

**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**

Wow can you believe its August already...where has the year gone? Hope everyone is having a fruitful summer. Here in Maryland we are busy working on new developments which are keeping me very busy as is NAPMM!



Our conference committee along with our host, Tom Preston, has worked hard to put together the Annual Fall Conference to be held October 4 – 6, 2015 in San Antonio, TX. Tom and his lovely wife Mary will be host attendees at their home on Sunday evening for a good ole down home Texas BBQ! Other items on the agenda include visit to the San Antonio Produce Market (SAPM), the new San Antonio Wholesale Produce Market (SAWPM), and the Alamo. Representatives from Allied/Republic Waste and San Antonio Farmers Markets will be speaking at the conference. Also, a Special Membership Meeting will be held on Tuesday morning to present a By-Law change regarding moving from fiscal year to calendar year. Registration is now open with limited time to reserve your hotel room at a fantastic rate of \$149/night at an amazing boutique hotel, Hotel Valencia on the Riverwalk! I look forward to seeing everyone in San Antonio, TX October 4 – 6, 2015.

It continues to be my pleasure to serve the members of NAPMM. The best way to reach me is via email, [rharrell@mfca.info](mailto:rharrell@mfca.info).

At our Service,  
 Rose Harrell, President 2015-16

**FOOD HUB NEWS FROM USDA**

We have officially released the first of a multi-volume series on food hubs. The first volume, *Running a Food Hub: Lessons Learned from the Field*, includes business best practices and in-depth profiles of food hub operations. See link for a blog on the report and access to an electronic version. <http://blogs.usda.gov/2015/07/15/lessons-from-the-field-a-new-series-for-food-hub-development/>

If you would like to receive a hard copy of the publication, send me your mailing address (please don't reply back to the group – just me!) and we'd be happy to send it to you free of charge.

James Barham, PhD | Agricultural Economist  
 USDA Rural Development | Rural Business-Cooperative Service  
[James.Barham@wdc.usda.gov](mailto:James.Barham@wdc.usda.gov) | 202-690-1411

**SUNY FMM PRO: FARMERS MARKET MANAGERS PROFESSIONAL CERTIFICATION**

The Farmers Market Federation of NY, in partnership with Cornell Cooperative Extension of Broome County and SUNY Cobleskill, announce a new initiative: SUNY FMM Pro: Farmers Market Managers Professional Certification. The project will create an online curriculum designed to train farmers market managers in all the skills needed to professionally manage a successful farmers market. Upon completion of the program, managers will be able to use their State University of NY Certificate to leverage additional support for their market, as well as be fully capable of building their market to new heights of success.

The program will begin November 10 – 12, 2015 with a 3 day live conference on the campus of SUNY Cobleskill. The three days will be filled with intensive classroom training, coupled with activities designed to help attendees apply their new knowledge to their own farmers market. Each speaker will be chosen as an expert on their topic and dynamic in their approach to sharing their knowledge with others who are new to the industry. Speakers will include market managers and marketing professionals, as well as, SUNY Cobleskill professors. Each of the presentations will fall under three basic categories:

- Nuts and Bolts of Managing Markets
- Reaching out to the Market Community
- Building Market Systems *(cont'd next page)*

**SUNY FMM PRO: FARMERS MARKET MANAGERS PROFESSIONAL CERTIFICATION (CONT'D)**

In addition, SUNY Cobleskill will feature tours of their state-of-the-art agricultural research facilities, including their fish hatcheries, meat laboratories, greenhouses, dairy facility and arboretum. Food for the conference will be supplied by Schoharie Fresh, an online farmers market featuring all local foods from area farmers

The entire conference will be recorded and uploaded to an online learning portal hosted by Cornell University. The recorded presentation will be accompanied by additional documents, including Q & A's compiled from the live conference, additional resources, and handouts. Each session will also include a homework assignment and quiz. To fully qualify for certification the participant will be required to: Complete the full series of sessions within the 3 modules on moodle.com

Complete all homework assignments for each session and receive a Passing grade. You may submit an assignment twice if you receive a fail the first time.

Complete all quizzes for each session, scoring a minimum of 80%. You have two chances to complete the quiz to achieve the minimum score.

Full curriculum must be completed with 12 months, although the program was designed to be completed within 6 months.

Once these steps are fully completed the participant will be rewarded with a SUNY FARM Pro: Farmers Market Managers Professional Certificate.

: To maintain your certifications, you must earn 2 credits bi-annually by:

Participate in the annual NYS Farmers Market Managers Conference each year, attending the sessions for Post-Certification credit; OR

Participate in Market Manager training webinars (minimum of 2) as offered by the Farmers Market Federation of NY

As part of the SUNY system, the SUNY FMM Pro: Farmers Market Managers Professional Certification presentations will be used in the classrooms at SUNY Cobleskill as part of their Sustainability Curriculum. Once students have completed their certifications, markets across the state will have access to a supply of trained market managers, eager to apply their skills.

The SUNY FMM Pro: Farmers Market Managers Professional Certification program is being funded by a grant from Governor Cuomo's Fresh Connect Program, as part of the Governor's initiative to build bridges between upstate NY and downstate NY, as well as build connections between consumers and NY agriculture.

**The 2015-16 NAPMM Handbook Will Soon Be in the Mail!**

**Register Today for the 2015 Fall Meeting in San Antonio  
Registration Form is Included**

**SOUL MUSIC AT THE ROCKY MOUNT, NC FARMERS MARKET**

Visitors to the Rocky Mount, NC Farmers Market on July 4 were treated to a musical tribute to THE PLATTERS and MOTOWN. Presenters of the tribute were Mary "Bubblin Brown Sugar" Tate, an experienced Motown singer in the picture to the left of Farmers Market Manager Jimmy Winters, and to the right Milton Bullock "The Golden Platter", who sang with The Platters from 1965 to 1970. Visitors to the market were over 3,000, one of the largest crowds in the 11 year history of the market.



The farmers market is located in a historic district which was a former cotton mill village. Jimmy Winters has been the manager since the market opened in 2005. No stranger to agriculture and farmers markets, he grew up on a farm and helped his mother attend a farmers market in the 1950's and 60's. He is a Vietnam veteran, and after retiring from 36 years in banking and finance, was hired as the part-time manager of the market.

- Submitted by Jimmy Winters, NAPMM member

**National Association of Produce Market Managers**

PO Box 1617  
Garner, NC 27529  
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