

Wholesale Market Stakeholder Meeting

DRAFT AGENDA

USDA/National Association of Produce Market Managers/United Fresh Produce Association Meeting

January 25, 2018

USDA Sidney R. Yates Federal Building, 201 14th St SW, Washington, DC 20227

OBJECTIVES

- Discuss the important role that wholesale markets play in cities and regions throughout the United States in providing critical infrastructure that links agriculture to communities.
- Generate ideas for opportunities to address challenges wholesale markets are facing to ensure their continued success.
- Connect wholesale markets with federal resources and foster continuing relationships.

SECURITY & EVENT CHECK-IN / BREAKFAST | FS Promenade (Basement)

08:15am-8:30am Security Check-in | USDA U.S. Forest Service Visitor's & Information Center, 1400 Independence Ave SW, Washington, DC 20250

Entrance @ U.S. Hwy 1/14th St. SW and Independence Ave. SW

ID is required | All individuals will go through screening

08:30am-9:00am Event Check-in/ Breakfast

WELCOME | Leopold Training (2SE01)

09:00am-9:30am **USDA | Ron Batcher**, Architect | Agricultural Marketing Service

USDA | Arthur Neal, Deputy Administrator | Transportation & Marketing

NAPMM | Rose Harrell, President

United Fresh Produce Association | Miriam M. Wolk, Vice President | Member Services

09:30am-9:45am **Round Robin Introductions**

MARKET SESSIONS | Leopold Training (2SE01)

09:45am-10:00am **The Value of Wholesale Produce Markets in Context: An Overview of the Local & Regional Food Marketing Landscape | Lindsey Day Farnsworth, PhD |**

University of Wisconsin – Madison Center for Integrated Agricultural Systems

10:00am-10:45am **Strengthening the Link between Wholesale Markets and Local & Regional Producers & Food Businesses**

- Toronto Terminal Market (Video)
- Maryland Food Center Authority | Dr. Donald J. Darnall, Executive Director
- San Francisco Wholesale Produce Market | Michael Janis, General Manager

10:45am-11:00am **BREAK | FS Promenade (Basement)**



11:00am-11:30am **Open Session** – participant response to presentations and discussion of strategic market development issues:

- What market infrastructure and management practices help merchants thrive?
- How are markets interacting with local food system development efforts in their regions?
- What capital investments have yielded the greatest impact for markets?

11:30am-12:00am **United Fresh Produce Association | Miriam M. Wolk, Vice President | Member Services**

- Discussion of produce industry infrastructure priorities.

LUNCH/TOUR | Triple Nickle (PSE05)

12:00pm-12:45pm Lunch

12:45pm-01:30pm USDA Building Tour

GROUP #1 Fidel Delgado

GROUP #2 Yvette Bamiro

AFTERNOON PANEL | Leopold Training (2SE01)

01:30pm-03:00pm **Panel discussions**

FDA | Jenny Scott, Senior Advisor | Office of Food Safety; Center for Food Safety and Applied Nutrition

- *What are the implications of FSMA for market managers and managing bodies?*

USDA | James Barham, Agricultural Economist – Food Systems Specialist | Rural Development (RD), John Okoniewski, Deputy Director | Specialty Crops Market News (SCMN), Travis M. Hubbs, Chief, Investigative Enforcement Branch | PACA Division, Fair Trade Practices Program; Agricultural Marketing Service (AMS)

- *What resources are available for updating outdated infrastructure, such as aging floors, roofs, etc.?*
- *Overview of AMS Specialty Crops Market News*
- *PACA mission and daily functions.*

HUD | §108 office representative

- §108 loan guarantee program

03:00pm-03:15pm **BREAK | FS Promenade (Basement)**

OPEN PANEL SESSION | Leopold Training (2SE01)

03:15pm-04:15pm **Open Panel Session & discussion | FDA, USDA AMS, TM, Grants, RD, PACA, HUD, SCMN, FNS**

- Collectively discuss both the morning and afternoon panel discussion to formulate ideas, questions, and future connectivity.

REPORT OUT | Leopold Training (2SE01)

04:15pm-04:45pm Open session - report outs, takeaways from the day, and goals moving forward



- *How can wholesale produce markets best position themselves in a changing national food distribution landscape?*

CLOSING | Leopold Training (2SE01)

04:45pm-05:00pm

Closing statements

NAPMM | **Rose Harrell**, President

United Fresh Produce Association | **Miriam M. Wolk**, Vice President | Member Services

USDA | **Arthur Neal**, Deputy Administrator | Transportation & Marketing

USDA | **Ron Batcher**, Architect | Agricultural Marketing Service

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