

www.napmm.org

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, 1<sup>st</sup> Vice President  
Ronnie Best, 2<sup>nd</sup> Vice President  
Stephanie Massel, Treasurer  
David Tompkins, Secretary

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### President's Message from Sheree Brannan

How time flies! It's hard to believe that we are nearing the end of July.

Much activity has been taking place "behind the scenes" since the Tampa conference in April. The Board, Regional Chairs and various members have been working closely with our members from USDA in an effort to maintain an active involvement in the projects that were discussed in Tampa, such as the nearly completed Capital Improvements Database, the fully operational link to the USDA Green Book and the prospect of new members from the Farmers Market Coalition.

I am very impressed with the persistence, teamwork and effort shown in pursuing the completion of these projects. We will continue to work to accomplish both short and long term goals, striving to maintain our momentum.

Thanks to everyone for their time and effort.

Sincerely,

Sheree Brannan

### Planning Continues for Rochester Conference April 28 - May 2, 2005

The Rochester planning committee is working diligently on firming up the program for the Rochester Conference. We have chosen a first rate, five-star hotel. For more information on the hotel, visit [www.strathallan.com](http://www.strathallan.com).

We are also working on arranging an optional day excursion to Toronto on Thursday, April 28, aboard the world's fastest ferry, The Breeze. Glean more about the ferry at [www.thebreeze.com](http://www.thebreeze.com).

More importantly, we are working on putting together a conference program which will be both enjoyable and provide a beneficial learning experience for conference attendees (see draft agenda on next page). If you have suggestions for programs or would like to be a presenter contact either myself, [farj@cityofrochester.gov](mailto:farj@cityofrochester.gov) or (585) 428-6866, or Bill Mulligan Jr. at [billjr901@frontiernet.net](mailto:billjr901@frontiernet.net) or (585) 424-4600.

See you in Rochester! Visit [www.visitrochester.com](http://www.visitrochester.com).

### Website Updates - Sheree Brannan

The NAPMM website is one of the most effective information and communication tools that we have. Our goal is to provide members with the most current and accurate information possible. However, because things are always changing and to be sure that the information we have is correct, I ask that you take a moment to go to the website at [www.napmm.com](http://www.napmm.com) and review the following links:

- ✓ [NAPMM Membership Directory](#) - If you find that corrections are needed, please E-mail Annette Bailey at [baileya@doacs.state.fl.us](mailto:baileya@doacs.state.fl.us) or send a fax (850) 488-9006.
- ✓ [NAPMM/USDA Green Book](#) - If you find that corrections are needed, please E-mail Greg Grajewski at [Gregory.Grajewski@usda.gov](mailto:Gregory.Grajewski@usda.gov) or call (202) 720-8563.

Thank you for your assistance. Whenever you visit the website and see that a correction is needed, please do not hesitate to contact me by E-mail at [sbrannan@mfca.state.md.us](mailto:sbrannan@mfca.state.md.us) or by phone (410) 379-5760.

