

# Green Sheet

## 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

Last year, the Executive Committee initiated a series of conference calls throughout the year, which allowed the Executive Committee, Board Members and Committee Chairs to remain engaged and informed of the association's progress throughout the year. These calls proved to be very beneficial and allowed much to be accomplished within NAPMM. We are continuing with these calls again this year and although NAPMM is already a great value and a tremendous networking opportunity, we are also working with our Marketing Committee to further enhance the value of our NAPMM memberships. The new Constitution/History Committee will be working this year to compile our NAPMM Board and General Membership meeting minutes into one historical book and will be putting together a NAPMM scrapbook and photo album, which can be shared at future meetings. If you have information or photos that you would like to be placed in these books or albums, you can send it to the chair of this committee, John Armenta, at 8612 Roger Court, Pico Rivera, CA 90021-1127.

Our regional chairs now serve with our membership committee chair and are ensuring that our members are not lost or forgotten when tight budgets, lost mail and other situations prevent our members from maintaining constant NAPMM membership. We plan to send out membership renewal applications soon after the new calendar year which begins July 1, 2003 and will be asking our regional chairs to follow up with each of you to ensure that you have received the information and submitted your renewals. If you have had a postal, email or a telephone number change, please contact our NAPMM Secretary, Ronnie Best, at the State Farmers' Market in Raleigh, North Carolina and let him know of any changes in order that he can update your records in our main database, in the NAPMM Handbook and on the NAPMM web site. As of February of this year, we have employed a professional company to send out and receive all of our member correspondences and to maintain the database for our association. This too should enable us to do a better job of keeping track of our members and add an additional degree of professionalism to NAPMM.

Please stay in touch with your fellow NAPMM members throughout the year in order to get the most from your membership and to maintain those close friendships and business relationships that are so important to each of us. Please notice also our Commercial Partners that you will see listed in future directories and Green Sheets and support those who are supporting NAPMM when it is possible. I hope each of you are having a great summer. I look forward to interacting with each of you throughout the year and hopefully seeing each of you in Tampa, Florida for our Annual Conference next spring!

### Editor's Corner by Jim Farr

For those of you who did not make it to the San Antonio Conference, you missed a great meeting. Host Tom Preston, along with his staff and conference co-chairs, Sheree Brannan and Dexter Hill, did an outstanding job putting together a program that was both high on content and interesting. Tom and his lovely wife were gracious hosts and made sure everything ran smoothly.

Many of the presentations are online at our website, [www.napmm.org](http://www.napmm.org), adding to the value to our members.

Speaking of which, it is time to renew for the 2003-04 year. Membership information is included with this issue of the Green Sheet. Please renew early.

## Members Update

Many of our members have asked us to include a column which features personal information.

*First Vice President, Sheree Brannan, is experiencing some serious health challenges, so please keep her in your thoughts.*

The following letter was sent from Charlie Edwards:

*Congratulations to all NAPMM Members for conducting such a good meeting in San Antonio. I had hoped to be with you as well, but the delivery of our four grandchildren took priority. On March 17, my son, Drew, and his wife, Melanie, became parents to: Conner Nicholson (2 pounds, 6 ounces); Emma Grace (2 pounds); Collin Williams (2 pounds); and Elizabeth Morgan (1 pound, 4 ounces).*

*All babies are doing well. Three are home and I will share a picture soon. Please understand the Edwards' family has had to make some*

*changes as a result of the need to feed three babies every three hours. This has been quite an experience! We are blessed to be a part of this miracle. There are only 30 quadruplets reported in the world each year. With the help of the Good Lord and a lot of friends, it is all going to work out. A new room has been added to their house and we are working on the 120 diapers per week and the \$20.00 per day formula costs.*

*I am enjoying my work at Nash Produce (telephone number 252-443-6011). They have about 4,000 acres planted including 1,800 acres of pickling cucumbers, 400 acres of cantaloupes and 1,600 acres of sweet potatoes. Take care and call if I can ever help.*

Keep those updates coming in, so we can continue to add that personal touch that makes NAPMM so special.

