

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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- Paul Steinke1st Vice President
- Ben Vitale2nd Vice President
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MESSAGE FROM THE PRESIDENT

I am looking forward to March 26th through 29th. It will be great to get together with folks from other markets and discuss the events of the past year and the opportunities this new year presents. There is little doubt in my mind that we will have a lot to share.



The annual meeting of the NAPMM is always a great event. Going to Seattle, Washington, and being hosted by the Pike Place Market is really exciting. My last visit there was as a tourist some twenty years ago. Little did I know that my next visit would be as a market manager! My interests will be very different, and it will be very educational.

Many markets around the country are actively engaged in expansions, relocations and renovations. Pike Place is one of these sites. They have the challenge of continuing operations while renovating. Obviously, we can all learn from their experiences. Here in South Carolina, we are preparing to relocate to a new site in 2010. Philadelphia is building a new regional produce market. Others are planning for the future, or actively engaged in new projects. There is so much to share, and so many ways we can help one another.

Before I became active in the NAPMM, I felt all alone when problems arose (which seemed like a daily occurrence). At that first meeting, I found others were willing to talk about the situations at their markets and the successful methods they had used to address problems. Consequently, I was able to return to my market with an optimistic attitude and a long list of friends willing to help me be a better manager.

The NAPMM is our organization, one that works to help its members and the people we serve. The strength of the association is in its members and their active participation. This year we are facing very difficult economic times, and each of us needs to watch budgets and reduce operational costs. While there are expenses in attending the annual meeting, I am confident that the benefits we bring back to our respective markets will be far greater than the costs. Please make every effort to attend—it will be worth the trip. See you in Seattle!

David Tompkins, President

NAPMM SANCTIONS TRIP TO TAIWAN

In early November, I was lucky enough to be part of a delegation that had the opportunity to travel to Taiwan to visit markets, learn about their food production and distribution system and to share best practices from both Countries. Others on the trip included managers Deb Churchill (The City Market in Kansas City), Randall Fogelman (Detroit's Eastern Market) and Janel Leatherman (Dallas Farmers Market). Our delegation also included two City planners also from Detroit, as well as Tim Liang, a longtime friend of our host. Our hosts for the excursions were Hsinchu City Market Manager and long-time faithful NAPMM member, Ted Wu and his wife, Penny.



The vitality and diversity of the people and culture of Taiwan is amazing. We made many friends and had the opportunity to immerse ourselves in a culture that was very much different than ours. I was impressed with the hospitality, the courtesy, the resourcefulness, honesty and the tolerance of the people. I was also impressed with how different, but how much the same markets are across cultures. The products sold may be very different, but the energy and life, the vendors and farmers, and the sense of community is universal. Markets reflect what is best about our communities and our cultures in a way everyone can experience and understand. I encourage you on your personal travels to always take time to visit the markets, for they are truly a reflection of the people. *(cont'd on page 3)*

63RD ANNUAL NAPMM CONFERENCE—MARCH 26-29, 2009

Hosted by the world famous Pike Place Market

The 63rd annual National Association of Produce Market Manager's conference will be held in the "Emerald City", better known as Seattle and hosted by Pike Place Market March 26-29, 2009.

The Marriott Seattle Waterfront is our venue, offering lovely accommodations and located directly across the street from Puget Sound, Seattle's waterfront and steps away from historic Pike Place Market and the 9-acre historic district the market comprises.



Conference registration will open Thursday (March 26) at noon and will continue until 7:00pm. The usual opening day reception will be held from 6:00pm-8:00pm and the hospitality suite will be open after that. We'll resume registration Friday. The conference officially gets underway with a talk by *The Seattle Times* food critic Nancy Leson at 9:00am.

We have condensed the conference from four days of meetings and activities to three days this year - but not to fear, the agenda is power-packed with issues and subjects that reach a broad range of our shared interests and goals.

