

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

Dexter Hill, President
Sheree Brannan, 1st Vice President
James Farr, 2nd Vice President
Joy Thompson, Treasurer
Ronnie Best, Secretary

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President's Message from Dexter Hill

Spring came, summer followed, fall is here and winter is lurking just around the corner. This means that NAPMM has completed another cycle and it is time to start making final preparations for your attendance at the Annual NAPMM Conference, taking place in Tampa, Florida this year. The Executive Committee, Conference Committee and our Florida hosts have been working diligently to put together another strong conference for NAPMM members and I am asking you to begin making your arrangements today to be a part of this year's conference. Much has taken place since last year's conference and there have been many new developments in our industry that are critically important to the successful operations of local, county, regional, state and world markets. Ours is the association composed of the experts, closest to the day to day operations of markets and therefore the individuals who know much about the upcoming challenges that lie ahead for our markets. NAPMM is also the association composed of members possessing a world of knowledge and experience regarding the solutions to many challenges that some markets or market managers have already encountered and others are yet to encounter, but likely will.

The NAPMM Annual Conference presents a unique opportunity for all of our members to assemble for a few days with a very diverse group of market managers, market support personnel and agricultural trade organizations, all with a common goal and many shared interests. The conference gives members the opportunity to freely exchange ideas among one another individually or with the entire delegation; to share what works on the facility which they manage with others who have similar operations or experience or to inquire from other members which things have worked well on the markets they manage or have been determined by them to be ineffective and inefficient. Last year's addition of the small group break out sessions were determined by members to be highly effective and will be a component of this year's agenda as well. These sessions allow members who are most interested in either retail markets or terminal markets to concentrate on specific topics related to those types of markets. Other more traditional topics are discussed among the full delegation and cover subjects that apply to all markets, such as leases, personnel issues and food safety. The insights gained from the perspectives of market managers from across the United States, Canada, Australia, Mexico and other countries exchanged at these conferences is very useful, very valuable and very critical to the continuation and success of today's markets.

Information relating to conference registration and a summary of the agenda is included with this newsletter. We all know how long it can take to get travel approval from our boards or from the various departments within the agencies who govern our public markets, so if you are hoping to attend and participate in this year's conference, now is the best time to start the process. If you have questions or need assistance or other information regarding the conference, please give me a call or send a quick email. If you haven't yet renewed your membership, please also take a moment to complete this as well. Your active membership is very important to the continuing success of NAPMM. I look forward to seeing each of you.

57TH ANNUAL NAPMM CONFERENCE IN TAMPA, FLORIDA

FEBRUARY 28 – MARCH 3, 2004

CROWNE PLAZA – TAMPA, WESTSHORE

700 N. Westshore Blvd ♦ Tampa, FL 33609

Phone (813) 289-8200 Ext. 3728 ♦ FAX (813) 289-9166

www.crowneplazatampa.com

57th Annual NAPMM Conference—Tampa, FL

On behalf of NAPMM, we would like to invite you to the 57th annual NAPMM conference in Tampa, Florida which will be held February 28, 2004 through March 3, 2004.

Tampa Bay is a vibrant waterfront area on Florida's west coast which offers a unique blend of urban excitement in a natural setting. The Crowne Plaza, Tampa Westshore is conveniently located close to the Tampa International Airport, 2 major malls, restaurants and attractions.

As conference co-chairs we have put together a balanced program for both retail and wholesale members. Session topics include:

- Waste disposal/recycling
- Ensuring the safety of our global food supply system
- A presentation by Florida Commissioner of Agriculture Charles Bronson

- Facility emergency response plans
- Dealing with elected officials, boards and many more.

Several round table sessions are also scheduled as well as tours of the Plant City Market, the nearby Strawberry Festival (largest in the world) and an evening dine around in historic Ybor city.

The spousal program features a trip to famous Busch Gardens, the Florida Aquarium and much, much more.

Come join us, bring your family and stay before or after the conference. NAPMM is the premier organization for professional market managers in the world. Come for fun and come to learn.

See you in Tampa!

