

GREEN SHEET

www.napmm.com

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.

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James Farr, President
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MESSAGE FROM THE PRESIDENT

Thanks again from Bill Mulligan and me to everyone who helped make the Rochester conference a success. It was great to see everyone and I hope you enjoyed visiting our city. From the evaluations we have received, folks learned a lot from the conference program and the off sites and, of course, enjoyed the camaraderie.

For those of you who couldn't make it, check out the highlights at www.napmm.com, 2005 conference.

At our last board meeting, we began putting together details for a strategic planning session to be held in January. Candice Southwick, from CHEP, graciously offered to host the brainstorming in Orlando. Our aim is to develop goals and directions for NAPMM over the next several years.

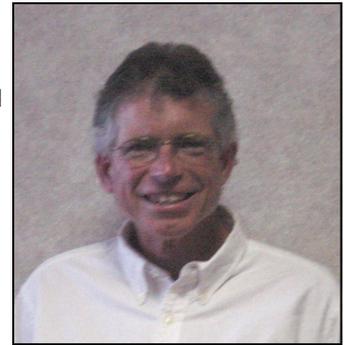
Mike Janis is also chairing an ad-hoc committee which is putting together a marketing piece for NAPMM. When complete, it will significantly improve our outreach to new members.

Speaking of new members, if you haven't done so already, it's time to renew your membership (membership application on back page). I'd like to challenge everyone to try and recruit one new member from your region. We have a great organization. We just need to let others know about us.

I look forward to an exciting year as your president and welcome your input and ideas. Please e-mail any comments/suggestions to me at farrj@cityofrochester.gov. Enjoy the rest of the summer.

Sincerely,

James Farr
 NAPMM, President

**UPCOMING REGIONAL MEETINGS**

Region IV and Regions II and III are planning meetings this fall. Regional meetings offer members an opportunity to interact between the annual conferences often closer to home and with reduced costs to the attendees.

Nick Zorn, manager of the Montgomery State Farmers' Market in Alabama, will host a 2-1/2 day conference September 26-28 in beautiful Gulf Shores. The conference which will be held at the Island Hotel will feature educational sessions as well as a tour of a Satsuma orchard and a pecan farm and processing plant. Delegates will also visit the University of Auburn Extension test farm. Watch for a mailing with registration information.

Troy Thorn is also working on putting together a regional meeting for Regions II and III in Kansas City, Missouri in October. More information to follow.

Please support the efforts of your NAPMM colleagues.

*Mark your calendars now
for the 60th Annual
National Association of
Produce Market Managers
Conference!*

*Plan on joining us at this
conference and explore
beautiful Asheville, NC.
Whether you're looking for an
outdoor adventure or a place
to unwind, Asheville offers
city sophistication mixed with
Southern hospitality and
small town charm.*

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www.exploreasheville.com.*

*I would like to once again
thank everyone for attending
the convention in Rochester
and participating in the tour
of the Regional Market . . .
We are very proud of our
Market and hope many of
you are able to visit Rochester
again in the near future.*

- William J. Mulligan, Jr.

ASHEVILLE CONFERENCE PLANS ONGOING

Mike Ferguson, Manager of the Western North Carolina Farmers' Market and host for the 2006 NAPMM Conference, reports that plans continue for what promises to be an extraordinary meeting in a unique southern mountain setting. The conference, scheduled for May 6 -10, 2006, will be held in the heart of North Carolina's Great Smokey Mountains in beautiful Asheville, home of the world renowned Biltmore estate, America's largest home with over 250 rooms. Located on 8000 landscaped acres, the estate includes a winery and historic gardens.

Mike and his committee are already putting together educational sessions and would welcome your suggestions for topics and speakers. You can e-mail Mike with your ideas at mike.ferguson@ncmail.net. A number of offsite tours are also planned including the Biltmore Estate as well as a large greenhouse operation, a food processing center and a modern packing house.

Included will be a tour of the historic Grove Arcade Market, recently reopened in downtown Asheville. The market was the brain child of self-made millionaire E. W. Grove. Although he died two years before the market opened in 1929, the 269,000 square foot edifice, certainly provided a fitting memorial. Initially it contained over 74 shops and 127 offices. The market was confiscated by the government during World War II and served as secure structure to help direct the war effort. After the war, the public began to clamor for its' reopening as a market. However, despite interest from a number of developers, it took the vision of Aaron Zaretsky and the Grove Arcade Public Market Foundation to make this a reality. Today the market is lovingly restored and remains Western North Carolina's largest commercial building.