Topics and discussions include a behind-the-scenes tour of Pike Place Market and a seminar on the process for seeking new market tax credits (something the folks at Pike Place are engaged in now) to help accomplish projects your markets and businesses may be looking at; a session with James Prevor who's widely recognized as a leader in understanding and assessing the state of the perishable food industry and author of the widely popular "*Perishable Pundit*" newsletter and author of several articles and books; a talk by Seattle City Council President Richard Conlin on his proposed and far-reaching food initiative that's being debated now; a tour of the University District Farmers Market (one of the largest in the region) and a look at Tiny's Organics packing house - home to one of Puget Sound's largest Community Supported Agriculture (CSA) programs. And, of course we'll hold the very popular roundtables focusing on the retail and wholesale areas of our businesses. This is just a sampling of what we've got planned - refer to the conference agenda for complete details. *P.S.- You won't want to miss our excursion to the jewel of Seattle's skyline -- the Space Needle at Seattle Center.*

Just like our conference host-city last year (Philly) is known for the Liberty Bell, Seattle is known for the Pike Place Market to be sure, but the city's also known for...rain. There will be plenty of March showers during our conference (with periodic sun breaks), so plan accordingly. Temperatures during the day will range from the high 40's to low 50's and at night expect a dip down into the high 30's.

So, with a loaded agenda and the need for galoshes - we'll see you in Seattle!

WHAT'S HOT ON THE WEB!

James Prevor, an internationally renowned expert on the food industry, will be speaking at the Seattle conference. Jim publishes several magazines that deal with produce and other food distribution and sales, including *Produce Business*, *Deli Business* and *American Food Exporter*. He also hosts one of the most comprehensive and informative website related to the food industry. Take a minute and visit www.perishablepundit.com. I guarantee you will be amazed with the depth and amount of information available.

Another outstanding resource on the web is MarketMaker, www.national.marketmarker.uiuc.edu. MarketMaker is a national partnership of land grant institutions and State Departments of Agriculture dedicated to the development of a comprehensive interactive database of food industry market and business data. It is currently one of the most extensive collections of searchable food industry related data in the country. All of the information can be mapped and queried by the user.

The site was created in 2004 by a team from University of Illinois Extension with the intention of building an electronic infrastructure that would more easily connect food producing farmers with economically viable new markets. The site would also serve as an aid in the development of quality driven food supply chains.

MarketMaker is hosted and maintained by University of Illinois Extension and is guided by an advisory board made up of representatives from participating partner states.

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*Sheree Brannan received
2008 NAPMM Market
Manger of the Year award.*



*Sonny DiCrecchio received the
William Mulligan, Sr. award
for special service
to NAPMM in 2008.*



*The warmth and hospitality
Ted, Penny, Tim and all his
associates along the way
shared with us was more than
I could have imagined.*

NOMINATE MARKET MANAGER OF THE YEAR—LAST CHANCE!

DEADLINE FOR NOMINATIONS—FEBRUARY 27, 2009

Our organization includes many great managers and markets. There also are some great managers out there 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

NAPMM SANCTIONS TRIP TO TAIWAN (CONT'D)

Enough also cannot be said of the incredible hospitality of our hosts. The excerpt below from Deb Churchill's journal captures how we all feel:

"In saying goodbye and thank you, I couldn't help but feel choked up and emotional. He had done so much for and welcomed us in a way that is indescribable. He allowed me to experience a trip of a lifetime. The warmth and hospitality Ted, Penny, Tim and all his associates along the way shared with us was more than I could have imagined. There are not words to express the depth of my appreciation and the memories that fill my mind and heart. Coming home and sharing my journal, experiences, pictures and memories with my work associates, friends and family, I could not stop talking and smiling. What a gift Ted gave me with this experience and knowledge of Taiwan, his country, culture, and spirit. Ted's friendship is forever held with the highest respect and with gratitude."

Thank you, my friend!

The trip was too amazing to describe in a few words in this forum, but an entire session in Seattle will feature our experiences and impressions from this remarkable experience. Also the success of this excursion has prompted the NAPMM Board to charge an ad-hoc group with developing additional opportunities for members to travel and visit other markets both in this country and internationally. More to come. *(Jim Farr, Editor)*

National Association of
Produce Market Managers

P. O. Box 291284
Columbia, SC 29229
napmm.org

Over 60 Years Serving The Produce Industry

BOARD OF DIRECTORS

Expires 2009

Ronnie Best
Sonny DiCrecchio
Peter Fleming
William Mulligan, Jr.
David Tompkins
Don Wambles

Expires 2010

Debra Churchill
Francis Horne
Janel Leatherman
Nick Zorn

Expires 2011

Bruce Nicholas
Paul Steinke
Ben Vitale
James Haydu
Randall Fogelman
Bryon Rhoades

REGIONAL CHAIRS

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Region 2

Clarence Hughes

Region 3

Tom Preston

Region 4

Nick Zorn

Region 5

George Maroulis
Paul Steinke (Co-Chair)

Region 6

Bruce Nicholas

FARMERS MARKETS OPEN FOR THE WINTER IN NEW YORK STATE

Fresh Produce, Local Foods Still Available at Many Winter Farmers' Markets

New York State Agriculture Commissioner Patrick Hooker today encouraged consumers to seek out local produce and other New York produced foods at farmers' markets, even during these cold winter months. There are nearly 50 winter farmers' markets throughout the State that have moved their operations inside for the winter, while still offering locally produced goods.

