

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.

NAPMM Officers

James Farr, President
 Ronnie Best, 1st Vice President
 Danny Jones, 2nd Vice President
 David Tompkins, Treasurer
 Janel Leatherman, Secretary

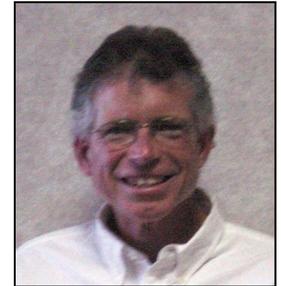
INSIDE THIS ISSUE:

<i>60th Annual Conference</i>	2
<i>City of Asheville, NC</i>	2
<i>The City Market at Kansas City, Missouri</i>	3
<i>MarketFresh™</i>	4
<i>Philadelphia Produce Market—New Terminal</i>	5
<i>Maxwell Street Market Moving Again</i>	5
<i>Specks of Land Put Cash in Pockets</i>	6
<i>Membership Renewal</i>	7
<i>Membership Application</i>	8

MESSAGE FROM THE PRESIDENT

60 Years ... Wow! What an accomplishment. For any organization to survive this long is remarkable. But for one which is 100% volunteer driven with a relatively small membership to accomplish this is truly amazing.

It also means that NAPMM must have value to its members. It must fill a need and it must be relevant. What vision some of the early presidents must have had—William Wilson, Jacksonville; Russell Swiller, Cleveland; Donald Evans, Miami; Walter Fleming, Los Angeles; and many more. And then, of course, somewhat more recently we have William Mulligan, Sr., Rochester; John Armenta, Los Angeles; Jack Watson, Greenville; and Clayton Davis, Asheville; all the way up to and including our first woman president, Sheree Brannan, Jessup. For the last 10 years, I have been honored to be part of this group. Now as your president, I want to make sure we are strong, vital and relevant in another 60 years.



This is why the Board of Directors recently met to begin a strategic planning process for the future. This successful gathering brought about many fresh positive ideas. **(Special thanks again to CHEP for their gracious hospitality.)** One product of these sessions is a new mission statement (below), which will be adopted at the Asheville conference.

Draft Mission Statement

NAPMM exists to improve and strengthen the economic health and vitality of year-round, permanent wholesale produce and retail farmers and public markets.

This is achieved through a member driven organization composed of primarily market managers as well as their strategic and supporting partners, which promotes education, research and the exchange of information amongst members.

We also identified several action areas for focus and discussion. These areas include:

Developing and implementing an overall marketing plan, capitalizing on our strengths

Member Driven—Member input and participation is welcomed.

Practitioner based versus academic based.

Experts in Field—Members will to share.

Low Cost of Membership

Focused, unique, only organization whose primary audience is markets with permanent facilities and year-round operations.

Social Aspects—Long lasting friendships.

Partnership with USDA and industry organizations.

Strengthening and defining partnership with USDA.

Developing and implementing a mentoring program.

Revamping the certification system and developing a marketing strategy for same.

Continue to enhance web site.

Focusing on expanding membership.

Sincerely,

*Mark your calendars
and make your travel
arrangements now
for the 60th Annual
National Association of
Produce Market Managers
Conference.*

*This will be a conference you
don't want to miss!*



*Asheville—one of the
nation's premier get-away
destinations.*

*Visit
www.exploreasheville.com.*

*Absolute last chance to
register for Regions 2, 3, 4
meeting in Kansas City
December 1-2!*

60TH ANNUAL NAPMM CONFERENCE

The February 2006 GreenSheet will be a special conference edition featuring the entire program and information for our 60th Annual NAPMM Conference and meeting being held May 6-10 in beautiful Asheville, North Carolina. (See city information below or go online to www.exploreasheville.com.) I recently returned from a planning session with conference host, Mike Ferguson, and NAPMM 1st Vice-President, Ronnie Best. Mike has selected a great hotel adjacent to the Biltmore estate and the unique shopping and restaurants of the adjoining Biltmore Village. If you don't plan on driving or renting a car, attractions are within walking distance.

We also spent a good deal of time fleshing out the conference program. Based on your ideas and input from last year we have added additional round table sessions and will have an area available for displays. We will also have sessions on economic benefits of markets, conflict resolution (if anyone knows a good presenter for this let us know), food safety and bio-terrorism as well as many more. You still have time to send your program ideas to us. Please contact Mike at mike.ferguson@ncmail.net or (828) 253-1691.

