

**Jen O'Brien Cheek** is the Executive Director of the Farmers Market Coalition (FMC), a national nonprofit dedicated to strengthening farmers markets across the United States so that they can serve as community assets, and oversees all FMC programs including Farmers Market Metrics.

Previously working in urban planning and landscape architecture, Jen has collaborated with the National Park Service, the Environmental Protection Agency, and numerous nonprofit and private organizations to create civic meeting spaces, preserve natural areas, and design parks and gardens all over the U.S. Specializing in communication design and outreach, she worked closely with community stakeholders to research and distill data, build consensus, create educational materials, and craft plans and policies. Jen focused on sustainable food systems while earning a Masters of Urban and Environmental Planning from the University of Virginia. There, she partnered with local and national organizations to research agricultural policies and practices, regional food distribution methods, federal farming initiatives, and sustainable food production. Jen believes that in addition to serving as important economic incubators, community centers, and platforms for nutrition and agricultural education, farmers markets are the happiest places on earth.

Jen holds a Master's degree of Urban and Environmental Planning, Food Systems and Community Development from the University of Virginia. She received a Bachelor of Arts in Communication Design from the University of Michigan.