Mission
The Willamette Farm and Food Coalition (WFFC) facilitates and supports the development of a secure and sustainable food system in Lane County.

Vision
We envision a secure and sustainable food system as one in which our farms and food businesses are ecologically and economically viable, our agricultural lands are supporting a much larger percentage of Lane County’s food needs, and all members of our community have access to fresh local foods.

We believe that a strong local food system contributes to the integral health of our entire community and we work to facilitate greater understanding of the social, economic and environmental impacts of our food choices. WFFC accomplishes its mission through advocacy, education and outreach, and in serving as a network for local farmers, food processors, and consumers at all levels (individuals, businesses, and institutions).

WFFC promotes the purchase of locally grown and produced foods to keep valuable agricultural land in production, to ensure the economic viability of farms, to benefit public and environmental health, and to strengthen our local economy.

Willamette Farm and Food Coalition has the following internship available:

Marketing and Social Media Intern

WFFC has marketing and social media needs in two program areas, Eugene Local Foods and our Lane County Food Makes Dollars and Sense campaign.

Eugene Local Foods is an online farmers market now being run by WFFC. Farmers post their offerings weekly. Customers place their orders online and pay with credit card. Farmers deliver to an aggregation site on Tuesday mornings, and customers pick up Tuesday evenings. Farmers set the price, and don’t harvest until product is sold. Customers enjoy the convenience of online shopping while still supporting local farms. We are looking for interns to help with marketing and advertising of this fledgling business.

WFFC has taken “Buy Local” to a more visible and expansive level in Lane County, with our collaborative consumer education and marketing campaign Lane County FOOD makes DOLLARS and SENSE. The campaign will increase the visibility of locally grown foods and the farms and food businesses providing them, and will equate supporting these farms and
businesses with economic benefit to the community and local economy. Equally important, it will expand the number of institutions, media and community ambassadors that are educating the community about the benefits of buying locally grown food and provide tangible tools to support their outreach. We want to make it easy for households, businesses and institutions that are inclined to source more of their food locally to do so, while simultaneously building awareness among the population that have not given buying local much thought.

Marketing and Social Media interns will prep and distribute outreach materials as needed for both Eugene Local Foods and the Campaign, prep content for social media and engage the online community for Eugene Local Foods, and assist with campaign outreach to UO students and faith communities.

**Preferred Skills:** passion for local food (eating, shopping, cooking!), strong verbal communication (person to person and phone), adept with social media.

**Term:** Spring

**Hours per week:** flexible, with an average of 4 hours

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