



MAP Volunteer Opportunity

Position Title: Mobile Market EXPRESS Volunteer

Organization Summary

The mission of the Massachusetts Avenue Project (MAP) is to nurture the growth of a diverse and equitable community food system to promote local economic opportunities, access to affordable nutritious food and social change education. MAP's Urban Farm employs sustainable and organic growing methods to produce culturally diverse produce on reclaimed land. MAP's Mobile Market brings fresh produce to areas of the City of Buffalo that do not have adequate access to it. The Mobile Market partners with organizations across Buffalo to reconnect households to their food source and ensure folks have access to culturally appropriate produce. MAP's Growing Green Youth Program is a year-round youth development initiative that involves youth in solving Buffalo's challenges related to nutrition and healthy food access. The program trains youth in urban agriculture, food systems issues, microenterprise development, and leadership. MAP values creativity and cooperative principles and our staff work closely as a team.

Position Summary

The Mobile Market Volunteer's role is to build a relationship between the Market and the community it aims to serve. The Mobile Market Volunteer will work closely with the Mobile Market Team AND the Community Partner to ensure the market is offering fresh, affordable, and culturally-appropriate produce; effectively reaching out to community members; and fostering a good working relationship with surrounding neighborhoods and the site host/community partner.

MAP's Mobile Market EXPRESS program is part of a study carried out in conjunction with the University at Buffalo Veggie Van team. This year-long multiple-city study attempts to answer whether or not mere access to healthy fruits and vegetables in presumed food-insecure neighborhoods leads to healthier eating behavior. As such, volunteers will participate in the coordination of market sites involved in the study and/or related programming. Volunteers will support efforts to secure study participants, collect produce orders from community members, deliver produce, and interact with several diverse communities within the City of Buffalo.

Essential Functions

Community Building and Coordination

- Identify formal and informal networks in market neighborhoods including (but not limited to) community groups, faith-based organizations, nonprofits, and block clubs;
- Coordinate on-going neighborhood based outreach and promotion for market sites, including door-to-door canvassing, social media, and other public speaking;
- Monitor and report results regarding neighborhood-based outreach plan.

Market Operations

- Operate Mobile Market sites, including order collection, packaging produce, market set-up and break-down, customer service, cash-handling, and reporting;
- Support community-based education, including recipe-sharing, nutrition knowledge, and seasonal tips;
- Maintain weekly market schedule and assist with promoting seasonal events at market sites;
- Develop strategies to grow customer base and promote the importance of healthy, seasonal, and local eating lifestyle;
- Assess customer feedback on a regular basis to provide better service and education.

Massachusetts Avenue Project
387 Massachusetts Avenue | Buffalo, New York 14213
ph. 716.882.5327 fx. 716.882.5327



Other Responsibilities

- Complete CITI training for interviewing research subjects and maintain confidentiality of study participants;
- Attend occasional program feedback meetings;
- Information tabling at community events and/or health fairs.

Critical Skills & Qualifications

- A love of sustainably-produced fruits and vegetables and enthusiasm for sharing knowledge with others;
- A willingness to try new foods and cultural dishes;
- Familiarity with sustainable agriculture and food systems;
- Strong communication skills and enthusiasm for sharing knowledge with others;
- A high-energy, friendly attitude (even if it's hot, rainy, or the end of a long day);
- Self-motivated and demonstrated ability to work cooperatively as part of a team;
- Financial management skills, strong attention to detail, and familiarity with Apple iPad, Square payments, and/other financial record keeping software a plus;
- Comfortable working with a diverse population including youth, communities of color, non-English speaking;
- Fluency in social media, blogging, and computer database software; and
- Ability to safely lift 50 pounds in and out of a raised truck bed repeatedly.

The Mobile Market operates from February 1 - November 30. Volunteers may choose a period within the Market season to serve. This volunteer opportunity requires a 3-10 hour per week commitment. Several flexible positions available.

This is an unpaid volunteer opportunity position with potential for college credit.

Applications accepted in an ongoing basis. Multiple positions available.

Interested candidates should send a resume to:

Danielle Rovillo, Markets Director
Massachusetts Avenue Project
387 Massachusetts Avenue
Buffalo, NY 14213
mailto:danielle@mass-ave.org

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