



Press Release

8th February 2010

FeRN launched to provide a voice for women in the agri-food sector

A new voluntary organisation aims to offer a fresh viewpoint on the UK agri-food industry with a hint of pink.

FeRN, the Food and Education Rural e-Network, was officially launched last week, primarily as a e-organisation, to facilitate communication and debate between members across the UK and Europe.

sectors from chief executive to farm secretary, scientist to supermarket buyer, consultant to farmer to be able to meet, network, farming and rural eRN chairman Sue Archer.

The organisation was provisionally set-up towards the end of 2009 and already has a strong core of members just through word-of-mouth. FeRN aim is for members to set-up local and regional networks across the UK. The national office will act as a knowledge-exchange hub enabling members to contribute up-to-date opinion, news and information online and by email. The website www.fern-uk.com will be developed over the next few months.

Mrs Archer believes FeRN members have opinions and knowledge that will offer an alternative and fresh view to the usual commentators and stakeholders. We consulted with a cross-section of sector stakeholders and the over-riding message was that they would welcome a female perspective to issues within the industry that they felt was currently missing. We will encourage members to report, comment and lobby on local and national issues under the FeRN banner she says.

We re looking for new faces with skills and opinions to contribute to the new and emerging organisation. The focus is on the knowledge and experience of our grass-root members and we will strongly encourage membership involvement on the direction of organisation. FeRN will be run by members for members says Mrs Archer.

Membership forms are available to download at www.fern-uk.com

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