

**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**

- Ben Vitale.....President
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**MESSAGE FROM THE PRESIDENT**

Greetings everyone,

While the summer crops are winding down and the fall crops are coming on strong it sure makes for a very busy time at our markets. I feel that this is how it has been for NAPMM also. This summer has been filled with exciting things for our association. I have been very busy participating with USDA, Wallace Center, and Project for Public Spaces (PPS) on the Regional Food Hub Subcommittee. This has helped open doors we have all been longing to go through.



Last month, Michael Janis and I attended the United Fresh Public Policy Conference in Washington, DC, where we were asked to sit in on the Wholesalers and Distributors Board of Directors meeting. Later in that conference, I had the opportunity to present during one of their breakout sessions. My presentation highlighted what the CNY Regional Market is presently doing as a Regional Food Hub and what the future might hold. During the presentation, I emphasized how many of these things are not brand new concepts and that many of our markets or tenants are already participating in a number of the activities being discussed.

Our Board and our members have been very busy also. We have had two meetings via conference call and an open call for wholesale market managers. The participation for these calls has been very impressive. It's even been recommended that possibly the retail markets and public markets initiate a similar open call. If anyone is interested in coordinating either of these, please let me know.

Our markets continue to make huge impacts on our communities. The Reading Terminal Market recently had a visit from President Obama and the Pike Place Market will be working with Alice Waters to launch an Edible Schoolyard with a local middle school. The Rochester Public Market and the City Market in Kansas City have also been in the news, receiving notoriety for their best in class.

NAPMM also takes pride in our members' markets who are receiving brand new facilities. On November 2 and 3, NAPMM will be sponsoring a regional meeting in Philadelphia to preview the new Philadelphia Wholesale Produce Market that will be opening for business early in 2011. This meeting is supported by the USDA and on the second day of the meeting the folks at USDA, Wallace Center, and PPS will facilitate discussions relative to Regional Food Hubs. I encourage as many people as possible to participate in this regional conference. Not only will you have the opportunity to tour and see firsthand the construction of a brand new wholesale facility, but the food hub discussion will cover areas that should be of interest to all of our market members whether they are wholesale, retail, or public markets.

This regional meeting should also be a springboard for a fantastic 2011 Annual Conference in Columbia, SC, where we will again have the opportunity to tour another brand new facility and some of the farms and produce businesses in South Carolina. Again, I encourage everyone to find a way to join us in these meetings and also invite others who are new to the organization or haven't been involved recently to attend as well. These are perfect times to get reengaged with your colleagues at NAPMM.

Sincerely,  
Ben Vitale  
President

CONGRATULATIONS ROCHESTER PUBLIC MARKET!

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The city of Rochester, New York is home to one of the oldest continuously operating farmers markets in the country. Originating in 1827, the Public Market now bustles with as many as 45,000 customers on any given week during peak season. The visitors come hungry for delicious, locally-grown produce from more than 300 vendors, including approximately 70 regional farmers. Given the longevity of the Public Market, it's not uncommon to find fourth or fifth generation vendors returning to sell their family-favorite goods as a fair price.

Customers will likely see familiar faces each year as the Public Market not only attracts new vendors, but also life-long farmers, some now in their 50th or 60th year at the market. Because the market holds onto the best vendors year after year, customers feel as if they are growing up alongside local farmers.

"One of the most unique aspects of the Public Market is the longevity of some of the vendors; many are fourth or fifth generation. I know one personally who's been a vendor for over 60 years," explains James Farr, market manager. "The customers grow up and watch the vendors grow up, and then they watch family members take over."

Farr has worked with the Public Market since 1995 and has an appreciation for its history. In 1905, the market moved to its current location off North Union Street, a site that provides 9.5 acres for the market, held year-round on Tuesdays, Thursdays and Saturdays. The city of Rochester began operating the market in the 1950s under the Department of Parks and Recreation, and the non-profit Friends of the Public Market help with promotions and marketing.

"We are very excited about winning the award," Farr says. "I've been to markets around the world, and they are always a vital and exciting part of the city. Even in small towns, that's where people meet."

Other familiar Market faces that have made an enduring impression include Cindy DeCoste, Market Manager, who has been with the Market for well over two decades; and Communications/Special Events Coordinator Joan Hildebrand, the "Voice of the Market," who is well known and loved for her entertaining announcements over the P.A. The competent and dedicated Market staff makes this complex place run smoothly week after week, year after year.

