

MARCH  
2005

# Green Sheet

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  
David Tompkins, Treasurer  
Janel Leatherman, Secretary

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World Union of Wholesale Markets 24<sup>th</sup> Congress

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NAPMM Adds New Web Services

## President's Message from Sheree Brannan

Final preparations are being made for this year's NAPMM conference in Rochester, NY April 28 – May 2, 2005. The program is strong with topics ranging from marketing and promotion, dock safety, energy management and legislative issues to planning for the future of markets.

The Partner's Program will be both fun and educational for family and guests and there will be plenty of free time in the evenings for everyone to relax and "catch up" with friends.

We look forward to welcoming all of our new members and having an opportunity to get to know you and hear about your market, as well as seeing old, familiar faces. This conference is of value and benefit to everyone involved in the food industry, whether your background is wholesale or retail.

If you have not already registered for the conference, please do so now as the deadline is fast approaching (registration information follows). To make a hotel reservation, please go to [www.reservations@strathallan.com](mailto:www.reservations@strathallan.com). Reservations prior to April 1, 2005 will receive the special conference rate of \$129/night.

See you all in April!

Sheree Brannan

## Optional Syracuse Market Tour Added to Conference Agenda

Plans continue to be finalized for the upcoming Rochester Conference. Unfortunately, the Fast Ferry trip to Toronto will not be available; however an exciting opportunity to visit the Central New York Regional Market has been added on Thursday, April 28. Come early and visit the market which has undergone 10.5 million in renovations in the last several years.

The Conference agenda will feature a keynote address by Nathan Rudgers, NYS Commissioner of Agriculture and also current Chairperson of the National Association of State Agriculture Commissioners.

Other conference highlights include tours of the Genessee Valley Regional Market, a state of the art hydroponics facility, an apple processing facility and the 100 year old Rochester Public Market. Important and relevant sessions on insurance and liability, energy management and legislative issues will also be offered along with many others as will an informative and thought provoking discussion focusing on regional food issues lead by representatives of FoodLink a western New York foodbank.

University of Rochester students will report on their Rapid Market Assessment of the Rochester market and we will get an update on USDA and PACA initiatives.

Learn about marketing and promotion from Paul Steinke, Executive Director of the Reading Terminal Market, one of the busiest and most successful markets in the US. Attorney, Gerry Mackey, will answer your questions pertaining to leases, agreements, etc. and our friends from CHEP will update us on their programs.

We've tried to put together a program which is well balanced and contains information for both retail and wholesale members. We've also put together an interesting program for spouses and guests.

Remember the early registration deadline is **March 31, 2005**. Registration materials and detailed agenda follow. See you in Rochester!

