

The Newsletter of the National Association of Produce Market Managers

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

Sheree Brannan, President
 James Farr, 1st Vice President
 Ronnie Best, 2nd Vice President
 Stephanie Massel, Treasurer
 David Tompkins, Secretary

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President's Message from Sheree Brannan

This is an exciting time to be President of NAPMM. Our organization is growing and changing with a new level of energy and revitalization. During the last few years, the leadership of NAPMM has brought us to new heights with new vision, foresight, creativity and innovative ideas.

A few years ago as I was Secretary, I had the privilege of being on the Executive Committee with Lou Steele, Don Coker, Michael Janis and Dexter Hill, a powerhouse group with an eye on the future. As I continued through the ranks, I had the distinct pleasure of working closely with Michael Janis and Dexter Hill, who have collectively generated and initiated a new focus for the wholesale and retail markets, causing a resurgence of energy and participation in our organization.

Our current Executive Committee and Board of Directors, comprised of both veteran and new members, are extremely strong, creative, insightful and anxious to be a part of this revitalization.

As President, my goals are to maintain and continue to fuel this growth and energy. I have listed several key focus areas that we will pursue this year:

1. Continue to strengthen our long standing partnership with the USDA. This includes ongoing maintenance and enhancement of the web edition of the Green Book and continuing our link to the USDA site; aggressively pursuing the establishment and maintenance of a Major Capital Improvement database; enhancing and facilitating access to the USDA's market listing database; continuing to cooperatively share current information on planning for the future of wholesale markets; and working closely with the USDA to identify opportunities to partner with the emerging Farmer's Market Coalition.
2. Enhance our existing web page, insure that information on the web is current and of value to our members. Develop an interactive "list serve" function to provide a forum for members to share their expertise and experience.
3. Regional Meetings are a valuable networking tool and provide a continuance of information exchange during the year. At our recent conference in Tampa, the Board approved "seed" funding for Regional Meetings. Our goal is to have at least four regions host meetings this year.
4. Continue to grow our membership of both retail and wholesale markets.

As you can see, we have set an aggressive schedule for the coming year. To be successful as an organization, we must all take an active role. I am confident that with the Board and Committee Chairs we have in place, our future is bright.

NAPMM is at the crest of creating, building and becoming an even greater information based organization and I am truly honored to be the President at this time.

Editor's Message from Jim Farr

Wow! What a year we have had as an organization, topped off with a successful conference in Tampa. On behalf of the Board of Directors, I'd like to thank Melt Godwin and the folks in Plant City for their gracious hospitality. I'd also like to once again thank all of our sponsors, presenters and speakers without whose support the conference would not have been possible. Every successful event also has some folks behind the scenes making sure everything runs smoothly. In Tampa we wouldn't have had such a successful meeting without the support of two very special ladies from the Plant City Market; Manager, Cindy Suszko and her Assistant, Carol Ryan. I'd also like to thank Carl Penn and Francis Horne from Florida

Ag and Markets; and, of course, the irrepressible Don Coker as well as a friend of mine from New York, Paul Mastrodonato.

Delegates to the convention represented over 20 states and three foreign countries, including our long time partners from Canada, our relatively new friends from Mexico and I especially wanted to recognize Ted and Penny Wu who win the award for traveling the furthest to attend the event . . . all the way from Taiwan.

I look forward to our turn at hosting in Rochester next year. The Mulligans and I hope you can all visit our city and promise you won't be disappointed.

U. S. Food Supply Law Takes Effect

By Olga R. Rodriguez | December 11, 2003 | Reynosa, Mexico (AP)

Indian pigeon peas, Mexican cilantro, Turkish laurel leaves -- any food headed for the American market -- will be more closely examined as of Friday under new rules to thwart bioterrorists. Under the Bioterrorism Act, the U.S. government requires 400,000 food handling companies -- at home and abroad -- to register all products with the Food and Drug Administration. While the new regulations affect both imported and domestic food, foreign exporters fear they will be hit the hardest. Many say it could drive them out of the U.S. market, although some hope the new law will expedite trade.

The law requires those exporting food to the United States to give American inspectors advance notice before shipments arrive -- two hours for those crossing the border by truck, four hours for those on planes or trains, and eight if landing by ship. Mexican customs broker Janet Martinez said many of her clients are not even aware of the new law. She doubts they will register, let alone meet the new requirements. "In Mexico, there are places where there isn't even a phone," Martinez said. "A lot of our clients are small producers and they are not at the level to comply with what the FDA is asking. They are going to be hit the hardest." Javier Navarro, of the vegetable exporting company Nueva Era in the Mexicali Valley, said the new regulations signal the beginning of trade roadblocks to come.