"Just because it's cold outside does not mean you can no longer get local farm fresh produce and New York produced goods," the Commissioner said.

"There are many storage and root vegetables, along with fruits, dairy products, wine, maple syrup, and more that are available during the winter months in New York. Because the demand for local food is so great, many farmers' markets have opted to stay in operation throughout the winter months. With winter farmers' markets popping up in communities all over, New Yorkers will have outlets for fresh, local foods all year long, and farmers will have the opportunity to generate income year round."

Traditionally operated in open-air venues, many farmers' markets in New York State have found local buildings or structures into which they can move for the winter season, while others tough it out in the cold.

Some long-standing winter market facilities, such as the Rochester Public Market, the Central New York Regional Market, and the Clinton Bailey Market in Buffalo have benefited from the Department's Farmers' Market Grant Program, which has provided cost-share funding to help markets improve their facilities, and in some cases, help winterize market structures.

Winter farmers' markets may be limited in the varieties of fresh fruits and vegetables they offer in comparison to summer months, but still offer a wide array of local farm produce and goods. Some fresh produce items common at winter farmers' markets include apples, pears, potatoes, onions, carrots, cabbage, broccoli, cauliflower and winter squash. Other local "value-added" products include maple syrup, honey, wine, cider, milk, cheese, yogurt, eggs, breads, preserves, meats and more.

A list of Winter Farmers' Markets in New York State can be found at [www.agmkt.state.ny.us/AD/2009 Winter Farmers Markets.pdf](http://www.agmkt.state.ny.us/AD/2009%20Winter%20Farmers%20Markets.pdf).

Diane Eggert, Executive Director of the Farmers' Market Federation of New York, said, "Farmers' markets have experienced a growth in consumer interest over the last few years as more consumers search for sources of fresh, locally grown foods. But demand doesn't end when the typical growing season ends in the fall. Farmers are able to extend their seasons with a variety of products with both storage crops and fresh harvested crops throughout the winter. It was a natural evolution that farmers' markets would begin to find ways to satisfy their customers' needs for fresh, local foods all year long."

Winter farmers' markets are a win for everybody. Consumers can find local and fresh products easily at winter farmers' markets and reduce the distance food has to travel, which saves on fuel and can help cut greenhouse gas emissions. Municipalities welcome these markets as they attract residents into town on a weekly basis, spurring economic activity. Winter farmers' markets also allow farmers to diversify their crops and have a year-round income.

Winter farmers' markets, like those hosted in the summer, also offer a variety of special events and vendors, like the Pride of New York Winestand that can be found at several Greenmarkets in New York City.



"The Pride of New York Winestand has been a phenomenal success even on the coldest days, and consumers are thrilled to discover the high-quality local wines made right in their own backyards," said Jim Trezise of the New York Wine and Grape Foundation.

While at the farmers' market, consumers should look for the Pride of New York emblem being displayed. The Pride of New York program is designed to help consumers identify New York products where they shop through the use of an emblem; assist farmers and food processors in marketing their products by using the emblem; and encourage retailers and restaurants to highlight the New York State products they use and sell by displaying the emblem.



MEMBERZOC 2009 REGISTRATION FORM

ANNUAL CONFERENCE AND GENERAL MEMBERSHIP MEETING

Hosted by Pike Place Market
 Seattle, Washington
 March 26-29, 2009

REGISTRATION INFORMATION

FIRST NAME	LAST NAME	
TITLE		
MARKET OR COMPANY NAME		
STREET ADDRESS		
CITY	STATE	ZIP CODE/COUNTRY
PHONE	FAX	WEBSITE
SPOUSE/GUEST NAME		E-MAIL

REGISTRATION FEES (U.S. Dollars)

Fee Listed below are valid until February 28, 2009

MEMBERS			<u>Members & Non-Members Registration Includes</u> Opening reception Thursday evening (3/26), all workshops, tours on Friday and Saturday, breakfast and lunch each day, and closing dinner Sunday evening.
Registration Fee	\$295	_____	
NON-MEMBERS			<u>Guest Registration Includes</u> Opening reception, breakfast each day, tours on Friday and Sunday, and closing dinner Sunday evening.
Registration Fee	\$395	_____	
Guest Registration	\$200	_____	
TOTAL AMOUNT ENCLOSED	\$	_____	

Effective February 2, 2009 the option to pay for conference registration with PayPal or a credit card will be available through our website—www.napmm.org.