Bill Mulligan, Jr. and Jim Farr  
Co-Chairs

<b>THURSDAY – APRIL 28</b>		<b>FRIDAY – APRIL 29</b>	
10:30 AM – 3:00 PM	Optional Tour – Central New York Regional Market Authority	7:00-8:00 AM	Breakfast
12:00–6:00 PM	Registration	8:15-9:15 AM	Keynote Speaker: Nathan Rudgers, NYS Commissioner of Agriculture and Markets
2:00-4:00 PM	Board of Directors Meeting	9:30 AM	Buses leave-Genesee Regional Market Tour
6:30-8:00 PM	President’s Reception / Welcome Mayor William A. Johnson Loretta Scott (Commissioner, Department of Parks Recreation and Human Services) Maggie Brooks (Monroe County Executive)	12:00 PM	Lunch at Regional Market
8:30 PM	Hospitality Suite Open	1:00 PM	Visit Hydroponics Plant & Apple Processing Center
		5:00 PM	Return to Hotel
		6:00 PM	Dine Around Local Restaurants
		8:00 PM	Hospitality Suite Open
<b>SATURDAY – APRIL 30</b>		<b>SUNDAY – MAY 1</b>	
6:30-7:30 AM	Breakfast	11:00 – 12:00	Brunch at Hotel
8:00 AM	Buses leave-Rochester Public Market Tour & Presentation	12:15-1:45 PM	Plenary Session: Insurance Liability (Tim McNelly) Trash Can Be Your Friend (Ronnie Best)
11:30-12:45 PM	Lunch at Foodlink – Regional Food Issues	1:45-2:00 PM	Break
1:00-1:45 PM	A Market Reborn-The Amazing Story of the Renovation of Central NY Regional Market Ben Vitale, Executive Director	2:00-3:15 PM	NY State’s Comprehensive Market Support Programs (Bob Lewis, NYS Agr & Markets)
1:45-2:30 PM	Market Presentations: 15 Minutes to Highlight your Market	3:15-3:30 PM	Break
2:30-2:45 PM	Break	3:30-4:30 PM	<u>Retail/Wholesale</u> : Panel – Cracker Barrel Bring topics to discuss
2:45-4:00 PM	Rapid Market Assessment/Univ. of Rochester Anthropological Study of the Public Market	4:30-5:30 PM	Legislative Issues Affecting our Industry
4:00-4:30 PM	NAPMM/USDA Capital Improvement Project Greg Grajewski, USDA PACA Update: Michael Clancy, USDA	6:00 PM	Dinner on your own
4:30-5:30 PM	Board Meeting	7:30 PM	Hospitality Suite Open
7:30 PM	Hospitality Suite Open		
		<b>MONDAY – MAY 2</b>	
<p align="center"><b>2005 NAPMM CONFERENCE SCHEDULE</b></p> <p align="center"><b>Early Registration Deadline March 31<sup>st</sup></b></p> <p align="center"><b>See you in Rochester! Be There or Be Square!</b></p>		7:00-8:00 AM	Breakfast
		8:00-9:30 AM	Plenary Session: Leases, Term, Details, Comparisons (Gerry Mackey)
		9:30-9:45 AM	Break
		9:45-11:00 AM	A. Marketing & Promotion (Paul Steinke, Mgr Reading Terminal Market) B. Strategic Plans C. Energy Management (Breakouts presented twice)
		11:10-12:30 PM	Same topics as session above
		12:30-1:30 PM	Lunch with Trade Speaker-Hosted by CHEP
		1:30-2:15 PM	Update, Planning for Future of Wholesale Markets (Moderators: Don Darnall, Fidel Delgado)  Bronx Wholesale Farmers Market Proposal: Bob Lewis
		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		

**NAPMM 2005 Conference Registration Form**Visit Rochester – [www.visitrochester.com](http://www.visitrochester.com)

NAPMM Annual Conference and General Membership Meeting

April 28 – May 2, 2005

Hosted by: Rochester Public Market and Genesee Regional Market Authority

**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 3/31/05	After 3/31/05
<input type="checkbox"/> Members	\$170	\$180
<input type="checkbox"/> Non-Members	\$200	\$220
<input type="checkbox"/> Guest Registration	\$105	\$115

TOTAL AMOUNT ENCLOSED IN THIS REGISTRATION \$ \_\_\_\_\_

Completed registration forms should be sent to the Genesee Valley Regional Market at the address below:

Genesee Valley Regional Market Authority  
900 Jefferson Road  
Rochester, NY 14623

Payment must be made by check or Money Order to **NAPMM, Rochester**. 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 April 5, 2005. There is a \$60 processing fee for cancellations received by April 5, 2005. No refunds will be made after April 5, 2005.*