"The FDA goal is not to interrupt the flow of safe food imports," he said. "But just like with anything new, you'll have

some bumps and bruises." Herndon said firms will have at least four months to get acquainted with the new law and comply with the regulations. "We will allow for a period of education rather than enforcement," he said. The FDA and U.S. Customs have agreed to share information so that companies won't have to submit details about incoming shipments twice.

Kazim Gurel, deputy chairman of the board of the Turkish company Kutas, which exports more than \$10 million in oregano, laurel leaves, sage and other spices to the United States, said the biggest headache for him will be additional paperwork. "At the end of the day, there will be added documentation. It involves more labor," he said. "But I wouldn't say it's a barrier to trade."

Jorge Lopez, who helps run his family-owned vegetable exporting company in Mexico, hopes the regulations will mean less time wasted at the border. Each day, his truck -- loaded with 18 tons of edible cactus -- takes an average of four hours to cross from Reynosa to Pharr, Texas. "Far from seeing this as a roadblock, it's all about tracking the products, controlling what goes in and what could be better if everything is done efficiently," he said. Still, Lopez wonders how effective the inspections would be in intercepting hazardous foods. "When you think about it," he said, "they are always checking for illegal drugs and they still get through."

Updates from Florida Markets

By Don Coker

Florida Department of Agriculture and Consumer Services receives awards for marketing promotions.

The Florida Department of Agriculture and Consumer Services' creative efforts to educate the public and promote and market Florida agricultural products have been recognized with top honors from the professional advertising community. The Addy Awards, which recognize excellence in originality and creative strategy in print and electronic media, were presented to the Department by the Greater Tallahassee Advertising Federation during the group's annual awards ceremony on February 21. The Department received three Gold awards and two Silver awards. The Department's five winning entries are the following:

Fresh-2-U Kids Nutrition Campaign- Gold Award

Buy Local TV spots- Gold Award

Florida Pink Shrimp- Gold Award

Nobel Citrus Juice Labels- Silver Award

Greetings From Your Florida Farmers- Silver Award

"To receive such professional recognition is a great tribute to our Department's employees who produced these creative marketing projects," Florida Agricultural Commissioner Charles H. Bronson said. "It also is a tribute to those in Florida's agriculture community who place their confidence in our efforts to promote their products and expand their markets."

The Department's award-winning projects will now be judged in regional competition, which includes all of Florida and the Caribbean.

Florida Strawberry Festival 2004

The annual Florida Strawberry Festival was held February 26-March 7 in Plant City. Florida has often been associated with treasure because of the many sunken treasure ships off its extended coastline. The theme for the 2004 Florida Strawberry Festival was "Florida's 'Berried' Treasure" in order to harmonize Florida's rich history and its vast array of other natural treasures including sandy beaches, coral reefs, warm winters, and beautiful sunsets. Since 1930, the Florida Strawberry Festival has celebrated the harvest of the strawberry. Florida is known as the "Winter Strawberry Capital of the World", and according to the Florida Strawberry Growers Association, this commodity has an annual economic impact on the Plant City community approaching \$200 million. The Florida Strawberry Festival has been named one of the Top 20 Events to attend by the Southeast Tourism Society. This year the Florida Strawberry Festival was proud to welcome the members of the National Association of Produce Market Managers while they attended their annual conference in nearby Tampa, Florida.

Kids Cook, Learn & Play at Granville Island Public Market

Colleen Welsh, Manager of the Granville Island Market in Vancouver shares an idea to encourage good nutrition in young people through market-based activities.

Theme: Kids Learn To Cook & Play At Granville Island Public Market

Preamble: Research and observation strongly demonstrate a need to focus our attention on Healthy Eating for School Aged Children and Young people (6 to 17 years of age).

Obesity and overweight rates have soared from 15% in 1981 to 35.4% in 1996 and the prevalence of obesity more than doubled during the same period.

A phenomenal increase in soft drink consumption by children (increased by 48%) further fuels the need to create programs geared at educating parents and youth to make proper choices in the selection and preparation of food.

Canadian data demonstrate that a majority of children and youth do not consume nutritionally balanced or adequate diets.

Although research indicates that eating breakfast is associated with improved academic performance and maintaining a healthy weight, a large number of adolescents still report not doing so.

Program Objective:

- To Make Granville Island Public Market the destination for parents, children and youth to go for wholesome food, nutrition knowledge and food preparation ideas.
- To support the community as well as patrons of Granville Island Public Markets with programs that address their concern to optimize their children's health.
- To support parents by providing them with practical ideas and hands-on solutions to achieving their goal of providing their family with optimal food and nutrition choices.
- Create an environment that encourages children, youth and their families to participate in meal preparation, making food choices and active living. Children learn by engaging in activities and are more likely to eat foods they have helped to prepare. Children also learn by watching what adults do and model their behavior.

