1. Name: The Finger Lakes Wine Lab, a division of Dairy One

2. Host background Information: Dairy One is a farmer owned cooperative that provides diagnostic laboratory services, data management, on-farm information system support and crop consulting to agricultural operations throughout the Northeast.

   A recent addition to Dairy One’s service offerings is the Finger Lakes Wine Lab. This unique service provides Finger Lakes and East Coast wineries with rapid results of must and wine.

3. Internship Position Name/Title: Marketing Intern

4. Internship Position / Project Context: Dairy One’s mission is to create and provide data and information which enable agricultural businesses to enhance the management of their operations and improve profitability. Work in the Finger Lakes Wine Lab would support this mission by making wineries more aware of the services provided as well as developing educational materials about the role of testing and use of data in the wine making process.

5. Internship Position Description:
   An intern with the Finger Lakes Wine Lab will focus on expanding awareness of the wine lab with wineries across the Northeast. The summer will include everything from customer surveys to advertisement development and design to data analysis and report writing.

   The role will likely include projects with other Dairy One business units/divisions as well. Depending on an Intern’s individual interest and skill this could include our farm IT systems group, forage and agronomy lab or our marketing team.

6. Basic Qualifications and Preferred Experience: A strong interest in agriculture and desire to make a difference for farm businesses is important. The ability to interact with customers and listen to customer needs is essential. The ability to quickly understand a situation and strong self-motivation are key characteristics to succeed. A technical understanding of the grape growing/wine making process and writing/communications experience would be preferred.

7. Internship Schedule: In line with the expectations of the CALS NYS Internship Program, interns will devote 32 hours (80%) of a 40-hour work week to the responsibilities of their position and 8 hours (20%) to the community engagement project. It is preferable that the 20% release time for the community engagement project be taken either in one eight-hour day or two, four-hour half days. Dairy One has some flexibility in this schedule. While interns will normally work regular business hours (~8am-5pm), travel to farms or wineries may require earlier mornings or later evenings. Individuals with a valid driver’s license would be preferred.
8. **Expected Outcomes (for intern):** An intern with the Finger Lakes Wine Lab can expect to gain a strong understanding of the Finger Lakes wine sector, expand their technical knowledge of the science behind wine making, author a number of articles for the Wine Lab newsletter and develop customer survey skills.

9. **Location of Assignment:** Dairy One offices, 730 Warren Road, Ithaca, NY (near the Ithaca airport). Both the 32 and 37 TCAT lines provide near-by service.