

GREENSHEET

www.napmm.org

About NAPMM

Founded in 1947, NAPMM strives to help market managers improve facilities and increase services while encouraging cooperation and exchange of ideas between members and partners.

NAPMM Officers

- Ronnie Best.....President
David Tompkins.....1st Vice President
Paul Steinke2nd Vice President
Janel Leatherman..... Treasurer
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Special Conference Edition

MESSAGE FROM THE PRESIDENT

We look forward to seeing you in the "City of Brotherly Love". Time is getting short to register for the 62nd annual NAPMM conference in Philadelphia, Pennsylvania. Complete registration information is in this issue of the GreenSheet as well as on our website at napmm.org.



Paul Steinke, Sonny DiCrecchio and the Board of Directors have been working tirelessly on what I think will be one of the best conferences ever. I visited with Paul and stayed at the Loews Hotel. It is a wonderful facility with all the amenities in the middle of the city. There are great restaurants and shopping all within walking distances. The program will be educational and informative.

One of the greatest values I get out of the NAPMM conferences is the ability to network with fellow market managers on an informal basis, as well as USDA AMS staff and industry experts. If you haven't registered yet, please do so today. I would also like to challenge each of you to let others in our industry know about NAPMM and the conference in Philadelphia.

You also have time to nominate a deserving colleague for the prestigious Market Manager of the Year Award. The nomination form and information is also included in this edition of the GreenSheet.

If you haven't already done so, please take the time to renew your membership. By renewing now, you will save \$100 on conference fees—a valuable savings! As an organization, we have invested considerable resources to enhance services to our members. As such, I challenge each of you to recruit one new member, so we can market these improvements to others. We have a great organization and now is your chance to help in the growth of NAPMM.

We look forward to seeing everyone in a few weeks and we hope to see some new faces. If you come once you will come again. We hope you have a safe trip and we'll see you in Philly.

Sincerely,

Ronnie Best
President

62ND ANNUAL CONFERENCE—MARCH 27-31

We have an outstanding conference on tap. The workshop schedule includes excellent sessions on a wide range of topics essential to successful market development and management. There will be unparalleled opportunities to network with fellow market professionals and experts from across the nation.

Finally, your Philadelphia hosts have arranged for a great experience in a great city, including accommodations at a landmark art deco hotel in the heart of the city's vibrant center, plus a worthwhile tour program highlighting one of America's most vibrant agricultural and market regions.

Don't miss NAPMM in Philadelphia. Register now!

NOMINATE MARKET MANAGER OF THE YEAR—LAST CHANCE!

DEADLINE FOR NOMINATIONS—FEBRUARY 29, 2008

Our organization includes many great managers and markets. There also are some great managers out there that are not currently involved with NAPMM. Now is your chance to recognize your colleagues, for both their excellence in managing their markets and also for service to NAPMM.

Please take time to review the criteria below and consider nominating a manager who exemplifies the standards that NAPMM promotes or a member of NAPMM who has gone above and beyond to support our organization.

Market Manager of the Year Award—Process and Criteria:

The Market Manager of the Year Award is to recognize a market manager for their work and accomplishments at their market and/or markets they have managed or are managing. The recipient's level of involvement with NAPMM or other trade organization is not the focus of this award.

The Market Manager of the Year Award is selected annually by a committee of the three immediate past recipients of the award.

The committee will widely disseminate a "call for nominations" for the award at least 90 days prior to the start of the annual Convention/Conference/Meeting.

Market Managers, organizations and/or individuals can nominate an individual for the award. Committee members may also nominate an individual. The award recipient must be a current or past market manager. Nominations are to be sent to the Award Committee for their consideration utilizing the form available on the webpage at www.napmm.org.