Melt Godwin
Conference Co-Chair

James Farr
Conference Co-Chair

Convention 2004 Program (subject to change)

<i>FEBRUARY 28, 2004</i> <i>SATURDAY</i>	REGISTRATION	12:00 pm – 6:00 pm
<i>FEBRUARY 29, 2004</i> <i>SUNDAY</i>	NAPMM BOARD MEETING	10:00 am – 12:00 pm
	REGISTRATION	12:00 pm – 6:00 pm
	PRESIDENT'S RECEPTION	7:30 pm – 10:00 pm
	HOSPITALITY SUITE OPEN	10:00 pm
<i>MARCH 1, 2004</i> <i>MONDAY</i>	BREAKFAST	7:00 am – 8:00 am
	NAPMM BOARD MEETING	7:30 am – 9:00 am
	OPENING PLENARY SESSION Our global food supply, Interdependency of the Food System in 21 st Century Bob Penner, Melbourne Market, Australia Don Darnall/Maryland Food Terminal/WUMM Board Member/USDA Representative/TBA	9:00 am – 10:30 am
	BREAK	10:30 am – 10:45 am
	WELCOME AND REMARKS Charles Bronson – Florida Commissioner of Agriculture	10:45 am – 11:15 am
	FACILITY EMERGENCY RESPONSE PLANS Clarence Hughes – Manager, St. Louis Produce Market Jim Farr – Manager, Rochester Public Market George Maroulis – General Manager, Hunts Point Terminal Produce	11:15 am – 12:15 pm
	LUNCH	12:30 pm – 1:30 pm
	CHOOSE ONE OF THE FOLLOWING ROUNDTABLES: <ul style="list-style-type: none"> • Dealing with elected officials and boards • Waste Disposal/recycling • Leasing/Pricing (All attendees are asked to bring copies of their lease agreements, price sheets if applicable)	1:30 pm – 3:30 pm
	DINE AROUND YBOR CITY	6:30 pm – 9:30 pm
	HOSPITALITY SUITE OPEN	10:00 pm

Convention 2004 Program cont'd

<i>MARCH 2, 2004 TUESDAY</i>	BREAKFAST	7:00 am – 8:00 am
	ROUNDTABLE (Bring issues at your market for the group to solve) Wholesale	8:15 am – 9:30 am
	Retail	
	BREAK	9:30 am – 9:45 am
	MARKET TOURS – Buses leave at 9:45 Lunch at Plant City Farmers Market	9:45 am – 4:30 pm
	DINNER – On your own (Board meeting if needed)	5:00 pm – 7:30 pm
	HOSPITALITY SUITE OPEN	7:30 pm
<i>MARCH 3, 2004 WEDNESDAY</i>	BREAKFAST	7:30 am – 8:30 am
	WORKSHOP: Market's role in ensuring the safety of our food supply from bioterrorism USDA and FBI Representatives	8:30 am – 9:30 am
	BREAK	9:30 am – 9:45 am
	NAPMM GENERAL MEMBERSHIP MEETING	9:45 am – 11:00 am
	ROUNDTABLES Wholesale TBA Retail How a market can fit into your community's recreational resources plan, Jim Farr	11:00 am – 12:30 am
	LUNCH (with Trade Speaker)	12:30 pm – 2:00 pm
	WORKSHOP: Produce trends in Florida Nelson Pugh – Director of Markets and Development, Florida Dept. of Agriculture	2:00 pm – 3:15 pm
	BREAK	3:15 pm – 3:30 pm
	NAPMM BOARD MEETING	3:30 pm – 5:00 pm
	AWARDS BANQUET (at hotel)	6:30 pm – 9:30 pm
		HOSPITALITY SUITE OPEN

HOTEL INFORMATION

The Crowne Plaza Tampa – Westshore is pleased to offer NAPMM members the courtesy of extending the conference rate of \$134.00 (US) per night up to 5 nights before or after the conference.

Reservations must be made by February 14, 2004.

**You can log onto the hotel website at www.cptampa.com and click onto "Reservations".
The group code is "NAP".**

Or, you can call 1-800-227-6963.

For special requests call the hotel direct at 813-289-8200.

NAPMM 2004 General Registration Form

Visit Tampa Bay! www.visittampabay.com 1-800-44-Tampa
NAPMM Annual Conference & General Membership Meeting
February 28 – March 3, 2004 • Tampa, Florida

Hosted by: Florida Department of Agriculture
Plant City State Farmers Market
1305 W. Dr. Martin Luther King Jr. Blvd., Suite 5
Plant City, FL 33563

REGISTRATION INFORMATION (Please print or type)

First Name	Middle Initial	Last Name	
Spouse/Guest Name			
Company Name		Company Website	
Street Address			
City	State	Zip	Country
Phone	Fax	E-Mail	

What day do you expect to arrive? _____

When do you expect to depart? Morning Afternoon After 6:00 p.m.

