish and shellfish at the Farmer's Markets, providing consumers with relevant information about the fisherman/oyster farmer from which the seafood originated and type of seafood available that week
- Develop recipe suggestion hand outs for consumers at markets
- With provided materials, promote the CSF and encourage sign ups at markets
- Develop a handbook, based on the implementation experience, to be used by local food businesses on how to establish a presence at local Farmer's markets

For more information on NHCS, <http://www.nhcommunityseafood.com/>

This is a multi-disciplinary project that involves strategic business development, communications and marketing, as well as a willingness to work hard out in the community day to day. The chosen Fellow will gain an understanding of the supply and demand chain of NH seafood, knowledge of the working waterfront of the NH Seacoast, an introduction to the ever growing local food network and Farmer's Market culture in the NH Seacoast region, enrichment via interactions with working Fishermen and their crew, experience in sales and local food promotion, experience in public relations and interactions with an array of culturally diverse people.

Location: Newcastle, NH

Time commitment: 40 hours per week, June 5-August 18, 2017

Compensation: \$6000 stipend

Desired Qualifications:

- Organization and self-motivation.
- Comfort conversing the general public.
- Strong public relations skills, as well as a general knowledge of the organizational structure and social climate of a typical Farmers Market. A background in sales is preferable.
- Knowledge and interest in the local food movement and the ability to convey that knowledge to the consumer.
- The ability to clearly and concisely inform and educate the members of the public (including existing customers) on key information (i.e., the origin of the seafood available for purchase, the benefits of the Community Supported Fishery model, and how to become a member.)
- The ability to multi-task, work under pressure and set up an attractive display at Farmer's Markets.

UNHSI Sustainability program eligibility:

Graduate students, exceptional undergraduate students, and recent graduates are eligible. We will encourage, but not require, an academic sponsor or reference for each fellow, and where possible we will ask that course credits are awarded.

Supervision, Training, Mentoring and Evaluation

This fellow will receive supervision from NHCS General Manager Andrea Tomlinson, as well as mentoring and professional development offerings from UNHSI.

Fellows will be expected to participate in three MANDATORY events:

- A three-day, two-night orientation in Durham, NH, May 31st- June 2nd. Lodging and food are provided; Fellows are responsible for any associated travel costs.
- Midterm project presentations to UNHSI staff, faculty and relevant project partners (can be done remotely).
- A summative evaluation and feedback session at the end of their placement.

Apply by February 17th at www.sustainableunh.unh.edu/sustainability-fellows