



Apprentice Announcement

Apprentice Position: Marketing and Production Apprentice

Position Reports to: Greenhouse and Shiloh Farm Manager and Braddock Farms Manager

Organization Overview:

Grow Pittsburgh is an urban agriculture non-profit with a mission to teach people how to grow food and promote the benefits gardening brings to our neighborhoods. We believe access to locally-grown, chemical-free fruits and vegetables is a right, not a privilege. We envision the day when everyone in our city and region grows and eats fresh, local and healthy food.

Apprentice Overview:

For the 2015 growing season Grow Pittsburgh is seeking a marketing apprentice for our Braddock Farms, Frick Greenhouse and Shiloh Farm sites. The apprentice will run the weekly farm stands at Braddock Farms and Shiloh Farm, while learning varied aspects of urban vegetable production and sales.

Timeline: March 9, 2015 – October 30, 2015, approximately 34 hours/week

Schedule and Site Location:

March 9 – May 29: Frick Greenhouse and Shiloh Farm

Monday: 8am-4pm

Tuesday: 8am-4pm

Wednesday: 8am-5pm

Thursday: 8am-5pm

June 1 – October 30: Frick Greenhouse and Shiloh Farm (F/S), Braddock Farms (B)

Wednesday: 8am-4pm (F/S)

Thursday: 9:30am-6:30pm (F/S)

Friday: 8am-5pm (B)

Saturday: 8am-4pm (B)

Compensation: \$10/hour

Responsibilities:

The apprentice will spend the spring working at the Frick Greenhouse and Shiloh Farm, learning all aspects of seedling production and sales. Throughout the summer and fall,

the apprentice will split time between Braddock Farms and the Frick Greenhouse and Shiloh Farm. The apprentice will be responsible for planning for and executing weekly farm stands which run June-October, 3-6pm on Thursdays at Shiloh Farm and 10am-2pm on Saturdays at Braddock Farms. The apprentice will also help with seedling and produce sales through additional outlets including restaurants, a local farm cooperative, and small weekly CSA programs. Additional responsibilities include assisting with volunteer and tour groups and developing educational and promotional materials for the sites. The apprentice will support their on-site farming experience with additional educational opportunities like rural farm visits, farm-based workshops and the ongoing study of relevant agricultural topics. Throughout the season the apprentice can expect to experience the following:

Production:

- Seeding, potting and transplanting herbs and vegetables in the greenhouse and gardens
- Farm bed preparation including weeding, cultivation, tilling, fertilization
- Direct seeding, transplanting, and succession techniques
- Crop maintenance including weeding, cultivating, mulching, irrigating, foliar feeding, and side dressing
- Utilizing cover crops, compost, mulch and organic amendments to improve soil fertility
- Identifying and controlling pests and diseases using organic methods

Marketing:

- Harvesting, washing and packaging produce for sales through farm stands, CSA, Penns Corner Farm Alliance, and direct restaurant sales
- Developing and distributing marketing materials to advertise weekly farm stands in the neighborhoods of North Point Breeze, Homewood and Braddock
- Marketing produce both at weekly farm stands and special events – Special events include May Market at Phipps Conservatory, First Fridays at The Frick, and various others throughout the season
- Keeping detailed sales records using online database & maintaining communication with Grow Pittsburgh site managers
- Interacting with the public on a daily basis

Community Outreach and Education:

- Organizing and executing tours of the greenhouse and farms for visitors and school groups
- Developing educational signage for the greenhouse and gardens
- Managing volunteer groups or individuals

*Please refer to the end of the application for a list of skills the apprentice can expect to learn.

Requirements:

Applicants should have a strong interest in sustainable and organic agriculture, vegetable gardening, and urban farming. Previous growing experience is not required.

Prior experience with marketing or education is preferred. Those interested should be self-motivated, punctual, and should enjoy working with people. They should also possess a strong work ethic, the ability to follow instructions, follow through on details, and work efficiently. This position requires work in the greenhouse, outdoor gardens and in an office setting; therefore, candidates should be flexible and adaptable in their work environment. As all of the sites the apprentice will be working on are open to the public, they should be willing to interact in a friendly manner with visitors on a daily basis. Access to a car is required for doing deliveries, attending events and traveling between sites.

To Apply:

Deadline: All applications must be received by January 12, 2015.

Option 1: Email or mail a resume and cover letter

OR

Option 2: Email or mail a completed application

Email items to both farm managers: Cassandra Morgan and Marshall Hart:
Cassandra@growpittsburgh.org, marshall@growpittsburgh.org

Please note in your email subject line: "Marketing and Production Apprentice."

Mail or deliver items to:

Cassandra Morgan
Grow Pittsburgh
6587 Hamilton Ave, #2W
Pittsburgh, PA 15206

Skills the Apprentice Can Expect to Learn

Planning

- Seed selection and estimation of quantity needed
- Crop rotation
- Soil test interpretation

Soil Building

- Creating and using compost
- Adding amendments
- Mulching
- Cover cropping

Planting

- Bed preparation
- Direct-seeding techniques
- Transplanting techniques
- Seeding for Transplants
- Propagation from cuttings
- Understanding and following seeding schedules
- Succession planting

Crop Maintenance

- Weed ID and weeding tactics
- Cultivation
- Watering and irrigation
- Trellising
- Fertilizing
- Pruning and dividing perennial crops
- Crop management based on growing conditions
- Correct tool and equipment usage and maintenance
- Season extension practices

Pests, Beneficials, & Disease

- Common vegetable pest and beneficial insect ID
- Common vegetable disease ID
- Control of pests and disease through organic management techniques

Harvesting and Processing

- How and when to harvest
- GP produce specifications, including processing and packaging guidelines

Marketing

- understand general marketing techniques used to distribute farm produce through:
 - Farm Stand: direct to customer
 - CSA: direct to customer
 - Penn's Corner Farm Alliance: restaurant and individual customer sales through a farm cooperative
 - Direct to restaurant
- Direct interaction with customers and restaurants

Record-Keeping and Evaluation

- Day to day, on-farm record keeping
- Seed inventory
- End of season variety evaluation

General

- Understanding of main tenets of organic farming
- Comprehension of key vocabulary terms
- Awareness of current organic growing philosophies