The Rochester Public Market is located in the middle of the city, in a challenged-neighborhood. Like other farmers markets across the country, the Rochester Public Market accepts EBT Tokens, a program spearheaded by the Friends of the Market. The program is extremely successful, with more than \$200,000 worth of tokens purchased last year, giving food stamp customers the chance to buy affordable and healthy food at the market. The Market also gathers the community for many wonderful special events during the year, including: Flower Days at the Market, Harvest Jamboree and Country Fair, Holidays at the Market, Night Markets and Bands on the Bricks, Savor Rochester Festival of Food and more.

"New immigrants to the city will come to shop (at the Public Market) because it is more similar to the markets they are used to in their native country," says Farr. According to research from the University of Rochester, on any given day, you can hear 29 different languages spoken at the Public Market. And with upwards of 2.5 million annual visitors, the market offers a busy setting for people from all cultures to find unique produce.

"Western New York is blessed with a climate that is much milder than a lot of people give us credit for," Farr explains. The shoreline of Lake Ontario is perfect for growing peaches, while Wayne County (next to Monroe County, home to Rochester) is the biggest apple growing region in the country. "We have a lot of fruits, and since we have a long growing season, you'll find cantaloupes, watermelons, great root vegetables, potatoes, sweet corn, and just about anything you can think of."

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David Haight, head of the New York branch of 5 a Y f ] WU Ñ g ^ : U f a presents Rochester Mayor Robert P. Duffy with a plaque signifying the Rochester Di V ^ ] W ^ A U f \_ Y h Ñ U g ^ ! 5 a Y f ] WU Ñ g ^ A U f \_ Y h ! ^ Z c f ^ James Farr, manager of the RPM, is in the center. Rochester outpolled its nearest competitor (Davis, CA) by nearly 3,000 votes in an online contest that ran throughout the summer.

CONGRATULATIONS ROCHESTER PUBLIC MARKET! (CONT'D)

Of the 300 vendors on a typical Saturday, about 60 percent are farmers. The market is also home to bakers, fish mongers, meat purveyors, and general merchandisers. Even with the market's diversity, farmers hold priority. Farr explains that many farmers enjoy selling their products directly to consumers. With 27 farmers markets operating in Monroe County, growers have several different choices for selling their products. The Public Market, like other markets across the country, gives farmers the chance to stay in agriculture.

"I know families in our market that say if it weren't for our market or other markets, farming wouldn't be viable for them anymore," Farr says. "We don't tend to have large production farms like they do in the Midwest. We have some growers that sell a lot of product to Wegmans (a locally-owned grocery store chain), some do 3,000 acres, and the Public Market gives them another outlet to sell. For some of them, it's just their tradition. They just like coming to the Rochester market."

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CITY MARKET EARNS SPOT IN LIVABILITY'S TOP 10 BEST FARMERS MARKET

Jonathan Bender, Wednesday, September 29 2010

The City Market is no longer just a great place to spend Sunday morning. It can add a Top 10 designation to its mantel. Livability.com has named the City Market one of its "10 Amazing Local Farmers Markets."



The City Market is one of the best  
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I'm not sure how a farmers market could be anything but local, but we'll take the recognition. The only other Midwest market to get the nod is the Boulder Farmers Market, which is apparently the "largest and friendliest farmers market in Colorado."

Livability cited the age and size of the City Market in recognizing it as an "amazing local farmers market." The downtown festivals and concerts also won over the anonymous editors at the website, which churns out Top 10 lists with amazing frequency. Kansas City (and Wichita) also earned a nod on the site's Top 10 Surprising Food Cities back in August.

Coming up is the second weekend for the pumpkin patch (weekends through October 31). Pumpkins are available on the east side of the market, in front of the Steamboat Arabia Museum, from 8am to 3pm Saturday and Sunday. And this Saturday is the Harvest Festival, featuring a grape stomp and bowling olympics from 9am to 2pm. Those of you not looking for produce can sift through the odd knickknacks that find their way onto tables at the weekly community hard sale on Sundays (9am to 3pm).

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PRESIDENT OBAMA VISITS THE READING TERMINAL MARKET

On September 20, 2010 the Reading Terminal Market was visited by President Obama. The President is just one of a growing number of luminaries and political leaders who stop by the market to be seen and to discuss issues ranging from global politics to the Philly's chances in the series with Market Manager and Philadelphia icon, Paul Steinke. I believe the President was asking Paul's sage advice on how best to stabilize the government in Afghanistan, along with a recommendation on where to get the best Philly cheesesteak.



[Click here to view more photos of President Obama's visit at the Reading Terminal Market.](#)

The President is just one growing number of luminaries and political leaders who stop by the market to be seen and to discuss issues ranging from global politics to the Philadelphia icon, Paul Steinke.

