

GREENSHEET

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.



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MESSAGE FROM THE PRESIDENT

The first frost of the fall brings major changes to the activities on our farmers markets here in South Carolina. The activity level changes and we shift from the crops of the summer to those of the cool weather. No longer do we have the heavy loads of watermelons, peaches and tomatoes grown in our own state. Now we see citrus from Florida, apples from the North Carolina mountains, plus a wide variety of cool weather crops from our own farmers. It is a wonderful time to see the wide diversity of crops from all over our county, and of people who delight shopping at a farmers market on a crisp fall morning.



Our state market in Columbia, SC, is primarily a wholesale facility with a smaller retail component that tends to blend with wholesales. During the cooler weather it is easier to distinguish the retail activities. Consumers delight in shopping for mountain apples, fresh oranges, decorative gourds, and, as the season progresses, Christmas trees and poinsettias.

Our markets fill a wonderful niche in our economies. Small and large farmers, hobbyist and entrepreneurs, young and old, all come together for the benefit of one another. A farmers market is a collection of growers and buyers. It provides an intersection for people of many interests and endeavors.

I like to say that every market develops its own personality that represents the people of the area. While there are many similarities, there are many differences. What works in one place may not work in another, but a new idea from a west coast market may be just the thing for one on the east coast. A problem solved in the northeast may offer a solution to a problem in the southwest.

This is why the NAPMM is such a valuable organization. We can work together to share ideas and solutions. We can work on common problems and identify opportunities. Here in South Carolina our summers are filled with activities and seem to stay on a hectic pace. Now that the season has shifted, we see the opportunity to focus on things other than the daily trials. The season has come where we all can expand our outlook and share our experiences with one another.

I look forward to the next several months. Let's all work through the NAPMM to share with one another and strengthen our relationships so that we can all serve our markets more ably.

Sincerely,
David Tompkins
President

MIKE FERGUSON RETIRES



Mike Ferguson, manager of the Western North Carolina Farmers Market, announced his retirement effective October 31, 2008.

Mike graduated from Appalachian State University with a BS in Biology in 1977 and went on to get his masters in agriculture from North Carolina State University in 1979.

Mike has been a member of NAPMM for 18 years. He served on the Board of Directors and was president in 1996-1997. He was honored in 2001 as "Market Manager of the Year." Mike hosted the NAPMM conference in Asheville, North Carolina in 2006. NAPMM would like to join his family, wife Susan, and children Lindsay and Ryan, in congratulating him on a wonderful career.

Mike has been a valued member of NAPMM and will be missed. We hope he will continue to be a part of NAPMM as a retired member for many years to come.

Mike's home e-mail address is fergusonmikesue@bellsouth.net.

SONNY DICRECCHIO NAMED PRESIDENT AND CEO

Please join me in congratulating Sonny DiCrecchio on his promotion to President and CEO of the new Philadelphia Regional Produce Market. Those of you that attended our conference earlier in the year had a chance to visit Sonny's market. His passion, pride and commitment were evident in how effectively the market is operated and I'm sure this will carry over to the new facility.



Congratulations Sonny, and thanks for everything you do for NAPMM and your community. We are proud of you!

Jim Farr, Editor

REVIVE THE BROADWAY MARKET

End of lease offers a fresh chance to revisit way this landmark is run

The deplorable lack of leadership that has allowed the old Broadway Market to become a shadow of its former self does not only endanger a treasured cultural resource, it endangers the economic health of its East Buffalo neighborhood.

The 120-year-old marketplace, once the lively hub of the Broadway Fillmore neighborhood, is nearly half empty. The fear that it may die is only intensified by word that the market's board is recruiting its own vulture, in the form of a check-cashing shop to replace a recently decamped bank. Such a move would only hasten the market's descent from vibrant marketplace to enabler of poverty.

It is tragic that this rare source of healthful food has not been better managed and more innovatively marketed, not only to the immediate neighborhood but to the growing number of foodies across the region.

Various neighborhoods of Buffalo, like many urban environments, are what the experts call "food deserts." That means that the food available to them is mostly high-calorie, low-nutrition, shelf-stable stuff, displayed among the cigarettes and the malt liquor. That adds up to the epidemic of obesity, diabetes and the risk that the current generation may be the first in American history not to have its life expectancy exceed that of its parents.

The good news is that the Broadway Market is a notable exception to that urban trend. Its independent businesses offer a healthy selection of meat, produce and baked goods, much of it grown or produced in Western New York.

The bad news is that not enough people know about it. Many of its biggest fans do not live nearby. They turn out in great numbers in the Easter and Christmas seasons, when former neighborhood residents, their children and grandchildren return for seasonal and ethnic dishes and treats. Otherwise, the place is disappointingly deserted. In recent months, both Max Poultry and the Key Bank branch bailed out.