## NAPMM Certification Program Reinstated

Several years ago a committee chaired by Clarence Hughes put together a program and criteria to certify Produce Market Managers (CPMM). Certification of members is important as we strive to develop professionalism and acceptance within our industry. It can also be a career-building asset for a market manager. Below is the process to become a CPMM.

### Certified Produce Market Manager (CPMM)

#### Certification Program Requirements

Criteria	Minimum Requirements
Employment Experience	3 Years
Education	High School/GED
Membership	5 Years
Leadership	3 Presentations
Convention Attendance	3 Years

Certification of our membership's skills is vital in developing professionalism and acceptance within our industry. The fee for certification application is \$30 dollars. The three most recent past NAPMM Presidents review the applications and determine eligibility. If eligibility has been met through the criteria, a certificate will be prepared and sent to the candidate, with certain rights bestowed on the individual to use the title or initials behind his name on correspondence and business cards. If the criteria have not been met, a letter to the applicant will be sent, detailing what actions must be taken to receive certification.

A point system has been established for the areas of preparation to certification. Under this system, if one area of the criteria falls short of providing the necessary points, another area may compensate. Some criteria require minimum standards which may not be offset. These areas are membership and convention attendance.

Realizing that produce market managers do not have the same experiences, responsibilities, or job descriptions, and that we are a diverse group of managers, the criteria provide a cohesive comparison of the elements toward certification.

### Point System

*There are 5 areas. Each area is worth a maximum of 12 points; with a total of 40 points needed for certification.*

<b>Employment Experience</b>	3 Years = 5 Points 1 Point for each additional year as a Market Manager or related management work experience
<b>Education</b>	High School/GED = 3 Points College Degree = 7 Points 1 Point for each additional year of schooling
<b>Membership</b>	3 Years = 5 Points 1 Point for each additional year
<b>Leadership</b>	3 Presentations or Panel Moderator = 5 Points 1 Point for each additional presentation or panel moderator
<b>Convention Attendance</b>	3 Years = 5 Points 1 Point for each additional year

To apply, a cover letter should be sent to the current NAPMM President, along with the \$30 dollar application fee, serving as a request to review an attached resume for candidacy. The resume must contain the name, address and telephone number of the candidate, and list the criteria. The candidate should then

provide a detailed accounting of the facts for consideration in those criteria. Upon completion of the necessary criteria for certification, the candidate will receive a certificate, suitable for framing, denoting his or her certification by the NAPMM as a Market Manager.

## Ronnie Best's North Carolina Market Report

North Carolina state farmers' markets are seeing a very busy early season. The Wholesale Areas seem to be seeing more activity than last year. The hopes are the economy may be taking a turn for the better. The Retail Areas at the State Farmers' Market in Raleigh, the Piedmont-Triad Farmers' Market in Greensboro, and the Charlotte Farmers' Market have rented most of the retail spaces since early April with plants and flowers. The local produce season has been running about two weeks behind due to cooler, wetter weather. The off-season was also busy for Mike Ferguson at the Western North Carolina Farmers' Market. A new electronic sign was installed and is now operational. Mike said it really modernized the look at the entrance of the market. Mike has also incorporated a new surveillance system. The five-camera system will help his gate personnel keep an eye on the 36-acre facility.

Ronnie Best, manager at The State Farmers' Market in Raleigh says the market is in the process of paving a new 275 space parking area, and adding a new electronic sign. The market is also in the process of implementing a new trash collection system, with an emphasis on recycling.

Frank Suddreth, at the Charlotte Farmers' Market, has added heat to their Building so they can be open year-round. They are also renovating their bathrooms. Dexter Hill (newly elected President NAPMM), is also in the process of updating their sign to LED. Dexter is also seeing unprecedented growth in the Farmers' Area at the Piedmont-Triad market. Ricky Oxendine, manager at The Southeast Farmers' Market in Lumberton is also adding a new electronic sign on I-95. He says it is the biggest one in Lumberton.