Target audience:

- Parents and school leaders who frequent Granville Island Public Market
- Students at elementary schools
- Kids who come to Granville Island Market with their parents
- Kids who come to Granville Island Public Market on their own

Components of the "Kids Cook & Play At Granville Island Public Market" program:

1. Kids Cook Nutrition & Cooking Demonstrations

If you find yourself frustrated by your son or daughter not eating or wanting to eat the wrong foods this will give you an insight into the following: children/teenagers and food, food and its meaning, nutritious meals that taste great for children/teenagers, tips on enhancing nutrition and making mealtime enjoyable.

Join Jackie Ehlert, market dietitian, for food demonstration that will provide parents and children with hands-on instruction on how to cook foods that are easy and tasty to prepare and that involve the entire family. Have fun learning to prepare foods that you will have a chance to taste. By the end of this session, parents and children will learn to put nutrition concepts into practice by learning to prepare simple meals that grown children and teenagers will love to eat and make.

You will leave these sessions with menu ideas, shopping lists, recipes and you will learn easy cooking skills, various nutrition concepts, to make wise shopping choices as well as to plan healthy meal plans.

To sign up call 1-888-4U-NUTRI or e-mail us at i@wanttoknownow.com or visiting www.wanttoknownow.com.

Participative cooking and nutrition sessions will take place on Wednesday March 17th at 12:00 a.m. and 1:00 p.m.

2. Kids Food Adventure Tours

The adventure tour would entail a guided shopping tour of the market with our dietitian Jackie Ehlert. The tour will be 30 minutes in length and starts by familiarizing the families with basic nutrition concepts to keep in mind while shopping.

Attendants will receive a shopping guide and will be guide through the market in quest of various nutritious foods. Participants will be given an opportunity to put the knowledge they acquired into practice by choosing nutritious foods highlighted in various parts of the market. Completed quizzes that are returned will be entered in a contest.

Food adventure tours take place at 2:30, 3:00 and 3:30 p.m. To sign up please call us at 1-888-4U-NUTRI or e-mail us at i@wanttoknownow.com or visiting www.wanttoknownow.com.

Win a brand new bike – Join us on Wednesday March 17th for these events and enter to win a bike from Reckless Bike Stores.

Updates from Florida Markets cont'd

By Don Coker

"PowerGrid 2004"

The Florida Department of Agriculture and Consumer Services kicked off its third year of the Northern Exposure campaign in February. This year, due to an increase in size and territory, the campaign has been renamed "PowerGrid 2004". The Department was able to expand the promotion to include not only 19 Northeastern states but four mid-western states, California and six Canadian Provinces. A total of 35 retail chains have signed on for this promotion, a 45% increase from last year. Northern Exposure 2003 brought the state \$145 million in additional sales of fresh Florida produce. Commissioner Charles H. Bronson stated that because Florida farmers are increasing farm acreage "these highly successful marketing promotions are clearly benefiting our state's growers, and that's good for Florida's economy." The "PowerGrid 2004" campaign runs through May.

For more information about this year's campaign or the possibility of joining next year's campaign, please call Debra May at (850) 488-9948.

Sanford Community Farmers' Market

The Sanford Community Farmers' Market, a new open-air facility located at the Sanford State Farmers' Market is now open for business. The hours of operation currently are each Friday from 8 am to 2 pm through March. Beginning the first weekend in April, the facility will be operational each Saturday from 7am to 1 pm. The market carries a wide variety of fresh fruits, vegetables, baked goods, sauces, seafood and occasional entertainment. The Florida Department of Agriculture and Consumer Services constructed the 6,000 square foot facility housed at 1400 South French Avenue in Sanford, with assistance from the U.S. Highway 17-92 Community Redevelopment Agency and the City of Sanford.

Kitchener Farmers Market Update

By Stephanie Massel

The Kitchener Farmers' Market is famous for its food. From traditional local specialties such as schnitzel, pigtailed koch kase to Egyptian hummus, Jamaican jerk chicken and Moroccan salads, the market has clearly built a reputation of reflecting Kitchener's multicultural diversity. Later this year when Your New Kitchener Market opens its doors, this beautiful and contemporary new marketplace will continue to build on that strong foundation.

An important piece of Kitchener's history, the Kitchener Farmer's Market has been in operation since the first outdoor market was established 1839. Over the last 165 years, the market has undergone many changes, but through additions and complete reconstructions, to becoming a tenant in the basement of a shopping mall, the demand for Kitchener's Farmers' Market has always remained steady.

This summer, the market will officially open in its new home – Your New Kitchener Market -- just blocks from the current market, housed for the past 30 years on the lower floor of a downtown shopping mall. It will cover a city block with its sprawling courtyards, covered vendors area and expansive market building and will provide an exciting downtown focal point.

Unique from the current Kitchener Farmers' Market, when it opens in May, Your New Kitchener Market will be comprised of two components; the Market Shops, which will be open six days a week starting in September, and the Farmers' Market, which will operate on Wednesdays and Saturdays.