<b>2005 NAPMM Conference Schedule Draft</b>		<b>THURSDAY - APRIL 28</b>	
		12:00-6:00 PM	Registration
6:30-8:00 PM	President's Reception	8:30 PM	Hospitality Suite Open
		Optional trip to Toronto aboard "The Breeze". Go to <a href="http://www.thebreeze.com">www.thebreeze.com</a> for more information on the ferry.	
<b>FRIDAY - APRIL 29</b>		<b>SATURDAY - APRIL 30</b>	
7:00-8:00 AM	Breakfast	6:30-7:30 AM	Breakfast
8:00-8:15 AM	Welcome Mayor William A. Johnson Loretta Scott (Commissioner, Department of Parks Recreation and Human Services) Maggie Brooks (Monroe County Executive)	8:00 AM	Buses leave-Rochester Public Market Tour & Presentation
8:15-9:15 AM	Keynote Speaker - Nathan Rudgers, NYS Commissioner of Agriculture & Markets	11:30-12:45 PM	Lunch at Foodlink - Regional Food Issues
9:30 AM	Buses leave-Genesee Regional Market Tour	1:15-2:30 PM	Market Presentations: 15 Minutes to Highlight Your Market
12:00 PM	Lunch at Regional Market	2:30-2:45 PM	Break
1:00 PM	Visit Hydroponics Plant & Apple Processing Center	2:45-4:00 PM	<u>Retail</u> : Rapid Market Assessment (Univ. of Rochester Anthropological Study of the Public Market) <u>Wholesale</u> : Dock Safety & Role of Government in the Food Distribution System
5:00 PM	Return to Hotel	4:00-5:30 PM	Board Meeting
6:00 PM	Dinner at Red Wings Baseball Game	6:00 PM	Dine around local restaurants
9:00-11:00 PM	Social at High Falls (Entertainment District)	8:00 PM	Hospitality Suite Open
11:00 PM	Return to Hotel		
<b>SUNDAY - MAY 1</b>		<b>MONDAY - MAY 2</b>	
11:00 AM-Noon	Brunch at Hotel	7:00-8:00 AM	Breakfast
12:15-1:45 PM	Plenary Session: Insurance Liability (Tim McNelly, Jerry Mackee)	8:00-9:30 AM	Plenary Session: Leases, Term, Details, Comparisons
1:45-2:00 PM	Break	9:30-9:45 AM	Break
2:00-3:45 PM	<u>Retail</u> : GreenMarkets NYC (Bob Lewis, NYS Ag and Markets, Parking & Security) <u>Wholesale</u> : Update, Planning for the Future of Wholesale Markets (Moderator-Michael Janis)	9:45-11:00 AM	A. Markets & Malls-What do we have in common? B. Strategic Plans C. Energy Management  Organized around issues (each given twice)
4:00-5:30 PM	Board Meeting	11:10-12:30 PM	Same as above
6:00 PM	Dinner on your own	12:30-1:30 PM	Lunch with Trade Speaker
7:30 PM	Hospitality Suite Open	1:30-2:15 PM	<u>Retail/Wholesale</u> : Panel -- Cracker Barrel Bring topics to discuss
		2:15-2:30 PM	Break
		2:30-3:30 PM	General Membership Meeting
		4:00-5:00 PM	Board of Directors
		6:30 PM	Awards Banquet
		8:00 PM	Hospitality Suite Open

**Membership Renewal**

REMINDER: It is time to renew your membership in NAPMM. For just \$50 individual or \$300 commercial partner (includes business card size ad in handbook), you can continue to enjoy the benefits of being part of the largest and oldest organization of market managers in the world. Just fill out the membership application below and forward to the address indicated.

NATIONAL  
ASSOCIATION  
of PRODUCE  
MARKET  
MANAGERS



*58 Years of Serving the Produce Industry - "Committed to Excellence"*

**APPLICATION FOR JULY 1, 2004 - JUNE 30, 2005 MEMBERSHIP**

(PLEASE PRINT CLEARLY)

Name						Title				
Business Name										
Mailing Address										
City					State		Zip		Country	
Phone						FAX				
E-mail						Website				

**GENERAL MARKET INFORMATION (Please mark which category best describes your market)**

- Farmers/Growers Market (Tenants are farmers/growers, selling wholesale only)
- Wholesalers/Terminal Market Only (Tenants are only wholesalers/distributors)
- Retail Market (Retail sales only)
- Farmers and Wholesalers Market (Tenants are farmers/growers and wholesalers selling retail and wholesale)
- Other (Please describe) \_\_\_\_\_

*I hereby apply for membership in the National Association of Produce Market Managers.*

*Signature* \_\_\_\_\_

**PERSONAL INFORMATION OF MEMBER**

Home Address			
Home Phone		Home E-mail	

**TYPE OF MEMBERSHIP (Please check one)**

- Executive Membership (Active Market Managers) **\$50.00 (NAPMM)**
- Associate Membership (County, State or USDA Employee) **\$50.00**
- Commercial Partner Membership (Manufacturers, Produce Dealers) **\$300.00**
- Retired Executive **\$5.00**
- Honorary (Selected by Board of Directors) **No Fee**

