

# GREEN GROWERS...

## FARM MARKET STILL EXPANDING

After a summer of modest successes and insufficient volume, the Green Growers Coop is planning to expand its line of wares in 1984. The roadside market was opened in mid-May of 1983, and business was slow at first. Strawberry season fixed that; peas were also very popular. As people got to know us, we developed a steady clientele.

The location on Route 56 in Norwood proved to be a good one, though we feel we can do much more to draw customers and to stock the store more fully. We especially need a greater variety of baked goods, preferably supplied on a regular basis by home bakers in the Norwood-Massena-Potsdam area. The area of handicrafts is yet to be explored. Our clientele does not, on the average, seem all that wealthy, so articles of a practical nature would probably sell best. Because of our low cash-flow, crafts would be sold on a consignment basis.

Jellies, preserves, pickles, etc. would also be good to have on our shelves.

Another urgent need is for recipes: vegetable entrees, pickles, and other ways to use vegetables, especially those vegetables which most people don't use that often, like winter squash, beets, spinach, snow peas, etc. Even broccoli and cauliflower did not sell as well as we expected.

If you can help us out by supplying any of the above items, call Doug Jones, 386-4852; Pat Nelson, 265-8271; or Beth Lamberg, 764-1298.

\* \* \*

## SEEKS NEW STORE MANAGER

Our manager for 1983, Thom Savage, has taken a year-round position in another store, so we are conducting an urgent search for a new store manager. If you know anyone who might be suitable and interested, please contact us. If you know of places where we ought to post this job description, please let us know.

Thanks.

NOTICE OF POSITION AVAILABLE AS  
MANAGER OF THE GREEN GROWERS FARM MARKET, Norwood, N.Y.

Nature of Job: This job includes complete responsibility for the operation of a small roadside market specializing in locally-grown fresh produce. Dairy produce, home-baked goods, maple syrup, honey, handicrafts, and some shipped-in produce are also sold.

Employer: Green Growers Co-op, Inc., a co-operative of local produce growers founded in 1978. The members of the co-op will train and supervise the manager.



Period of Employment: May 15 to November 1, or possibly into November. Candidates for this job should have the possibility of continuing in future years.

Hours: 40 hours per week, schedule to be determined.

Wage: Minimum wage plus commission on sales over a certain base figure.

Facilities: Enclosed building equipped with heat, electricity, rest room, walk-in cooler, display coolers, shelves, counters, electronic cash register, sign materials, scales, etc.

Contact: Pat Nelson, P.O. Box 5, Potsdam, NY 13676  
(315) 265-8271 evenings.

Job Description: Our store manager would be expected to

- Order produce and supplies
- Receive produce deliveries
- Control quality of purchases (maintain standards)
- Stock coolers and shelves
- Create special displays
- Operate cash register, keep records
- Develop good rapport with customers
- Keep a neat, orderly store
- Attend meetings of members
- Organize schedule of members' volunteer storekeeping hours

Desirable Qualifications:

- Some knowledge of vegetables, familiarity with cooking them, to help with customer education, quality control, selling surpluses
- Willingness to work on a seasonal basis, with possibility of staying with us for more than one year.
- Live not too far from Norwood - within  $\frac{1}{2}$  hour
- Have own transportation to work
- Be imaginative, creative, enjoy all kinds of people, outgoing personality
- Some experience in retailing desirable
- Genuine interest in the goals of GGC--to provide a better market for local farmers and better food for local people



NOTICE:

For those of you who keep track of our meetings by our perennial calendar scheme (all two of you), re-program "Steering Committee." They will still be four times a year--in February, May, August, and November--but they will now be on the second Sunday rather than the first. We hope this will accommodate more people. We also decided to use the phone tree to announce each meeting, rather than simply calling people who have come in the past. You never know when someone might sit up and take an interest!