

GREENSHEET

www.napmm.org**About NAPMM**

Founded in 1947, NAPMM strives to help market managers improve facilities, increase services and encourage cooperation and exchange of ideas between members. More than 110 produce market managers are members of NAPMM.

NAPMM Officers

James Farr, President
 Ronnie Best, 1st Vice President
 David Tompkins, 2nd Vice President
 Janel Leatherman, Treasurer
 Paul Steinke, Secretary

INSIDE THIS ISSUE:

Market Manager of the Year and Special Service Award

2007 Annual Conference Update and Registration Form

The Growth of Farmer and Retail Markets

Expansion/Refurbishment of Buyer Court Dock System

Los Angeles Wholesale Produce Market

World Union of Wholesale Markets Press Releases

MESSAGE FROM THE PRESIDENT

The Executive Committee and the Board have been working closely with Michael Janis and his program committee consisting of Janel Leatherman, Paul Steinke and Sheree Brannan to make sure that the San Francisco Conference features a strong program with topics relative for both our retail and wholesale members. Session topics include leasing and tenant mix, waste management and recycling, dealing with volunteer and friends groups, market capital improvement updates; as well as wholesale and retail roundtables and at least one professional development workshop. There are also some great offsite tours planned. (Conference update and registration form follow in this edition of the GreenSheet.) Many thanks to Mike and his committee for all their hard work in putting together what I know will be an outstanding conference.



Discussions also continue with the newly formed Farmers Market Coalition. I have had several productive discussions with FMC President, Richard McCarthy, about possible areas where the two organizations can collaborate and cooperate for the betterment of both entities. We share a common vision of strengthening and promoting markets and I look forward to future joint activities.

The NAPMM Board is planning a retreat in early January to monitor the progress on our strategic plan and to continue to discuss ways we can add value for our members. We are always open to any ideas and suggestions. I urge you to forward your thoughts to myself or any one of the board members prior to this session.

It is also time to recognize your colleagues who have demonstrated excellence in managing their facilities by nominating them for consideration for the NAPMM Market Manager of the Year. The nomination criteria and form follow. Remember the structure of this award has been revamped and nominees do not have to be a current NAPMM members. We also are seeking nominations for the Special Service to NAPMM award. This award is presented to folks who have made significant contributions to NAPMM over the years. Please take the time to recognize deserving colleagues in both of these categories

I wish everyone a happy and safe holiday season and look forward to seeing all of you in San Francisco in March.

Sincerely,

James Farr
 President



61st Annual Conference

March 24-27, 2007

San Francisco, California

You won't want to miss this conference! Check out the Conference update sheet listing some of the workshop topics that are being developed for the conference. You will also find a conference registration form so you can now book your reservations.

REMINDER: If you have not already done so, renew your NAPMM membership and get the lowest rate for the San Francisco Conference. Enclosed is an application for your convenience.

MARKET MANAGER OF THE YEAR AWARD & SPECIAL SERVICE

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. (This article constitutes the call.)

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 27, 2007. Please be sure to write "Market Manager of the



*Michael Janis presented
Market Manager
of the Year Award to
Dexter Hill
at the conference in
Asheville, North Carolina*

*Deadline for submission
of nominations for
2007 Market Manager
of the Year Award is
February 27, 2007.*

*61st Annual Conference
March 24-27, 2007
San Francisco, California*

*Michael Janis, Host
San Francisco Wholesale
Produce Market*

*Gold Sponsor for
2007 Conference*



Register Now for the San Francisco Conference!

The growing popularity of Farmers markets is not just a trend in this country ... Our friends at The World Union of Wholesale Markets recently voted to add retail markets to their membership ...

A full report of the research, Farmers' Markets—A Business Survey, is available from the NFU. Visit their website at www.nfu.org.uk.

You can also send a self-addressed enveloped to NAFM.

Doing this work while still operating on the docks has been challenging to say the least, but the benefits of the new dock will far outweigh the problems we are currently facing.

THE GROWTH OF FARMER AND RETAIL MARKETS

The growing popularity of Farmers and Retail Markets is not just a trend in this country. Our friends at The World Union of Wholesale Markets recently voted to add retail markets to their membership and the article below from the National Association of Farmers Markets in Great Britain highlights some of the growth of markets in their country and the benefits they can bring to both the local economy and farmers.

FARMERS' MARKETS PHENOMENON IS BOOMING—NFU Farmers' markets are now earning cash-strapped producers a total of £166 million a year—two and a half times that of just two years ago, NFU research has revealed. It shows that the phenomenon—which started in 1997 with a single fledgling market—is today a thriving industry in its own right in virtually every area of the country. Key findings include:

- The number of farmers' markets has more than doubled in the last two years alone from 200 to 450.
- Business confidence is at an all-time high with more than 60% of farmers' markets expanding.
- There are 15 million visits to farmers' markets each year and at 60% of markets the majority of customers are regulars.
- 80% of neighbouring businesses have seen a boost in trade following the establishment of a market nearby.