**GREEN SHEET (Please indicate how you would like to receive)**

- E-mail
- Postal Service
- Both

**PLEASE COMPLETE AND MAIL APPLICATION WITH APPROPRIATE AMOUNT TO:**

NAPMM Membership • P. O. Box 291284 • Columbia, SC 29229 • E-mail: [info@napmm.com](mailto:info@napmm.com)

**PLEASE MAKE CHECK PAYABLE IN U. S. DOLLARS TO:** National Association of Produce Market Managers (NAPMM)

**FEDERAL TAX I.D. #596563122**

## NAPMM Supports Farmers Market Promotion Program

The NAPMM Executive Board approved a recent letter supporting draft legislation proposed by Representative Marcy Kaptur of Ohio to fund the Farmers Market Infrastructure Improvement Program.

Representative Marcy Kaptur has introduced a \$50 million draft bill which would authorize the Secretary of Agriculture to provide financial assistance for the construction, improvement and rehab of farmers' markets. Grants, loans and loan guarantees would be provided to public entities and nonprofits for construction and rehab of farmers' markets with no area limitation provided that at least 50% of the market floor space is reserved for local producers or producer associations to sell their product.

We need additional support. Members are urged to contact their congressional representatives. See sample letter below:

To: Whom It May Concern

Re: Farmers Market Infrastructure Improvement Grant

*The National Association of Produce Market Managers (NAPMM) is very supportive of the draft bill introduced by Rep. Marcy Kaptur to fund infrastructure improvement to Farmers Markets. NAPMM is a fifty-eight year-old organization, which represents over 100 retail and wholesale produce markets in the United States. They include farmers markets, public markets, state run farmers/producer markets and large terminal wholesale markets.*

*Although the organization is diverse and the markets varied, many of the member markets lack the capital needed to finance improvements; from enclosing docks at a wholesale market to facilitate maintaining the "cold chain" to funding basic shelters and parking at an emerging farmers market, the farmer ultimately benefits from the distribution networks that these facilities provide.*

*We, as an organization, also agree that supporting local, U.S. based agriculture is an important component of insuring our nation's current and future food system security.*

*Coincidentally, NAPMM is in the midst of an initiative, in conjunction with the USDA, to catalog improvement projects recently completed or underway at member markets. This database will provide an important resource to markets that are eligible for improvement funding under this proposed legislation.*

*NAPMM recognizes that the draft "Farmers Market Infrastructure Assistance Act of 2004" provides critical, multi-year funding which will help to strengthen and improve the national and local food distribution system and increase opportunities for farmers to direct market their products. We highly support this bill and commend Rep. Kaptur for her visionary introduction of this legislation.*

*Our members will be strongly encouraged to lobby their local congresspersons for the passage of this important legislation. Please feel free to contact me at [insert phone number] if NAPMM can be of further assistance.*

Sincerely,

Sheree Brannan

President, NAPMM

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## Save The Dates

### ***Region III Needs You!***

Get excited; get involved ... state representatives are needed to assist Regional Chair, Troy Thorn, in meeting planning, membership recruitment and monthly correspondence. If you've been looking to play a greater role in this awesome association call (214) 939-2713. Troy will be waiting.

### ***Southeast Regional Meeting, October 4-5, 2004***

The Southeast Region will be hosting a regional meeting on October 4-6, 2004 in the oldest city the U.S., St. Augustine, FL. This is a great opportunity to interact with your colleagues in a beautiful and historic setting. Watch for further details.

### ***Region III Meeting, November 10-12, 2004***

Howdy, Partner!! Join us in Dallas for the Region III Meeting, November 10-12, 2004. Theme: Sustaining Markets Through Successful Partnerships. Contact Ernie Williams at (214) 939-2806 or [erwilli@mail.ci.dallas.tx.us](mailto:erwilli@mail.ci.dallas.tx.us) to learn more.