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

FEDERAL TAX I.D. #596563122

<h2 style="margin: 0;">2005 NAPMM Conference</h2> <h3 style="margin: 0;">Partner Program</h3>		<b>THURSDAY – APRIL 28</b>	
		10:30 AM – 3:00 PM	Tour the Central New York Market Authority, stop at the WaterLoo Outlet Mall
<b>FRIDAY – APRIL 29</b>		<b>SATURDAY – APRIL 30</b>	
9:30 AM	Tour Genesee Regional Market Tour	8:00 AM	Visit Rochester Public Market
12:00 PM	Lunch at Regional Market	11:30 PM	Lunch & Presentation at Foodlink
1:00 – 5:00 PM	Rochester Red Wings Baseball Game (Frontier Field) OR Eastview Mall & Pittsford Wegman’s	1:00-5:00 PM	Visit Memorial Art Gallery and George Eastman House and Museum
6:00 PM	Dine Around	7:30 PM	Optional Rochester American’s Hockey Game
9:00 PM	Social at Alexander and East End Clubs		
<b>SUNDAY – MAY 1</b>		<b>MONDAY – MAY 2</b>	
11:00 AM-Noon	Brunch at Hotel		On Your Own
12:00-5:00 PM	Finger Lakes Winery Tour	6:30 PM	Awards Banquet

**Market Update – CHEP Partnerships**

By Candice Southwick

Greetings to the NAPMM membership! We are looking forward to seeing everyone in Rochester and reporting the details of our progress toward establishing working relationships with individual markets throughout the country.

Sometimes it seems slow going, but it's important to note the most significant progress has come from the ranks of the NAPMM membership. There seems to be an awareness of the benefits of acting responsibly within the markets and our communities, to properly manage recyclable items. Certainly pallets rank very high in that category. We have been graciously received by all your active market managers. The spirit of cooperation has been high and operations are successfully underway in many markets.

We would like to extend special appreciation to Sheree Brannan, Michael Janis and Dexter Hill for their official support. Jim Farr has worked closely with CHEP management approaching the conference and we look forward to a great year with him at the helm.

Reliance upon a trade association for consulting advice paid off this year with the suggestion from Don Darnall, to initiate dialogue with agriculture commissioners throughout the country. While we are in the infancy stages with that process on a broad scale, we received commission and market management support in Atlanta, Georgia. As a result, an official recycling center has been established on the Dekalb Farmers Market. It is fenced, staffed and equipped with a fork-lift to serve retail and wholesale tenants. The center is managed on a daily basis by pallet/container management company, IFCO Systems and is an authorized CHEP depository for pallets and returnable produce containers. This is just one example of positive industry partnerships at work to manage supply chain issues related to packaging.

Please join us for the CHEP-sponsored luncheon at the upcoming Rochester conference. We will update you on the flow-through percentages for the U.S. produce markets and individual solutions. Your encouragement and feedback is invaluable to the continued progress toward environmental improvements to local markets and the return of our equipment, enabling us to manage costs for all supply chain stakeholders.

**San Antonio Produce Terminal Receives Recognition Certificate of Appreciation**

This award is presented in appreciation of outstanding contributions; assistance rendered to and work in support of the San Antonio Police Department.

- |                |                    |
|----------------|--------------------|
| Edward Cardiel | Roy Mendez         |
| Dan Catalani   | Thomas H. Preston* |
| Steven Gossen  | Jim Scarsdale      |
| Robert Helms   | Frank Sepulveda    |
| Joseph Mendez  | Joe Sepulveda      |

\*Retired San Antonio Police Officer & Blue Santa

The San Antonio Produce Terminal Market has continuously offered their assistance to the San Antonio Police Department during events like fund raising projects, banquets and even when we've had officers injured or killed in the line of duty. They have always been supportive when the need arises for assistance by supplying fruits and vegetables. They have shared information from their extensive network of suppliers which has allowed us more generous donors. The San Antonio Produce Terminal Market has displayed its generosity to the department and its officers and deserves our heartfelt thanks and recognition.

Congratulations to Tom and all his staff!

**Update Genesee Valley Regional Market Authority**

By Bill Mulligan, Jr.

We have recently finished the bidding process for a new 24,000 square foot building for Lori's Natural Food Center. It will also house a florist, a Korean restaurant and an office supply company. The low price came in at \$1,239,000. Construction will begin March 1.

