

MEDIA RELEASE

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New market initiative for North West women farmers

North West Coast women farmers and producers look set to increase their local “market” share with the launch of a new project in Devonport today.

The Make it to Market project provides an opportunity for women who are currently, or may be considering, selling food or fibre products at one of the region’s farmers markets to tap into a network of resources to help build and develop their product.

It is led by the Institute for Regional Development at the UTAS Cradle Coast Campus in partnership with the local farmers markets in Burnie, Wynyard and Devonport..

Over the coming months, women will be given the chance to expand their networks and attend training and workshops on product labelling, packaging, presentation and marketing.

“The local farmers markets in Devonport, Burnie and Wynyard reflect the amazing selection of truly home-grown produce we have on our doorstep and women make a huge contribution to that,” project co-ordinator Di Hollister said.

“The Make it to Market project is aiming to bring these women, and prospective women market vendors, together to share ideas and network, as well as provide information on how to further market their product.”

Ms Hollister said the project was open to women farmers and producers from all walks of business - be it those who just want to make some money out of their backyard vegetable patch or others looking at expanding their niche operations.

“For some of these women, the money that they make at the fortnightly markets supplements the household income, it means an awful lot to them,” she said.

“Others might be on the verge of developing a small-scale enterprise.”

The project was launched during the Business and Employment Network Breakfast in Devonport, which was held as part of Regional Women in Business Week (August 19-26).

The project is supported by funding from the Australian Government Department of Agriculture, Fisheries and Forestry under its Australia’s Farming Future program.

The project’s workshops will culminate in special events featuring guest presenters and chefs at each of the farmers markets in Burnie, Wynyard and Devonport towards the end of the year.

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