

Wake County

County/Worksite Location:	Wake County Cooperative Extension
Proposal/Program Area:	Farmer's Market and Agriculture
Project Title:	Assessing the Consumer Demands for Culturally Diverse Foods
Immediate/ Site Supervisor:	Emily Mueller
Other mentors/supervisors:	
1	Jeana Myers
2	Kristin Feierabend
3	Hannah Taylor
4	Paula Norris

Project summary and intended outcomes:

The City of Raleigh continues to grow in population and diversity, resulting in an ever increasing demand for locally available food products. The aim of this project is to better understand the culturally diverse foods that are not readily available on the market but have the potential to be grown locally. Consumers of ten local farmer's markets will be surveyed to identify select commonly used cultural foods that are not available at market stands. The results from these surveys will be used to provide information for local producers of potential niche markets for foods in high consumer-demand.

What qualifications and previous coursework does the student need in order to be prepared for this internship, if any?

1. Use of scientific method, agricultural economics courses
2. Basic knowledge in statistical methods
3. Agricultural business marketing interests
4. Willingness to engage with culturally diverse target groups
5. Additional language skills a plus

What benefits/skills will the student gain through this internship?

1. Agricultural economics
2. Survey tool methodology and evaluation
3. Public communication
4. Scientific writing/presentation skills
5. Creative thinking and evaluation
6. Teamwork experience
7. Extension-based practical problem-solving skills