Special Service to NAPMM Award:

Wherein the Market Manager of the Year Award is presented annually and recognizes an individual's accomplishments at their market(s), the Special Service to NAPMM Award focuses entirely on the individual's or organization's service or contributions to NAPMM. This award recognizes dedication and commitment to NAPMM over an extended period of time. This award is not given annually, but rather only to recognize these significant contributions. The decision to name a recipient for this award is made by the Executive Committee of the Board of Directors.

Please take the time to recognize your colleagues. Market Manager of the Year nominations should be submitted on the forms provided to:

NAPMM
Market Manager of the Year Nomination
PO Box 291284
Columbia, SC 29229

Deadline for submission is February 29, 2008. Please be sure to write "Market Manager of the Year Nomination" on the envelope.

GENESEE VALLEY REGIONAL MARKET CONTINUES TO GROW

2008 will bring quite a few changes to the Genesee Valley Regional Market! We continue to grow with plans for a \$1.5 million new fish and meat market. The new structure will also include a small restaurant, offices, and a cooler. We will also break ground in early April on our new \$1.4 million Administration building which along with our administrative offices will include renting space to USDA offices, NYS Department of Agriculture offices, a truck broker, a surveyor, and an investment company. With these changes, a new 4-way signal light will be erected at the new entrance into the market from Jefferson Road.

With these exciting plans underway in 2007, there were some challenges last year as well. Some companies did leave the facility; a couple had to file bankruptcy. However, other companies have rented the available space.

Helen and Bill Mulligan, Sr., continue to remain in good health. Helen works bi-weekly in the market office and Bill works as a consultant to the market.

We look forward to 2008 with hope and enthusiasm!



Brigitte Moran received the prestigious Market Manager of the Year award at the annual conference in San Francisco in 2007.



William Mulligan, Sr. award was presented to Jim Farr for his outstanding dedication and service to NAPMM.

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The nationwide growth of seasonal, outdoors farmers' markets provide fierce competition for customers and vendors.

"And as I read the mission, customers are attending the market to meet the farmer, not a middleman."

Paul said he'd strive for a mix of vendors like those at Philadelphia's historic Reading Terminal Market.

PITFALLS LOOM FOR PUBLIC MARKET PLANS

By Julia Silverman, Associated Press Writer

PORTLAND, Ore. — Growing interest in seasonal and locally sourced foods has created a fanfare for indoor public markets, where heirloom tomatoes are sold alongside artisan breads and freshly pressed olive oil.

Tourists have crowded places like San Francisco's gleaming new Ferry Building market and the Granville Island market in Vancouver, B. C., and the markets have encouraged nearby residential and commercial redevelopment. *(cont'd on page 3)*

But amid the acclaim, there are signs that public markets don't always pay off. That lesson has come painfully to cities with struggling or shuttered public markets, such as Portland, Maine; Toledo, Ohio; and Vancouver, Wash.

Indoor, year-round markets are expensive, and tough to get off the ground, particularly in pricey urban areas. Public markets in Portland, Oregon and Boston have been planned since the turn of the millennium, but construction at permanent locations has not begun.

Year-round, sheltered markets are also under discussion in Pittsburgh, Madison, Wis., and Chicago.

"You're trying to cobble together money from private sources, no-interest loans, grants, money from the city, economic development money," said Chris Heitmann, a policy analyst with the New York City-based Project for Public Spaces. "Most of them are not going to break even in the first two to three years. Generally, they do stabilize over time."

In colder climates, it's virtually impossible to maintain a year-round flow of locally grown fruits and vegetables. That means that produce dwindles or has to be trucked in from far away—which goes against the locally grown ideal.

Public markets have also struggled to find a balance between selling raw ingredients and prepared food. Fresh produce, meat, fish, dairy and poultry distinguish a market from a food court. But Americans are geared toward a grab-and-go system, and prepared food is enticing to vendors because it has a far higher profit margin.

"If you go to a public market in Europe or Latin America, it is very difficult to find something to shove in your face and eat," said Wendy Baumann, who was one of the founders of the Milwaukee Public Market, which has weathered significant vendor turnover since it opened in 2005 and now emphasizes prepared food. "You can't be all to all."