Of course delegates will also get a behind the scenes look at the Western North Carolina Farmers' Market. The conference weekend is also the market's annual herb festival, largest in the Southeast. Mike and his staff will be available to answer any questions and explain the importance of the farmers' market system to the North Carolina economy. Learn more about Mike's market at www.wncfarmersmarket.org.

GENESSEE VALLEY REGIONAL MARKET AUTHORITY

A grand opening is scheduled for September 12, 2005 on the new Lori's Building. The building is 24,000 square feet in size and will house Lori's Natural Food Center, ARK Glass, Korean House, Genesee Stamp and Everyday Flowers and Gifts. The cost of the building was \$1.3 Million and is fully equipped with air conditioning, cable service and Internet wiring.

We will also be breaking ground for another new building in the property in July. This 13,050 square foot building will house Pepperidge Farms, Inc., Midstate Bakeries and Fairfield Farms. Completion of the project is set for October. With the relocation of these tenants, we will build a new 15,000 square foot retail space for the Palmer Foods Company in the spring of 2006.

We are also very busy this summer with our painting program. Using additional summer help, we hope to complete six buildings by the fall.

The Econo Lodge, a tenant on the Market since the 1970's, has recently been sold to Best Western. Many improvements, both in and around the hotel, have been completed. Total cost of the improvements was \$600,000.

I would like to once again thank everyone for attending the convention in Rochester and participating in the tour of the regional market. The tenants enjoyed meeting the many market managers and answering their questions. We are very proud of our market and hope many of you are able to visit Rochester again in the near future.

Best wishes to everyone from Bill and Helen Mulligan and the staff at the regional market.

Respectfully submitted,

William J. Mulligan, Jr.
Administrator

LORI'S NATURAL FOODS EXPANDS

By Frank Bilovsky, Staff Writer

Lori's Natural Foods is moving to a bigger location as part of an expansion at Genesee Valley Regional Market.

The 24-year-old food store is taking 15,000 square feet of space in a 24,000 square-foot building that will open early next month. It's phase one of a two-part expansion that will add more than 37,000 square feet to the Henrietta market.

For the last 12 years, Lori's has operated out of a 9,000-square-foot store adjacent to the new building, which will be torn down for parking after the expansion is completed.

"We needed room to grow," said store manager Robin DeVoit. "We have so many products that we'd like to offer to the community that we really just needed more room to do that."

Lori's last day at its current location will be July 31. It will close and reopen in its new digs on August 5, with a grand opening planned for September. In the interim, the store will take telephone calls from customers and will have runners available to fill their orders.

Joining Lori's in moving to the new space are existing market tenants Genesee Stamp & Stationery, the Korean House restaurant, ARK Glass and Everyday Flowers and Gifts.

The building cost the Genesee Valley Regional Market Authority off Jefferson Road about \$1.3 million, administrator William J. Mulligan said. The tenants will spend about \$300,000 more of their money on the project, he said.

Phase two of the expansion will be completed in late October or early November and will be a 13,050-square-foot building behind Palmer's Food Services, Mulligan said. The facility will house wholesale outlets for three bakeries — Pepperidge Farms Inc., Midstate Bakeries and Fairfield Farms. Construction will begin later this month.

The regional market includes two other bakery outlets — Freihofers Baking Company and Stroehmann Baking.

The half-century-old state authority has been in a quiet expansion mode in recent years, Mulligan said. "We've been able to put some money in the bank and actually make some money to put back in the property and expand it," he said.

The regional market has added a new building every year in the 18 years in which Mulligan has been associated with it. Two years ago, it did a 30,000-square-foot expansion for La-Z Boy and last year added 30,000 feet for Freihofers.

The complex has about 1 million square feet and about 40 land leases on the perimeter.

Grand opening for the new Lori's building is scheduled for September 15, 2005.

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MELBOURNE WHOLESALE MARKETS RELOCATION

This major project will result in the development of a bigger central wholesale fruit, vegetable and flower market on a new site in Epping by 2010, facilitating long term growth in Victoria's fresh fruit, vegetable and flower industries.