Job Function (Please check one)

- | | | |
|---|-------------------------------------|---|
| <input type="checkbox"/> CEO/Company Owner | <input type="checkbox"/> President | <input type="checkbox"/> Vice President |
| <input type="checkbox"/> Executive Director | <input type="checkbox"/> Operations | <input type="checkbox"/> Market Manager |
| <input type="checkbox"/> Sales & Marketing | <input type="checkbox"/> Retired | |

Registration Fees (U.S. Dollars)

REGISTRATION PACKAGE	By 02/02/04	After 02/02/04
<input type="checkbox"/> Members	\$170	\$180
<input type="checkbox"/> Non-Members	\$200	\$220
<input type="checkbox"/> Spouse Registration	\$105	\$115

TOTAL AMOUNT ENCLOSED IN THIS REGISTRATION \$ _____

Completed registration forms should be sent to the Plant City Market at the address above.

Payment must be made by check or Money Order to **NAPMM, TAMPA**. All amounts are in U.S. dollars. Payment must accompany the registration. There will be no billing. *Cancellation Policy: All requests for cancellation must be made in writing and received by February 2, 2004. There is a \$60 processing fee for cancellations received by February 2, 2004. No refunds will be made after February 2, 2004.*

After you have registered, you will receive a confirmation letter by fax within seven business days of your form being received at Plant City Farmers Market.

Peas And Queues

By Nancy Keates, Staff Reporter
THE WALL STREET JOURNAL (Friday, August 1, 2003)

Lynda O'Connor remembers the week she missed the zucchini blossoms. Awakening at 7 a.m. on a Saturday morning and hustling the half-hour drive from her Chicago apartment to the Farmers Market in Evanston, she was already too late to find the unusual produce. "People have become really aggressive," says Ms. O'Connor, who's now taken to reserving her order in advance.

Get ready for a food fight. The economy may be off, but you wouldn't know it from the crowds at farmers markets, with growing numbers of shoppers from San Francisco to Boston's Copley Square elbowing for the latest status ingredients and face time with cult growers. Indeed, attendance shot up more than a third over four years in the latest government estimates, with some cities already reporting an increase of 10% to 20% this year. The result: long lines, scarce parking and even more bickering to eat away at the charm.

It's not that there aren't enough farmers markets out there – the number has grown 9% since 2000 to 3,100, according to the USDA. Market managers say the crowding is due to the limited space allocated by cities, rising demand for boutique ingredients and a mounting concern about the perils of industrial-produced food. Farmers also say a bad growing season this year and strict rules, which often limit them to selling only what they produce, has caused even more shortages.

What happened to the laid-back three-truck markets where civility and quaintness prevailed? Indeed, the whole point of the exercise, which started in force when California chef Alice Waters started dishing out small-farm fare in the mid-1970s, was to bring the community together by buying local goods from local growers. It was such a popular concept; the number of markets nationwide went from less than 100 before 1980 to thousands now.

These days, the term "farmers market" is so ubiquitous it can apply to everything from street fairs with souvenirs and food carts to brick-and-mortar supermarkets, like the prototypes just unveiled by natural-and-organic grocery Wild Oats for stores with distressed-wood signs recycled from an 1890s tobacco plant. The Ferry Plaza farmers market in San Francisco, which estimates it gets up to 20,000 people every Saturday, has prepared-food stalls, while Pike Place Market in Seattle has bookstores and the Dallas Farmers Market offers international crafts.

Of course, many markets, like the Greenmarkets in New York and Freshfarm markets in the Washington area, stay true to the mission, with market inspectors paying visits to make sure farmers are selling only what they grow. But even with the strict food rules, some markets are becoming almost circus-like, thanks to attractions like blues bands, children's cooking classes and celebrity-chef demonstrations.

With crowds at markets up, we visited some of the more popular ones to see if they're worth the hassle. We bought a list of 11 items and then shopped at a nearby upscale grocery store, comparing prices, service and quality. Below, the results.