In addition to six seminars and multiple discussion sessions, you do not want to miss the 10<sup>th</sup> Annual Farmers Market Friends Hoedown and Dallas' Texas Stampede rodeo and concert. Ya'll come down now, ya hear!

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## Member Updates

Helen Mulligan

Many people have inquired about **Louie Panzarella** (Rochester Public Market). He has been retired from the Public Market for a few years. He has had two hip replacements but has recovered nicely. Louie is enjoying his new home with his family, especially his granddaughter. We always enjoyed his friendship and working with him in the market industry. He will be attending the 2005 convention in Rochester.

Dick Overheim called to tell us **John Armenta** was ill after we saw him in Tampa. We called his home but he was out doing errands with his wife. His daughter Janet said he was in the hospital for two weeks but was well again. She said he wanted to get home to see his granddaughter. Janet said her father would appreciate the call, and he did. He called back the next day. He said he feels good and will see all of us in Rochester.

**Frank Colina** (Utica) passed away recently.

**Larry Cimino** (Syracuse) is a grandpa to twin babies.

**Bill Mulligan, Sr.** (Rochester) just received the "Special Recognition Award" from the Henrietta Chamber of Commerce for 30 years of community service.

## Spiffed-Up Farmers Market Opens in St. Paul

Rick Nelson, Star Tribune, April 30, 2004

As of Saturday, an address in St. Paul's Lowertown will show off its multimillion-dollar renovation. But don't expect a tour through one of the neighborhood's trendy loft apartments. The makeover is at the St. Paul Farmers Market.

The \$2.2 million improvements are designed to make the market more efficient for its 200-plus growers. And more pleasant for shoppers, who can exceed 25,000 on a peak-season Saturday.

While budget constraints didn't permit an expansion beyond the market's 168 stalls, aisles have grown wider, from 7½ to 12 feet.

(More elbow room for vendors - as many as 60 - will arrive with a year-round, multimillion-dollar indoor market, now in the final planning stages and set for a site across Wall Street from the outdoor market.)

Other notable refurbishments to the 22-year-old facility include putting it all on a single, wheelchair-accessible level.

A rain-proof roof - a first - was added over every stall. New lighting and skylights will brighten gloomy days. Electrical outlets were added to every stall - a boon for refrigeration - and water access has been significantly improved. Wi-Fi service will give farmers computer and credit-card access.

The place looks spiffier, too: A snappy green roof replaces a dull, dirty gray one. Restrooms and concessions got a much-needed upgrade. The shed's exposed framing has been covered, which, one hopes, will discourage the pesky pigeon population. Eye-catching signage and artworks were commissioned. "We're in an arts district," said market manager Jack Gerten. "So it seemed fitting to tie art into the market."

Another change is the addition of Friday-afternoon hours, a jump-start to the market's traditional weekend schedule. The market is expanding its network of satellite locations, too. The first branch opened in 1977; the 13<sup>th</sup> makes its debut June 26 at the Apple Valley Municipal Building, 7100 W. 147<sup>th</sup> St.

The renovation is the culmination of efforts of hundreds of growers, volunteers and staffers. A long-range planning committee, funded by a grant from the U.S. Department of Agriculture, went to work in 1992. Among the many groups involved in the process were University of Minnesota and University of St. Thomas students, who contributed everything from architectural analysis and vendor research to customer focus groups and Web site design.

The Friends of the St. Paul Farmers Market, a nonprofit advocacy group created in the mid-1990s, launched a capital campaign in 2001 and raised \$1.7 million. Foundations, including the St. Paul Foundation and the Bush Foundation, also helped finance the effort. Corporate sponsors include Wells Fargo, Land O' Lakes, Ecolab and Bremer Bank. The city of St. Paul contributed \$600,000.

"You hear about public-private partnerships, but this project is real dollars on the table," said Dave Nelson, real estate manager for the city of St. Paul's department of technology and management services.

