

GREENSHEET

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

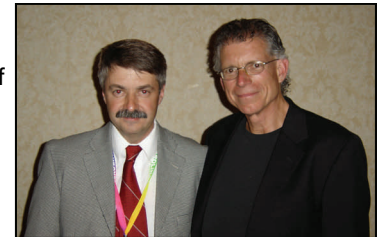
James Farr, President
 Ronnie Best, 1st Vice President
 David Tompkins, 2nd Vice President
 Janel Leatherman, Treasurer
 Paul Steinke, Secretary

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MESSAGE FROM THE PRESIDENT

Kudos to Mike Ferguson and his entire staff for hosting one of the best NAPMM Conferences in recent memory. Not only did they go out of their way to make everyone feel welcome, they also put together a program full of pertinent information, amazing off-sites, and some great opportunities for social interaction and networking.



I also would be remiss if I did not mention the support of our sponsors without whose generous contributions our conference would not be possible. Our gold level sponsor, CHEP, has been with us a number of years and we truly appreciate their ongoing commitment to NAPMM. This year they were joined by the North Carolina Farm Bureau, North Carolina Apple Growers, Vidalia Onion Business Council, Sunburst Trout Company (who hosted an unbelievable fresh trout dinner at their facility), and CL Henderson Produce Company.

We also need to thank all the speakers covering topics as diverse as "Effectively Dealing with Difficult People" to "Considerations for Market Security" to "A New Radio Frequency Tagging System", amongst others. If you missed the conference, a number of the presentations are posted on the web page.



Besides hosting such a successful event, Mike and his staff also managed to be fiscally responsible and, with help from the sponsors, actually returned a small profit to the organization.



Already plans are underway for next year's conference to be held in San Francisco. This first trip out west in many years promises to be both an exciting and educational event. Host Mike Janis has been working closely with Paul Steinke and Janel Leatherman to lay out the logistics and program. Exact dates have not been set, but we are focusing on late February and March dates. Visit the official visitor site for San Francisco at www.sfcvb.org.

We also are considering some options to make sure the conference is affordable for all our members. Watch for a save the date card with a preliminary program in September.

And speaking of members, it's time to renew your NAPMM memberships. You should have received a letter and application in early July. I challenge each of you to recruit one more member from a market near you. As an organization we have invested considerable resources in the past several years to enhance services to our members, now we need your help to market these improvements to others.

Hope you are enjoying your summer. Please, as always, feel free to contact me or any of the board members with any concerns or ideas.

Sincerely,

[James Farr](mailto:James.Farr@napmm.com), President

PIEDMONT TRIAD FARMERS MARKET

Happy Summer to each of you! I wanted to let each of you know how much it meant to me to receive the Market Manager of the Year award at our recent National Conference in Asheville. The plaque is in a prominent place in my office and reminds me daily of the valued friendships I share with each of you. It was very exciting to see the renewed strength of the Association, the new and returning members, the momentum of the leadership and a very well planned and flawlessly executed conference. Mike and Susan Ferguson and the staff of the Western NC Farmers Market were excellent hosts! I'm already looking forward to next year's conference in San Francisco and know that Mike Janis is already working to ensure that it will be an informative and memorable experience as well.

As for the market, we completed our 11th year on May 19th and this season has surpassed all others in every category. The market has been fully utilized, even exceeding capacity for vendor spaces and for customer parking on most Saturday's this Spring. To assist with this, we were able to complete a second exit to eliminate the long traffic lines at the primary entrance and the clearing and grading of a four acre site to accommodate additional parking and a growing events schedule.

We were also able to upgrade our current security camera system and have in the last few days added a live web camera to our web site. Please go to www.triadfarmersmarket.com, click on the web cam link and let me know what you think of this new marketing idea. We will be promoting it strongly over the next few months and are hopeful that this will build weekday traffic as potential visitors will be logging on (likely from work) to see for themselves which products are available in our Farmers 1 Shed throughout the week and what the current weather and traffic conditions are like.

Dexter Hill, Market Manager

GENESEE VALLEY REGIONAL MARKET AUTHORITY

News Release from William J. Mulligan, Jr., Administrator and John Tirabassi, Chairman

The Genesee Valley Regional Market Authority has completed their 55th year of operations, recording gross revenues of \$2,800,000. Capital improvements were approximately \$1,903,000. Cash operating expenses represent approximately 24% of revenues. The Market Authority does not have any debt, nor do they plan on borrowing any funds.

The Market Authority will continue to search for additional land to accommodate our building expansion program. We are continuing our ambitious capital improvement program. This year, we blacktopped over 80,000 square feet of parking spaces and roadways within the market facility. We also added new street lighting at the main entrance. Excluding Warehouse 1, all the original warehouses have been replaced.

