

**About NAPMM**

Founded in 1947, NAPMM strives to help market managers improve facilities and increase services while encouraging cooperation and exchange of ideas between members and partners.

**NAPMM Officers**

Kristina Stanley .....President  
Paul Thompson.....Vice President  
Deb Churchill (non-board)Treasurer  
Danny Raulerson .....Secretary

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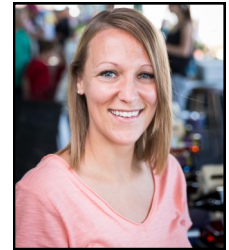
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**MESSAGE FROM THE PRESIDENT**

The hot weather is in full swing and the summer solstice (June 21) along with Independence Day is just around the corner; how time flies. I hope this season is treating everyone well professionally and personally.

I would like to say I am honored to serve as the new president of NAPMM. For more than 70 years, NAPMM has focused on providing resources, leadership development and networking opportunities on a national level. I will strive to continue to move our association in a positive direction focusing on our Mission statement.



Many thanks go out to the Policy & Programs committee for organizing a very memorable conference in Miami and a special thank you to our host, Danny Raulerson with the Florida Department of Agriculture & Fresh from Florida. The conference would not have been successful without the efforts of board and committee members, sponsors, speakers and, of course, the commitment of our membership to attend and participate.

Next year, Atlanta will host our 73rd annual conference. Paul Thompson along with the Policy & Programs committee are already planning what promises to be a wonderful experience for all who attend.

Membership renewals will soon be due and I encourage everyone to support the association by renewing their membership, reminding their colleagues and recruiting new members. The Board of Directors is here to serve the organization. If there is anything you would like the Board to discuss, please send an email to Linda Best, lindabest@napmm.org, and/or myself at Kristina.Stanley@opkansas.org no later than Aug. 1, so we can include it on the agenda.

I look forward to the year ahead and welcome any ideas you may have. Thank you all for your continued support. -- *Kristina Stanley, President*

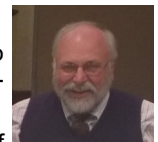
**NAPMM 72ND ANNUAL CONFERENCE, A GREAT SUCCESS!**



The State of Florida Department of Agriculture and Consumer Services, welcomed over 60 market managers and other related associates to the, 72nd Annual Conference in beautiful, downtown Miami.

Special thanks to the entire program committee and especially, the host, Bureau Chief, Danny Raulerson, for a well planned and executed event. The host hotel accommodations and staff were amazing and the gracious contributions of our esteemed sponsors enabled the organization to keep individual member expenses low and helped the event be affordable for our organization.

The Conference was dedicated to NAPMM friend and colleague, Guy Vasta, who was a loyal stalwart at every conference over the last 10 years and whose wit, wisdom and positive outlook, will be missed by all.



In response to the recent member survey, a large segment of the classroom portion was devoted to a professional development session on 'Connecting Differences for Vitality'. This session presented by Tatyana Feltmeyster, Principle of Connecting Differences, built competencies for dealing with the increasing diversity in our society and markets, increasing awareness and suggesting easy to use tools to assist.

Other major topics included a timely presentation on, Being Proactive against Public Threats, suggesting strategies to protect public facilities from terrorism and other threats. Long time military and law enforcement veteran, Noel Feliciano, lead the discussion. The wholesale markets spent two sessions continuing their work begun at the Washington DC. Summit, on defining the roles and opportunities for wholesale markets in today's food system and identifying the resources and support available to assist markets in updating facilities and remaining relevant. Ron, Batcher from USDA Marketing Services, facilitated the discussions. (cont'd next page...)



### NAPMM 72ND ANNUAL CONFERENCE, A GREAT SUCCESS! *CONT'D*

Tours of the Port of Miami, a unique salmon farming project, a huge, family run agritourism center, a spectacular orchid growing estate and a state of the art packing house, gave conference attendees a chance to view the diversity of the South Florida agri-economy and an opportunity to have a behind the scenes tour of one of the world's busiest and most modern ports.

The opening reception and closing dinner on South Beach, provided a chance to relax and network in a beautiful, tropical setting.

Thanks again to everyone for your efforts to make the event a huge success and important development opportunity for all.



*Group Photo at Atlantic Sapphire Salmon Farm*

[Click Here](#) to View More Conference Photos!



*Port of Miami*

### AWARDS GIVEN AT ANNUAL CONFERENCE

NAPMM recognized the following individuals for their contributions to the industry and the organization:

Mimi Fritz, President and CEO of the Downtown, Grand Rapids Market, was named the NAPMM, Market Manager of the Year. Mimi has been instrumental in the development, launch and operation of this state of the art facility in downtown Grand Rapids. She leads a diverse staff that not only oversee the day to day operations and also are responsible for a variety of special events and educational programs all focused on increasing knowledge and access to local foods in an urban setting. Congratulations, Mimi!



*Mimi Fritz, Justin Cottrell and Kristina Stanley Receive CPMM Accreditation; Rose Harrell accepts on behalf of Kristina Stanley*



Francis Horne, Development Rep III, was awarded the prestigious, William Mulligan Sr. Award, named after one of the organization's original founders and longtime members. This award, given periodically, recognizes individuals who have gone above and beyond to advocate for and support NAPMM. Francis is not only the longest tenured member still active in the organization, but also one of its most tireless and enthusiastic supporters. Over the last 30 plus years, Francis has served several stints on the board including as an officer, and has attended most of the conferences, but more importantly, he has always been there when we needed him and has kept Florida involved in the organization through several changes in administration. He assisted with co-hosting several Florida based conferences and was always a willing volunteer no matter where we were meeting. We wish Francis and Dee the best in their retirement.