We hope anytime you are in North Carolina you will come by and visit one of our State owned markets.

## Baltimore Sun Reports on Baltimore Farmers' Market

By Stephanie Shapiro (edited)

It's opening day at the Baltimore Farmers' Market under the Jones Falls Expressway, and the line grows long at the Curry Shack.

Three years ago, Didi and Brian Johnson opened their stall at both the Baltimore and Waverly markets and quickly attracted a ravenous following. The Johnson's jerk chicken, plantain chips, Creole red beans and rice, samosas, soups and curries often sell out well before the market closes. This year, they will expand to the weekly market at the Village of Cross Keys.

With lively food and personalities to match, the Johnsons, and scores of other homegrown entrepreneurs, are reconfiguring farmers' markets across the state. As markets open for the new growing season, customers are as likely to find grilled Portobello-mushroom-and-feta sandwiches, vegan split-pea soup, gooey pastries and blistering salsa as mounds of tomatoes, peppers, peaches and pears.

Once the typical farmers' market was a bustling but basic source of produce; now, it's often a gourmet cafe/community center/green-grocer hybrid.

Wendy Bullock's weekend is not complete without attending the farmers' market "at least once." At the Baltimore Farmers' Market, she and Elijah Smith order red beans and rice, samosas and West Indian patties from the Curry Shack. Bullock, a registered nurse and spring-roll fanatic, has already patronized Suwannee, the Thai food stand.

Over the years, the market has changed a lot, Bullock says. "It used to be fruit and veggies. Now it's everything."

The introduction of prepared foods (and open-air seating) at markets comes with a renewed stress on nutrition, education and customized service more typical of a specialty-food shop. Whether offering a goat-cheese-and-sweet-potato galette or a cup of hot, lemon-ginger tea, merchants often include a mini sermon on a product's unique health benefits.

Selected vendors, as well, will take orders for the following week or prepare a dish to vegan specifications.

Increasingly, global foodways converge at the farmers' market, where it can be one-stop shopping for Somalian meat pies, fruit and nut balls presented in boxes like Japanese sweets, smoked garlic, blackberry-lime sherbet, Thai sticky rice with mango and other delicacies.

For Tony Evans, coordinator of farmers' markets for the Maryland Department of Agriculture, the new market experience revitalizes an old concept. "A rising tide raises all boats. [The increase of prepared-food offerings is] the new swell in the tide," he says.

As the demand for markets grows and the number of farmers willing to staff those markets diminishes, small-scale prepared food providers help fill the gap, Evans says.

Striking an equitable balance between farmers and food vendors is a delicate and at times prickly operation tackled differently by each market. The "right kind of product and the right mix can help a market expand," Evans says. "These people [who sell prepared food] are not saving markets. In selected cases, they are helping markets grow and do more business. You always want to broaden your product line." Bakers, for example, "draw their own customers," Evans says. Shoppers will patronize the baker and "then they go out and shop for produce."

Many stands "sell the same thing," says Carole Simon, manager of the downtown Baltimore market. Rather than increase competition among farmers "for the same produce dollar," why not introduce a variety of concessionaires, she says.

People "don't just come to shop; they make a morning of it. They have brunch or lunch or breakfast," and may choose from a variety of foods that "can appeal to almost anyone," Simon says.

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## Rot in the City

By Tess Taylor

In its quest to find cheaper ways to get rid of the city's trash, the Bloomberg administration is investing in a study which could revolutionize garbage disposal in the five boroughs -- by composting.

Every day dozens of trucks idle outside the Hunts Point Market in the South Bronx waiting to haul away the 100 tons of waste the open-air meat and produce center generates. In addition to subjecting the neighbors to the noise and fumes from all those garbage haulers, getting rid of that trash is no cheap feat: It costs the city and market combined about \$140 a ton. And things will only get worse when the Fulton Fish Market moves next door from Lower Manhattan next year.