Several of our leasehold tenants have elected to sell their businesses during the past year. In most instances, there have been large increases in the value of the properties involved. Although commercial real estate values in Monroe County have remained stagnant, we are continuing to see appreciation on market property. The August family recently sold the Econolodge to Andy Patel.

Solid Surfaces has expanded their facility and will operate more efficiently. New tenants on the property are all doing well; including Holiday Inn Express who recently invested over \$3,000,000 into the site and building. Gleason Chemicals has also rented space in Building #17.

We are completing a 25,000 square foot building for the Stroehmann Company which will provide them with an excellent bread depot. Early in 2007, we are planning on constructing a 13,000 square foot retail for the Palmer Company.

The Market Authority continues to work with the Town of Henrietta on building permits, building inspections, and Code Enforcement.

To the Board of Directors who have devoted many hours to our cause and our dedicated staff who help make the market an attractive place to work, we thank you. This past year, over \$1.6 million was paid in property taxes on market buildings and improvements. Much is owed to the tenants who help make the market a success and continue to upgrade our buildings and property.



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The Maryland Food Center Authority is in the process of a multi-phase security system being implemented at the Maryland Wholesale Produce and Seafood Markets in Jessup, MD.

Although it has taken some time to get this project "off of the ground", we are excited to be underway and look forward to having this new system in place in the very near future.



Troy Thorn Promoted to Assistant Director

NAPMM Board Member, Troy Thorn, has been promoted to Assistant Director of the Dallas Convention and Event Services Division. In this role, Troy will continue to have broad oversight responsibility for the Dallas Farmers Market. However, the City is currently seeking a new Dallas Farmers Market Administrator. To find out more go to www.dallascityhall.com, click on Find a Job/Open Positions.

Also, I would like to congratulate Troy on completing the requirements to become a NAPMM Certified Market Manager. Troy has been an active member of our organization and is certainly an asset to our association. Check the website to find how you too can become a certified manager.

Jim Farr, President

THE MARYLAND FOOD CENTER AUTHORITY

The Maryland Food Center Authority is in the process of a multi-phase security system being implemented at the Maryland Wholesale Produce and Seafood Markets in Jessup, MD. The first phase of this project involved the installation of gate arms and speed humps to control the traffic entering and exiting both markets. These preliminary installations were done in preparation for the second phase of improvements which involves cameras. The cameras being installed are high, resolution with night vision capabilities and will capture license plate information.

The third phase will be implementing a new security access system. Although new gate passes will have to be made for all employees and tenants at both markets, we will have a much higher level of control regarding who is in the market at any given time. Additionally, we are also installing touch screen cash registers at each guard house which will be interfaced with our accounting system, thus making it possible to eliminate the need to manually enter information taken from daily cash register tapes. The final phase of this project will involve bringing fiber optics into the markets which will allow us to view "live feed" cameras.

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Sheree Brannan, Market Manager, MFCA

PRIDE OF NEW YORK MARKS 10TH ANNIVERSARY YEAR

2,006 in 2006: State's Branding Programs' Membership Goal

New York State Agriculture Commissioner, Patrick H. Brennan, today recognized the 10th anniversary of the Pride of New York Program, the State's branding program for New York State agricultural and food products. Developed to create a preference for New York State products, the Pride of New York has developed synergies and increased sales for New York food producers and processors, retailers, and restaurants.

"When the Pride of New York began ten years ago, there were only a handful of farmers enrolled in the Program," the Commissioner said. "A decade later, the Pride of New York has more than 1,600 members. The Program has also grown in scope to include not only growers, but food processors, vineyards and wineries, retail and foodservice industries, agri-tourism initiatives and other culinary and related trade organizations that support New York agriculture. As a way to mark the 10th anniversary of the Pride of New York, we're working to grow membership to 2,006 in 2006."

The Program has expanded its membership 700 percent in the past five years. By executing multi-media campaigns, building relationships and offering greater access to Pride products, the Program has been successful in raising the awareness and demand of New York grown and processed products among consumers. To further grow membership, the Pride of New York Program will expand upon its successes over the past ten years.

The Pride Program debuted its first television commercial in 2001, which touched on the historic origins of New York State agriculture. In 2002, a second commercial was produced which demonstrated New York State agriculture across a broader and diverse geographic area. The Program's newest commercial features a variety of Pride products, reflecting on the Program's growing visibility in restaurants, markets, and other retail outlets across the State.

Television campaigns have been supported with radio and print advertising, as well as a full range of point-of-purchase, and other promotional materials. In 2003, two new print campaigns were launched.

