



Market Sales Associate

The Forsythe Family Farm believes it's important to connect to where your food comes from. We invite the public to take part in the farm-to-table concept on our farm, with our CSA program, and at the farmer's markets, we attend.

As with all staff, our market sales associates are to engage with our customers, interacting in positive ways to make their visit memorable be it on the farm or at the farmer's markets we attend. *All staff are expected to promote their passion for food and healthy living to co-workers and customers alike.*

A mindset of continuous learning, customer service, teamwork, and having an *"I can make a difference"* attitude is important for the farm's success in strengthening the farm and food connection.

Our on-farm market and the farmer's markets we attend are key aspects of our farm business; selling what we sow directly to the public. Our farm, due to its location is a destination, and we offer family activities to attract people to the farm and enhance their visits.

Farmer's Markets are a way for us to take our farm to the city. We are participating in 5 Farmers Markets. Our Farmers Market booths are an extension of the farm and need to present a clean, quality image and product along with stellar customer service. We are there to promote our farm and encourage people to visit us here in Greenbank. You are representing our business and are involved in direct sales.

Responsibilities and Tasks

Duties can include but are not limited to:

- Be the representative of our farm to CSA members, understand the importance of presenting a friendly, caring environment to staff and customers alike
- Cultivate a loyal customer base by meeting and exceeding customers' reasonable expectations
- Accurate cash handling, interacting with the customer making for a positive last impression of their visit
- Knowing the products we sell, promoting, and answering questions about them
- Taking pride in our farm and in doing the job right.
- Use attentive but not aggressive sales techniques and practices that earn more CSA & Farmers Market customers and maximize sales per transaction.
- Having a critical eye; see jobs that need to be done and take action to complete them.
- Set up displays, making them attractive keeping a keen eye on freshness and quality.
- Loading and unloading the market truck leaving the truck, market booth, and cooler clean and organized
- Sorting & organizing after-market inventory to maximize inventory for the next market.

- Be aware of unsafe conditions or behaviors that could endanger employees and guests while out and about on the farm or in our farmer's market booth. Correct the problem in a timely manner by fixing it or reporting it.

Skills:

- Strong organizational skills with attention to detail with a comfort level in math
- Ability to prioritize tasks while dealing with pressures of multiple time-sensitive customer requirements.
- An outgoing personality; enjoy working with people and confident in presenting a positive image of our farm to customers of all ages and demographics.
- Ability to work independently and as a team member while showing initiative, tact, diplomacy, and creativity.

Employment Terms:

- A commitment to one day/weekend from May through to October 31st including statutory holidays from Victoria Day weekend to Thanksgiving.
- Summertime can be full-time or part-time.
- Field and farm work is possible when interest is shown; proper training will be given. Working on the farm can give you a varied and interesting day

Come with a good attitude and a passion for food; we will train for the skills and farming knowledge

Report to: Jim, Leslie or supervisor deemed responsible for that day.

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