All 75 current market vendors have agreed to move to the new market location, the first new location since 1839, bringing with them the old-time market feel – and the fresh products -- local residents have come to know and love.

This summer, the market will also feature added outdoor vendors in stalls along adjacent streets, where aesthetic improvements include new sitting areas and multicultural music.

"Kitchener is a vibrant, multi-cultural community and it's important that this be reflected at the new market," said Stephanie Massel, supervisor of the Kitchener Farmers' Market.

Inside the new market, patrons are expected to be dazzled by the bright and spacious design and the addition of full-time market vendors that will cater to customers six days a week, year-round.

"Those with a taste for exotic cuisine can enjoy delights from around the world, including Mexico, Croatia and the Caribbean. Products run from decadent -- fresh green coffee beans from Columbia roasted on site-- to downright beautiful -- like the hand-tied European floral bouquets," said Massel. "We've taken particular care when choosing the vendors. We wanted them to be unique and prepare healthy food from fresh, not frozen, ingredients. 'Vendor-wise, I believe we're in a very good place."

The recent announcement of the eight vendors brings the City half way to reaching its goal of 80 per cent occupancy for the Market Shops by the time the new market opens in May. In addition, Massel said that there are currently eight more vendor opportunities being investigated. Negotiations are well under way with a bakery, deli and two specialty food operators and interest has been expressed by other potential vendors.

The farmers' market portion of the new market will open May 22. The market shops will officially open in September, marking the end of a project initiated five years ago.

New NAPMM/USDA Program to Catalog Market Improvements

By Jim Farr

A big part of being a market manager is site and structure management. We all have been through construction and improvement projects where we have gained unique knowledge, which would be valuable to other markets. As the old saying goes, "why reinvent the wheel?"

To facilitate sharing of project related information USDA architect Fidel Delgado has put together a data input sheet to gather information from markets on recent or future projects.

A copy of this form is available online on the NAPMM website. Please take a few minutes to review the form and E-mail any comments to Fidel at fidel.delgado@usda.gov.

Our goal is to have the form and database, which the USDA has volunteered to maintain, up and ready for input by May 1. After this date, please share your knowledge with other members by taking the time to complete the form.

The New 2004 United Produce Show – Making A Fresh Start at 100 With The Largest Event In Its History!

When you're a vigorous 100-year-old, with a positive outlook on what may lie ahead, what do you do next?

Easy - you make a fresh start.

And, you offer fresh ideas, fresh opportunities, and you move - to a fresh location.

That, simply put, is the story of United Fresh Fruit & Vegetable Association (UFFVA) and its new "fresh start" - the revitalization of its annual produce show in a partnership with Food Marketing Institute (FMI), the leading food retailer association, and its own annual show - now both together, in Chicago, May 2-4.

"For us, longevity doesn't mean immobility or inaction," said UFFVA president Tom Stenzel. "UFFVA and FMI coming together is a powerful combination, creating a new dynamic for our respective annual shows. When we announced our new format and relationship, the produce industry responded with a powerful 'yes'."

As of mid-February, a who's-who of leading produce companies have confirmed their participation as exhibitors, including Duda, Birds Eye Fresh, Bonipak, Boskovich Farms, Chiquita, Del Monte, Dole, Driscoll Strawberry, Green Giant, Grimmway Farms, Ocean Mist, Sunkist Growers, and Tanimura & Antle.

"What clearly is taking shape will be the largest and most comprehensive show in our 100-year history," said Stenzel. "A major goal of the show is to raise the profile of the fresh produce industry and the important benefits our companies can bring to retail customers, as they differentiate their stores, bring higher levels of service to consumers, and increase their own profitability."

The emphasis on produce in the two giant halls of Chicago's McCormick Place complex also will be evident in exhibits organized by other trade group partners - All Things Organic (Organic Trade Association), Fancy Food Show (Specialty Food Trade), and the 2004 U.S. Food Export Showcase (National Association of State Departments of Agriculture). Attendees in Chicago will be able to explore all five trade shows, for one low-priced ticket.

"Chicago was UFFVA's birthplace in 1904 - so it's great to be coming home to celebrate our historic birthday with a record show," said John Toner, Exposition Director. "We will feature over 185,000 square feet of exhibit space, showcasing the best fruits and vegetables from around the world - as well as a broad array of equipment, technologies and services need to bring produce from the farm to the family dinner table.

"There's also considerably more rewarding educational benefits for the expected 30,000 visitors, in the three days of concentrated workshops," said Toner. "We're planning more than 30 sessions featuring industry experts on global food safety issues, new packaging and technology, international trade, country of origin labeling, and other topics of direct interest to growers, shippers and retailers."

Visit www.produceshow.com for additional details on exhibiting and attending the United 2004 Produce Expo and Conference.