

GREENSHEET

www.napmm.org**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

Ronnie Best, President
David Tompkins, 1st Vice President
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MESSAGE FROM THE PRESIDENT

I would like to start off by thanking Michael Janis and his staff for a wonderful 2007 NAPMM Conference. We had been talking about going to San Francisco since I became a member in 2004. It proved to be a great decision. I don't think I've ever seen a more beautiful city.

I want to thank Janel Leatherman, Paul Steinke, Sheree Brannan, Michael Janis and, of course, out-going president Jim Farr for an outstanding program. I would also like to thank CHEP and Bryon Rodes, and Mario Birsa who were in attendance and Moe Hesseltine who could not make it.

The tours were great and very educational. I would like to thank Michael for organizing the tours as well as all the people involved at Ferry Plaza Market, Fresh Run Farm and Star Route Farm.

I would like to congratulate Brigitte Moran, Executive Director of Marin County Farmers Market on becoming the 2007 Market Manager of the Year. She was a great choice and it is a big honor for her. Michael Ferguson became certified farmers market manager at our wonderful closing dinner hosted by Piatti's Restaurant in Mill Valley. I would like to thank Marin County Agriculture Commissioner, Stacy Carlsen, for joining us for dinner and educating us in Bolinas.

Already plans are underway for the 2008 conference in Philadelphia. Paul Steinke and Sonny DiCrecchio are hard at work planning the conference, which will take place around the first of April. Be sure to visit the website at www.napmm.org for conference presentations and pictures of the San Francisco conference. The information on the Philadelphia conference should be coming to the website soon so stay tuned.

Also, do not forget to renew your NAPMM membership. Be on the lookout for the membership renewal letter at the end of this month. I would like to challenge our existing members to recruit one new member.

I look forward to serving as president of such a fine organization. Be sure to call me at (919) 733-7417 or e-mail at ronnie.best@ncmail.net if I can do anything for you. Have a great summer.

Sincerely,

Ronnie Best
President

**BRIGITTE MORAN NAMED NAPMM MARKET MANAGER OF THE YEAR**

Brigitte Moran, Executive Director of the Marin Farmers Market Association, was named NAPMM Market Manager of the Year at the closing banquet of the 2007 conference. Brigitte was selected from a number of nominations submitted to the NAPMM Selection Committee. Brigitte has been Executive Director of the Association which includes 7 markets in Marin County, California for 3 years. During this time, she has utilized her marketing and organizational skills honed by 20 years of operating her own event management company to greatly expand the number and quality of the events at the markets as well as professionalize the management structure. She has also developed a unified marketing approach for the diverse markets.

Brigitte was nominated by her staff who say she is a timeless worker, enthusiast, dedicated and totally committed to the mission of the association, besides being a great mentor, coach and motivator.

Brigitte also was a great help in organizing the San Francisco conference, especially the memorable closing dinner. From all of us at NAPMM, congratulations and welcome to Brigitte.



THANKS TO MICHAEL JANIS AND THE SAN FRANCISCO WHOLESALE PRODUCE MARKET FOR A SPECTACULAR CONFERENCE!



Touring the Ferry Plaza Farmers Market with Dave Stockdale, Executive Director of CUESA (Center for Urban Education about Sustainable Agriculture).

Marin County Agriculture Commissioner Stacy Carlsen gave us a tour of Star Route Farm in Bolinas, one of the oldest organic farms in California.

Peter Martinelli of Fresh Run Farm (another organic farm) not only gave us a very educational tour, but also provided us with an incredibly fresh and delicious lunch.

William Mulligan, Sr. award presented to Jim Farr for his outstanding dedication and service to NAPMM.

Mike Ferguson was presented the NAPMM Certified Market Manager certificate.

Join us in Philly in 2008!



Secretary of Agriculture Mike Johanns poses with Reading Terminal Market General Manager Paul Steinke during his visit to the market on March 26th.

Secretary Johanns discussed the nutrition specifics of the 2007 farm bill proposals with local food organizations.



Pike Place Market turns 100 years old this year ... more than just a place for tourists—it's the soul of the city.

"The Market has to adapt and it has to react, but change is a nasty word down here."