Dallas Farmers Market – Dallas, TX

Saturday 85 producers

Slightly gritty

Market basket \$73.81

Supermarket basket \$67.25

A mini empire with buildings, conference space and cooking classes. Even with the perks, prices were mostly competitive (though we paid more for chicken breasts here).

Dupont Circle Freshfarm Market – Washington, DC

Sunday

30 producers

Small, but posh

Market basket \$82.74

Supermarket basket \$59.63

New markets just opened in two other neighborhoods, which should help crowds here. Some farmers say rules against selling another grower's produce cause shortages.

Ferry Plaza Market – San Francisco, CA

Saturday

100-plus producers

Dizzily vast

Market basket \$90.11

Supermarket basket \$72.82

In a bigger location this year. Our bill was significantly heftier than at a nearby organic store, but the grocery didn't have peonies.

Portland Farmers Market – Portland, OR

Saturday

50 producers

Earthy

Market basket \$65.36

Supermarket basket \$81.08

Local supermarket was a breeze compared to this crowded market. Manager says there's a waiting list of 35 farmers.

Union Square Greenmarket – New York, NY

Saturday 68-72 producers

Crowded

Market basket \$69.10

Supermarket basket \$81.82

Of 31 Greenmarkets in New York City, this is the most popular, with tens of thousands of shoppers. Vendors must grow what they sell, with rules enforced by inspections at farms.

Check out the Fact Sheet on FDA's New Food Bioterrorism Regulation:
Interim Final Rule – Registration of Food Facilities
<http://www.cfsan.fda.gov/~dms/fsbtac12.html>

Food Safety at Melbourne Markets

By Mary Stewart, Marketing Director, Melbourne Markets

Melbourne Markets is the only wholesale fresh produce market servicing the State of Victoria. Located in the southern temperate zones of the continent Victoria has some of the most prolific growing areas in Australia. Some 40% of the nation's horticultural produce is grown in Victoria.

Melbourne Markets includes wholesale trading of fruit, vegetables and flowers and has an annual wholesale business turnover in excess of AUD \$1.5 billion. The fruit and vegetable section operates 5 mornings per week and includes 652 fruit and vegetable grower stands, 122 wholesale agent modules, extensive warehousing and a growing provedore industry. There are 1,040 growers and staff registered to sell at the Markets with an average of 296 attending daily. In excess of 1,000 wholesale fruit and vegetable buyers such as independent retailers, small chains, restaurants and processors buy at the Markets.

New state Food Safety legislation was introduced in January 2003 that requires all food business operating in the state to have an approved Food Safety Plan in place and be registered with their local council. All businesses must also have at least one person with accredited Food Safety Supervisor Training. Victoria is the only state in Australia to have introduced food safety legislation however it is likely that other states will follow in the not too distant future.

The new legislation which was primarily introduced to regulate Victoria's extensive restaurant and processed food industry, has nevertheless impacted on all fruit and vegetable businesses: retailers, wholesalers, provedores and growers.

In response to requests the Melbourne Market Authority established a number of special programs to help its business customers meet requirements as simply and efficiently as possible. Its approach has been based on the development and registration of standardized state-wide industry food safety templates. These are offered with accredited training to all businesses on a cost recovery basis, with registered Market customers receiving an industry discount. While the Market Authority is not directly accountable under the food safety legislation for businesses operating on the site, it nevertheless recognises the importance of assisting its customers to meet Food Safety requirements both to support its customer base and to protect the industry's reputation.

(After all, any breaches relating to food safety practices at the Market could potentially create significant business loss for all traders.)

Industry templates enable businesses to follow a standard format for implementing and recording essential food safety practices required under the Food Safety Act. They also recognise the special food safety handling and storage needs of the relevant industry (eg fresh produce) and sector (eg retailing, wholesaling, growing). Under the legislation approved templates must be recognised by all municipalities in the State. There are also other advantages. With a template businesses do not require expensive annual independent audits, which is the case if they have individual food safety plans. From an industry viewpoint, templates provide a uniform standard and give strength to businesses that may otherwise have difficulty in developing or negotiating individual Food Safety Plans.

Food Safety Templates have been established by the Melbourne Market Authority for fresh produce wholesalers, retailers (including provedores) and growers. The templates have been certified as satisfying the requirements of the ANZFA Food Standards Code and Victorian Food Act and are registered on the State template list.