The wide support for the renovation is a sign that the St. Paul Growers Association, the market's governing board, is on to something. The group maintains a local focus; all produce must be grown within a 50-mile-radius of the market; all other food must be produced in Minnesota or western Wisconsin.

## Public Markets-Upcoming Funding Announcement

This is an alert that the Ford Foundation will be issuing a Request for Proposals (RFP) entitled "Public Markets: A Tool for Upward Mobility and Social Integration" in the near future. An official announcement will be sent to you when the RFP is released. The RFP will also be posted on PPS's website at [www.pps.org/PublicMarkets](http://www.pps.org/PublicMarkets).

Turnaround time for proposals will be approximately 30 - 45 days from the date of the release. A teleconference will be held shortly after the announcement to answer questions from potential applicants.

The Ford Foundation is largely interested in how public markets can achieve broader community development revitalization goals - especially for lower-income "shifting sands" communities (i.e. communities undergoing significant demographics changes). Areas of interest include:

1. Active Public Space: Enhancing public markets as a public place - improving social dynamics and social integration of diverse populations within the market and increasing the economic spin-off benefits to the surrounding community. For example, this could include planning and design work to link a market to the surrounding community or to integrate a market into an existing or new community public space or

square; programmed activities and uses to encourage diversity of users may also be supported.

2. Jobs/Entrepreneurship: Strengthening the capacity of low-income vendors to run successful businesses and become more upwardly mobile. For example, this could include low-income vendor recruitment programs and business development training efforts.
3. Neighborhood Revitalization: Creating broader community development impacts specifically on a lower-income community, through partnerships between public markets and community development organizations as well as with state and local governments.

Background material can be found in the report "Public Markets as a Vehicle for Social Integration and Upward Mobility." It is available at PPS's website at [www.pps.org/PublicMarkets](http://www.pps.org/PublicMarkets).

Ford anticipates awarding a total of \$1 million in grants in this initial funding round. Project planning grants as well as program implementation grants will be awarded. Capital costs will not be funded by Ford under this effort.

Ford is collaborating with the Office of Community Services (OCS) at the US Department of Health and Human Services on this program.

## There's More To Eating Well Than Low-Carb

Copyright 2004 McClatchy Newspapers, Inc.  
Joan Obra, THE FRESNO BEE (California)  
July 2, 2004, Wednesday FINAL EDITION

Trend watchers, take note: Carbs are almost back in style.

At the Pillsbury Bake-Off contest last week in Hollywood, nutritionists and food writers were predicting a low-carb backlash.

I'm in full agreement. As an omnivore, my idea of a diet is everything in moderation - and waiting to eat until I'm hungry. Plus, as a food writer, I'm just bored with low-carb this and low-carb that. That's why I'm happy to report other evidence of the carb comeback.

In this month's issue of O, the Oprah magazine, an article called "The Good News About Carbs" touts vegetables, whole grains, legumes and fruit as "just about the healthiest foods on the planet."

The summer 2004 issue of Eating Well magazine profiles potato farmers who are saving their family farms by ditching large baking potatoes and replacing them with smaller, specialty varieties.

"Consumers may shy away from russets," North Carolina farmer Ray Meiggs tells Eating Well. "But they still want what's new."

If low-carb is on its way out, then what is next? Farmers market vegetables, says Kristine Kidd, food editor of Bon Appetit magazine. Heirloom everything, including tomatoes, potatoes, beets and meat. Artisanal cheeses. Fresh herbs. New grains such as quinoa. Organic food. In short, lots of stuff that sounds like California cuisine. Thank goodness we live in this state and especially this Valley.

And if you read as many press releases, food publications, magazines and newspapers as I do, you'll see evidence of the new, balanced order:

-The January issue of Gourmet magazine touted a variety of vegetables and fruits (parsnips, yuzu, butter lettuce) as hot foods along with specialty meats.

-Sales of organic chips and candy rose by nearly 30% last year, according to the Organic Trade Association.