The woes of the market cannot be blamed on one person, institution or event. The economic decline of the surrounding neighborhood is more cause than effect. The fact that the city owns the property, but leases it to a nonprofit corporation to manage, splits up the accountability and reduces the chances that anyone will step up and fix things.

Recently, though, one important player has made some encouraging noises about reversing the trend. Common Council President David A. Franczyk, whose Fillmore District includes the Broadway Market, is calling for change and using the upcoming end of the nonprofit's lease on the property as a stick to get people's attention.

Marketing and recruitment must be much more aggressive. Any hint that existing businesses are keeping away competition must be swept aside. Hours should be expanded – it's not open on Sundays at all – and space for neighborhood gardeners to market their tomatoes, cucumbers, flowers and okra could be made available.

Such markets are well-known and much-loved centerpieces for urban life in cities from Rochester to Seattle. (The ubiquitous Starbucks coffee chain was born in Seattle's Pike Place Market.) Even those not open all week can be a draw for cafes, bookstores and shops.

If Buffalo can't save the Broadway Market, it is hard to see that its economic future has much hope at all.

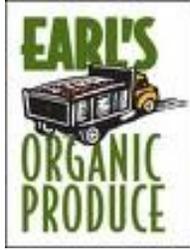
Congratulations to Sonny DiCrecchio on his promotion to President and CEO of the new Philadelphia Regional Produce Market.

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The only 100 percent organic house on the market, Earl's is a CCOF certified organic handler.

We partner with more than 300 growers to provide a comprehensive inventory of organic product.

We honor the small organic farmers whose integrity, passion, and hard work continue to prove that organic agriculture is not just a fad but a viable and, of course, sustainable alternative to conventional agriculture.

Mark your calendar for March 26-30, 2009 to attend our 2009 Annual Conference in Seattle, WA hosted by Pike Place Market.

EARL'S ORGANIC PRODUCE

The story below spotlights a vendor on the San Francisco Wholesale Market.

Earl's Organic Produce, a leading Bay Area wholesaler of certified organic produce, is located on the San Francisco Wholesale Produce Market. The only 100 percent organic house on the market, Earl's is a CCOF certified organic handler. Initially a one-man shop, today founder Earl Herrick, employs more than 50 employees, purchases certified organic produce from more than 300 growers and supplies a geographically dispersed customer base of 200 plus retail stores, other distributors, restaurants and neighborhood co-ops.

Founder and owner, Earl Herrick opened single astall on the San Francisco Wholesale Produce Market in 1989. While working as the produce buyer for a Marin-based natural foods market, Earl developed relationships with numerous organic growers and a logistical system that allowed him to buy directly from them. Starting his own business allowed Earl to combine his 14 years of retail experience with his knowledge and passion for organically grown produce.

From the beginning, Earl has improved the link between organic growers and retailers. As the connector, Earl's keeps the information flowing. When the price of lettuce skyrockets due to an ice storm or record rains damage strawberry fields, Earl's is quick to inform customers and even create point-of-purchase material to keep consumers in the loop.

Growers and retailers must understand their mutual challenges – Earl's makes the conversation happen. A more informed retailer, educates consumers and increases respect and demand for organic produce. Growers who deliver quality produce with exceptional post-harvest handling will help retailers and themselves profit.

We partner with more than 300 growers to provide a comprehensive inventory of organic produce. While we always have broccoli in our cooler, chances are we'll also have broccoli di cicco or the Spitzenburg apple, an heirloom variety preferred by Thomas Jefferson. To deliver this diverse abundance, we work with growers of all sizes from the larger, geographically diverse growers, like Cal-Organics to smaller family farms. Like Tutti Frutti Farms and Balakian Farms.

Like our heirloom tomatoes, our customers come in all shapes and sizes – from the natural foods co-op to the independent grocery store to the regional and national chain stores. Our customers include well known Bay Area retailers, such as Rainbow Grocery and the Good Earth Market, and eateries such as Lydia's Organics. Beyond the Bay, we have customers as far north as Arcata, as far south as Santa Cruz and even some scattered across the country. We value each customer for its commitment to organically grown produce and sustainable agriculture.