In June, we will be going to bid on a 16,000 square foot warehouse, which will house two bread companies, a soup company and a coffee company.

The Market is 100% occupied and we currently have over 150 companies. We are looking at purchasing additional land.

Bill, Sr. and Helen are doing well.

See you in April!

## Farmers Market Infrastructure Assistance Act of 2005 Introduced

Representative Kaptur of Ohio has reintroduced legislation to fund infrastructure improvement to Markets. This legislation is critical to the betterment of our industry. Please consider contacting your local representative and ask them to support this legislation.

### *The Farmers Market Infrastructure Assistance Act of 2005*

February 11, 2005

Dear Colleague:

I have just introduced HR 710, the Farmers Market Infrastructure Assistance Act of 2005, to help provide loans and grants for the construction and rehabilitation of farmers markets around the country. This bill is virtually identical to HR 4858, which I introduced in the 108<sup>th</sup> Congress, and has already been cosponsored by every single member who cosponsored HR 4858.

Direct sales of fresh local farm products is on the rise throughout the country. Twenty years ago, we counted only about 100 farmers markets in the country. In 1994, there were just a little more than 1,700 markets and today, just 10 years later, that figure has nearly doubled to over 3,500 farmers markets nationwide. When you add to this number the many public markets throughout the country that are multipurpose markets, every region already contains these kinds of markets or has the potential for them. Many of my colleagues have asked me what can we do to increase this marketing option for both local producers and consumers.

My bill would provide \$50 million each year through fiscal 2007 from the Commodity Credit Corporation of USDA to finance grants, loans, and loan guarantees to public agencies and nonprofit organizations for the construction of new farmers markets, or the improvement or rehabilitation of existing farmers markets. A key condition of eligibility is that at least 50% of the market area must be reserved for the sale of products that are produced locally by farmers, ranchers, or associations of farmers and ranchers. HR 710 also adds as specifically eligible entities aquaculture, mariculture, and fisheries operators, given the growing presence of these local producers. Grants may not exceed 25% of total cost, and the combined amount of a grant and loan made or guaranteed shall not exceed 80 percent of the project's cost.

This financing would be available throughout the country. Bringing together producers and consumers to obtain the freshest and most wholesome products is an economic development tool and a dietary improvement tool.

If you would like to cosponsor or have questions about this bill, please contact Roger Szemraj in my office at [roger.szemraj@mail.House.gov](mailto:roger.szemraj@mail.House.gov) or on extension 54146.

Sincerely,

Marcy Kaptur

## Survey Says Wholesale Market Good for Farmers, Consumers

### *New Facility Could Help Meet \$866M in Demand for Fresh Produce in New York City*

State Agriculture Commissioner Nathan L. Rudgers today announced the results of a study regarding the possible development of a wholesale farmers' market in New York City. A new wholesale farmers' market would allow city chefs and retailers greater access to a wide range of locally grown and processed foods and benefit area farmers by providing increased opportunities to market their products to New York City buyers.

"New York City currently represents a \$30 billion food market," the Commissioner said. "With an increasing demand for locally grown foods, a heightened awareness of the nutritional benefits of fresh fruits and vegetables, and the City's close proximity to Upstate and Long Island farms, there is a tremendous opportunity for our small to medium sized family farmers to help meet the City's current and future needs efficiently through the re-establishment of a wholesale farmers' market in New York City."

The Department commissioned the study to examine the need and potential for reestablishing one or more wholesale farmers' markets in New York City. The study was partially funded by a USDA Agricultural Marketing Service grant and was conducted by a consultant team with the assistance of an advisory committee, comprised of key stakeholders. It surveyed potential buyers and sellers by phone and also examined comparable farmers' markets in other cities, as well as evaluated economic impacts. The survey results project the market demand for locally grown and processed products to be more than \$866 million per year.

