

Joanna Benoit

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Employment

Franklin County Community Development Corporation, Greenfield, MA

Food Systems Program Manager, January 2018 - Present

- Manage Valley Vegetable Venture, connecting Farmers, Processors, and Markets,
- Act as liaison between the organization and food systems groups, institutions, policy advocates,
- Advocate for small food business, specialty producers, community based economic growth,
- Act as main contact for food producers and clients within the food processing center,

Food Business Development Specialist, October 2016-January 2018, Duties ongoing

- Train, and advise food businesses at any stage on business planning and marketing,
- Navigate clients through logistical and regulatory processes when developing a food product,
- Support clients in reaching appropriate retail and/or wholesale markets for their business,
- Propose internal policy and marketing shifts to more effectively serve and reach the community.

World Farmers, Incorporated, Lancaster, MA

Wholesale and Marketing Manager, February 2016- October 2016

- Responsible for all marketing efforts including, but not limited to, communicating crop availabilities, post-harvest handling and packaging, delivery logistics and invoicing,
- Built and managed relationships between multiple, diverse stakeholders around common goals,
- Coordinated needs and solutions for farmers of diverse socioeconomic backgrounds,
- Conducted trainings and developed procedures for food safety, water sanitation, business planning, and related topics to improve sales and productivity.

Auxiliary Enterprises, University of Massachusetts Amherst, Amherst, MA

Sustainable Food Systems Manager, January 2013- February 2016

- Facilitated a \$500,000 increase in local and sustainable food purchasing between fiscal years 2014 and 2015 for UMass Dining,
- Developed a clear and concise institution-wide definition for local or sustainable foods,
- Created in-depth metrics based system for tracking local and sustainable food purchases and set realistic, quantitative goals based on findings,
- Coordinated and maintained communication between farmers, sustainability staff, administrative staff and dining common purchasers on seasonal availability.

Wheatberry Bakery and Café, Amherst, MA

Baker, January 2012- May 2013

- Responsible for preparation, baking, cooking, sales, log keeping for daily operations,
- Marketed and handled sales of affiliated local grain CSA (Pioneer Valley Heritage Grain).

Education

University of Massachusetts Amherst, Amherst, MA, 2013

Bachelor's Degree with Individual Concentration: Food Systems and Policy

- Developed a unique major, combining Sustainable Food & Farming, Urban Planning, Political Science.

Skills

Federal and Foundation Grant Writing

Public Speaking

Workshop Facilitation and Event Planning

Sales and Marketing

Supply Chain Facilitation

Organizational Development