Offsite educational sessions will be held at the downtown Grove Arcade Market, a food incubator, a local farm and, of course, Mike's market, the Western North Carolina Farmers Market. A tour of the Biltmore estate is also planned.

I was personally very impressed with the natural beauty, hospitality and surprisingly cosmopolitan atmosphere found in Asheville. No wonder it remains one of the nation's premier get-away destinations. Mark your calendars and make your travel



NCD&CS - Marketing Division

**WNC
FARMERS MARKET**

CITY OF ASHEVILLE, NORTH CAROLINA

Asheville—City in western North Carolina, seat of Buncombe County, at the confluence of the French Broad and Swannanoa rivers. Situated on a high plateau between the Blue Ridge and Great Smoky mountains, Asheville is a commercial and manufacturing center and a noted mountain resort.

Manufacturers in the city include textiles, electronic equipment, precision instruments, forest products and processed food. The city is headquarters for the Blue Ridge Parkway and three national forests, and the gateway to the Cherokee Indian Reservation.

Tourist attractions include the boyhood home of the American writer, Thomas Clayton Wolfe, and Biltmore, a large estate built by the American agriculturist and philanthropist, George W. Vanderbilt.

The University of North Carolina at Asheville (1927) and a community college are located in Asheville.

Asheville is named for Samuel Ashe, who was governor of North Carolina in the 1790s. It

REGIONAL MEETING IN KANSAS CITY—DEC. 1-2

Nick Zorn, Troy Thorn and Kansas City Market Manager, Deb Conners, have put together a great program for this 2-day mini-conference. It features round tables and educational sessions, tours of the Kansas City Market and the adjacent museum of agriculture, social opportunities and, of course, plenty of chances for networking.

The City Market is famous for its holiday decorations and vendors. Be sure to stay Saturday for the market's annual holiday festival.

If you are interested in this conference you need to register today. For more information call Troy at (214) 939-2713.

THE CITY MARKET AT KANSAS CITY, MISSOURI

Deb Conners shares the article below with us updating what's going on at the Kansas City Market.

City Market Capital Improvements

Kansas City, Missouri capital improvement funds have kept the City Market moving forward and have brought a new look to the City Market over the last two years. If you have the opportunity to visit Kansas City, take a drive to the City Market and you cannot miss the new entrance sign at 5th and Walnut. The old arched entryway has been refurbished and now proudly displays the City Market logo bringing a fresh identity to the venue. New signs, banners, store identification, building identification and directories now help patrons find their way to their favorite vendors, merchants and restroom facilities.

The first of three farmer shed renovations is near completion. The first shed will soon have the ability to be completely enclosed in the winter, yet have the open-air farmers' market feel the remainder of the year. This will be accomplished by glass garage doors which are rolled up for the busy season and rolled down during the winter months to preserve warmth and protect tender produce. This new Farmers' Market Pavilion will allow market staff to extend the farmers' season and provide indoor venue to sell produce and crafts throughout the winter months. This improved area will soon provide a rental opportunity for special events, corporate events and parties.

City Market Attendance is up!

Over the course of the summer, City Market staff tracked farmers' market attendance one weekend per month in July, August and September. You may be surprised at our attendance.

Sept 3 (Sat)	10,388	Aug 13 (Sat)	10,708	July 23 (Sat)	9,150
Sept 4 (Sun)	3,107	Aug 14 (Sun)	2,403	July 24 (Sun)	3,327
Total	13,495	Total	13,111	Total	12,477

Our attendance was consistent throughout the spring and fall season, and we were surprised that heat and/or precipitation did not adversely affect our attendance numbers. Other event attendance tracked included the six concerts produced by Clear Channel Entertainment with 32,008 paid attendees, our six-week Blue Sunday Concert Series with 5,350 attendees enjoying the warm weather and great blues; and lastly, the Kansas City Brew Festival with 950 people in attendance to sample a variety of regional microbrewery beers. Averaging out the attendance of the City Market on Saturday and Sunday farmers' market and these additional events, the 2005 City Market annual attendance totals approximately 550,000! The City Market staff would like to thank everyone for their patronage and for proving our tag line, "The City Goes to Market," true.