-Organic beef sales also are soaring, with stores such as Whole Foods unable to keep it in stock, USA Today reported last week.

Those meat sales are telling. The post-low-carb world doesn't mean a meat backlash. It's just that more fruits, grains and vegetables seem to be in store.

That's not to say that all carbs will come back. White bread and other highly refined carbs won't be in high demand anytime soon. And once the media blitz starts, low-carb won't be in the news as much anymore.

There's nothing like a new trend to kill off the old one. And at least this one's not a wholesale diet

As Gourmet magazine put it in January: "Now: South Beach Diet. Next: Forget the diet."

The columnist can be reached at [jobra@fresnobee.com](mailto:jobra@fresnobee.com) or (559) 441-6365.

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## Major Capital Improvement Survey Continues

Michael Janis

Our organization in cooperation with the United States Department of Agriculture, invites you to participate in the Capital Improvement survey. The data collected in this survey will be compiled into a researchable database and reference guide on "Major Capital Improvements and Repairs at Produce Market Facilities," which will be made available on-line to NAPMM members on the Association's website.

This initiative was developed as the result of discussions that took place at the NAPMM 2004 Convention in Tampa, FL. The database of projects that will be created from the information generated by this survey has the potential of becoming a valuable ongoing reference and experience-sharing tool for wholesale and public markets of all types with permanent facilities.

Our thanks and appreciation goes out to Greg Grajewski (USDA/AMS) for his incredible job on putting together this survey tool in a most timely fashion.

We are primarily interested in receiving information on projects that are no more than 3 years old.

For general questions about the survey project, please contact me at the contact information listed below. If you encounter technical problems with the survey instrument, please contact KeySurvey at [www.keysurvey.com](http://www.keysurvey.com).

Although this is an on-going project I would ask you to complete for any existing projects ASAP so we can develop the database.

Thank you for your cooperation,  
Michael Janis, NAPMM  
(415) 550-4495 / [mjanis@sfproduce.org](mailto:mjanis@sfproduce.org)

To open the survey click on the link below. Fill out the form and click SUBMIT. If you have more than one project, repeat these steps and fill out separate surveys for each.

<http://216.235.248.162/survey/27801/df10/>

## “Planning for Future of Wholesale Markets”

Don Darnall, Executive Director of the Maryland Food Center Authority, who is spearheading the project, feels it would be beneficial to have a preliminary study done regarding the food chain supply and future trends in food distribution, as well as meeting with leaders in the food industry.

Don has submitted a proposal to the University of Maryland for this study and if this proposal is accepted (should know by mid July), he will be working as a research assistant to a team of PhD's in the field of Supply Chain Management.

On Monday, June 21<sup>st</sup>, Don and NAPMM President Sheree Brannan met with Tom Stenzel of United Fresh fruit and Vegetable Association to discuss United's interest and support for a study of the food supply chain with emphasis on food markets.

Tom gave the support of United with special focus on the market function of distribution. It is understood that the results of the study will benefit those markets (retail & wholesale) that are in the planning and rehabilitation stage of their market and operations.

Once this proposal is accepted by the University of Maryland, Don may be asking members for assistance in providing him the opportunity to meet with some of your tenants, both wholesale and retail, to conduct an “interactive” survey, ensuring that the information obtained would be kept confidential and findings would be given in the reports in aggregate form.

The intent of this study is to produce a Best Practice Approach for food-supply chain management. Don's goal is to have something published by the fall of 2005. However, there will be subsequent writings during this study and an update will be given at the NAPMM Rochester conference.

## Member Updates - Letter from W. O. Whittle

Dear Friends,  
Someone said when you get old, you tend to become forgetful, and when you gather with old friends, you spend much of your time reminiscing. Well, tis true!! Last December, I promised Dick Overheim and John Armenta that one of us would get in touch with Bill Mulligan, Jack Watson and any other old-timers that were still around and we would get together in Tampa and have a great time reminiscing.

Guess what - I failed to put the date of the Tampa Conference in my “memory bank” and it was over before I realized it. Sorry fellows, I'll try to do better next time.

