



International Fresh Produce Association
Career Pathways Internship Program

Research and Analytics Internship Description

Research and Analytics Interns will be responsible for supporting the Global Insights unit, working in collaboration with Food Safety, Sustainability, and Government and Nutrition Policy interns.

Interns will gain firsthand experience in conducting market research and analysis on the North American potted plant industry. This work includes dissecting findings to highlight critical market information for the right audiences – internal and external stakeholders. Findings will have real world business applications, supporting IFPA’s strategic business decisions within the industry as well as the development of technical and educational information and programs that guide industry practices. Interns will receive networking opportunities and career support in the floral and fresh produce industries.

PROJECT COMPONENTS:

- Secondary research on potted plant industry in the United States, Canada, and Mexico to determine size, major products, and major players
- Secondary research on associations representing the potted plant industry in the United States, Canada, and Mexico to include major association members, offerings, trade shows and financials
- Industry interviews to determine opportunities and challenges within the potted plant industry
- Identification of the latest technologies within the industry
- Consumer research to determine motivations behind purchasing potted plants
- Consumer sales data analysis to aid in forecasting industry growth/decline
- Translation and dissemination of analysis and research for publication internally and externally
- Support the preparation of presentations for meetings with internal and external stakeholders

LEARNING OBJECTIVES:

- Work collaboratively, applying knowledge and skills, to complete assigned projects
- Build technical, leadership and communication skills
- Develop emotional intelligence, problem solving and accountability competencies
- Get firsthand experience of IFPA, the industry and its career opportunities
- Benefit from structured peer-to-peer networking sessions, which, combined with the direct engagement with industry members and a personal 'career ambassador,' contribute to a robust learning environment

MINIMUM QUALIFICATIONS:

Must be a Junior or Senior undergraduate student in a STEM based or Agriculture degree program at an accredited college or university in good standing and be eligible to work in the United States.

- Pursuing a degree in data science, market research, food science, agriculture, environmental science or policy, political science, public administration, or a related field.
- Able to function in a collaborative work environment and independently.
- Possess excellent communication skills both orally and written to internal and external audiences.
- Proficient in Microsoft Office applications
- Must be authorized to work in the United States

HOURS and DURATION:

- Part-Time Internship – approximately 20 hours/week
- Internships will take place during the summer semester, tentatively beginning the week of May 23rd and culminating the end of July.
- Internships will be remote; with the exception of the Orientation/Welcome and concluding Project Presentation being in-person at the IFPA office(s). Travel costs and outlined expenses for the time at the in-person meetings will be reimbursed.

COMPENSATION AND BENEFITS:

- Interns will receive a total stipend of \$4,400 for the 10-week internship
- There are no leave benefits.
- There is no health, dental, retirement or life insurance benefits.
- Internships will be remote/virtual with the exception of travel for the Orientation/Welcome and concluding Project Presentation.
- Travel costs, accommodations, and other outlined expenses for in-person meetings at IFPA office(s) will be reimbursed by IFPA.

APPLICATION PROCESS:

Interested applicants who possess minimum qualifications for this position should submit a Cover Letter including a statement of interest for this internship, Resume, and a Faculty Letter of Recommendation via email to

bhochman@freshproduce.com. For questions about this opportunity, email bhochman@freshproduce.com.