"Portraits in Pride" features members describing the pride in their products. The other was a cooperative print campaign highlighting specific producers and their products. Other ongoing marketing efforts include billboards, public service announcements, various direct mail campaigns and cooperative advertising. The Pride Program will work to develop additional cooperative marketing opportunities to allow members to advertise and promote their products at reduced rates.

The Pride of New York offered two rounds of matching grants that assisted members in marketing their products. Grant monies were awarded to nearly 50 members, which doubled their resources for their marketing campaigns, and resulted in increased sales of New York products and improved consumer awareness of the Pride. *(cont'd)*

National Association of
Produce Market Managers

P. O. Box 291284
Columbia, SC 29229

60 Years of Serving the Produce Industry

BOARD OF DIRECTORS

Expires 2007

James Farr
Danny Jones
Janel Leatherman
Troy Thorn
Nick Zorn

Expires 2008

Moe Hesseltine
Bruce Nicholas
Paul Steinke
Ben Vitale

Expires 2009

Ronnie Best
Sonny DiCrecchio
Peter Fleming
William Mulligan, Jr.
Don Wambles

REGIONAL CHAIRS

Region 1

Michael Janis

Region 2

Clarence Hughes

Region 3

Troy Thorn

Region 4

Janel Leatherman

Region 5

George Maroulis
Paul Steinke (Co-Chair)

Region 6

Bruce Nicholas

PRIDE OF NEW YORK MARKS 10TH ANNIVERSARY YEAR

In 2004, the Program began to develop promotional partnerships with major retailers. The promotions featured locally grown produce and some included cross-merchandising with other Pride products, including meat and dairy products, baked goods, sauces, pastas and other Pride products carried by the retailer. This year, the Program will focus its attention on restaurants, as well as retail outlets to further increase consumer visibility of Pride products.

The Program also reaches out to the foodservice industry to promote the concept of "farm to table." By helping chefs, buyers, and restaurant owners source locally produced or unique items, the Program assists in developing new distribution channels for Pride food and wines. Many restaurants and chefs change their menus weekly to offer specially prepared dishes made from locally available New York items such as heirloom varieties, organic fruits and vegetables, grass-fed meats, and artisan breads and cheeses.

The Pride Program has been actively involved in numerous events to allow members exposure to larger audiences. New York Farm Day in Washington, D.C. and New York City, the Pride of New York Harvest Fest in Albany, and the Finger Lakes Wine and Food Festival are just a few of the tradeshows Pride has offered discounted booth space and promotional signage for members who wish to participate. On a larger scale, the Pride Program offers members opportunities to achieve broader exposure and increase retail sales at major national and international trade shows such as National Restaurant Association Show, Produce Marketing Associations' Fresh Summit International Convention & Expo and the Food Marketing Institute Showcase. By supporting a large Pride of New York pavilion, the show is accessible and cost-efficient for members to attend and gain national and international exposure to potential new markets and buyers.

The Pride of New York Program is the state's agricultural marketing program that identifies and generates demand for New York food and agricultural products. Its more than 1,600 members include growers and food processors, wineries, foodservice and retail outlets, agri-tourism initiatives and other organizations that support New York agriculture. For more information on the Pride of New York Program, please visit www.prideofny.com.

LOFT-STYLE LIVING COMING TO PUBLIC MARKET AREA

Rochester Democrat and Chronicle—July 2, 2006—David Tyler, Staff Writer

The developers who turned the downtown Temple Building into a showplace for loft living are hoping for a similar feat with a new project near the Rochester Public Market.

Family-run Costanza Enterprises Inc. is in the middle of renovating an old warehouse at 55 Railroad Street. Costanza will turn the 65,000 sq. ft. building into a mixed-use space with retail shops, 17 loft apartments and possibly a restaurant, said Jim Costanza, who runs CEI with his brother, Drew.

The Costanzas expect to spend \$1.5 to \$2 million on the project, which they call Station 55, "It's a beautiful building and we think one of the hidden gems of Rochester." Jim Costanza said. They're expecting to complete it by the end of the year.

CEI hopes the centerpiece of the project will be the flea market-style stalls on the first floor. There will be as many as 100 stalls for food and clothing vendors, and arts and crafts dealers, Jim Costanza said. The second floor will have lofts that will rent for at least \$650 a month.

The project is being helped by a \$200,000 state grant that will help build a wireless Internet network, part of a state effort to modernize older buildings. The city also is providing a \$30,000 grant.

"The open floor plan lends itself to our vision of the property," said Tim Schmid, CEI vice president of operations.

Jim Costanza said he thinks the project will draw on traffic from the market and its neighborhood.

"In many ways this continues what has happened at Village Gate, and we're making that jump across the (Main) street," he said.

"It's going to really anchor that side of the street over there and act as a gateway," said Steve Golding, manager of downtown development for the city.