The new market will become a leading "food precinct", featuring warehousing, modern distribution and logistics practices and technologies, value added businesses and complimentary and associated industries.

The redevelopment and relocation of the markets will stimulate private sector investment and employment. The project will deliver substantial economic benefits to Victoria through a more efficient new market precinct and by using the existing market site for port-rail related activities.

The relocation and redevelopment is a *Partnerships Victoria* project with the Victorian Government contributing about \$300 million.

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Raleigh's State Farmers Market brings millions to the table.

"It's a place where farmers gather to do business, to sell goods to consumers," says Ronnie Best, the market's manager.

The market attracts a large crowd to the 75-acre spread. Last year, 3 million people visited the market to browse and shop. Best says a typical Saturday has 20,000 to 25,000 people milling around.

THESE FOLKS KNOW HOW TO PRODUCE

By Colin Sutker, Triangle Business Journal, June 27 2005.

RALEIGH—Walking on concrete slabs, your nose tells you that you must be rustling through strawberry fields or apple orchards as ambrosial aromas flow around you.

But your eyes tell the truth, showing you that you're at the North Carolina State Farmers Market in Raleigh, the only self-supportive farmers market in North Carolina's five-market system.

The market offers fruits, vegetables, flowers and plants to a variety of customers, ranging from the large wholesale clientele to the grandmother looking for ivy for her front walk. The market brings together area farmers in a fashion that transforms the purchase of fresh-today vegetables from an occasional roadside purchase to a centralized, daily operation.

"It's a place where farmers gather to do business, to sell goods to consumers," says Ronnie Best, the market's manager. "It's a central location for the distribution of produce."

The market is made up of a retail district, a wholesale side and two restaurants. The retail area features an array of shops that offer honey, baked goods and even ice cream. In wholesale, large shippers gather around tractor trailers, waiting for their produce to be delivered to grocery stores, restaurants and roadside stands.

The North Carolina Department of Agriculture & Consumer Services decided to move the market from its cramped facilities on Hodges Street to its current site off of Lake Wheeler Road in 1991. The market had grown in popularity as the Triangle grew in size, and the legislature appropriated \$14 million to establish the new market.

Some of the farmer-retailers have been bringing their fresh corn, ripe tomatoes and sweet strawberries from their fields since 1991. Beth Moor's Produce, operating out of Johnston County, is one of them, selling a variety of garden peas, fresh asparagus and dusty red potatoes out of wooden bins.

"It's been real good," says Jeff Allen, a Beth Moor salesman. "People come from Chapel Hill, Durham and Smithfield. It's been pretty steady growth."

The market attracts a large crowd to the 75-acre spread. Last year, 3 million people visited the market to browse and shop. Best says a typical Saturday has 20,000 to 25,000 people milling around.

Ann Anito, a first-time customer from Oriental, says she was told by a friend to stop at the market's seafood restaurant on her way back from dropping her husband off at the airport. Instead of just grabbing a bite, she ended up buying plants for her garden.

"(The farmers) were helpful with watering and shade advice," she says. "My husband and I are going to stop here all the time when we go to the airport."

The state operates the market as a business with an annual budget of about \$1 million. Best says expenses were just under \$1 million in 2004.

The market generates revenue by renting space to farmers and wholesalers. Farmers can rent spaces at a rate of \$10 per day, while wholesalers lease out in three- to five-year deals. The wholesale rate is \$3.90 per square foot per year, with the largest lease equaling 45,000 square feet and generating \$175,500.

The market has 17 full-time staffers and four working part-time. The retail side opens at 5:00 a.m. every day except Christmas and closed at 8:00 p.m., while the wholesale side hums 24 hours a day.

The concept of a farmers market is an old one. In the United States, an early example of coordinated produce markets can be found in Connecticut, which in 1643 authorized creation of a goods market open to the public for farmers to sell crops and meats.

. . . Continued on page 7

CITY MULLS FARMERS MARKET FACILITY

Plan would make use of sales tax for parks.

By Katie Fretland, Columbia Daily Tribune (Missouri), June 8 2005.

