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Farmers Market Coalition Begins 2019 With New Leadership

December 20, 2018 - The [Farmers Market Coalition](#) (FMC), a national organization committed to strengthening farmers markets, announced today Executive Director, Jen Cheek, will step down as head of the organization effective January 7, 2019, and will take on the new role of Director of Programs at FMC.

“It has been an incredible privilege to lead the Farmers Market Coalition, and work every day with FMC’s staff to advance the goals of our distinguished board and inspiring members,” said Cheek. “While this decision certainly wasn’t an easy one, I’m am delighted to stay on at FMC, and oversee the great work our programs accomplish in support of local food and farmers markets.”

During Cheek’s tenure at FMC, the organization has made significant gains, including a quadrupled membership representing all 50 states, a growing network of increasingly active state farmers market associations, co-hosting the first-ever national agricultural marketing summit, and building a strong, national coalition of local food advocates who helped to shape the 2018 Farm Bill - a bill widely viewed as making important progress for American agriculture. As Director of Programs, Cheek will ensure that FMC’s existing programs and upcoming initiatives progress smoothly through the leadership transition and beyond.

FMC Policy Director, Ben Feldman, will serve as Interim Executive Director ahead of the search beginning in Spring 2019 to permanently fill the position. In addition to his role as Policy Director, Feldman has also served on FMC’s board of directors, worked at the Ecology Center where he helped found the California Alliance of Farmers Markets, served as vice-chair of the CDFA Farmers Market Advisory Committee, Administered the California Market Match Program, and championed policy to improve access for low-income shoppers to shop at farmers markets. Ben also worked for the Pacific Coast Farmers Market Association where he managed the first Kaiser Permanente Farmers Market.

“Ben’s deep passion for local food and years of experience supporting and growing farmers markets is a tremendous asset to FMC, our members, and local agriculture,” said Hugo Mogollon, FMC Board President. “I’m grateful to Jen for the important strides made by FMC during her time as Executive Director, and look forward to working with Ben, as well as the fresh perspective his leadership will bring to FMC.”

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The Farmers Market Coalition (FMC) is a 501(c)(3) nonprofit dedicated to strengthening farmers markets for the benefit of farmers, consumers, and communities. For more information about the Farmers Market Coalition, visit www.farmersmarketcoalition.org