More than 225 buyers were surveyed, which included restaurants, caterers, institutional food buyers, grocers, supermarkets, specialty food retailers, wholesale produce distributors, florists, garden centers, landscapers and food manufacturers from New York City and adjacent counties.

The overwhelming majority of buyers in all sectors expressed interest in buying local products directly from farmers and producers at a New York City wholesale farmers' market. Many of those surveyed said they are already purchasing some locally grown items, but would be interested in buying more if it was high quality, comparable in price, readily accessible, and if delivery was available. Other findings obtained from the buyers surveyed include:

- Over a quarter cannot find wholesale sources for various local products now.
- Product quality is the highest priority, followed by cost.
- Market location opinions included Bronx, Manhattan and Brooklyn.
- Distributors that provide delivery will be key to the success of the market.

"The study's projected demand for locally grown products suggests that a major long-term opportunity exists to strengthen New York's agricultural industry by enabling farmers and producers to market increased volumes and varieties of farm products through a New York City wholesale farmers' market," the Commissioner said.

"In addition, the study shows a great interest by New York farmers in supplying the New York City market. While our small farms have begun meeting the City's needs through its network of 64 retail farmers' markets, our mid-sized farms are ready to supply city consumers through sales to restaurants, retail stores, institutions and distributors at a new wholesale farmers' market." (cont'd)

## Survey Says Wholesale Market Good for Farmers, Consumers

On the supply side, the study surveyed nearly 150 area farmers, including those currently selling wholesale direct in New York City at the City's Greenmarkets and at the Bronx Terminal Market. All farmers surveyed indicated interest in a wholesale farmers' market and two-thirds said they would definitely use such a market if there were one in New York City. Other information collected through the survey of farmers included:

- Over half would sell fruits and vegetables, 16% would sell meat and poultry, and 9% would sell plants and flowers.
- \$1,500 sales average per day per farm would make the market economically worthwhile.
- Average estimated gross sales at the market was \$79,000 per year per farm.
- The majority of farmers had no preference for the location of the market.
- The four most critical factors cited by farmers would be potential sales volume, access to buyers, affordable rent, and ability to earn higher returns.
- Nearly 30 percent of the farmers said they would use the market year-round.

The study indicates that a wholesale farmers' market could complement other wholesale and retail markets in New York City. The City-owned Hunts Point Terminal Market in the Bronx is a vital component of the City's food system that supplies large volumes of fresh produce from throughout the U.S. and the world to New York's food buyers. While Hunts Point provides key access to major New York State grown commodities like apples, cabbage, onions, and sweet corn, many other New York products grown in smaller quantities and sold in non-standard packages are not widely available there, such as local peaches, berries, grapes, lettuce, organic vegetables, "heirloom" and specialty vegetables, plants, and processed products.

New York City's last wholesale farmers' markets were located at the Brooklyn and Bronx Terminal Markets, but were demolished in the mid-1970s. A small open-air market still operates at the Bronx Terminal Market near Yankee Stadium, but is slated for demolition. Over the past 15 years, increasing numbers of restaurants, stores, institutions, and other wholesale buyers have been buying a wide range of local products directly from farmers at the City's Greenmarkets, which offer retail markets for farmers and consumers, but are not designed to efficiently handle wholesale.

New York State is a leader in producing quality farm and food products. New York ranks second in the nation for the production of apples and cabbage, and third for milk, sweet corn, snap beans and maple syrup. Last year, New York produced over 1 billion pounds of apples, 382 million pounds of cabbage, 12 billion pounds of milk, 409 million pounds of sweet corn, 39 million pounds of snap beans and 255,000 gallons of maple syrup. New York also produces an abundance of onions, cucumbers, squash, peaches, berries and many other fresh fruits and vegetables, as well as meat, flowers and eggs.

