

# **The Cornell Food & Brand Lab & City Harvest Needs**

# **YOU!**

**Are you interested in Food and Nutrition, Marketing,  
Consumer Behavior or Economics?**

**If so, take advantage of this exciting research opportunity!**

City Harvest has joined forces with Cornell's Food & Brand Lab to conduct an Supermarket Study to increase produce purchasing in low-income communities.

We are seeking enthusiastic individuals to measure and study a series of interventions related to supermarket produce marketing, merchandising and events to research onsite from now until April 2014 (roughly a 3 hour a week time commitment). Your time with the study could potentially be considered an internship credit or an independent study depending on your institution. Please see below for more detailed information.

**If you want to be part of a great cause, this is it!**

**There are many positives to being an onsite researcher:**

- Being an active participant in helping the stores to create change in their communities
- Opportunity to do your own research
- Meet a great group of like-minded people
- Being connected with two great highly-visible organizations
- Opportunity to be a part of a potentially published research project



## Spring Semester Volunteer Opportunity

### Requirements:

- Enrolled in an institution (or graduated from a 4 year program with at least a Bachelors Degree)
- Demonstrated strong observational skills
- Proficient in Microsoft Office
- Able to commit to at least 3 hours a week
- Able to travel via subway and walking
- Bonus: Proficient in both English & Spanish

### The next steps provided you are interested in participation:

1. Let me know via email or phone (my information is below)
2. Filling out forms – 30 minutes
3. Volunteer Training – 2 hours
4. Take the CITI IRB Exam– 4 hours
5. Store Pairing & Review of Materials – 1 hour
6. Onsite Meet n' Greet / Deep Dive with your Team and Operators – 1 hour + travel
7. Begin Research

### Commitment

Your commitment will be roughly 60-70 hours total over a 3 month period; 10 hours to get up to speed and then 3-4 hours (not including travel) a week ongoing until May 2nd. You MUST commit to the entire study in order to participate.

This position is not paid, but can be used for university credit depending on your institution.

Additional hours can be provided to meet internship requirements.

If you are not interested in onsite work, there are still ways to participate! We are seeking for a variety of positions which do not include onsite efforts. If you are interested, please let me know in your follow up email.

We will select your Store Pairing based on your location preference and the stores who are in need of Volunteer Researchers. Your time onsite will be up to you, but once you select your times you will be asked to maintain it for the duration.

### **Contact us for more information or to enroll!**

**Email:** [cityharvestsupermarketstudy@gmail.com](mailto:cityharvestsupermarketstudy@gmail.com) or call: (443) 226-9143

**Website:** [www.cityharvest.org/study](http://www.cityharvest.org/study)