Over 1400 businesses including wholesalers, provedores, retailers and growers have successfully completed food safety accreditation through the Markets programs this year led by an accredited Food Safety Consultant. Programs are now held regularly at the Markets and in regional areas of the state on a rolling basis.

The development and registration of the industry templates has been a significant achievement for Melbourne Markets and, the number of businesses completing accreditation this year, indicates the strong commitment by the fresh produce industry to maintaining safe food practices.

For further information about any of these programs please contact Mary Stewart or Catriona McGauchie in the Marketing Department, Melbourne Market Authority on telephone 03 9258 6105 or 9258 6100 or email mary.stewart@melbournemarkets.com.au

Hurricane Isabel

Hurricane Isabel visited the Virginia Beach Farmers Market, but the facility sustained very minimal damage. The power to the market remained on even though over 90% of the area residents and business were without power. This allowed the restaurant at the market to cook and serve meals to those without power.

Market Manager, Janel Leatherman, lives in Norfolk on Willoughby Spit and her home was flooded with three feet of water in the first floor.

The devastation is random and severe in some places. The Hampton Roads area will be recovering from Isabel's visit for many months.

Market on Autopilot – Will a car-free Kensington Lead to Gentrification of the Bohemian Enclave?

By Jennifer Polo

For more than a decade gentrification has threatened, and Kensington Market, the bohemian enclave off Spadina, has valiantly resisted the winds of development change. Condos have gone up on the Market's fringes, particularly along Spadina, but the charming ramshackle Victorians, low rents and hip clientele have remained.

The city has been quietly pushing rejuvenation plans, including offering area businesses grants to refurbish their storefronts, but the concrete-and-glass invasion has been held at bay.

It's an unlikely urban tale given the development pressures that have been placed on historic and more established neighbourhoods in the city.

Now it looks like residents pushing a more pedestrian-friendly vision may get their biggest wish - a totally car-free Market.

The issue's been a hot topic ever since the Kensington Market Action Plan (KMAP) created a working group of city staff and market community members back in 1997 with the goal of revitalizing Kensington streets and buildings.

The recent Harvest Festival held in the neighbourhood proved that the Market can be hip, happening - and most importantly for area businesses - profitable without the cars.

The festival dress rehearsal, part of a city proposal to start testing car-free weekends in certain areas of the city, packed the streets.

"I'm hoping that after having seen the Market full of lights and energy and free of cars, all the fence-sitters will come on board," says Shamez Amlani, owner of La Palette bistro on Augusta and co-founder of Streets Are for People, a group that's been pushing the car-free alternative.

Amlani says that Streets Are for People's research indicates that 40 per cent of merchants are in favour of a car-free Kensington.

Opponents of the plan also point out that car-free areas have been successful in Europe when the areas are more homogeneous in nature - that is, made up almost entirely of restaurants and bistros.

"They're the kind of places where people go to be seen," says Cristina Enrietti-Zoppo, chair of the Kensington Market Action Committee (KMAC). "They benefit from people travelling by foot. Others would not."

Kensington is more mixed, says Enrietti-Zoppo, which makes shutting the area off to car traffic more problematic for shops that rely on customers coming from outside the area who buy the specialty meat, cheese and produce.

That's why Larry Leider, vice president of European Quality Meats and Sausages, the largest employer in Kensington, is staunchly opposed. He says making Kensington car-free will only disrupt businesses. Leider says that, on average, about eight truckloads of meat are delivered to his store every day. Each truck can take up to an hour and a half to unload.

About 10 years ago, he tried to solve the problem by purchasing a house behind Quality Meats. He planned to knock it down and build shipping docks, but the city denied permission because of concerns about dwindling housing stock in the area.

Leider's willing to compromise - making Kensington car free on Sundays only, when merchants won't be so affected. But he warns that a totally car-free Kensington will scare businesses away.

"I see us seriously walking. People want convenience. If we stop making it convenient, people will go somewhere else. It's going to be another nail in the coffin."

In other words, if Kensington is forced to pedestrianize, the very thing that makes it unique - the cultural, grassroots appeal - might be threatened. Says Keeble, "It's the sheer will of the community that will sustain this over time."