"I worry that the Market could be turned into something too glitzy and glittery."

Pike Place Market was born in 1907 when eight farmers pulled their wagons into the wood-planked square at Pike Place.

PIKE PLACE MARKET TURNS 100 YEARS OLD

By [Kathy Mulady](#), Seattle Post-Intelligencer, 3-19-07

Just imagine an upscale Market – spruced up, sanitized, swept clean of the eccentric characters, well-lit, without a creaky floor or cranky tenants.

It's the worst fear of many Market regulars.

Pike Place Market turns 100 years old this year. The celebration begins today and wraps up August 17 with a daylong festival. Many of the planned events during the next five months are aimed at reminding Seattle residents that the Market is more than just a place for tourists – it's the soul of the city.



The milestone comes just as Mayor Greg Nickels is expected to propose a levy to raise millions to rehabilitate the historic buildings.

At the same time, some Market tenants, farmers, artists and shoppers worry that the Market of the future will become too polished and sterile – pressured by the expensive, new downtown condominium crowd and swarms of cruise-ship tourists. Farmers and craftspeople say they sometimes feel more like actors, entertaining and posing as digital cameras click and flash.

There are other pressures weighing on the venerable Market.

Will the Alaskan Way Viaduct stay or go? Will it be bigger, or will it open the Market to the waterfront?

Grocery stores such as Whole Foods or Metropolitan Market that seem to mimic the Market with artfully arranged produce, bakeries and fresh seafood counts, are sprouting throughout the city.

And nearly every Seattle neighborhood has its own smaller-scale farmers market.

"The Market has to adapt and it has to react, but change is a nasty word down here," said Carol Binder, executive director of Pike Place Market.

She is confident that new residents downtown will discover the uniqueness of the Market and make it part of their routines, buying meat, picking the right herbs, comparing prices and getting to know the Market sellers. They'll think of the Market for buying gifts or going out to dinner.

"The Market is more than the products; it is the experience," she said. "That is hard to replicate."

Binder said no major transformations are planned, or even allowed because of the layers of rules, regulations and boards that govern Market operations and preserve the city landmark.

"We will do what we always do; we will stay the same," Binder said.

Many shop owners want to share her optimism, but fear that the Market will lose its grittiness.

"I worry that the Market could be turned into something too glitzy and glittery," said Amy Hanawalt, co-owner of Old Seattle Paperworks in the Market.

"It will be nice when all the condo dwellers in Belltown realize this is a place to buy your milk, your fish, your vegetables, your Christmas gifts. It's not a tourist trap, but the place to come and get what you need downtown," she said.

Among the Market's missions is providing an opportunity to meet the producer, farmers or artist responsible for products at the Market. It also is an incubator for small businesses and includes a senior center, low-income housing and a children's day care.

"We are a preservation organization, but the Market is not a museum," said Jackson Schmidt, chairman of the Pike Place Market Preservation and Development Authority, a non-profit, public corporation chartered by the city in 1973 to oversee the 9-acre historic district.

Pike Place Market was born in 1907 when eight farmers pulled their wagons into the wood-planked square at Pike Place. They began selling fruits and vegetables directly to a crowd of customers who came early that morning with their baskets.

The Market began to fade in the late 1950s and 1960s, the combined result of urban decline and the growth of supermarkets, but it survived, and now thrives, with more than 9 million visitors each year and \$11.9 million in operating revenue budgeted this year.

National Association of
Produce Market Managers

P. O. Box 291284
Columbia, SC 29229

62 Years of Serving the Produce Industry

BOARD OF DIRECTORS

Expires 2008

Moe Hesseltine
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Paul Steinke (Co-Chair)

Region 6

Bruce Nicholas

PIKE PLACE MARKET TURNS 100 YEARS OLD (CONT'D)

"We could serve 20 million people a year, as long as we stay true to ourselves and who we are," said Patrick Kerr, owner of Patrick Kerr Pen and Ink drawings in the Market's "Down Under" section, a multilevel maze of wide corridors and cozy shops beneath the main arcade of fruit, fish and flowers.

"I worry that when most people think of the Market, they just think of fish and flowers. I hope we start promoting the businesses Down Under more. It is a cool and neat place to come to."

