

Taste the Local Difference | General Description

Taste the Local Difference (TLD) is a local food and farming marketing agency, with a mission to sell more local food in the communities we serve and help ensure that access to fresh, healthy local food is available to everyone. With 13 years of experience in developing new markets for local farmers, TLD specializes in building and strengthening relationships in the food system. After years of studying consumer buying behavior TLD has built a strong base of knowledge in encouraging changes to decision-making including healthier eating habits and buying local.



TLD Community Health Coordinator | Job Description & Responsibilities

The TLD Community Health Coordinator reports directly to the Operations Director and is responsible for completing services related to healthy food access and education.

Site Coordinator for Building Healthy Communities Program

1. Develop contacts and secure participation commitments from various sites
 - a. Targeting retail, hospitals, community mental health clubs and worksites
2. Co-create a project action plan with each individual site
 - a. Addressing a site-specific solution to healthy food access
3. Ensure sustainable change is being made to educate the public and promote healthy food
4. Complete reporting documents as needed

Family Nutrition through Community Supported Agriculture

1. Coordinate project with worksite contacts
 - a. Human Resources & Administration
2. Assist in developing outreach materials for employees about the CSA benefit
 - a. To encourage sign-up and participation
3. Track & manage CSA incentive for families with young children
 - a. \$100 off cost-of-share, funded for up to 100 families
4. Develop educational materials for CSA shareholders
 - a. Storage tips, healthy recipes, etc.
5. Organize evaluation of CSA shareholders
 - a. Collecting and analyzing data on health indicators, perception of employee wellness benefits, and effectiveness of incentive.

Resource Development & Promotion

1. Maintain awareness in conversations for TLD opportunities
2. Report to Ops Director on ways in which TLD might develop stronger connections or be an even more effective resource.
3. Promote the Guide to Local Food as a resource
 - a. Look for opportunities to distribute

Research and Writing

1. Ongoing research related to healthy, local food
 - a. Collect research and data for background
2. Contribute content for blog posts, newsletters, press releases and third-party articles
3. Identify a research project of personal interest that aligns with our mission
 - a. Complete research and deliver white paper