Or not. As part of the Bloomberg administration's effort to solve the riddle of where and how to dump the city's trash, the city Economic Development Corporation is investing in a study that could revolutionize trash disposal -- by composting.

Last month, the agency promised a contract to DSM-Environmental Services, a Vermont firm, to study the feasibility of building a facility to turn the market's organic waste into compost. Although the city has been mulching its leaves in a handful of small compost facilities in city parks, the Hunts Point study represents the city's first attempt to help a commercial market use composting to reduce waste. And with the city facing 13,000 tons of residential waste alone each day, any little bit helps.

"Hunts Point is an ideal space for building a composting facility because you have a fixed organic waste stream right there," said Venetia Lannan, deputy director of composting for the

*Composting "could play a real part in the city's environmental health."*

Department of Sanitation. "It's an important option for us to explore."

The city has already tried it on a much smaller scale: In 1996, DSM helped Rikers Island set up a compost system that now handles about half of its waste, at a cost of only \$60 a ton. The processed food scraps are then used in island gardens and for landscaping.

Composting "could play a real part in the city's environmental health," said Michael Simpson of DSM, adding that fresh compost could help remediate brownfields all over the Bronx.

Whether it will work for the Hunts Point Market, and ultimately for other large commercial facilities, will depend on the cost of building and operating the plant -- including controlling the smell -- and marketing the compost. The city hopes it can put together a business plan "that would make a compost facility work in a public private partnership," said Lannan.

Added Simpson, "It's clear that we have to show that composting would represent a savings for the private sector as well as for the city."

Still, the very prospect of a study pleases local environmental advocates, who've been concerned about the pollution associated with rising truck traffic at garbage transfer stations in their neighborhoods ever since the closing of the Fresh Kills land fill.

"Compost is just a much better byproduct than diesel gasses," said Omar Freilla of Sustainable South Bronx. "One is toxic; the other helps plants to grow."

## International Association Established to Support the Wholesale Market Industry

The World Union of Wholesale Markets (WUWM) recently established itself as a legally autonomous non-profit association based in The Netherlands.

During a recent meeting of the membership held in Rotterdam, The Netherlands, the WUWM membership and Board took the final step towards autonomy, which effectively ends its existence as an associated body operating within the umbrella of the International Union of Local Authorities (IULA) network, where it was formally founded in 1958.

Marc Spielrein, WUWM Chairman and President Director General of Rungis, Paris reinforced the WUWM mission of supporting member markets in their continued commitment to the highest standards of food security. He also emphasized the essential role that wholesale markets have to play in ensuring the sustainable access, availability and distribution of quality fresh food products at competitive prices throughout the international community.

The Union is engaged in all activities in the field of wholesale markets. It also develops relationships with other relevant market associations, including those in the field of retail markets; as well as with local and national government bodies

active in food security and distribution. WUWM is open to all wholesale markets, market companies, institutes and organisations. Firms and individuals with an interest in wholesale marketing may also become associated members.

WUWM is established as a non-political non-profit association with the following objectives:

- To promote the international exchange of information on wholesale markets so as to improve their construction, organisation and administration.
- To actively participate in the business of wholesale markets and municipal retail markets, as well as production markets or markets at point of origin.
- To exchange experiences, skills, knowledge and expertise between members, for the overall benefit of its membership.

A copy of the Chairman's speech 'WUWM in the 21st Century and photos from the Rotterdam membership meeting are available on request.

## United Joins with FMI to Co-Locate Trade Shows, Build Produce Expo & Conference

**WASHINGTON, DC** — Officials of the United Fresh Fruit & Vegetable Association (United) and the Food Marketing Institute (FMI) announced that they will work together to enhance value to the worldwide retail supermarket and fresh produce industry by co-locating their annual trade shows at McCormick Place in Chicago, beginning in May 2004.