Upstairs, Haley Land and his wife, both artists, have sold ceramic cat and dog pins and magnets at their day stall table at the Market for 22 years.

"We can do a lot to make sure the Market stays vibrant and true to its mission, Land said, "but it will take leadership from within that is willing to fight the current trend to make the Market more upscale, a charming playground for the affluent."

"We need to understand what a public market is and what we represent to Seattle and the word. We have an excellent charter and people who love us.

And the rules are strict.

The size of shops, what can be sold, even the paint colors throughout are restricted. Anything flashing, even mechanized signs are prohibited. No chain stores are allowed, unless they started there. There are no golden arches, but Starbucks, which started in the Market, still has a shop there and its original sign. But under Market rules, the global coffee retailer can't sell pastries, as it does in other shops.

Before their lease ended last fall, Rainier Hardware owners were reprimanded by Market directors for stocking too many souvenirs in the tiny shop along with hammers and paintbrushes.

When Molbak's decided to sell its Seattle Garden Center in Pike Place Market, the hunt was on for a similar business to fill its spot. Unable to find a replacement, Beecher's Handmade Cheese was approved to move in.

"Yes there will be changes; change is part of life," said Susan Lane, chairwoman of the Pike Place Market Historical Commission, which must approve all alterations.

But the Market needs significant work that goes deeper than paint or atmosphere, Lane said.

She said shoring up and making seismic improvements to the historic buildings are needed urgently. Most of the basic systems, such as ventilation and plumbing, haven't been upgraded since the 1970s.

"We are getting to the end of the wear cycle. If the Market is going to continue through the next century, then it is crucial that we have the underpinnings – literally -- to support it," she said.

It's hard to say what the future holds for the Market.

But psychic Darleen Christopher of Christopher's Lamp, deep in the Down Under, checked the Market's horoscope and turned over tarot cards.

"Leo is all about the lion, the grandeur. The Market has a lot of heart," she said, peering at the horoscope on her white laptop computer. What Christopher sees could make many nervous—change is coming.

"How the rules are today may not be the way they are in five years," she said. "If it was a person, I would expect a life change or a job change."

WUWM 25TH CONGRESS IN BEIJING, CHINA

Preparations are in full swing for the WUWM 25th Congress in Beijing, China which will take place September 3-6, 2007. Early-bird registrations have closed, but registration is still possible from now until the opening of the congress. If you have not yet registered or would like more information, please visit www.wuwmcongress.org for details.

The congress will be opened by China's Vice Premier Wu Yi and she will be followed by WUWM Chairman Donald Darnall and CAWA Chairman Zengjun Ma discussing the global and Chinese wholesale market scenes respectively.

This congress has attracted good government attention and support due to the immense interest that exists in the country to ensure the ongoing development of China's agricultural wholesale markets.



THE IMPORTANCE OF A MARKET CRISIS MANAGEMENT AND EMERGENCY EVACUATION PLAN

Shortly after 911, the staff at the Rochester Public Market realized the need to develop a market crisis management and emergency evacuation plan. Not necessarily because we viewed the market as particularly vulnerable to terrorism, but more because the events of 911 caused us to evaluate how prepared we were to address any large scale emergency at our site.

On August 24, 2006, a tragic accident at the market illustrated just how important a planned, rehearsed approach to crisis management is. One of our worst fears became an actuality when an eighty-nine year old patron mistook the brake for the gas and drove his car through the two vending stalls and into the crowd under the selling shed. At the same time over 300 school children were on a tour of the site. Numerous persons were injured and several vehicles were damaged. To further complicate the situation, the two persons most familiar with handling crisis situations at the site, myself and the market supervisor, were either not on site or unable to respond. Luckily, we had an emergency plan in place, with which other staff, volunteers (who were leading tours that day), security, police and fire personnel were in varying degrees familiar. Despite some initial confusion, within 10 minutes, emergency personnel had responded and been successfully guided to the accident scene, staff had isolated the incident site from the rest of the market, the students were loaded safely back on their buses and an orderly evacuation of the site was taking place.

The emergency responders were complimentary about the fashion in which the incident was handled and by the time media arrived the situation was well in hand. Had we not had a plan in place, the outcome could have been much worse and the way the incident was reported in the media could have been significantly different.