Brick By Brick, The Work Isn't Quick!*

City Market staff has nearly completed the daunting task of cataloging over 2,500 memorial bricks that were relocated from the City Market Square to the east side of the Arabia Museum in 2002. "...The bricks were sold as a fundraiser from 1989 to 1992 by the City Market Redevelopment Corporation in Kansas City, MO. The bricks cost \$35 for one line of text, \$45 for two and \$60 for three. The bricks were set in the pavement at the City Market and a book allowed people to locate their own bricks ... Over the years, tree roots caused some heaving among the bricks. The City Market decided to do a makeover and the bricks were moved in 2002 and 2003." After the move, it was apparent the prior brick directory was no longer accurate and re-cataloging was necessary. Several years later and with the help of many volunteers, market staff anticipates a new brick directory to be available by the first of the year. We are very excited to offer the new brick directory soon!

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It is FREE and proudly presented by the Melbourne Wholesale Fruit & Vegetable Market and the Victorian fresh produce industry.

Mary Stewart, Business Manager at Melbourne Markets, said that people wanting to know more about cooking fresh fruits and vegetables would find the website invaluable.

Visit www.marketfresh.com.au and start your journey into the wonderful world of Fresh Australian Fruit and Vegetables.

JUST A CLICK AWAY FROM HEALTHY EATING

Bob Penter from the Melbourne Market in Australia sends us the following press release about an innovative website they have launched to educate consumers about fresh produce and to promote produce sales. Great job, Bob and staff.



Steve Moneghetti, Sporting Champion launching
www.marketfresh.com.au
 At the Flemington Primary School
 Thursday, 17th November 2005, 11:30am

Thanks to www.marketfresh.com.au Australian families are now just a click away from all the healthy eating information they could ever need.

Steve Moneghetti, Chairman, Victorian Institute of Sport and Mayor of the Commonwealth Games Village, was at the Flemington Primary School launching the new website today.

It is FREE and proudly presented by the Melbourne Wholesale Fruit & Vegetable Market and the Victorian fresh produce industry.

Together they would like to tell all Australian's that it's free and it covers virtually everything they could ever want to know about buying and using Australian fresh fruit and vegetables.

The website includes a special section for kids including recipes that kids can cook, school project information and lots of fun games that encourage kids to learn about Australian fresh produce including the ultimate fruit and vegetable quiz.

Mary Stewart, Business Manager at Melbourne Markets, said that people wanting to know more about cooking fresh fruits and vegetables would find the website invaluable. "It shows you what's in season, what it looks like and how to cook it", said Mary. "Also, you can get quick tips and recipes by some of Australia's top chefs that you can print off at home for free. It even includes video demonstrations such as how to fan a mango and how to cook an artichoke."

By using www.marketfresh.com.au the public can also find their local Greengrocer and make good friends with them. Just think, if you're running late and need some fruit and vegetables for dinner, you can always contact your greengrocer and they can have it ready for you to collect on your way home. PLUS your fruit and vegetables will be hand selected by experts, who have bought the freshest produce that morning from the Wholesale Market. It doesn't get much easier than that.

So visit www.marketfresh.com.au and start your journey into the wonderful world of Fresh Australian Fruit and Vegetables.

Background document available by calling Catriona McGauchie 0428 368 371 or by email at catriona.mcgauchie@melbuornemarkets.com.au.

For further information and interviews, please call:
 Mary Stewart, Group Manager, Business Development

PHILADELPHIA PRODUCE MARKET HAS NEW TERMINAL

By Henry J. Holcomb, Inquirer Staff Writer.

After more than a year of negotiations, the Philadelphia Regional Produce Market is getting a new home at the Navy Yard.

Sonny DiCrecchio, General Manager of the merchant's association that runs the market, confirmed yesterday that a deal had been reached. Governor Rendell, State Senator Vincent J. Fumo (D., Phila.), and Mayor Street are scheduled to announce the deal this afternoon.

The new terminal will have triple the refrigerated storage space as the existing terminal in South Philadelphia, built in 1959, and will allow growth in the \$1.3 billion-a-year, 1,500 worker operation.

It also will house the Philadelphia Seafood Terminal, allowing the separate operations to share security, management and traffic control.