An extension of Columbia's eight-cent sales tax for parks could be used to help finance a multiuse farmers market facility with a price tag of as much as \$5.8 million.

The Columbia Parks and Recreation Department is weighing design options for a farmers market, a neighboring sports complex and an ice arena at the market's existing site, 1701 Ash Street.

Half of the sales tax for parks is set to expire in March.

A \$2 million to \$3 million ice arena, a \$1.8 million sports complex and 90 farmers market stalls estimated at \$1 million could be built in phases, depending on availability of funds from the city and the Columbia Farmers Market, Parks Service Manager Mike Griggs said.

The facility also could include a kitchen area for food-preparation demonstrations, concessions and a shelter for bands, Griggs said.

"We could make it a real community gathering spot," he said. "We talk of developing a community hub, and this combination of facilities is that."

Each option also would add more than 300 parking spaces near the Activity & Recreation Center.

The Columbia City Council and city staff have been working toward finalizing a list of proposed taxes and projects for the November 8 ballot.

City staff has proposed using \$3.5 million from a five-year extension of the sales tax for parks to help finance the new facilities. The city staff ranked acquisition of a south regional park and a new farmers market facility as top priorities, followed by a multiuse indoor sports facility and an indoor ice arena.

"Now the decision is what level of funding is the city council and citizens of Columbia willing to put in for the facilities," Griggs said.

The Columbia Farmers Market received design plans last night, said market President Guy Clark, but he declined to discuss the plans, calling any publicity about it premature.

The farmers market has a long-term lease to use the parking lot of the former Boone County Fairgrounds.

Mayor Darwin Hindman said if the city uses parks sales tax money, the facility would have to be multifunctional for parks and recreational activities.

"If a multiuse facility can be worked out, then I think it might be a good use of the parks sales tax," he said. The entire revenue from the sales tax could definitely not be used for the farmers market and multiuse facility.

A city survey by Olathe, Kansas-based ETC Institute in April and May shows support for using an extension of the tax for a farmers market facility.

The survey asked residents how supportive they would be of renewing the parks sales tax to fund a list of projects. Of 613 respondents, 44 percent said they would be "very supportive" of renewing the tax to fund a farmers market, 29.9 percent said they would be "somewhat likely" to support it and 21.7 percent reported they would "not likely" support it. The question did not include a description of the facility or cost.

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TIME IS RIPE FOR URBAN AGRICULTURE

By Neal Pierce, Seattle Times, May 23 2005.

Is America ready for a metropolitan agriculture policy? Is the time ripe to take some of the billions in subsidies now flowing to big commodity-crop operators and focus instead on sustainable farm production in and around the citistate regions where 80 percent of us live?

Rep. Earl Blumenauer, D-Ore., and the man who founded Congress' Livability Caucus, argues that with half of federal farm subsidies currently "flowing to six states to produce 13 commodities that in the main we don't need, like corn, wheat, cotton, and rice," there's a dramatically superior alternative.

We should, says Blumenauer, "use that money to build sustainable agriculture, create a farmer's market in every community, help farmers protect our land and water, preserve our viewsheds, foster land banks and control erosion."

Historically, he argues, our metropolitan regions weren't just centers of commerce but areas of fertile fields, often in lush river valleys. Even today, they have some of America's best land for sustainable agriculture. "With small diversions from the agriculture bill," argues Blumenauer, "we could provide grants for communities to develop year-round farmers' markets" and help local producers provide fresh vegetables and fruits, high-quality cheeses, honeys, nuts and more.

It's not hard to dismiss Blumenauer's idea. Small-scale agriculture has been losing out to big (and increasingly subsidized) farm operations for decades. This winter, the Bush administration quickly retreated from its proposal to significantly trim payouts to the mega-producers.

As for our food-raising-and-distribution system, the story is familiar: Big agribusiness processes commodities often high in sugar and fat, raises poultry, beef and pork in factory-like facilities, ships the shrink-wrapped products up to thousands of miles to supermarkets, and relies heavily on flashy packaging and advertising. How could anyone even loosen that hammerlock?

A bunch of reasons, it turns out.

First, millions of Americans are looking for fresher and more flavorful food alternatives — the very kind of product, from fresh East Coast summer corn to Montana cherries to South Dakota's new organically raised cattle on state-certified farms — that local farmers most reliably produce and deliver.