Although the plan worked well we did take the time to do a debriefing and critique where improvement opportunities were identified and discussed with all affected parties.

Markets by their nature are crowded sites and often have both vehicle and pedestrians vying for space. They are also places where the customers may be distracted and not focusing on their surroundings. Whether your market is located in a parking lot or park, or as ours is in a permanent site with structures and infrastructure, the importance of having a site specific, emergency/crisis management plan remains critical.

A first step in developing a plan is identifying who should participate in the planning. In Rochester, this included market staff, vendors, traffic and security staff, volunteers, tenants, police and fire personnel. In almost all cases erring on the side of inclusiveness is preferable to not including a key prospective. With these partners we began brainstorming sessions focusing on what could go wrong and how we could best manage our response to minimize potential injuries and damage and expedite and facilitate the response by emergency personnel. This phase of the planning process should also include a detailed site tour and evaluation which familiarizes all the planning partners with the market's footprint and surroundings.

The team also needs to define the objective of the crisis management plan. As an example, Clarence Hughes, Manager of the St. Louis Produce Terminal, and his team developed the following statement related to their plan:

The St. Louis Produce Market Disaster Control Plan is an action plan for effective and efficient crisis response. The plan is a framework that establishes parameters of responsibility and authority for crisis and emergency situations at the St. Louis Produce Market. The plan does not replace common sense, rational decision-making, and concern for the safety of any person within the market. The protection of life and property is a primary concern. The plan:

- *Establishes parameters of responsibility and authority;*
- *Provides a plan of action in the event of a crisis situation;*
- *Identifies a core crisis team;*
- *Establishes a protocol for internal and external communications;*
- *Provides media guidelines;*
- *Provides for the care and support of possible victims and their families;*
- *Establishes an orderly return to normal operations.*

In this context, the plan offers the minimal essential procedures and must not be interpreted as all-inclusive. The focus is confined to the management of traumatic incidents and the crisis and post crisis stage.

Another important step is developing a common definition of what constitutes an emergency/crisis which would initiate the plan's implementation. In Rochester, we developed the following criteria:

- *There is a large explosion*
- *A serious accident has occurred with multiple victims and there is potential danger to the public*
- *Firearm(s) being discharged*
- *A package/container is suspected to contain a bomb*
- *There is a fire that is not under control*
- *There is a chemical spill with fire or fumes*
- *A market structure has collapsed or is about to collapse*
- *Any incident has occurred, or is about to occur, that places lives, property, or the environment at risk*

At the St. Louis Produce Market, Clarence Hughes identifies similar criteria:

A crisis situation is any situation that has reached a critical phase or an emotionally significant phase that severely disrupts the routine daily operations of the St. Louis Produce Market. It may occur at any time or any place within the market. Emergency situations that may be a potential risk to the market include:

- Fire*
- Sustained power loss*
- Severe weather (tornadoes, high winds, snow, ice, frozen or broken pipes)*
- Civil disturbance*
- Chemical spills*
- Train derailment*
- Bomb threats*
- Fatal or serious accidents*
- Workplace suicide*
- Criminal acts such as robberies, assaults, hostage situations, etc.*



THE IMPORTANCE OF A MARKET CRISIS MANAGEMENT AND EMERGENCY EVACUATION PLAN (cont'd)

One particular challenge at our market was safety evacuating thousands of people and vehicles from a site, which many times on Saturdays, is almost grid-locked. Each site is unique so an evaluation of conditions is essential. An excerpt from our plan details some of our givens:

Key characteristics include:

- *Three major gateways with continuous flow of all types of vehicles*
- *Hundreds of vehicles, of all types, parked throughout the site*
- *A continuous flow of pedestrians entering the site via four pedestrian entrances*
- *Thousands of shoppers carrying a variety of packages*
- *Thousands of containers (boxes, crates, barrels, and bags) throughout the site*

At our market, we have a public address system which facilitates, somewhat, this evacuation process, but one of the challenges we addressed is ensuring that a consistent message is communicated to the public and vendors despite who may or may not be on site and also it is vital that this message is clear and understandable. We accomplished this by developing a script which we hired a professional communicator to record for us in Spanish as well as English. The text of our script follows:

ATTENTION! THIS IS AN EMERGENCY.