The cost, which will exceed \$150 million, will be covered over time by rental payments and additional tax revenue from the market's growth, people familiar with the negotiations say. The project will include a new bridge over busy railroad tracks that will link the site to Delaware Avenue seaport terminals and interstate highways.

The long-planned bridge will also serve a Norfolk Southern railroad yard, now under construction, and future development at the east end of the naval base, which closed in 1996.

The 35-member merchants' association voted in May 2004 to move to Camden, saying their negotiations with Philadelphia officials were going nowhere. Camden offered a new \$95 million facility.

At that point, Fumo summoned state and local officials to his South Philadelphia office and eventually persuaded the merchants to stay in the city.

The new facility will replace the 24-acre produce terminal on Packer Avenue near the South Philadelphia homes of the Eagles, Phillies, Sixers and Flyers.

More than 3,000 trucks, many of them 18-wheelers, arrive daily, bringing food from farms across the nation and overseas. Restaurateurs, food retailers, wholesale suppliers and

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MAXWELL STREET MARKET MOVING AGAIN

By Fran Spielman, City Hall Reporter, July 23, 2005.

Shoved aside 11 years ago to make way for an expanded University of Illinois at Chicago, the legendary Maxwell Street Market would be moved again—this time to a new and improved “permanent” home with its own identifying gate—under a surprise city plan unveiled Friday.

Veteran merchants don't exactly relish the idea of packing up and moving a few blocks to the south and west in 2007—from Canal Street between Taylor and 15th Place to Desplaines from Roosevelt to nearly Harrison.

The upheaval would be compounded by the fact that at least some of the 1,200 vendors who vie for 450 spaces every Sunday would be required to make an interim move on Sept. 18 to make way for construction of the South Gate Market and reconstruction of the Canal Street bridge over 16th Street.

“What's not to like?”

But vendors said they welcomed the opportunity to expand the market by as many as 85 new spaces and look forward to improvements the city has promised to make on

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commodity agriculture,"
said Mike Bevin, state
horticulturalist at the Iowa
Department of Agriculture.*

*"Iowa's farmers markets
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SPECKS OF LAND PUT CASH IN POCKETS

Hobby or niche farmers like the family involvement and the direct ties to consumers—and the income is 'not shabby.'

By Anne Fitzgerald, Register Agribusiness Writer, July 24, 2005.

As big farms grow larger and midsize farms go by the wayside, small operations are blossoming.

Dang and Maiyang Lee of Des Moines have been growing flowers for four years, selling zinnias, cosmos and lisianthus at the city's Downtown Farmers Market. The Hmong couple, who immigrated to this country from their native Laos in 1979, own about an acre and a half on the city's east side, farming a portion of it.

"We would like to have a bigger garden, but that's all we have," Dang Lee said. The Lee's are part of a growing number of Americans, including new immigrants, who raise flowers and food crops on specks of land. Some are hobby farms or so-called sundowner farms, owned by people with off-farm jobs who spend evenings and weekends puttering on acreages.

Other small farms encompass more land, with farmers working it full time. In some cases, farmers rent their row-crop ground to other farmers and use a portion of their land to raise fruits, vegetables, chickens and other products.

In Iowa, the number of farms of fewer than 50 acres increased 10 percent between 1997 and 2002, according to the 2002 Census of Agriculture. Nationally, farms of that size increased 1 percent.

At the same time, the number of Iowa farms of 50 to 1,999 acres declined 11 percent during the same period, while the nation saw a 7 percent decline in farms that size.

"It's either get small and find a niche, probably direct-market to the end consumer, or get big and compete in commodity agriculture," said Mike Bevins, state horticulturalist at the Iowa Department of Agriculture and Land Stewardship in Des Moines.

People involved in small farms say the allure of that level is twofold: Entire families can work the land, and they connect directly with consumers. That is especially enticing, they say, at a time when Americans generally are further removed from farming than ever. The farms also provide essential income.

"It's not shabby," said Denise O'Brien, an Atlantic fruit-and-vegetable grower and a leader in the small-scale farming community. "I think it's substantial income."

Jan Libbey, a Kanawha farmer and environmental educator, and her husband, Tim Landgraf, raise vegetable crops and pastured poultry. They also run One Step at a Time, one of Iowa's Community Supported Agriculture enterprises. The CSA operations provide weekly bundles of farm-fresh products during the growing season to customers.

