CHOBANI & the Greater Norwich Community:

CALS NYS Internship Program 2013

Biographical Details

• Vernon, NY
• 500 cow dairy farm
• Professional interests
  o Dairy farming
  o Agriculture & public relations
  o Small business management

Learning Action Plan Goals

• Discover job opportunities & cultural assets in Chenango County
• Explore challenges in Human Resources
• Learn large business operations & protocols
• Expand interaction & communication skills
• Gain insight to dairy processing business

Chenango County Profile


• Low ethnic diversity
• Low levels college education
• High manufacturing employment
• High agricultural employment
• Modest income levels
• Low commuter times

Chobani was founded in 2005 and has grown immensely over its few years while maintaining its values of delivering “nothing but good.”

• Unique Greek yogurt
• Founded in South Edmeston, NY with expansion to several locations worldwide
• Prioritize customer & employee loyalty
• Strong commitment to philanthropic efforts

Community Engagement

• The greater Norwich region is rich in cultural and social capital. (Jill Eddy, 2013)
  • Music, arts, history, & community celebrated
  • Safe family environment
  • Promote the rich culture of Norwich to young professionals as a value-added aspect

Norwich lacks job opportunities for educated young professionals.

• Desire to utilize education
• Chenango County does not contain large cities
• Industry creates many minimum wage positions

Chobani has revitalized the economy of the Chenango County region. (David Law, 2013)

• Employment & internship opportunities
• New employees moving into Chenango County
• Chenango County residents have new opportunities

Urban companies with high overhead would gain benefits in Chenango County. (Brenden Hannan, 2013)

• Low costs of living and property
• Reliable, loyal, inexpensive labor supply
• Generate variety of employment openings for all education levels
• Create new customer relations

Source: http://freckledfoodies.wordpress.com/2011/01/13/chobani-champion/

Internship Responsibilities

• Human Resources / Leadership Development Intern
• Streamline Chobani’s existing internship program
• Best practices
• Annual calendar: tasks, preparations, events, & persons responsible

Summer Experience Highlights

• Free yogurt
• Passion fuels a business success story
• Product consistency, quality, customer satisfaction
• Discovered complexity of Human Resources
• Insight into Chenango County
• Analyze communities
• Future community development ideas


Percent working in County of Residence

This chart shows that Chenango county must have available jobs, as the majority of Norwich citizens work within the county.