ALL SHOPPERS MUST IMMEDIATELY LEAVE THE PUBLIC MARKET THROUGH THE NEAREST EXIT GATEWAY.

PLEASE REMAIN CALM.

YOU SHOULD NOT TRY TO RETURN TO YOUR VEHICLE UNTIL DIRECTED BY OFFICIALS ON SITE.

VENDORS AND PUBLIC MARKET PERSONNEL WILL HELP TO DIRECT YOU TO THE NEAREST EXIT GATEWAY.

THANK YOU FOR YOUR COOPERATION.

To facilitate the evacuation process we also added "you are here" maps at several key sites on the market and provided battery operated bull horns to help staff direct patrons to the market exits. An evaluation of your site will dictate your specific evacuation steps and process.

Once the appropriate emergency response personnel are on site, the management of the crisis will be transferred to them. Clear, concise communications particularly in the early phases of a crisis situation can greatly enhance this transfer and also the ultimate control of the incident. Again from the St. Louis' plan:

The initial response to a crisis is critical. What occurs during the first hour or two provides the best opportunity for control of the situation and the internal and external perceptions of the market. The success of handling an incident is dependent on the actions taken immediately after the incident occurs. Over-reaction should be favored as the initial response. Implementing plans before the severity of the incident is confirmed may prevent the situation from spiraling out of control.

Another key component of a crisis/emergency plan is establishing clear guidelines related to communication including for who is and isn't authorized to speak about the incident with media and the proper procedures for conveying the initial information to the emergency responders. Managing this communication can significantly effect how the incident is handled and even help to mitigate potential future litigation and lawsuits. In St. Louis the following communications checklist was developed. This can be adopted to fit your particular realities.

When you get the crisis call:

Get the facts, Write the facts down.

Who was there when it occurred? Were there any injuries or fatalities?

Was on-site care received?

Is the injured being taken to the hospital/emergency room?

Was there any facility damage? If so, what was it?

Where did it happen? (Get specific location.)

When did it happen? (Date and time specific.)

How did it occur? (Don't speculate.)

Call the appropriate emergency response personnel (Fire Dept, Police, 911, etc.) and the market manager.

Secure the crisis scene.

Having accurate contact information for not only emergency responders but also market personnel, tenants, vendors, etc. is also critical. This information should be included as a part of the written document and be updated on a regular basis. Multiple copies of the plan should be available on site as well as at the homes/offices of key personnel. Copies should also be shared with local fire and police.

Key to the success we experienced effectively handling the situation at our market is the fact that we annually review the plan with all partners including our vendors. Although individuals won't all remember the specifics of the entire plan at least they are knowledgeable that there does exist an orderly plan to respond to an emergency and that market personnel are in control of the situation. I can't stress training and review enough. It is worse not to have a plan at all, than to have one and not have the staff and other stakeholders trained on its implementation.

This is a quick guide on developing a crisis/emergency plan for your site. As I stated before, each plan will be unique. The important thing is that you have a plan, you've identified key personnel to institute the plan and, more importantly, that you share and practice the plan with emergency responders and market stakeholders. If you would like a complete copy of the Rochester or St. Louis plan, feel free to e-mail me at farrj@cityofrochester.gov.

(Many thanks to Clarence Hughes and his team at the St. Louis Produce Terminal for the input from their plan.)

FEEDING KANSAS CITY FOR 150 YEARS AND COUNTING!



The City Market celebrates a landmark year in 2007 as the Market kicks off its 150th anniversary season! Perhaps best known for its farmers' market and linking growers with the community, the City Market is also a shopping and eating destination, a cultural center representing the most diverse area in Kansas City, an eclectic entertainment venue and most of all, an old friend at the "root" of many memories.

The anniversary celebration will take place May 12 & 13, 2007 with kids' activities provided by Wonderscope, storytelling by Mother Nature, educational seminars by the Missouri Extension Office, pancake breakfast with Chris Cakes and more. Through a partnership with the *Kansas City Public Library*, a City Market Historical exhibit will be unveiled for viewing in the South Building which will feature the rise, fall and rebirth of the City Market.