The study report was prepared by Market Ventures, Inc. and Karp Resources. For a complete copy or more information on the New York City Wholesale Farmers' Market Study, visit [www.wholesalefarmersmarketnyc.com](http://www.wholesalefarmersmarketnyc.com). Further questions, contact: Sherry Alpern, NYC Wholesale Farmers' Market Study, 718-789-7692, [alp140@aol.com](mailto:alp140@aol.com).

## Steve Troxler Becomes North Carolina's New Commissioner of Agriculture

By Ronnie Best

North Carolina's new Commissioner of Agriculture, Steve Troxler, was sworn in Feb. 8 in a special ceremony at the State Fairgrounds in Raleigh. The Guilford County farmer serves as the state's 16<sup>th</sup> Agriculture Commissioner; the first Republican to hold the office.

Troxler has been a lifelong farming advocate, serving on numerous agricultural and community organizations.

He currently serves on the State Extension Advisory Council at N.C. State University and N.C. A&T State University; N.C. Tobacco Settlement Phase II Entity Board of Directors; the N.C. Department of Labor's Agricultural Safety & Health Council; and the Guilford County Farm Bureau's Board of Directors.

Commissioner Troxler served on the Board of Directors of North Central Farm Credit Association, the Board of Supervisors of the Guilford County Soil and Water Conservation District, Guilford County Farmers Organization and Guilford County Extension Advisory Board. He has also served as a century member and director of the Tobacco Growers Association of North Carolina.

Troxler will focus on preserving family farms; creating new marketing opportunities for farmers by developing more value-added products, opening new markets for North Carolina commodities and increasing direct-to-consumer sales; ensuring a safe and adequate food supply; protecting the livestock industry against animal diseases; and protecting consumer standards.

"I plan to bring my years of experience and leadership to this position and I look forward to the challenges ahead," Troxler said. "As a farmer, I expect to offer a fresh perspective to the issues facing our growers today, and apply the same common-sense approach to problems as I do on my own farm."

Troxler earned a Bachelor of Science degree in conservation, with a concentration in environmental studies for N. C. State University. He and his wife, Sharon, have two sons: Jeremy, a Methodist minister in Maggie Valley; and Shawn, a third-year law student at the University of North Carolina at Chapel Hill.

In other news from North Carolina, Louis Johnson retired December 31, 2004. Louis was the Assistant Director over the five state operated markets in North Carolina and a member of NAPMM.

## World Union of Wholesale Markets 24<sup>th</sup> Congress

By Sheree Brannan

The Maryland Food Center Authority (MFCA) will be hosting the World Union of Wholesale Markets 24<sup>th</sup> Congress (WUWM) in Baltimore, Maryland, September 18 – 21, 2005. The theme of this year's Congress is "Modern Trends in Food Distribution from Grower to Consumer." The objective is to identify the effects that current and future trends in modern food distribution will have on wholesale and retail operations and designs.

Don Darnall, Executive Director of the MFCA, Vice Chairman of WUWM and a member of NAPMM, will be hosting this event.

A comprehensive program is planned allowing ample time for participants to ask food industry experts questions about ways to remain competitive in the food industry as well as networking opportunities with managers from around the world.

For further information, please contact Peggy Collins (MFCA) 410-379-5760 or e-mail: [pcollins@mfca.state.md.us](mailto:pcollins@mfca.state.md.us).

## The Lunch Bunch

### *Pupils in Buffalo's Public Schools Make the Commitment to Eat Their Fruits and Vegetables – Have a Little Fun in the Process*

