

# Farmers' Markets Support Coordinator

Sarah Milne

# First point of contact

- Farmers' Markets
- Producers
- Local Authorities
- Relevant stakeholders
- Members of the public

# Communication Channels

- Communication within and outwith FM sector
- Raising profile for Farmers' Markets & FM PG
- Within food sector (developing contacts)
- Within media (press releases)
- Among consumers (food shows)

# Website

- Develop and maintain comprehensive sector website
- Content aimed at industry and consumers
- Library of resources
- Establishing social networking tools

# Information Gathering

- To assist Farmers' Market organisers /producers establish and develop Farmers' Markets
- Trade body membership
- Market accreditation schemes
- Local authority regulations
- Local media
- Any other relevant contacts / information

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