A City Market Retrospective Seminar will take place on Saturday, May 20 at the Central Library at 2 pm. Dr. Ron Miriani, Professor of History at Park University will host the seminar and a historical walk immediately after the seminar.

The first Saturday of each month throughout the season, the City Market and agricultural history will be celebrated through a partnership with the *National Agricultural Center and Hall of Fame*. Additional programming will include food festivals featuring mouthwatering summer favorites, contests with 105.1 KACK FM, kids' activities, storytelling by Mother Nature, historical reenactments, petting zoos, seminars with the Missouri Extension Office and cooking demonstrations by local chefs. Activities continue to build so be sure to call the City Market Management Office at 816-842-1271 or visit www.thecitymarket.org.

CONCERTS

May 11 The Killers SOLD OUT—With special guests Hot, Hot, Heat (Gates open 6 pm—Show begins 7 pm)

July 20 Incubus—With special guest Simon Dawes (Gates open 6 pm—Show begins 7 pm)
Tickets \$29.00 through Ticketmaster & AEGLive.com

150th ANNIVERSARY SCHEDULE OF EVENTS

May 12 - 13 Anniversary Celebration Kickoff

Wonderscope Kids' Activity Tent (8 am–2 pm)
Monster Art Mural (8 am–2 pm)
Mother Nature Storytelling (8 am–2 pm)
Chris Cakes Pancake Breakfast (Saturday 8 am–11 am and
Sunday 10 am–1 pm)
University of Missouri Extension Office Healthy Eating Seminar &
Sampling (8 am–1 pm)
Flores Farm Animal Display (8 am–2 pm)

May 20

City Market Community Yard Sale (9 am–3 pm)
Yard Sale will be weekly every Sunday through October
KCFX 101.1 the Fox King of the Backyard Amateur BBQ Contest
(11 am–3 pm)
City Market 150 Years Historical Seminar- Central Library 2 pm

June 2 Berry Festival

Wonderscope Kids' Activity Tent (8 am–2 pm)
Mother Nature Storytelling (8 am–2 pm)
Shatto Milk Company Sampling & Baby Calf Petting Station
(8 am–2 pm)
Cooking Demonstrations with Mike Hursey, Casa Sommerset
(9 am–11 am)
Grow Native Day at the City Market (8 am–2 pm)
105.1 JACK Berry Extravaganza & Contests (10 am–12:00 pm)

July 7 Tomato Festival

Wonderscope Kids' Activity Tent (8 am–2pm)
Mother Nature Storytelling (8 am–2pm)
Medicine Show (9 am–Noon)
Cooking Demonstrations (9 am–11 am)
Salsa Dancing (8 am–2 pm)
Salsa Recipe Contest (T.B.D.)
105.1 JACK FM Tomato Extravaganza & Contests (10 am–12 pm)

August 4 Corn Festival

Wonderscope Kids' Activity Tent (8 am–2 pm)
Mother Nature Storytelling (8 am–2 pm)
Cooking Demonstrations (9 am–11 am)
Corney Improv with Comedy City (9 am, 10 am, 11 am)
105.1 JACK FM Corn Extravaganza & Contests (10 am–12 pm)

September 1 Melon Festival

Wonderscope Kids' Activity Tent (8 am–2 pm)
Mother Nature Storytelling (8 am–2 pm)
Cooking Demonstrations (9 am–11 am)
Cowboy Shoot out (9 am–12 pm)
105.1 JACK FM Melon Extravaganza & Contests (10 am–12 pm)

October 13 & 14 Harvest Festival

Wonderscope Kids' Activity Tent (Saturday 8 am–2 pm and
Sunday 10 am–2 pm)
Mother Nature Storytelling (Saturday 8 am–2 pm and
Sunday 10 am–2 pm)
Benjamin Ranch Stagecoach Rides (Saturday 8 am–2 pm and
Sunday 10 am–2pm)
City Market Pumpkin Patch (8 am–4 pm)
501.1 JACK FM Harvest Festival Olympics (10 am–12 pm)
Blue Grass Bands and other Music (T.B.D.)

