

ChooseKindness.com Career Description	
Career	Vegetarian/Vegan Food Manufacturer Marketing Associate
Your Name	Heather Lindseth
Business Name	Turtle Island Foods
Street Address	601 Industrial Ave
City	Hood River
State	OR
Zip	97031
Phone	541-386-7766
E-mail Address	support@tofurky.com
Website Address	www.tofurky.com
What training is needed to work in this field?	I have a BA in English and a MS in TESOL, but neither is needed for this position. I have worked in many positions dealing with the public and am knowledgeable of the natural foods industry and trends therein. Also, I am vegan and understand the vegetarian market.
What is a typical week like or what do you spend most of your time doing in your job?	My time is spent responding to correspondence from customers, retailers, sales people and distributors. I work directly with the director of marketing who is also the company president. I handle donations and help carry out various marketing strategies. I attend trade shows when necessary.
What is the job outlook for this field?	Job outlook is excellent—could branch out into other positions in the widely expanding natural foods industry.
What are the benefits of working in this field?	Benefits for me are primarily ethical. Is rewarding to work for company whose product I support and use—also rewarding to work for environmentally and socially conscious company whose values are consistent with my own.
What advice or other information do you want to share with someone considering this field?	Align yourself with a company whose products you really support and believe in—it helps validate your time spent marketing their products.