The nationwide growth of seasonal, outdoors farmers' markets, which in most climates run from early spring until mid-fall, provide fierce competition for customers and vendors.

"All the good vendors are already stretched thin," said Charlie Hertel, who was selling heaps of luscious late-summer peppers and melons from his Forest Grove, Ore., farm at a recent farmers' market in downtown Portland. "And as I read the mission, customers are attending the market to meet the farmer, not a middleman."

Public market devotees say the payoffs can more than make up for the pitfalls.

In Portland, organizers just got permission to name their planned market after James Beard, the Oregon native who is widely considered the father of American gastronomy.

"It will put Portland on the food map, and grow the awareness of local food," said Ron Paul, a former restaurateur who has been working on the nonprofit project since 1999.

Paul said the years spent planning for a market have let him learn from other startups. For example, he said he'd strive for a mix of vendors like those at Philadelphia's historic Reading Terminal Market, where there are at least two butchers, two bakers, and two produce vendors, each selling at different prices.

Markets can't have too many handicrafts vendors, he said, because they create a flea-market feel.

(Continued on page 4)

National Association of Produce Market Managers

P. O. Box 291284
Columbia, SC 29229

Over 60 Years Serving The Produce Industry

BOARD OF DIRECTORS

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Region 6

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LOCALLY GROWN FOODS NICHE COOKS UP AT \$5 BILLION AS AMERICA CHOWS DOWN ON FRESH!

New York, June 20, 2007—Food safety issues and America's awakening "green" culture are just a couple of the factors driving the surge in fresh and locally grown food sales, with locally grown foods expected to jump from approximately \$4 billion in 2002 to \$5 billion in 2007, according to Local and Fresh Foods in the U.S., a new report from market research publisher Packaged Facts.

Based on the exponential growth of farmers' markets, as well as retail and foodservice initiatives to add more local products to their merchandise mix and menus, Packaged Facts estimates that locally grown foods could turn into a \$7 billion business by 2011.

Consumers, equating freshness with higher quality, are increasingly looking toward the perimeter departments of their local supermarkets for fresh foods, which not only include locally grown and organic fruits and vegetables, but fresh meats, seafood, dairy, and baked goods as well. According to the report, retail sales of fresh foods totaled \$230 billion in 2005 and in 2006 fresh produce surpassed fresh meat as the top-selling department in perishables.

Not surprisingly, the success of local and fresh foods is reaching far beyond the aisles of the local supermarket.

"Restaurants, value channels such as drug stores and convenience stores, and even academic foodservice venues are turning into the fresh and local consciousness that is taking hold in America," said Don Montuori, the publisher of Packaged Facts. "New trends, including 'food miles,' 'the Slow Food Movement,' and even 'locavores' who eat only locally grown foods, are just beginning to take root in the U.S. and we anticipate these and other trends will swiftly drive growth of local and fresh market foods."

Local and Fresh Foods in the U.S. pinpoints and analyzes shifting trends in the marketplace for fresh and local foods, and identifies opportunities and strategies that suppliers, retailers, foodservice providers, and packaged goods marketers can use to protect and grow their businesses. It is available from Packaged Facts by visiting: <http://www.packagedfacts.com/Local-Fresh-Foods-1421831>. It is also available at MarketResearch.com

About Packaged Facts

Packaged Facts, a division of Market Research Group, publishes market intelligence on a wide range of consumer industries, including consumer goods, food and beverage, and demographics. For more information visit www.PackagedFacts.com, or contact Tom Ehart at (240) 747-3014.

PEE DEE STATE FARMERS MARKET

The Pee Dee State Farmers Market is constructing a new retail building which should be completed by April 2008. The building will have heating and air conditioning and will be approximately 10,000 sq ft. The purpose of the building is to increase year round sales and provide additional spaces for rent. Below is a drawing of the new retail building.