The United 2004 Produce Show will be hosted by United in conjunction with the FMI Show in Chicago, occupying a major portion of the North Hall with exhibits featuring products and services of interest to supermarket retailers, wholesalers, distributors and marketers of fresh produce. The conference portion of the event will include educational programs and workshops to assist the worldwide supermarket and produce industries in promoting sales of fresh fruits and vegetables through increased production and distribution efficiencies, new technologies in quality control and handling, innovative packaging, state-of-the-art marketing and merchandising, and more.

One registration fee for the FMI Show will allow attendees to be admitted to all events, including the United Produce Expo & Conference, at no additional charge. United members will be admitted to the entire FMI event at the same member registration rates as FMI members.

United will host and manage the United Produce Expo as a self-contained trade show and produce community co-located adjacent to the FMI exhibit area. The United Produce Expo will feature a contiguous 70,000 square foot floorplan for all produce-related exhibits, a separate entrance area, a hospitality area for visitors, an Expo Produce Theater for product demonstrations and seminars, the United Member Services Booth, and more.

The United Produce Expo will serve as a home base for all of United's traditional attendees, and a new destination area for FMI's traditional attendees, thus bringing together for the first time a large international audience of retail senior management and buyers with a major produce industry exposition and conference.

"This agreement enables FMI to offer our supermarket members and worldwide attendees a brand new focus on fresh produce, one of the most important areas of growth in the retail supermarket," said Tim Hammonds, president and CEO, FMI. "We will work with United to create its own unique produce community co-located with the FMI show, as a way to bring greater variety and value to our attendees. Our Board's long-

term vision is that the FMI Show in Chicago will continue to grow with communities representing all sectors of the supermarket. Therefore, we will work with CEOs and senior management to make sure that senior produce professionals now join the one-stop shopping and educational experience offered at FMI."

"This agreement provides United the opportunity for our members to drive greater investment and support for produce among worldwide retail partners," said Tom Stenzel, president and CEO, United. "The produce industry has left the playing field at FMI to our grocery competitors for far too long. As the fastest growing, highest visibility, and most profitable department in many retail stores today, it's clearly time for fresh produce to step up and build partnerships with those retail

officials who are deciding not only what produce item to buy today, but how much store space will be devoted to produce in the future," Stenzel said. "Our work the past few years to build produce consumption through nutrition and health programs has shown that our industry has been overlooking this vital opportunity in the marketplace."

"We're especially pleased to take this step as we celebrate United's 100th Anniversary Centennial Celebration at United 2004 in Chicago next May. Our association was actually formed in Chicago by 16 produce companies in 1904 – what a tremendous homecoming to celebrate our first Century of Service and launch the next," Stenzel said.

*"This agreement enables FMI to offer our supermarket members and worldwide attendees a brand new focus on fresh produce, one of the most important areas of growth in the retail supermarket."*

Please visit [www.produceshow.org](http://www.produceshow.org) for more information about exhibiting or participating in the United Produce Show at McCormick Place, Chicago, May 2-4, 2004.

Food Marketing Institute (FMI) conducts programs in research, education, industry relations and public affairs on behalf of its 2,300 member companies — food retailers and wholesalers — in the United States and around the world. FMI's U.S. members operate approximately 26,000 retail food stores with a combined annual sales volume of \$340 billion — three-quarters of all food retail store sales in the United States. FMI's retail membership is composed of large multi-store chains, regional firms and independent supermarkets. Its international membership includes 200 companies from 60 countries.

Founded in 1904, United Fresh Fruit & Vegetable Association's mission is to promote the growth and success of produce companies and their partners. United is the national trade organization that represents the interests of growers, shippers, processors, brokers, wholesalers and distributors of produce, working together with their customers at retail and foodservice, suppliers at every step in the distribution chain, and international partners. For more information about United, please visit [www.uffva.org](http://www.uffva.org) or call 202/303-3400.

## The World Union of Wholesale Markets and Freshfel Europe Launch a Cooperation Agreement

The World Union of Wholesale Markets (WUWM) and Freshfel Europe (the European Fresh Produce Association) are happy to announce the signing of a cooperation agreement between the two organisations. The World Union of Wholesale Markets (WUWM) and Freshfel Europe (the European Fresh Produce Association) are happy to announce the signing of a coopera-

tion agreement between the two organisations. This agreement will take the form of a cross membership which will facilitate cooperation on matters of common concern, and serve to increase the exchange of information between the two entities and external authorities.