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## DISSECTING THE MEANING OF LOCAL, SUSTAINABLE AND FLAVORFUL

Jim Prevor of the Perishable Pundit has written an interesting article on this subject. [Click here for a link to read all about it.](#)

## COLUMBIA, SC TO HOST 65TH ANNUAL NAPMM CONFERENCE

David Tompkins and his staff are already planning what promises to be another educational and exciting NAPMM Annual Conference scheduled for April 13-16, 2011 in Columbia, South Carolina. David says, "The weather's guaranteed to be perfect and our new market will be in full bloom with our annual flower show."

Besides tours and sessions focusing on the new South Carolina Farmers Market Facility, the conference program will also include tours of local farms and packing houses and an urban retail market. Columbia, home to the University of South Carolina and also the State capital, is an amazingly cosmopolitan community featuring an array of museums, restaurants, nightclubs and historic sites as well as the charm and hospitality of an old southern city.

Mark your calendars now for this great opportunity to interface with colleagues and broaden your professional horizons. Registration and hotel information will be available on-line soon. Also, take the time to read the article below for a hint about what you will experience at David's beautiful, state of the art facility.

## NEW FARMERS MARKET READY TO SHOW OFF

Joey Holleman, *The State Newspaper* · Tuesday, October 5, 2010

With the first major event at the new State Farmers Market coming this weekend, the early reviews of the 174-acre, \$85 million facility in Lexington County are positive.

"We've been waiting and waiting and waiting for it to open," Linda Sauls of Lexington said Monday, after buying several mini-pumpkins on her first visit. "I love it. I think it's going to be a big asset to the whole area."

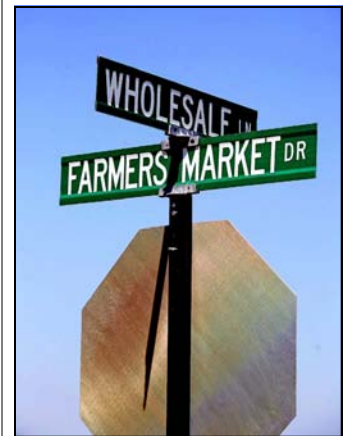
Sauls and Faye Riley of Swansea said they particularly like the new location on U.S. 321, near the intersection of Interstates 26 and 77, compared to the market's longtime home on Bluff Road, across from Williams-Brice Stadium in Columbia. "No more getting in that traffic (in Columbia)," Sauls said. "Just one turn off the interstate and you're here." That makes sense for people who live in Lexington County.

However, the key to the market's retail success will be whether folks from Columbia will drive out to the new facility, and whether travelers will stop in off the interstates. The Midlands Plant and Flower Festival this weekend could be a good test.

"A similar spring festival was a hit at the old market, but clashes with football games kept the S.C. Department of Agriculture from holding a fall festival at the Bluff Road market," said market director David Tompkins.



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NEW FARMERS MARKET READY TO SHOW OFF

Construction has just started on the high-end indoor retail buildings, which will include a restaurant and educational kitchen. An amphitheater home to musical acts and demonstrations during future festivals.

Tompkins and his staff were tidying up Monday around the two long, open-air sheds that will be the focus of this year's festival, which is Friday through Sunday. Construction has just started on the high-end indoor retail buildings, which will include a restaurant and educational kitchen. An amphitheater, also yet to be constructed, is slated to become the home to musical acts and demonstrations during future festivals.

For now, the market is in flux. Two major wholesalers moved into their warehouses at the new facility in August. Other retailers have trickled into the sheds in recent weeks. Monday morning, shoppers at the new market could pick up bulk produce at the wholesalers or smaller quantities of apples, pumpkins, gourds, sweet potatoes, watermelons and mums at the sheds.

However, many of the produce retailers have opted to stay at the old market until it closes Oct. 29. Vickie Still was among the first retailers to make the move, and she's excited about the possibilities.

"We've been here two weeks, and we've sold two tractor-trailer loads of pumpkins," Still said. "It's almost all new customers, and a lot of them say they've never been to the farmers market before. I think it's going to do really, really well."

Still's family was busy Monday painting cartoon characters on small pumpkins in their shed area, which was decorated with hay bales and scary creatures. They had been at the old market for 23 years, commuting from Swansea to sell produce from May through October. The shorter drive to the new market suits Still fine, and she likes the separation of wholesale and retail space, which cuts down on noisy truck traffic.

For now, Joey Corder has to stop by both of the markets to buy a wide range of produce to sell at his R&J Produce in Ridge Spring. He loaded mums from the new market into his pickup on Monday. "I like it so far," he said. "I'm just waiting for the other people to come in with the fruits and vegetables so I don't have to go over there (to Bluff Road)."