For more information, contact the
City Market Office at (816) 842-1271 or
visit the City Market at www.thecitymarket.org



WUWM E-NEWSLETTER

2007, Edition 4

WUWM 25th Congress in Beijing, China

Preparations are in full swing for the WUWM 25th Congress in Beijing, China which will take place from 3-6 September 2007.

Early-bird registrations have closed, but registration is still possible from now through until the opening of the congress. If you have not yet registered please visit:

www.wuwmcongress.org to print the registration forms (please send these to the WUWM Secretariat) and to book your accommodation.

The congress will be opened by China's Vice Premier Wu Yi (see accompanying article) and she will be followed by WUWM Chairman Donald Darnall and CAWA Chairman Zengjun Ma discussing the global and Chinese wholesale market scenes respectively.

The WUWM Congress programme plenary sessions with confirmed speakers will soon be updated on the congress

website, and speaker synopses and biographies are being added as they are received. Information on the partner programme and the post congress tours (which include a technical visit to Chaoyang Vegetable Base as well as Beijing city and the Great Wall at Badaling) can be viewed on the congress website. A technical visit will also be made to Beijing ShunXin Agricultural Wholesale Market.

CAWA has requested the support of WUWM markets in disseminating information about a free photographic exhibition opportunity members and their market traders may want to take advantage of during the congress. An exhibition area will be made available during the congress and each WUWM member market will have a free pictorial profile in this expo. The market profiles will be similar to the information and pictures currently on

display in the WUWM website international market tour. The member information for the exhibition was provided to CAWA by the



Secretariat directly on behalf of WUWM member markets.

In addition to that, CAWA offers this opportunity also to dynamic wholesale market traders so they may also have the opportunity to be included in the exhibition. This is a valuable profile of western markets and traders for the estimated 500 Chinese delegates that will attend this congress.

A letter from Mr Ma explaining this expo, as well as supplying a form to register interest is available from the Secretariat. This opportunity is possible regardless of whether or not you are in attendance in Beijing. If you have any queries, please contact the CAWA representative indicated on the form, or alternatively you can also contact the WUWM Secretariat.



Calendar of Events

2007

03-06 September	Beijing China
WUWM Congress	
05-07 September	Bangkok Thailand
Asia Fruit Logistica	
09-11 September	Blackpool UK
NABMA Conference and AGM	
06-07 September	Bangkok Thailand
EUREPGAP Asia Conference	
10-12 September	
AFG TOTAAL	
19-20 October	Paris, France
WUWM Retail Conference	
29-30 October	Santiago de Compostela, Spain
5º Encuentro Nacional de Mercados Municipales Minoristas	
2008	
01-03 October	Copenhagen Denmark
WUWM SO FRESH	
17-18 January	Bologna Italy

Please send your events to: info@wuwm.org

[Eurofruit Magazine](#)

is offering WUWM members a 30% discount on subscriptions, or 50% discount on magazine and Newline subscriptions.

Contact [Maria Cavit](#) to know more!

NATIONAL ASSOCIATION OF PRODUCE MARKET MANAGERS

62 YEARS SERVING MARKET MANAGERS

APPLICATION FOR JULY 1, 2007—JUNE 30, 2008 MEMBERSHIP

First Name	Last Name	Title	
Business Name			
Address		City	State/Province
Zip/Postal Code	Country	Website	
Phone	FAX	E-Mail	

GENERAL MARKET INFORMATION (Mark which category best describes your market)

- Farmers/Growers Markets (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 Product Market Managers.
(Please select appropriate membership below.)

Signature _____

PERSONAL INFORMATION OF MEMBER (Optional)

Home Address		City	State/Province
Home Phone	Home E-Mail		Zip/Postal Code

TYPE OF MEMBERSHIP (Check one)

- Executive (Active Market Managers) \$50.00 (NAPMM)
- Associate (County, State or USDA Employee) \$50.00
- Commercial Partner (Manufacturers, Produce Dealers) \$300.00
- Retired Executive \$5.00
- Honorary (Selected by Board of Directors) No Fee

GREENSHEET NEWSLETTER (Indicate preference) E-Mail Postal Service Both

PLEASE COMPLETE AND MAIL APPLICATION WITH APPROPRIATE AMOUNT TO:

NAPMM Membership
P. O. Box 291284
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