



## **2025 Farmers Market Manager**

### Official Job Description

*Please read the whole job description to ensure this is the right fit for you.*

Prema Farm is a no-till, human-scale oasis nestled in the rugged beauty of the Eastern Sierras. Just 25 minutes from downtown Reno, Nevada, our farm sits on the Nevada-California Bordertown exit in the serene expanse of Long Valley. Long Valley is steeped in agricultural tradition, shared with neighboring ranchers and farmers. Amid the arid challenges of the high desert, our four-season farm thrives with the help of one prop house, four high-tunnel greenhouses, two cat tunnels, and a wash-pack station.

On two carefully tended acres, we cultivate a vibrant array of vegetables, herbs, and flowers. These treasures find their way to our summer CSA program, all-season farmers markets, local grocery stores, and the best restaurants around town. At Prema Farm, we grow more than crops; we nurture connections to the land, to each other, and to our extended community.

### **Position Overview**

This position is a dynamic, learn-by-doing experience that immerses you in the full scope of running a farmers market program. The work is multifaceted, with a balance of logistical coordination, customer engagement, and vendor relations. While the role involves operational tasks, there is also room for creative input and ownership in specific responsibilities based on personal strengths and the needs of the farming team. This position is ideal for proactive self-starters interested in supporting local food systems, getting to know people who live in your community and honing skills in community engagement and small business collaboration.

The Farmers Market Manager oversees the weekly flow of market operations, from setup to breakdown, ensuring a seamless experience for vendors and customers alike. Beyond logistics, the position is about fostering a vibrant community space, balancing the needs of individual customers with the overall health and sustainability of the farm's reputation. It's a season of collaboration, learning, and growth—weathering challenges and celebrating successes with the team and broader community.

This role combines hands-on market work with excellent customer service, ensuring the booth reflects the farm's mission and provides a welcoming, professional experience for market shoppers. The market team works 5-6 hours on market days, with additional time for market cleanup, extra produce drop-off, communications and tying up customer loose ends. Hours average about 12-15 per week during the summer market season, with the expectation that little to no time is taken off during June through September. If the right candidate presents themselves, the opportunity to gain additional hours with on-farm duties is available as some like to get their hands in the soil along with running the customer-facing markets.

## Type of Work:

- Facilitate market setup and breakdown in an organized manner
  - Confidence driving a 2010 Mercedes Sprinter Box Van to and from market
  - Arrive early to unload produce, signage and erect booth materials (*must be able to lift and carry 50lbs in and out of truck by themselves*)
  - Setup booth, including tables, display wall, pricing tags and pop-up shade structures
  - Arrange produce in an appealing, organized manner to attract customers
  - Tear down the booth after the market, ensuring all materials are packed and loaded efficiently and in an organized manner for a seamless next use.
  - Wiped down any equipment from use, pre and post market.
- Greet customers warmly, answer questions about the farm and its produce, and provide recommendations on how to use produce
- Operate the point-of-sale system (Square), handle cash and electronic payments accurately and honestly.
- Promote seasonal specials, recipe ideas, or lesser-known vegetables to encourage purchases
- Build relationships with regular customers and other vendors to foster loyalty and community engagement.
- Ensure produce is displayed to maximize freshness and visual appeal throughout the market.
- Rotate stock during the market to maintain a professional and attractive display.
- Monitor produce quality, removing items that are no longer sellable.
- Accurately track inventory to report back to the farm on sales and remaining stock.
- Share the farm's story, values, and growing practices with customers to build trust and interest.
- Highlight upcoming events, CSA memberships, or other farm-related opportunities.
- Maintain an attractive and informative booth, including signage about organic practices, pricing, and promotions.
- Address any unexpected issues, such as inclement weather, equipment malfunctions, or customer concerns, with calm efficiency.
- Adjust booth layout or promotional strategies based on customer traffic and product availability.
- Record total sales, popular items, and customer feedback for review with the farm team.
- Communicate any supplies or equipment needed for future markets.
- Share insights about customer preferences or trends that could inform future harvesting or marketing strategies.

## Farm Culture & Practices

On our farm, we believe that healthy plants and healthy people start with a vibrant, diverse ecosystem. We work to nurture life on the farm, not just in the soil, but in the connections we share with our crew and the community we feed. Our approach is extremely hands-on and with a keen eye for detail. We use no-till methods and do the majority of the fieldwork by hand. A lot of blood, sweat and tears go into this work every season and the best crews know what it takes to get something done as a team. We're proud to be certified organic by CCOF and the Real Organic Project, reflecting our commitment to sustainability and transparency. To us, the farm's economic health, ecological balance, and role in the community are deeply connected.

Life on a small, diverse farm like ours keeps things interesting. Every day brings something new, but there's a satisfying rhythm to the weeks and the seasons. It's hard work, but it's meaningful work, and we wouldn't have it any other way.

### **Our Ideal Candidates**

At least 1-2 years of customer-facing work in related industries.

### **Training and Check-Ins**

Training is done by returning managers through written or verbal description and side-by-side demonstration. Once the tasks of a role are demonstrated, you will be required to take on the duties themselves.

### **Work In All Weather**

You are expected to work in all types of weather conditions unless deemed otherwise unsafe. Please wear or bring the appropriate clothing for all combinations of cold, windy, wet, muddy, hot, sunny and buggy as the weather can shift on a whim.

### **Work Weekends**

The Farmers Market Manager is expected to work every Saturday and Sunday mornings markets with little to no time off during the months of June-September. Market hours are as follows but there are tasks outside of these official market hours to ensure setup and breakdown are accomplished in a timely and efficient manner.

Starting Saturday, May 31st | Shirley's Farmers Market on California Street | from 8am-12pm

*\*Manager is required to be there at 6:30am for setup*

*\*\*Manager is responsible for tear down and driving the truck back to the farm post-market, as well as some other cleanup and reset tasks for the next market.*

Starting Sunday, June 1st | Riverside Farmers Market at Idlewild Park | 8am-1pm

*\*Manager is required to be there at 6:30am for setup*

*\*\*Manager is responsible for tear down and driving the truck back to the farm post-market, as well as some other cleanup and reset tasks for the next market.*

### **Traveling to the Farm**

From downtown Reno, the farm takes approximately 25-30 mins of travel time through current highway 395 north construction. Luckily you are traveling in the opposite direction of traffic both arriving to the farm and leaving the farm, which makes the travel time smoother. Our farm is located off of a dirt road, in which you will have to drive 5-7 mins on.

### **Living on the Farm**

Two rooms are currently available at the Rosewater Ranch house, situated just above the farm. The ranch serves as an extension of the farm's community, and if you're hired, there's a good chance you could live there. As a community-oriented space, the decision to welcome new residents ultimately lies with the Ranch Mates. That said, having you live on-site and work on the farm creates a dynamic that's mutually beneficial for everyone involved.

### **What We Offer:**

- Experience on a small-scale 2-acre farm growing over 75 varieties of speciality crops
  - Hands-on experience in all aspects of regenerative farming practices
  - Opportunities for community-building, education and play on a monthly basis
  - Weekly produce box to take home for you and loved ones
  - An emphasis on learning, with each crew member taking on or helping with different roles on the farm
  - Compensation: Hourly Pay (\$18-20 DOE and strong work ethics)
    - 12-15 Hours Per Week; More if the right candidate is available.
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### **How to Apply**

1. After reading the job description to ensure a good fit for the job, [please fill out the application located here](#).
2. Send a finished application along with your most up-to-date resume to [info@premafarm.com](mailto:info@premafarm.com)
3. We'll be scheduling interviews in the first week of February and hiring on a rolling basis.