David Griffin of Mike's Plants and Produce, who has been selling flowers at the new market for a little more than a week, still is trying to get a feel for the new home. "A lot of people don't know we're out here yet," Griffin said. "We're hoping that'll change when we get a little more publicity."

Kris Carter of Irmo and Marie Cook of Prosperity stopped by both the old market and the new market Monday, searching for decorations for their folksy fall wedding this weekend. They spent about 20 minutes in Still's stall picking out pumpkins and gourds of all shapes, sizes and colors. "I was wondering when (the new market) was ever going to get done," Carter said. "For us, (the new market) was better. "At the other place, if you're not trucks and forklifts, you don't get much attention."



New Administration building



New Laboratory

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### WHAT ANCIENT MARKETS CAN TEACH TODAY'S RETAILERS



Markets are one of the oldest and purest forms of retail.

They began when humans first felt the need to exchange goods and services. Trajan's Market in Rome was established in AD 100-110 and has been credited with being the world's first shopping centre. In London, Borough Market has been buzzing with activity since the 13th Century. And Sydney's The Rocks has played host to markets since the arrival of the first settlers. Essentially, markets were the original "pop-ups" - temporary stores and stalls

which evolved into permanent retail outlets.

There are many lessons to be learned from market-style retail:

1. **Vibrancy and Energy Sell.** Great markets are noisy, bustling places, filled with stallholders operating cheek by jowl, and spruikers calling attention to their produce. In Seattle's Pike Place Market, fishmongers famously hurl customers' orders through the air and a sign warns of "Low Flying Fish". It's fun, it's memorable, it's interactive and it reminds us that retail needs to be an "experience".



2. **Merchandising in markets is often first-class too, driven by competition.** At La Boqueria in Barcelona earlier this year, I saw a brilliant display of juices on ice—bright, colourful and enticing.



3. **The importance of Store-ytelling.** One of the joys of buying at the markets is getting close to the source of the produce ... not just purchasing a product, but buying into the origins of the item. At Borough Market in London, stallholders make a point of romancing the provenance of what they sell. (New York retail consultant Tom Julian calls it "store-ytelling.") Make sure you tell customers the narrative behind your brand and/or products.

4. **The Theory of Reciprocity.** This theory says that what you give away you get back. Markets are known for their free samples. And the funny thing is that when customers taste a local honey, or a gourmet sausage, they're much more likely to reciprocate by opening their purse or wallet. So don't forget the importance of sampling. What can you give away in order to attract a sale?

5. **Touch, Don't Just Look.** Closely related to point #3, market-style retail teaches us to remove the barriers between the customer and the product. As writer John McPhee says of the Greenmarket in New York, "touching and tasting the food is what it's all about."

6. **Fresh As.** Markets emphasise freshness. At the increasingly popular farmers' markets, bread looks like it's just-baked. Fish is on ice. Vegetables still have dirt clinging to their roots. There's a rawness and real-ness that is appealing to customers yearning for authenticity. What can you do to emphasise that goods have "just arrived"?

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*As writer John McPhee  
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WHAT ANCIENT MARKETS CAN TEACH TODAY'S RETAILERS (CONT'D)

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to go 17,000km to  
learn these lessons.  
Just pop down to your  
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some retail inspiration.

Some of Australia's best current retailers have taken some of their cues from the markets. Coles Supermarkets new fit-out is definitely market-like, with free food samples, spruikers in the fish section, fruit and vegetables on ice and an exposed bakery. JB Hi-Fi feels like a market for CDs and DVDs with its handwritten signs and dump-bins of product. And even Apple, with its temples of technology, allows customers to get their hands on the product.



When the Westfield World Retail Study Tour goes to London each year, leader Jack Hanrahan makes a point of not only visiting glitzy and glamorous retail products like Regent St and Westfield London, but also Borough Market. And he does so because you can discover so much about retail from a market precinct that is over 800 years old.

Fortunately, you don't have to go 17,000km to learn these lessons. Just pop down to your local market and pick up some retail inspiration.

Jon Bird is CEO of specialist retail marketing agency IdeaWorks (www.ideaworks.com.au). Email jon.bird@ideaworks.com.au. For more inspiration, go to www.newretailblog.com.

REGIONAL MARKET CONTINUES TO DRAW CUSTOMERS

Steven E. Smith, Country Folks · August 23, 2010

...Syracuse, home to one  
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Retail marketing of farm produce and agricultural products has long offered enhanced profitability when compared to wholesale agriculture marketing. As an upstate hub for agriculture and other commerce, Syracuse, home to one of the oldest and most well established farmers' market venues, continues to see growth in new product offerings and increased customer interest.