PITFALLS LOOM FOR PUBLIC MARKET PLANS (CONT'D)

Year-round local produce in a climate like Oregon's is unlikely, Paul acknowledged. But vendors who sell meat or dairy products will welcome the chance to set up a stall with proper refrigeration and display cases, instead of pulling their shrink-wrapped wares out of a cooler at an outdoor market.

To break even, some public markets have branched out far beyond the original concept of local, sustainable foods: The new managers of the Milwaukee Public Market in Wisconsin, for example, just announced that the venue will be available for weddings and other events.

PHILADELPHIA CONFERENCE PRELIMINARY SCHEDULE

THURSDAY—March 27

12:00–7:00pm	REGISTRATION
3:00–5:00pm	BOARD OF DIRECTORS MEETING
6:00–7:30 pm	PRESIDENT'S RECEPTION
8:00pm	HOSPITALITY SUITE OPEN

FRIDAY—March 28

7:30–9:00 am	BREAKFAST
9:00am–6:00pm	REGISTRATION
9:00am–4:00pm	GUEST TOUR
9:00–10:15am	Current Food Trends—April White, Philadelphia Magazine
10:30–11:45am	The Latest in Retail Market Development—Dave O'Neil, PPS
10:30–11:45am	Wholesale Markets Project Update
12:00–1:30pm	LUNCH—Sponsored by CHEP
1:30–3:00pm	How Markets Can Affect Community Nutrition: Innovative strategies for increasing access to fresh produce in underserved areas
1:30–3:00pm	USDA, PACA, "Food Safety, GAP/GHP"
3:30–5:00pm	Crisis Management—Kevin Feeley, Bellevue Communications
5:00–7:30pm	DINNER ON YOUR OWN—Local attraction information available
7:30pm	HOSPITALITY SUITE OPEN

SATURDAY—March 29

8:00am–5:00pm	TOURS—Reading Terminal Market (breakfast); Basciani Mushroom Farm; Pennsylvania Dutch Smorgasbord (lunch); and Lancaster County, PA agriculture
5:00–7:30pm	DINNER ON YOUR OWN
7:30pm	HOSPITALITY SUITE OPEN

SUNDAY—March 30

8:00–10:00am	BREAKFAST
1:00–2:15pm	USDA/AMS Update
2:45–4:00pm	Pike Place Market—"100 Years of Freshness"
2:45–4:00pm	Market Ventures—NYC Wholesale Farmers Market
4:00–7:30pm	FREE TIME/DINNER ON YOUR OWN—Local attraction information available
4:00–5:30pm	BOARD MEETING
7:30pm	HOSPITALITY SUITE OPEN

MONDAY—March 31

7:30–9:00am	BREAKFAST
8:00am–12:00pm	TOURS—Philadelphia Produce Terminal; Port of Philadelphia, Refrigerated Produce Import Facility
12:30–2:30pm	LUNCH/GENERAL MEMBERSHIP MEETING (Lunch coupons distributed)
2:45–4:00pm	ROUNDTABLE—Retail Open Forum
2:45–4:00pm	ROUNDTABLE—Wholesale Open Forum
4:00–5:00pm	NEW BOARD MEETING—Board orientation
6:00–11:00pm	CLOSING DINNER—Awards and passing of gavel

CONFERENCE HIGHLIGHTS

Thursday

Registration

Board of Directors Meeting

President's Reception

Friday

Guest Tour

Classroom Sessions

Saturday

Retail Industry Tour

Sunday

Classroom Sessions

Monday

Wholesale Industry Tour

Classroom Sessions

Closing Dinner

62nd Annual Conference

March 27–31, 2007

Philadelphia,
Pennsylvania

Conference Co-Hosts

Paul Steinke

Reading Terminal
Market

Sonny DiCrecchio
Philadelphia Regional
Produce Market

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