The massive increase is due to large numbers of farmers wanting to supplement their income during the farming crisis and growing interest amongst consumers for fresh, locally produced food.

NFU Deputy President, Tim Bennett, said: "Farmers' markets are becoming more and more a part of people's shopping habits in many towns and cities. They are a runaway success story which is pumping much-needed cash into the rural economy and show that farmers have taken an innovative and determined approach to the farming crisis."

"We now need to focus on how farmers can capitalize even further on a phenomenon that is providing them with such a valuable source of income during difficult times." The stall-holders at farmers' markets farm in the local area and have grown, reared, cooked, brewed or baked the goods themselves.

The survey of 250 market organizers was carried out in association with the National Association of Farmers' Markets (NAFM). The research identified that among the sector's needs are greater support from local tourist boards, reduced rental and facility fees from local authorities and less red tape from Government. The NFU and NAFM will be working with relevant organizations to address these issues.

EXPANSION/REFURBISHMENT OF BUYER COURT DOCK SYSTEM

At the Ontario Food Terminal

Construction work on the expansion of our Buyers Court dock system is quickly approaching our second year. We are in the midst of expanding the width of our Buyers Court docks to better serve the market. The old docks were too narrow for the volume of activity of the market (loading, power machine movement and pedestrian movement) and the creation of a wider dock that has protected separate pedestrian pathways and the elimination of portable dock plates will make the market dock system operate smoother and safer. We have raised the height of the dock to accommodate current truck heights and have installed lip leveler dock plates to eliminate the dangerous and bulky portable plates that are currently used. The inclusion in the plans of a new roof over the existing dock roof extending well beyond the edge of the dock will reduce the amount rain/snow that create their own problems.

Doing this work while still operating on the docks has been challenging to say the least, but the benefits of the new dock will far outweigh the problems we are currently facing. I suggest that anyone who is considering doing a renovation to their market while still attempting to operate their market should carefully consider all of the obstacles and be in a position to be ahead of the construction curve to ensure the work continues by both the contractors and the tenants. I would also suggest anyone building a new dock should carefully check what the architects/engineers initially design both themselves as to common sense and also by an independent architect/engineer to ensure what is designed will meet your requirements. In short, never assume anything, as we have certainly learned that assume means 'making an ass of you and me'!

National Association of
Produce Market Managers

P. O. Box 291284
Columbia, SC 29229

60 Years of Serving the Produce Industry

BOARD OF DIRECTORS

Expires 2007

James Farr
Danny Jones
Janel Leatherman
Troy Thorn
Nick Zorn

Expires 2008

Moe Hesseltine
Bruce Nicholas
Paul Steinke
Ben Vitale

Expires 2009

Ronnie Best
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Peter Fleming
William Mulligan, Jr.
Don Wambles

REGIONAL CHAIRS

Region 1

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Region 2

Clarence Hughes

Region 3

Troy Thorn

Region 4

Janel Leatherman

Region 5

George Maroulis
Paul Steinke (Co-Chair)

Region 6

Bruce Nicholas

LOS ANGELES WHOLESALE PRODUCE MARKET

By Max Lent, travelconsumer.com

It's 2:00 a.m. and I'm about to do something naughty. While all of my friends and associates are sleeping, we are sneaking out of my house to do something strange. We are going shopping for produce and maybe some flowers. Los Angeles is often chilly in the middle of the night. Disrupting my circadian rhythm makes me feel even more chilled. We are supposed to be curled up under our blankets resting for tomorrow's work, but we are not. My mind is foggy. Surroundings that would seem normal even after staying up late look bizarre now. The freeways are still busy even now. New York City is known as the city that never sleeps. Don't believe it. I've been in Manhattan in the middle of the night and it is dead compared to the activity in Los Angeles.

We've made this trip many times before and brought back fantastic stories to friends, relatives, and colleagues. They listened to us with wide-eyed disbelief and curiosity. Our conversations always end with our audience requesting to accompany us on our next journey into the night. We smile and agree knowing that when we offer invitations, almost no one will come with us. Over the years we developed an extensive list of names and numbers. Just for fun, I call them all, just to hear the excuses. Almost no one makes the obvious excuse. They don't say that getting up in the middle of the night to go produce shopping is just plain crazy. After all, the next day is totally wasted, there is an element of danger, it's weird, and produce can be purchased during the day at lots of wonderful markets. In fact, most of the produce we are going to see will end up in markets and restaurants later in the day. If you haven't experienced, it is difficult to imagine any reason why one should.