Since my retirement from Florida State Markets in 1985, I spent a couple of years in Jamaica assisting in setting up a wholesale produce market system for that little country through the USAID Program. Following this assignment, I returned to Quincy, FL, where I was raised, and became a partner in a real estate and development venture with a brother, who retired from IBM.

We've had lots of fun and manage to pay the bills, but more importantly, it makes us get up in the morning and keeps us active and in good health.

During these twenty years of retirement from the produce business, it has been my pleasure to keep up with the progress and activities of the NAPMM through friends and your newsletters, proceedings, etc. Please allow me to commend each of you for the many accomplishments you have made. Also, I'd like to convey how very proud I am to be a part of this wonderful organization.

Congratulations Sheree for being selected our 2004-05 President and I'm sure you will have a banner year with the help of your officers. My special regards to everyone.

Very sincerely,  
W.O. Whittle

## Eat Your Vegetables: Easier Said Than Done

The New York Times, July 21, 2004 by Julia Moskin

Last Friday morning, a few miles and a world away from the celebrated Union Square Greenmarket, Jack Hoeffner, a fifth-generation farmer, arranged herbs, potatoes and corn in neat rows on a patch of cracked asphalt under the Major Deegan Expressway. Mr. Hoeffner and about 20 other “hardy souls,” as he calls the farmers huddled against a boarded-up corner of the Bronx Terminal Market, are now the only vestiges of a once-robust direct wholesale trade in local produce in New York City.

“When my family began selling vegetables here in 1935,” Mr. Hoeffner said, “local produce was the only kind there was.” The Terminal Market, once a prime portal for farmers to sell to city food markets and restaurants, has been taken over by a developer, the Related Companies, and will be demolished to make way for a combined retail center and public park. Nonetheless, farmers still arrive on this blighted site at 3 a.m. and stay until about 9 a.m., doing cash-only business with anyone willing to buy whole boxes of tomatoes, sacks of corn and flats of herbs.

“Most of us are too big for the Greenmarkets, and too small for Hunts Point,” Mr. Hoeffner said, referring to the huge market in the Bronx that attracts produce from all over the world and sells it to most of New York's supermarkets and greengrocers.

Where these Bronx Terminal farmers, and their few remaining customers, will go next is part of a much larger question: How can New York City support area farms and nourish its citizens at the same time? It is a balancing act the city has never attempted, though there are programs that tackle parts of the issue - from poverty and obesity, to botany and immigration.

No one doubts the value of getting fresh, seasonal, local produce to New Yorkers - and not just the ones who shop at farmers' markets. And there are innumerable ideas - large and small, current and projected - on how to do the job.

One key project would be the development of a wholesale farmers' market where supermarkets and bodegas could buy local produce at competitive prices.

“There is no good reason why the only applies I can buy should come from California,” said Victor Cruz, owner of Bodega del Munto in Elmhurst, Queens. The system now makes no sense.”

## Eat Your Vegetables: Easier Said Than Done

(cont'd)

More far-reaching would be the establishment of a New York City food policy council, which would oversee all the food-related issues in the city - from wholesale markets to school lunches to the safety of the food supply.

Both programs have received research grants, and could be up and running, in some form, in time for next year's harvest.

This summer, one hothouse of ideas about farming, nutrition, business and urban communities in the Red Hook Farmers' Market in Brooklyn, which opened for the season on July 10. Red Hook is one of many low-income communities in New York that has no supermarket. "This is the only place I can walk to now that sells fresh fruit," said Dorothy Savarese, at 84 a lifelong resident of Red Hook.

Alongside the usual Ronnybrook farm yogurt and local cherries lay bins of mizuna and mesclun grown by neighborhood teenagers on a half-acre of topsoil at the corner of Sigourney and Columbia Streets. This year's peat moss was left over from a video shot nearby by the rapper 50 Cent; the farm's manure comes directly from the Bronx Zoo.