In 1991, Earl's moved to a larger warehouse within the Produce Market, doubled the space in 1996 and incorporated the business in 1999. In 2004, we moved to a 21,524 square foot warehouse in the newer annex across the street from the original market. We have four climate specific coolers—extra cold for vegetables, like broccoli and greens, temperate coolers for potatoes and citrus, and kind-of cold for apples, plus ample floor space for tropical fruits and tomatoes. Our warehouse buzzes every night as our night crew assembles orders, receives new product, and our trucks prepares for their deliveries. Earl likens our warehouse to a hospital emergency room—our inventory are urgent care patients who need fast care or else they will perish. Our aim is to act quickly and with diligence, to care for our 'patients' so they reach their final destination – your grocery store or restaurant – ready for business.

Today our staff of 50 have worked in all aspects of the organic industry as farmers, brokers, and retailers. Our diverse backgrounds help us navigate the evolving industry. We honor the small organic farmers whose integrity, passion, and hard work continue to prove that organic agriculture is not just a fad but a viable and, of course, sustainable alternative to conventional agriculture.

2009 NAPMM CONFERENCE-SEATTLE, WA

Westward ho! The 63rd annual NAPMM Conference is slated for March 26-30 in Seattle (the Emerald City). We'll occupy the Marriott Seattle Waterfront overlooking Puget Sound and just steps away from world famous Pike Place Market and Downtown Seattle.

A wide range of speakers and workshops have been scheduled including a tour of one of Western Washington's largest CSA (Community Supported Agriculture) providers; a workshop hosted by Chris Curtis, founder of Seattle's Neighborhood Farmers Market Coalition; a lecture by Seattle Times Food Critic Nancy Leson; a tour of Pike Place Market and much more.

We look forward to seeing you in Seattle!

National Association of Produce Market Managers

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TRACEABILITY JOINT RELEASE - OCTOBER 8, 2007

Note from the Editor – *The joint release below focuses on the importance of developing consistent traceability standards across the industry. NAPMM should be a force in helping to support these efforts.*

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United Fresh Produce Association (UFPA), The Produce Marketing Association (PMA) and Canadian Produce Marketing Association (CPMA) are announcing plans to form a joint Produce Traceability Initiative to drive broad adoption of consistent traceability best practices throughout the produce supply chain.

UFPA, PMA, and CPMA are combining forces to focus on the urgent need to use existing standards for the most effective trace back and trace forward practices between supply chain partners – from field to fork. Other associations representing key retail and foodservice buyer segments of the North American food industry have also expressed their intent to participate; these include Food Marketing Institute, National Restaurant Association, International Foodservice Distributors Association, and Canadian Council of Grocery Distributors.

UFPA President Tom Stenzel said, “The CPMA and PMA work on traceability to date has provided a good roadmap for the industry. Now it’s critical to drive industry support to actually implement some of these systems that can provide the traceability we need, without inefficiencies or costs that could be imposed upon us by well-meaning legislators or regulators who don’t understand our industry.”

PMA President Bryan Silberman said, “Our food safety system is not complete without a more robust and quicker ability to rapidly recall our products and trace their history. The issue of how to have improved produce traceability is not about the technology; it’s about changing our business practices. Effective traceability must be a business imperative for everyone in our industry. Consumers and regulators expect it.”

CPMA President Danny Dempster added, “In the last three years, CPMA and PMA have focused substantial resources developing our joint Implementation Guide to Fresh Produce Traceability. However, it’s clear from a survey recently done by our two associations that a lot of work remains to drive greater adoption across the industry. Recent food safety concerns have added urgency to the need for more effective traceability.”

The three associations will hold further talks during PMA’s upcoming Fresh Summit Convention in Houston on October 12-15, where traceability will receive substantial coverage in general sessions and workshops. An announcement will be made later this month with the names of industry leaders appointed to lead the new initiative.

LESTER SCHUMMER, SEPTEMBER 11, 1920-AUGUST 22, 2008

THE BUFFALO NEWS, August 25, 2008

Lester L. Schummer, former manager of the Clinton-Bailey Farmers Market, died Friday in his Eden home after a long illness. He was 87.

Mr. Schummer grew up in the Eden Valley, where his parents owned a grocery store. In 1933, they bought a farm on Route 62 south of Eden. When he graduated from high school four years later, Mr. Schummer went into business on the farm with his father and brother Roy.

A respected local farmer, he was a charter member of a number of agricultural groups: The Eden Valley Growers, the Brant Growers and the National Grape Association. He served as secretary-treasurer of the Erie-Niagara Farmers Market.

He managed the Clinton-Bailey Farmers Market from 1976 until he retired in 1999. He was named Market Manager of the Year in 1993 by the National Association of Produce Market Managers. Mr. Schummer also was a past vice president of the Niagara Frontier Rabbit Club, past chairman of the Eden Cub Scout Committee, and treasurer of the Eden Boy Scouts. He was also a life member of the Eden North Collins Gun Club.