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## The World Union of Wholesale Markets and Freshfel Europe Launch a Cooperation Agreement

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The two organisations have identified several issues of common concern to address. These currently include:

- Follow-up to any regulations related to food safety. To begin:
  - A proposal will be submitted to the European Commission for a revised and improved definition of wholesale markets.
  - An analysis of key points of EU regulation that affect the operation and management of wholesale markets within the European Community will be completed.
- A Good Practice Guide for wholesale market authorities will be written. This guide will be completed by a joint working group that will consult with representatives of other

competent authorities, wholesalers, retailers and consumer groups. This guide is prepared for professionals involved in the management of wholesale markets, with the general objective of providing guidance on food safety and the implementation of HACCP throughout the wholesale chain. The guide will be applicable to all stages of wholesale business and to all types of foodstuffs.

- Discussions will be held on the consequences of European legislation on public service tendering in relation to wholesale market management.

WUWM Chairman Mr. Marc Spielrein and the Chairman of the Wholesale & Distribution Division of Freshfel Mr. Philippe Henri both welcomed the framework agreement, certain of the positive benefits this will bring to their respective organisations.

## Baltimore Sun Reports on Baltimore Farmers' Market

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A greater selection of prepared food reflects the same demand for ready-made meals met in supermarkets, says Marc Rey, who has managed the Waverly market for nine years. In response, "We have not decreased the number of fresh-produce people; we have simply made more space for prepared foods."

Providing busy customers with take-home fare is not Rey's only consideration. "We try to look for diversity as well," he says. While it's difficult to find Asian or African-American farmers to sell their produce at the market, for example, it's been relatively easy for Rey to find ethnically diverse vendors.

"We try to look for something that is genuine to that particular ethnic culture," Rey says. "We try to have people who do not duplicate each other in what they offer."

The evolving character of farmers' markets can also be attributed to those "looking for income in ways that are not traditional," Rey says. These are folks who love to work with food, know there is a demand for prepared products, but don't want the hassle of starting a restaurant, he says. The food is plentiful and delicious, but the Curry Shack's main draw is the Johnson's enthusiasm and clear affection for colleagues and customers. "We make everybody feel like they know us personally," Didi says.

"We love the Curry Shack," says Kate Dallam, who, with her sister-in-law, operates a Waverly stand next to the Johnsons. Dallam and Cindi Umbarger sell cheese and meat produced on their family farms in Hartford County. They buy spices from the Johnsons to use in their own products.

Prepared-food vendors play a key role in the weekly farmers' market spectacle.

With sideshow swagger, Mick Kipp urges the Waverly market crowd to try his Whiskey Island salsas, marinades and grilling sauces. "Ooh, good call!" he says when a customer selects his pineapple tropical salsa.

Vendors Renee and Don Gorman used to run Puffins, a natural-foods restaurant in Pikesville. After leaving the business, the couple traveled to England and Mexico, where they became farmers' market devotees.

The Gormans are proselytizers for spelt, an ancient grain, and will gladly customize their spelt-crust pizzas with soy cheese or other favorite toppings if requested. Like Kipp and other vendors, they also use produce in season from the market and other Maryland farms in their "collage of foods."

Still, she has reservations about having too many prepared-food purveyors at the market. It should be a "farmers' market," Lahnstein says. Hand-crafted foods should be a part of the blend, she says, "but not everybody that cooks should be part of the farmers' market."

For Rey, managing a farmers' market is as much about meeting customer demand as it is preserving its original purpose. "Our philosophy is to respond to what people need and want. We try to keep ... the concept of a farmers' market here, but respond to people [as well]. Ten years ago, there were not nearly the number of flowers, and people wanted more fresh flowers. You respond in that way to serve the people, the community."

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