Buffalo News, Feb. 2, 2005. Janice Okun – News Food Editor

What do kids really like to eat for lunch? Join the Power Eaters Crusaders for a midday meal at Buffalo's Waterfront School, as I did recently, and you may be surprised at what they go for. Pizza is still a favorite, they told me, and tacos score high. But sixth-graders Vincent Burt and Robert Irwin polished off a meal of chili on a "corn and cheese boat tortilla," rice, corn, green salad and fresh fruit – and did so with gusto. Even though Vincent visited the "snack window" after lunch to buy some fruit drink, he said he was really into eating in a healthy way. "I think it will help me grow taller," he explained. Meanwhile, Robert, a lacrosse and hockey player, thought eating well would give him extra strength. The two boys, joined by fifth-grader Emily Moffett and sixth-grader Jasmin Carson constitute the Power Eater Team at the school and proudly wore the T-shirts to prove it. As an integral part of a new program just instituted among the 31,000 pre-K to eighth-grade students in 54 Buffalo schools, they are charged with setting a good example. Their aim: To encourage their fellow students to eat more of the fruits and vegetables offered in the cafeteria.

And to do that, they are prepared to do anything, from broadcasting early morning announcements to checking that the posters are up, and even circulating around the cafeteria (all decorated with Power Eater banners) to speak to pupils personally. The program, officially called "Be a Power Eater: The Good Food for Great Kids Program" is a very big deal. More than 30 community organizations encompassing health care, education, business, industry and faith have contributed nearly \$1 million in funding and in-kind services as well as moral support to the program, which is also partially funded by the state Health Department. It's hoped that it will not only change attitudes but also provide clues as to just how to get kids to enjoy eating the food that's good for them.

One way to get kids to eat fruit and vegetables is to increase the number and quality of choices available. So, school cafeterias are offering more choices and more tempting items to excite interest.

The fruit cup at Waterfront, for instance, was a fresh one with delicious melon included in the mix. Everyone ate it – fast. But there are other more down-to-earth techniques that can be employed. Call it the carrot and stick technique. Gretchen Fierle, interim executive director, says it's "applying known strategies that have been shown to influence attitudes."

School vs. school: Friendly competition is one of them. Schools are competing with each other to see which ones eat the most fruits and vegetables. The winners will have parties. Then there is what Fierle describes as "a reward and incentive package" – kids who eat two or more servings of fruit and vegetables a day for a few days get a small gift like a key chain; kids who eat them for a longer time get to enter a raffle for enticing prizes like soccer balls and mountain bikes. (The big prizes are all sports related to encourage more exercise.) Students are being encouraged to sign personal pledges to eat more fruit and vegetables and many schools are offering educational components, too.

Why is all this happening? It's hoped that the program will address the growing problem of childhood obesity in this country. Health experts worry because obesity is a risk factor for diabetes, high blood pressure and eventual heart disease. It's a problem nationwide, and perhaps even more of a concern in this area. Studies have shown that 74 percent of Western New Yorkers are overweight or obese compared to 63 percent of the rest of the country. Overweight children often become overweight adolescents, and studies have also shown that overweight or obese adolescents have a 70 percent chance of becoming overweight or obese adults.

Will the program work? It's early, but Waterfront Cafeteria Manager Anne Rich noted that the number of kids choosing fruit or vegetables is increasing already. And there is an extensive follow-up system in place. (Rich also divulged the stunning facts that broccoli is one of the kids' favorite vegetables and that they are very fond of green salad.) The big question may well be if they will continue to choose the healthy stuff when gifts are no longer offered. If they do, all those key chains may well be worth it in the end.

## NAPMM Adds New Web Services

Very shortly members will have access to a number of new internet based services, including an enhanced web page, instant access to an updated and accurate member database, an interactive list serve, member only areas feature services and news only available to members and more, including numerous informative insights to other sites.

Executive Secretary, Gwen Tillisch, has been busy creating this new home base for NAPMM.

President, Sheree Brannan says, "This will finally move NAPMM firmly into the digital age. We now have the ability to make cutting edge information available to our members on a real time basis."

The new web options should be functional by conference time. The Executive Board of NAPMM would also like to thank and recognize the State of Florida Agriculture and Markets folks, who were the custodians of our web page for a number of years. Their ground-work made us now realize the importance of the internet to a diverse and far flung organization such as ours.

More information to come.