Where we are going is the Los Angeles Wholesale Produce Market in the heart of Los Angeles. We are going to where all freeways meet near the civic center. The streets near the market are nearly empty. The neighborhood is an industrial area where you see more tractor trailer trucks than cars. It's dark ominous looking. Even in the safety of the car we feel apprehensive and slightly threatened. The thought of getting out of our car and walking around is scary. This is the time when we question the rationality of our journey. Finding parking near the market becomes an imperative as we view the desolation.

On one trip to the old market, we parked on a dark street, got out of our car and walked along the sidewalk for half a block looking for a way into the market. The old market occupied a city block. From the outside, it looks closed. All of the activity occurs in an inner courtyard. We were searching for a wholesaler with a door open on our side of the world. We saw the glow of light coming from a partially open door and walked toward it. As we approached the doorway we smelled something sweet and fragrant. At the door we felt warmth flowing out of the storeroom and recognized the fragrance as strawberries. Seeing no barrier to our entry, we walked into the storeroom where we were immersed in bright fluorescent light and a warm slightly humid vapor being exuded by hundreds of large wooden shipping boxes of fresh perfectly strawberries stacked from floor to ceiling. The berries had been picked the afternoon before and still held the heat of the Imperial Valley. We were now basking in that heat and nearly swooning from the delightful aroma of the ripe strawberries.

We paused to accustom ourselves to the bright lights of the storeroom, which seemed even brighter from coming in from a nearly lightless street. A Latino worker discovered us and motioned for us to leave in the direction of the inner courtyard. Our entry to the market was a progression from the hostile neither world of darkness and danger into a lighted garden of fruit, followed by entry into a busy hive of activity.

A man wearing a designer silk suit writes on a brown paper bag clipped to a clipboard as he places orders. An elderly Asian couple haggles over price. Chefs partially dressed as though they were on the way to work view, touch, and handle produce with care and respect. Market owners sweep through placing orders. Sellers, dressed as warehouse workers, sometimes hawk their produce. Others, don't bother. They know they have what buyers want.

Visually the market looks like a cornucopia. Produce is displayed to look appealing and bountiful. Crates and boxes are tilted upward and forward for maximum effect. No bad produce is displayed. Dozens of sellers sell the same product from different sources. The result is a test of memory as to who was selling the best of whatever you were interested in buying. Who could think of buying anything without seeing everything first.

Buying rules are significant. You have to buy a case. There are no scales, you can't buy just one, and there is no negotiation on this point. Depending on the product and the in-store price, it is sometimes possible to buy a case of something for tiny fraction of the retail price. The problem is that you then own a case of something that has to be eaten, sold, given away, or processed.

NATIONAL ASSOCIATION OF PRODUCE MARKET MANAGERS

61st Annual Conference

March 24-27, 2007
San Francisco, CA

TENTATIVE SCHEDULE

Saturday, March 24

Trade Tour (Optional)

- Ferry Plaza Farmers Market
 - Bolinas Organic Farm
- Opening Reception

Sunday, March 25

Classroom Workshops

Monday, March 26

Classroom Workshops

Closing Dinner

Tuesday, March 27

Trade Tour (Optional)

- Wholesale Produce Markets
- Flower Mart

HOTEL INFORMATION

Holiday Inn Fisherman's Wharf
1300 Columbus Ave
San Francisco, CA 94133

Reservations 1-800-942-7348

Indicate you are with NAPMM

Online Reservations

Reference Code: NAM

Request Room in Main Building

RATE \$139/Night Single/Double

*(This rate will be available to NAPMM
2007 Conference attendees 3 days prior
to and 3 days after the conference.)*



CONFERENCE UPDATE

Listed below are some of the workshop topics being developed to be presented and discussed:

RETAIL MARKETS

- The Value of Farmer and Public Markets: Economic, Social and Community Building
- Strategies to Help Farmers Get More Out of Direct Marketing
- Contemporary Food Trends and How They Affect Public Markets
- Current Competitive Forces that Affect Public Markets
- Market Research: Who Is Our Market and How Can We Better Serve Them?
- Roundtable Discussion—West Coast markets.

WHOLESALE MARKETS

- Strategies In Handling Waste Management and Increasing Recycling Opportunities
- A Review and Updates of Markets Undergoing Relocation, Major Renovations or Development of a New Market
- Roundtable Discussion—Current Issues Facing Market Managers
- Review of Various Markets Security Programs and Equipment

Questions? Contact:

Michael Janis
San Francisco Wholesale
Produce Market

Phone: (415) 550-4495

E-mail: mjanis@sfproduce.org

Sponsor for 2007 Conference



For more information, visit the official visitor site for San Francisco at www.sfcvb.org. In addition to the trade tours offered through the conference, you may also want to explore other attractions in the area:

Location	Approx. Driving Time	Website
San Francisco		www.onlyinsanfrancisco.com
Napa Valley	1-1/2 hrs.	www.napavalley.org
Sonoma Valley	1-1/2 hrs.	www.sonomavalley.org
Santa Cruz	2 hours	www.santacruz.org
Monterey Bay	2-1/2 hrs.	www.montereyinfo.org
Lake Tahoe	4 hours	www.visitinglaketahoe.com
Reno, Nevada	4 hours	www.reno-sparkschamber.org
Yosemite National Park	4-1/2 hrs.	www.yosemitenationalpark.com



10 August 2006

Press Release – for immediate distribution

WUWM Meeting with European Commissioner

A meeting was held in Thessalonica, Greece on Friday 28 July between representatives of the World Union of Wholesale Markets (WUWM) and the European Commissioner for the Health and Consumer Protection DG, Mr Markos Kyprianou.

Mr Kyprianou met with WUWM vice Chairman, Graham Wallace of Glasgow Markets; Athens Market CEO, Kouvelis Pantelis; and the Paris Rungis Market General Secretary, Michel Ganneau. In addition to Commissioner Kyprianou, the meeting also included Margaritis Schinas, Head of Cabinet.

This meeting provided WUWM with the opportunity to directly show the scale and importance food wholesale markets have in the fruit and vegetable trade throughout Europe. Wholesale markets are directly involved in 40% of European fruit and vegetable supply, accommodating more than 80,000 permanent operators, over 153,000 employees, and marketed volumes representing more than 26million tons a year.

WUWM used the opportunity of this meeting to discuss several issues linked with SANCO. This included the proposed revision of the definition of a wholesale market as given in the EU ‘hygiene package’. As the current definition does not take into account the existence of wholesale market authorities, WUWM has requested that a revised definition be introduced into future documents and Regulations.

The *WUWM Guide to Good Practice for Wholesale Market Authorities in the European Community* was also discussed. This Guide was sent to SANCO in early 2006 and is currently being reviewed by the Standing Committee on Food Chain and Animal Health (SCFCAH) and EU member states. After completion of the review process, this WUWM document will likely be considered the European Community Guide for the sector.

Further to the meeting discussions, the issue of “services of general interest” (as defined in the Treaty of the European Union) and its relevance and application to wholesale markets was discussed, as was the reform of the Common Market Organization (CMO) for fruit and vegetables, on which the Commission (DG Agriculture) has opened a consultation process.

For further information (including photos) please contact:

Maria Cavit, WUWM Secretary General

Tel: +31 70 361 1728

Fax: +31 70 360 6908

E-mail: m.cavit@wuwmm.org

www.wuwmm.org



10 August 2006

Press Release – for immediate distribution

Official launch of the WUWM 25th Congress in Beijing, China

The 25th Congress of the World Union of Wholesale Markets (WUWM) to be celebrated in Beijing, China in September 2007 was recently launched with the full support of the Chinese Ministry of Commerce.

A formal press conference was held in the Great Hall of the People in Beijing, China on 4 August 2006. The Chinese vice Minister of Commerce, Mr Huang Hai and China Agricultural Market Association (CAWA) Chairman Mr Zengjun Ma (the official host organiser of the congress) joined with WUWM Chairman, Donald Darnall and WUWM Secretary General, Maria Cavit in the official launch.

Vice Minister Huang Hai noted the major importance that agricultural wholesale markets have in ensuring the success of Chinese export markets, products and agricultural systems of the future. He voiced the Chinese government's support to upgrade, reconstruct, and strengthen national agricultural wholesale markets, and indicated the necessity for their ongoing modernisation and development.

WUWM Chairman, Donald Darnall, expressed the ongoing WUWM commitment to ensuring the effective global representation of food markets, and to securing opportunities which supported the consolidation of relationships with food market colleagues in China and the Asian region.

“One of the most effective links in the global food supply chain is the world's food markets, which exist in all sizes, and which function in a variety of ways” Darnall said. “The WUWM has members from all types of food markets; big and small, retail and wholesale, working together to educate the world's leaders on the importance of local food markets, while developing new ways to implement technology, increase logistics efficiencies, and improve sanitation, food handling and storage. Our members are dedicated to improving the ways in which the world's food markets can support the production and delivery of food products to all citizens of the world” he noted.

About 100 journalists both national and international attended the launch with representation from People Daily, XINHUA News Agency, Economic Daily, China National Radio, China Central Television (Channels 1, 4 and 7), China Radio International, China Daily, SOHU and SINA.

Copies of the formal speeches as well as photos are available to you for circulation. Further information on the 25th Congress programme is also available by contacting:

Maria Cavit, Secretary General, World Union of Wholesale Markets (WUWM)
Tel: +31 70 361 1728 Fax: +31 70 360 6908 E-mail: m.cavit@wuwm.org
URL: www.wuwm.org