He believes Kensington's diverse business mix is no reason to abandon the idea of pedestrianization. He says an area with similar characteristics in Galway, Ireland, has adopted a partially car-free existence. In the morning, deliveries are allowed to come and go at will, but in the afternoon and evenings poles rise from the ground to block traffic.

"Over a period of time they discovered businesses ended up with more trade... particularly if the municipality provides more parking," Keeble says.

Local councillor Olivia Chow is optimistic. She says less vehicular traffic will increase pedestrian traffic in the Market. "Most people know when they get into Kensington by car that they can't really go far," she says.

Adds Dan Egan, the city's manager of transportation, "It's about making a place that's attractive, vibrant and financially successful."

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Retiree's Corner

Long time North Carolina Agriculture Commissioner, James (Jim) A. Graham passed away Thursday, November 20th, 6:00 a.m. at Mayview Convalescent Center (513 E. Whitaker Mill Road, Raleigh). He had pneumonia in late October and was recovering at Mayview.

Commissioner Graham was the NAPMM President during the 1961-1962 year and was awarded honorary membership in NAPMM for his service to the organization. Commissioner Graham was a dear friend to many NAPMM members, especially many of our retired members.

The Concord Grape

By Jim Trezise, Director – NY Wine and Grape Association

As if on cue to sing “Happy Birthday”, New York vineyards this year are producing the largest Concord crop in the State’s history. While definitely a mixed blessing, the bumper crop marks a revolution that began 150 years ago with a single vine planted in Concord, Massachusetts.

The 2003 growing season has been highly unusual, presenting major challenges for both grape growers and processors. An unusually harsh winter created fears of substantial “winter kill”, which in the case of Concord grapes turned out to be relatively insignificant. The rainy spring and wet summer saturated the earth, causing large “berry size” and an abundant crop. But the biggest challenge by far has been the relative lack of sunshine in the summer and fall, slowing the ripening process and jeopardizing the marketability of the grapes.

The Concord grape was developed by horticulturist Ephraim Bull in 1853. Designed to thrive in tough conditions, the new grape variety spawned a major revolution in farming, food processing, and health benefits from grape products.

Shortly after its commercial debut, New York Tribune founder Horace Greeley christened Concord “the grape for the millions”. Ripe Concord grapes have a rich, blue-purple color, a luscious aroma and fruity taste, and the versatility to be consumed as fresh fruit, grape juice or wine.

The first major product based on the Concord grape was developed in 1869 by Dr. Thomas Bramwell Welch, who pasteurized the juice to produce “unfermented wine” — or grape juice. That new process launched an entire new industry of processed fruit juice and one of the world’s leading brands: Welch’s.

As fresh table grapes, grape juice, jam, jelly, kosher wine, dessert wine, and table wine — Concord truly is “the grape for the millions”. Over 400,000 tons are anticipated from the 2003 harvest, including about 150,000 tons from New York’s

Chautauqua, Niagara and Finger Lakes regions. Other major Concord regions include Pennsylvania, Ohio, Ontario, Canada, Michigan, and Washington State.

Concord is by far the dominant grape variety grown in New York State, with the Lake Erie (Chautauqua, Niagara, Cattaraugus) region growing the vast majority and accounting for over half of all New York vineyards, over 60% of acreage, and over two-thirds of annual tonnage. In that region, about 95% of total acreage is devoted to Concord production, virtually all of which is used for grape juice.

The popularity of the great taste of Concord-based products has long been evident by strong and increasing sales. But only in recent years have numerous scientific and medial studies revealed just how good they are for your health.

Most important, regular consumption of Concord-based products can reduce the risk of America’s #1 killer: heart disease. Several peer-reviewed studies published in professional journals have shown that Concord grape juice and other products can lower blood pressure, slow the oxidation of LDL (“bad”) cholesterol, and improve the elasticity of arteries to maintain the free flow of blood.

Concord-based grape products are also a powerful source of antioxidants, which reduce the risk of heart disease. A study by the U.S. Department of Agriculture has shown that Welch’s grape juice, for example, has three times more antioxidant power than other popular juices like orange, grapefruit, tomato and apple; and more antioxidants than 42 other fruits and vegetables tested. It is also free of fat and cholesterol, has been certified by the American Heart Association, contains 100% of Vitamin C in one 8-ounce serving, and is a tasteful way to get to the USDA’s recommended “five a day” fruits and vegetables.