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MEDIA RELEASE

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Capital Region Farmers Market first Canberra market to launch dedicated mobile app for market goers

Canberra's very own [Capital Region Farmers Market](#) is the first market in Canberra, and possibly Australia, to design its own mobile app. The new mobile app was released in time for the first market of 2017, and aims to connect with the Market's customers frequently and instantly.

"The new Capital Region Farmers Market mobile app is a great way for stallholders to communicate with their consumers about what's going on at the Market," said Capital Region Farmers Market Manager, Adrienne Moss.

"Yes, there are plenty of apps available these days, and there are a few around which offer lists of different Australian markets, but ours is the first one to focus on a specific market and target our customers with things like weekly updates and special offers," Adrienne continued.

The new app, designed and created by [Threesides Marketing](#) in Canberra, was developed in response to customer needs. Adrienne said having reviewed website data, there was a shift in users viewing the Farmers Market website from desktop to mobiles and tablets which drove the decision to create the mobile app.

"We also had feedback that many of our customers would plan their shopping on Friday evenings or on Saturday mornings before opening time, so we wanted to reach out to these people with timely information on what's in season, the stallholders at the Market on a given week, savings they could make and so on," Adrienne continued.

In addition to weekly updates, the app offers details on Market closures, delicious recipes, and information on all stallholders. Users can save their favourite stalls, check-in, leave reviews and receive special news and discounts on produce. Push notifications are available for important updates going out on Market day, and all app members can claim exclusive in-app specials.

"The feedback we have had from customers so far is very positive. We are pleased to be a Farmers Market leading the way in the development of such a detailed mobile app, and we look forward to connecting with many more dedicated Market lovers," Adrienne concluded.

The Capital Region Farmers Market mobile app is available for free download now via the iTunes App Store for iPhone, and via Google Play for Android. For more information on the Capital Region Farmers Market visit www.capitalregionfarmersmarket.com.au

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