Until his death, he lived on the family farm that his parents bought when he was a boy. His wife of 58 years, the former Dorothy Dombrowski, died in 2003. Survivors include two sons, Rick and Gary; and two daughters, Susan Buel and Leslee Rigoli.



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AMS also supports farmers markets by conducting research on emerging trends in farmers market operations and practices.

AMS staff analyzes the feasibility of planned renovation or the construction of projects at several types of food market facilities, including farmers markets.

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NUMBER OF FARMERS MARKETS CONTINUES TO RISE IN U.S.

WASHINGTON, Sept. 19, 2008 – The number of farmers markets in the United States continues to grow, reports USDA’s Agricultural Marketing Service (AMS), reaching a total of 4,685 in August 2008. This represents a 6.8 percent increase since mid-August 2006, when AMS reported 4,385 farmers markets worldwide.

“More and more consumers are discovering the wide array of fresh, locally grown produce available at farmers markets,” said AMS Administrator Lloyd Day. “Another reason for their popularity is food buyers like the opportunity to interact with the producers.” Day pointed out since 1994, when AMS began to track farmers markets, the number of farmers markets nationwide has grown by nearly 3,000.

AMS focuses on direct-to-consumer marketing issues and continually updates a comprehensive list of U.S. farmers markets. The database can be accessed online at <http://apps.ams.usda.gov/FarmersMarkets>.

In March, AMS launched its survey, contacting State Departments of Agriculture, state farmers market associations and other direct marketing organizations for information on the 2008 market season. The deadline was July 1.

AMS will continue to update the National Directory of Farmers Markets Web site. New information about markets and market contacts should be sent to Velma Lakins, Agricultural Marketing Specialists, at velma.lakins@usda.gov. Additional background information on recent market trends is available at <http://www.ams.usda.gov/FarmersMarkets>.

AMS also supports farmers markets by conducting research on emerging trends in farmers market operations and practices. AMS also publishes reference material for distribution to farm vendors, farmers’ market managers and interested members of the general public.

AMS coordinates the operation of seasonal farmers markets at USDA headquarters in Washington, D.C., and works with the U.S. Department of Transportation, the Carver Office Building in Beltsville, MD and the Bannister Federal Complex in Kansas City, MO to help support their farmers markets.

AMS staff analyzes the feasibility of planned renovation or the construction of projects at several types of food market facilities, including farmers markets. AMS also develops conceptual designs of facilities, estimating costs and assessing expected levels of market patronage. Typically such research is carried out in concert with state or local governments or non-profit agencies.

AGRICULTURAL MARKETING SERVICE

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WUWM

World Union of Wholesale Markets

Promoting wholesale and retail markets world-wide

WUWM 26TH Congress Paves Way Forward

Around 200 participants from 30 countries were present at the recent WUWM 26th Congress hosted by the Copenhagen wholesale market in Denmark.

In her opening speech via a video link, the European Commissioner for Agriculture Mariann Fischer Boel addressed the congress audience, pointing out the significant responsibility that European food markets have in ensuring European consumers eat more fruit and vegetables.



In the Declaration resulting from the congress, WUWM thanked the Commissioner for her support and recognition of the value of the work of WUWM and its member markets, and accepted the invitation for further involvement and feedback in helping to achieve the goals and aims of her Directive.

The Declaration also observed that the recent rises in food prices should be seen as a "bubble" rather than a permanent effect within the global food economy, stating that the food wholesale and retail markets help to bring to consumers the best 'price-quality' ratio through open competitiveness, choice and efficiency.

WUWM took this opportunity to urge the European Commission to support and facilitate its access to marketing/promotional funding in order that retail and wholesale markets can promote healthy, high quality fresh produce and thereby better support the movement for increased fresh fruit and vegetable consumption globally. WUWM also reinforced its commitment to strengthen collaboration with the European Commission, notably with the DG for Agriculture and Rural Development, as well as that with SANCO within the DG for Health and Consumer Protection.

This congress provided the platform to launch the latest figures detailing the economic benefits of wholesale markets globally. A recent survey of 2006 figures shows that the wholesale market membership within WUWM alone employs more than a quarter of a million people, and have a turnover of 55.5 billion Euros a year with a throughput of 54 million tons of fresh produce. Over 100,000 business are situated on these markets.

The vitally important economic role food markets play in providing competition and choice for customers via an alternative food channel was also discussed. Food markets clearly allow producers access to efficient supply and distribution channel, improve availability and affordability through market-led price transparency, and support small business development.

If you are interested in WUWM membership please visit the **Become a Member** link at www.wuwm.org or contact info@wuwm.org.

Member-Only Website Access

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Please contact Natalia Barragán by e-mail to request one: info@wuwm.org

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