In growing numbers, CSA groups, farmers markets and roadside stands in Iowa are breathing new life into rural communities, linking farmers and consumers, and generating local commerce, experts say.

In 1985, the state had 65 farmers markets and fewer than 10 CSAs. Today, Iowa has 170 farmers markets and more than 40 CSAs.

"You certainly see growth, and I think you see opportunity," said Neil Hamilton, director of Drake University's Agriculture Law Center in Des Moines and chairman of the Iowa Food Policy Council. "Somebody is creating those markets. Someone is shopping at them, and vendors are selling at them."

"Iowa's farmers markets generated an estimated \$31.5 million in economic activity in 2004," said Bevins. "Direct marketing is the key to small-scale farmers' success."

MAXWELL STREET MARKET MOVES AGAIN

(Continued from page 5)

Chief among the improvements would be a permanent gateway at Roosevelt and Canal to mark a thriving open-air market that has given a retailing start to thousands of immigrants since the 1870s.

Other upgrades include: curb and sidewalk repairs; decorative landscaping; permanent display booths with tent-like coverings to replace open-air tables; and new lighting to improve security.

City Hall also plans to install street banners on Desplaines and adjacent streets and sell "sponsorships," without changing the market's historic name.

"What's not to like? It's like moving from the old house to your new, bigger house. It's exciting," said Maricela Villa, 35, who has sold nuts and candy at the market for seven years. "It's a good change. We shouldn't be afraid of changes."

Conflicts With Stores Behind Move

Charles Henderson, 65, who started selling eight-track tapes in 1972 and now provides tables for fellow vendors, said, "It excites me that we can have a permanent place, so that there will be no uncertainty about whether we're going to move or whether we're going to stay."

"It's a place where a beginning entrepreneur can make a start and can go on from there to branch into other businesses ... I have two other stores and the success of those stores is directly tied to my participating in the market and learning how to build a business and persevere under hardships," he said.

Maxwell Street merchants aren't the only ones who like the idea of the move. So does Dominick's, which has had conflicts with the open-air market since opening a grocery store at Roosevelt and Canal. "It does impact our store. The limited parking. The traffic," said Dominick's spokeswoman Winona Redmond. "We support the spirit of the Maxwell Street Market. But we're happy they've found a home. This could be a win-win for the market and Dominick's."

During Friday's new conference, top mayoral aides acknowledged that conflicts with Dominick's, Whole Foods and other retailers were factors behind the move. But the goal was to expand and improve Chicago's oldest public market.

SPECKS OF LAND PUT CASH IN POCKETS

(Continued from page 6)

Another growth area spawned by small farms involves restaurants, from fast-food chains to upscale eateries.

In Waterloo, Rudy's Tacos buys 70 percent of its food products from area farmers. In Ames, the Café and Aunt Maude's use as much locally produced food as they can buy. So do several upscale restaurants in the Des Moines area.

Said Hamilton, "One of the things you would have to recognize is how much more possible it is today" to farm successfully on a small scale. "Today, anyone in agriculture

NAPMM MEMBERSHIP

If you haven't done so already, take the time to renew your membership (see membership application on back page). I'd also like to challenge everyone to try and recruit one new member from your region. We have a great organization and now is your chance to help chart NAPMM's future.

"What's not to like? It's like moving from the old house to your new, bigger house. It's exciting."

"It's a good change. We shouldn't be afraid of changes."

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We have a great organization and now is your chance to help chart NAPMM's future!

National Association of
Produce Market Managers

P. O. Box 291284
Columbia, SC 29229

**NATIONAL ASSOCIATION
OF PRODUCE
MARKET MANAGERS**



**59 Years of Serving the
Produce Industry**

BOARD OF DIRECTORS

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Expires 2007

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Janel Leatherman
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REGIONAL CHAIRS

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Region 2

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Region 4

Janel Leatherman

Region 5

*George Maroulis
Paul Steinke (Co-Chair)*

Region 6

Bruce Nicholas

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

PLEASE COMPLETE AND MAIL APPLICATION WITH APPROPRIATE AMOUNT TO:

NAPMM Membership
P. O. Box 291284
Columbia, SC 29229

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