A second factor driving the fresh-foods drive: health concerns. It's true, not everyone catches on: a May 13 USA Today "cover story" celebrated such fat-drenched excesses as Hardee's 1,420-calorie burger. The article's explicit, unproven assumption: French fries, greasy burgers and heavy cheese-laden pizza please the tongue; salads and fresh vegetables and similar foods don't — and therefore don't sell well.

What's missing from that argument, aside from the horrendous health-system costs of fat-laden diets, is how delicious healthy "thousands-mile fresher" foods can be. Against the trend of chains such as McDonalds, Domino's or Taco Bell taking over school-lunch operations, several hundred school districts throughout the nation have adopted forms of a "farm-to-school" program to introduce locally grown farm products. When combined with nutrition education, farm visits, school gardens and classroom instruction, reports the Community Food Security Coalition, "children can develop healthy eating habits that will last a lifetime."

Matching that trend is the fast-growing national interest in organic foods free of artificial fertilizers and pesticides. The economic secret to building up local agriculture, says Schumacher, is some form of prepaid contract that schools, hospitals, government cafeterias, restaurants, even private individuals can enter into with local farm producers. The challenge—even beyond retargeted farm subsidies—is a way to deliver economic security to small producers adrift in a world of industrialized, high-risk agriculture.

. . . Continued on page 7

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THESE FOLKS KNOW HOW TO PRODUCE

(Continued from page 4)

Best says keeping the Raleigh market modern is important. Recently added was an \$80,000 food-recycling system that recycles 2,500 pounds of food waste each year. The market sells the waste to companies to use as compost.

"It's important to be good environmental neighbors," he says.

In addition, the market is looking to expand by building another wholesale building. The building is expected to cost from \$8 million to \$10 million, money the farmers market doesn't expect from the state, Best says. He says that the market has been trying to save money for the project, but he estimates it will be a long time before enough is in the bank.

Best says his biggest challenge is to take care of customer complaints. He estimates the market serves 400 to 500 farms directly and an additional 600 to 800 farms indirectly, and appeasing all requests can be difficult.

"It's working pretty good," Best says. "It's not perfect. But it works all right."

TIME IS RIPE FOR URBAN AGRICULTURE

(Continued from page 6)

The famed Wal-Mart slogan notwithstanding, says Blumenauer, lower prices for consumers often incur alarming costs in terms of transportation, congestion, air pollution and security. "What happens if your food supply chain is trucks that have to travel 2,000 miles? And then diesel prices triple, or there's a security issue? Or you're relying on such a few huge meat-processing factories and there's a tainted meat problem? How secure is that?"

The smart regions, says Blumenauer, will be those that get their act together to promote local food production, a critical step in a perilous global economy to bolster physical health, conserve open lands, save dollars and assure new self-sufficiency.

Neal Peirce's column appears alternate Mondays on editorial pages of *The Times*.

ROCHESTER PUBLIC MARKET

History of the Public Market Book Available

As the Rochester Public Market celebrates its centennial in its current location, the city has commissioned a pictorial history of the market.

The 100 page book, "The Hands That Feed Us" written by local historian, Nancy Rosin, along with production assistance from Karen Burns, features over 150 images of the market over the past century including many rare photos from the Rochester Museum and Science Center, Stone Collections and the City archives.

The book not only charts the evolution of the Rochester Market, but also gives an overview of the societal metamorphoses which has changed how we grow, sell and distribute food in this country. The text captures the vibrancy of the Rochester Market and markets in general.

The book is available for \$19.95, plus tax and shipping, and can be ordered by sending a check for \$25.10 to Friends of the Public Market, 280 North Union Street, Rochester, NY 14609. All profits support the activities of the Friends group.

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say Ronnie Best.*

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*Order your copy now!
Send a check for \$25.10 to:
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Rochester, NY 14609*

National Association of
Produce Market Managers

P. O. Box 291284
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**NATIONAL ASSOCIATION
OF PRODUCE
MARKET MANAGERS**



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JULY 2005-JUNE 2006 MEMBERSHIP APPLICATION

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.
(Please select appropriate membership below.)*

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
- 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

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Please make check payable in U.S. Dollars to:

National Association of Produce Market Managers (NAPMM)

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