On the same morning, a few subway stops away at the Greenmarket in Sunset Park, more big ideas were playing out on a small stage. Buyers were paying for their apricots, bok choy and flores de calabaza with state and federal money, in the form of \$2 vouchers issued by the New York State Farmers' Market Nutrition Program.

"It's the W.I.C. money that keeps the markets going," Mr. Hoeffner said, referring to the national Women, Infants and Children nutrition grant program. "Not the chefs. Restaurants come and go, but people always need to feed their families." In 2003, New Yorkers spent \$2.5 million dollars in the vouchers at city farmers' markets.

On the corner of 59<sup>th</sup> Street in Brooklyn was a stall covered with fluffy bunches of papalo, pepicha and other Mexican herbs, grown on the seven acres Martin Rodriguez leases upstate in Orange County. Mr. Rodriguez, a Mexican immigrant who lives in Sunset Park and commutes to his farm at night, belongs to the New Farmer Development Project, a joint attempt by the Greenmarket network and the Cornell Cooperative Extension to identify and support immigrant New Yorkers with the kind of agricultural skills that younger Americans are less and less likely to have.

"We are trying to get them back to the land," said Bob Lewis, the chief marketing officer for the New York State Department of Agriculture and Markets. "God knows someone has to get out there, or we won't have any farms left at all."

But New York, like other cities, has a hard time getting this kind of produce into the kitchens of its residents. Practically, the argument against local produce is compelling enough to prevent most city supermarket chains and produce markets from stocking it regularly. Such large markets, whether a local shop like Fairway or a regional chain like Pathmark, require dependable supply and consistent quality. Miniature plums and

green-streaked tomatoes are not as charming to wholesale buyers as they are to the home cooks at the Greenmarkets.

Both wholesalers and farmers would benefit from a new market designed for them, argues Mr. Lewis, whose agency is conducting a feasibility study. Buyers would be able to select the best of the local crop, while farmers would have access to bigger markets. "The dream is an enlightened facility to support regional growers," he said. "And it's tempting to imagine it as part of a rebuilt Hunts Point market."

The Hunts Point cooperative has never been receptive to individual growers selling at the market, but Mr. Lewis says that things are changing: Matthew D'Arrigo, the cooperative's president, recently joined the advisory committee for the study.

"Greenmarket supports 30,000 acres of local agriculture," Tom Strumolo, the Greenmarket director, said last week, as the July sun glinted off the façade of Rockefeller Center and the white tents of the new Thursday Greenmarket there. "But a wholesale market could support 500,000, and could raise the level of food for all New Yorkers."

Like the group of children from the New Settlement Day Camp in the Bronx who sat nearby, munching on Cheez Doodles.

"Food and nutrition issues are currently addressed by about 40 different city government agencies and committees," said Lynn Fredericks, who has applied to the federal Agriculture Department to finance a food policy council for New York City.

Beyond city government, countless organizations are involved - like Earth Pledge, the Bodega Owners Association of the United States and the Community Food Resource Center, which helped bring about the forthcoming nutritional improvements in the New York City public school lunch program.

"It's simply insane that there is no oversight for these issues," said Elizabeth Ryan, a farmer in Dutchess County. "New York needs a food policy."

A food policy council would have little formal authority, Ms. Fredericks said, but would be an attempt to see the big picture for food in New York, including everything from hospital food to heirloom cucumbers. A few American cities already have such councils in place, including Hartford, where the local council persuaded the Connecticut Department of Correction, one of the biggest food buyers in the state, to give preference in purchasing to Connecticut-grown produce. In 2003, the department bought more than three million pounds of local produce, according to Robert E. Frank, its food services director.

Since 9/11, the Agriculture Department has set aside millions of dollars for projects like food policy councils, which work to provide a measure of food security in America, whether that means knowing where your next meal is coming from or protecting the food supply from terrorism.

"Look how quickly we were able to restock the city after 9/11," Ms. Ryan said of the local farmers. "How can anyone doubt the need to support local agriculture now?"