Payment must be submitted by check or money order, made payable to **NAPMM**, and must accompany the registration. There will be no billing. (Federal Tax I.D. #59-6563122)

Completed registration forms and payment should be sent to:

NAPMM Conference Registration
 P. O. Box 291284
 Columbia, SC 29229

Questions? Contact:
 James Haydu, Pike Place Market
 Phone (206) 774-5225
 E-mail james@pikeplacemarket.org

For hotel reservations and information contact:

Seattle Marriott Waterfront
 2100 Alaskan Way
 Seattle, WA 98121

Website: www.seattlemarriottwaterfront.com
Website Group Code: napnapa

Reservations 1-800-455-8254
Group Code: NAP or give organization name

RATE \$159/Night. Single/Double
 (Rate does not include 15.6% tax.)
 Deadline to secure this special rate is March 6, 2009.

SEATTLE CONFERENCE PRELIMINARY SCHEDULE

THURSDAY—March 26

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

FRIDAY—March 27

7:30–9:00 am	BREAKFAST
9:00am–6:00pm	REGISTRATION
9:00–10:00am	Nancy Leson—Seattle Times Food Critic
10:30–10:45am	Walk to Pike Place Market
10:45am–12:45pm	TOUR—Pike Place Market and New Markets Tax Credits Workshop
12:30–2:00pm	GUESTS—Underground Walking Tour of Historic Seattle—Pioneer Square
1:00–2:00pm	LUNCH—Luncheon Speaker, Maryls Erickson (Market Foundation)
2:00–3:30pm	James Prevor—Perishable Pundit
4:00–5:00pm	Highstall Produce Sales at Pike Place—What's Success?
4:00–5:00pm	Commercial Leasing Practices at Pike Place Market
5:00–7:30pm	DINNER ON YOUR OWN
7:30pm	HOSPITALITY SUITE OPEN

SATURDAY—March 28

8:00–9:30am	BREAKFAST and <i>The Taiwan Experience</i>
9:30	Bus Leaves from Hotel
10:00–12:00 noon	TOUR—Neighborhood Farmers Markets/University District
12:15–1:15pm	GROUP LUNCH at U-District Restaurant
1:30pm	Bus Leaves University District
2:00–3:00pm	TOUR—Tiny's Organic CSA Facility
3:30pm	Bus Back to Hotel
4:00–5:00pm	Food Initiative—Urban Density Markets—Seattle City Council President, Richard Conlin
5:30pm	Bus Leaves Hotel
5:45–8:00pm	TOUR—Space Needle and Dinner
8:00pm	HOSPITALITY SUITE OPEN

SUNDAY—March 29

7:30–9:30am	BREAKFAST
10:00–11:00pm	FREE TIME
11:00–12:00 noon	PCC Natural Foods (Puget Consumer Cooperative) Buyer—Trends in local and organic
11:00am–12:30pm	Roundtable Discussions—Wholesale and Retail Markets (2 rooms)
12:30–2:30pm	LUNCH/General Membership Meeting
2:30–4:00pm	Rountables—Open for Wholesale or Retail -TBD
2:30–4:00pm	GUESTS—Haunted Pike Place Market Ghost Tour
4:00–5:00pm	NAPMM Board Meeting/Board Orientation
6:00–7:00pm	Cocktails
7:00–10:00pm	CLOSING DINNER AND AWARDS
10:00pm	HOSPITALITY SUITE OPEN

CONFERENCE
HIGHLIGHTSThursday*Registration**Board of Directors Meeting**President's Reception*Friday*Tour of Pike Place Market*
Guests—Underground Tour
*of Historic Seattle*Saturday*Tours of Neighborhood*
Farmers Markets and
*Tiny's Organic CSA Facility**Space Needle Tour and*
*Dinner*Sunday*Classroom & Roundtable*
*Sessions**Guests—Haunted Pike*
Place Market Ghost Tour
*Closing Dinner & Awards*63RD ANNUAL
CONFERENCE*March 26—29, 2009*
Seattle, Washington

CONFERENCE HOST

*Pike Place Market**James Haydu*
Director of Marketing &
*Communications***Gold Sponsor for**
2009 NAPMM Conference