**Jane Craigie Marketing continues to strengthen with the appointment of Helen Cork**

Jane Craigie Marketing (JCM) has strengthened its team, once again, with the appointment of Helen Cork, who joins the agrifood and rural marketing agency as an Account Manager, following a successful career with the NFU, the Scottish Rural Payments Agency (SGRPID) and The Duchy at Highgrove, working with organic beef, sheep and vegetable production.

With a deep-rooted knowledge of agriculture gained in the UK, Australia and New Zealand, and her own Hereford beef herd, Helen combines her practical farming background with a deep understanding of farming and farmers. Her roles with the NFU included working as Shropshire’s County Advisor, with the sector boards and, latterly, within the Bovine TB team.

Of her new role, Helen says: “I grew up raising beef calves which ignited a passion for the cattle industry; living around various merchants and farmers sparked questions about how things were done and a curiosity about different aspects of agriculture, food and rural life and how they interrelate. Agriculture is a broad and exciting industry, and I’m looking forward to meeting those involved in the sector and learning more, while working alongside JCM's wonderful team to convey the positive stories that farming has to tell.”

Jane Craigie, Managing Director of JCM, said: “Helen’s passion for agriculture and rural places is infectious and deep-rooted, having worked with farmers all over the world, she has extensive knowledge and a natural empathy for our industry. Anyone who has worked on cattle stations in Outback Australia, and controlled buffalo in Arnhemland to supply Darwin’s crocodile farms, knows about the realities of the agricultural sector, its tradeoffs and how to communicate the difficult topics within and outside our industry. Helen is a joy to work with and we feel so privileged that she chose to join our team which gives us scope to further increase our client base within the sector, and also, marks the addition of another team member permanently based in England.”

Helen has a BSc in Countryside and Environmental Management from Harper Adams University. She is based in Shropshire and is the current Chair of the Blymhill Agricultural Discussion Group, which brings farmers together for talks and farm visits, keeping the social and learning accessible to this rural community. Helen has been a member of the Newport Show livestock committee since 2011, has two young children, rides polo ponies and runs ultra marathons.

JCM’s other team members are Rebecca Dawes, Claire Taylor – who is currently studying for her Nuffield Farming Scholarship - Becca Rainnie, Helen Cameron, Andrew Williamson, Natalie Reed, Susannah Pate and Jo Learmonth.

Jane Craigie Marketing was established 19 years ago and has carved a reputation for delivering marketing communications, events and public relations services to businesses operating in the agricultural, food and rural environment. In 2018, Jane Craigie and Rebecca Dawes also established the Rural Youth Project which has supported a wide network of young people in developing their leadership skills. The JCM team supports a wide range of clients, including: ABP, AgriScot, BASF, Caledonian Climate Partnership, East Coast Viners, Groundswell, IAAS, LEAF Open Farm Sunday, MDS, Oxford Farming Conference, SAC Consulting, The Green Farm Collective and Turriff Show.

To find out more about Jane Craigie Marketing, head to [www.janecraigie.com](http://tracking.janecraigie.com/tracking/click?d=It8ssslq7IoZCTtOTKYol6UYBxPKYIYogZtCJ4_idUKZuCwZpgIUjiMhIvsynlgoajLafbSJea90V3OS5nJacZ5M8FjFr9iLc_WPOi2YA0lECnDBBa0ZEOe8MJPDQOqzbup1A1bRF7_ZjLbZq9JxLqQ1).

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