Since 1938, the Central NY Regional Farmers Market in Syracuse has encompassed a seven county area including Cayuga, Cortland, Madison, Oneida, Onondaga, Oswego and half of Wayne county. The market is a state authority with Executive Director Ben Vitale, representing a 13-member board of directors, as manager of the market. Commissioner of Agriculture with the NY Department of Agriculture & Markets Patrick Hooker holds one of the seats.

According to Vitale, Syracuse's market is unique. With over 400 indoor and outdoor stalls for vendors, the market has a strong year-around presence from more than 230 vendors. The market draws vendors in part due to the solid customer presence from the local community. "A typical Saturday has 26,000 customers and peak weeks that generate more than 40,000 shoppers from Thursday to Sunday. This market has a consistent basis of support," said Vitale. The peak of the market season runs from May to mid November on Thursdays to Sundays.

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The market has different types of vendor agreements featured throughout the weeks and season. These categories include Farmer, NY State Dealer, Commercial, Out-of-State Dealer, Prepared Food Vendor and Flea Market Vendor. While the Farmer must have been engaged in the production of products raised, a NY State Dealer can be anyone who engages in the sale of NYS grown fruits and vegetables in the market.

National Association of  
Produce Market Manage  
P. O. Box 291284  
Columbia, SC 29229  
napmm.org

Over 60 Years Serving  
The Produce Industry

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REGIONAL MARKET CONTINUES TO DRAW CUSTOMERS (CONT'D)

Out-of-State Dealers are entities that purchase products and commodities to be resold. Lastly, Commercial vendors offer for sale any items that are non-consumable items while Flea Market Vendors strictly participate in Sunday flea market activities.

Other aspects of market that are different from the ordinary markets include accessibility. The authority operates a series of trolleys pulled by farm tractors to assist customers from parking areas and around the entire facility. Vitale stated, "Our customers can also drive directly to the vendor's stalls to pick up purchases."

The market functions well beyond simple retail marketing by the diverse vendor means of presentation from production to end user. The wholesale operation functions almost silently alongside the farmer's market. "The wholesale component of the market is conducted on Tuesday, Thursday, as well as Saturday during the peak harvest season," according to Vitale.

"Kitchen demonstrations are one of the newest added features to the market," stated Vitale. This component of the markets educates consumers about how to prepare local produce and how to incorporate these ingredients into family meals. Consumers can also take home an informative newsletter called "The Market Messenger." In this monthly publication, visitors to the market are informed of market information, special events, market features such as banking and restaurants as well as recipes and featured foods that are in their prime for the given issue.

Like many markets statewide, CNY Regional Market participates in the New York State Farmers' Market Nutrition Program (FMNP). FMNP provides checks to low-income, nutritionally at-risk families enrolled in Special Supplemental Nutrition Programs for Women, Infants and Children (WIC) and Senior Nutrition Programs. Program facilitation as well as token vending for credit card and Electronic Benefits Transfer EBT transactions occurs at the market's information booth.

Those customers who do not have cash can exchange credits for wooden tokens used to purchase goods at market vendors. "As a market, we would like to upgrade to metal tokens that can be used in automated dispensing and exchange mechanisms," indicated Vitale.

"Our market has been undergoing change all along. In 1997, we renovated through a grant that supplied \$8.4 million in funding. Since then we have also seen the convergence of two forces. One being the rural populous striving for a second income and our urban center becoming more interested in buying locally raised produce and agricultural products," offered Vitale. Today the market is striving to be a regional food hub for small and large farms as well as the urban sector and food distributors.

One of the areas of the market that are in midst of change include the specialty offerings. According to Vitale, "We are trying to grow our offering of locally produced meats and meat products. We are also seeing strong growth in aquaculture and other specialty areas. Our Sundays are actually framed as a flea market but we are encouraging more of our farm vendors to participate as well."

One of the strengths of the Central NY Regional Market is the quality of direction supplied by the board of directors and their executive director Benjamin Vitale. This executive unit serves the authority to direct operation to improving the market for both customers and vendors alike. Vitale, a farmer from Auburn, NY also serves as the President of the National Association of Produce Market Managers, which involves periodic representation at Washington D.C. and other national settings.

Often the little things become the big things within a business or organization. The dedication to direction and leadership at the CNY Regional Market Authority coupled with the growing interest of the consumer to know where their food comes from has helped the CNY Regional Market Authority remain as one of the premiere venues for retailing in the farmers' market setting in New York State.