Mimi Fritz, Justin Cottrell, from the City Market In Kansas City, and Kristina Stanley, Overland Park, Kansas Market all completed the requirements to become Certified Market Managers; additionally, Guy Vasta also received his recognition posthumously. Ben Vitale accepted on behalf of his family.

Congratulations to all!!



*Ben Vitale accepts CPMM on behalf of Guy Vasta's family*

*“The SF Market is undergoing a multi-phased \$96 million reinvestment project to upgrade and expand their facility in Bayview-Hunters Point, including an 80,000 sq. ft. state-of-the-art building to support emerging food businesses, local farmer partnerships and an engaged community.”*



**Bold New Look for the San Francisco Market**

## SAN FRANCISCO WHOLESALE PRODUCE MARKET UNVEILS NEW MONIKER, FRESH LOOK

### *TRINITY BRAND GROUP HELPS REBRAND A SAN FRANCISCO ICON*

SAN FRANCISCO – March 21, 2018 –San Francisco’s original and only wholesale produce market has a fresh, new moniker – The SF Market - and a bold new look to express the vibrant and critical role it plays in the Bay Area’s food economy and the broader community it serves. Home to a diverse range of 31 produce merchants spanning wholesalers, distributors and online grocery delivery companies, The SF Market provides critical infrastructure that connects food businesses throughout the Bay Area to a vast range of fresh produce from farms both local and around the world. With a landmark 60-year lease from the City of San Francisco and special recognition as a historic asset by San Francisco’s Legacy Business Registry, The SF Market has undergone a major rebranding effort. The new logo and look and feel is showing up on its website, on signage at its 55-year home in the Bayview-Hunter’s Point neighborhood and on merchant trucks crisscrossing the Bay Area.

[Trinity Brand Group](#), based in Berkeley, developed the brand strategy and the new design to vividly bring to life the centrality of The SF Market in sustaining a healthy and vibrant Bay Area. Formerly known only as the San Francisco Wholesale Produce Market, the new shorter moniker was created to make it easy and memorable, and to firmly root the brand in its San Francisco home. The leaf logo expresses both the freshness and the centrality of The SF Market. Easily recognizable on merchant trucks, it will serve as a way for businesses and consumers to know where their fresh food comes from. And, new signage at the entrance of the Bayview-Hunters Point operation will infuse the neighborhood and The SF Market itself with new energy and color.

“As a pillar of the Bay Area’s food economy and a non-profit social enterprise, The SF Market is a hidden gem in San Francisco,” said Matthew Youngblood, Co-Founder of Trinity Brand Group. “With its innovative track record of helping food businesses grow at every stage and size, The SF Market has played an instrumental role in how the Bay Area has evolved into a leading food destination. With the power of this new brand, we are proud to invest in the future of The SF Market and excited to help them grow and sustain their leadership role.”

Today, The SF Market provides fresh fruits and vegetables to food businesses throughout the Bay Area and beyond. The SF Market makes things grow. As a central player in expanding the reach of small and local farmers, it has created jobs for more than 800 people and provides the fresh food that fuels the city’s thriving food scene.

“We have been thrilled to have the expertise of Trinity Brand Group behind us as we took this important step to rebrand our organization,” said Larry Brucia, President of the Board of Directors. “Through our collaboration with Trinity and the roll-out of our new look, our goal is to increase awareness of the enormous positive impact of The SF Market and to connect with food purveyors and the community in a bigger, better and more meaningful way than ever before.”

Currently, The SF Market is undergoing a multi-phased \$96 million reinvestment project to upgrade and expand their facility in Bayview-Hunters Point, including an 80,000 sq. ft. state-of-the-art building to support emerging food businesses, local farmer partnerships and an engaged community.

About The SF Market: The SF Market makes things grow – for farmers, distributors, wholesalers, retailers, restaurants, and communities. Home to 31 permanent merchants in a single vibrant San Francisco marketplace, the SF Market is a platform for critical access and scale. It provides the food infrastructure, programs and relationships that help hundreds of farmers, Bay Area food businesses and their communities thrive. The SF Market’s diverse range of produce businesses connect food purveyors of every kind with fresh produce farmed locally and around the world. To learn more, go to [The SF Market](#).

About Trinity Brand Group: Trinity Brand Group is an award-winning brand strategy and design firm with locations in the San Francisco Bay Area, Chicago and Ireland. Trinity clients span a variety of industries including food and beverage, technology, lifestyle brands and financial services. The firm helps organizations realize their full potential by applying rigor and creativity across a full spectrum of services including brand and design strategy, identity and package design, consumer research, and communications for new and established brands. To learn more, go to Trinity Brand Group. Check out coverage of our recent Brand launch- [www.thepacker.com/article/san-francisco-wholesale-produce-market-rebrands](http://www.thepacker.com/article/san-francisco-wholesale-produce-market-rebrands)

## National Association of Produce Market Managers

PO Box 1617  
Garner, NC 27529  
napmm.org

## Over 70 Years Serving The Produce Industry

### BOARD OF DIRECTORS

#### Expires 2019

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*Justin Cottrell*  
*Kristina Stanley\*\**

#### Expires 2020

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*Brendan Tydings*

#### Expires 2021

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*Walter Campbell*  
*Alison Einerson*  
*Mimi Fritz\*\**  
*Michael Janis*  
*Danny Raulerson\*\**

\*\*Denotes 2 Consecutive Terms

## AMS' WHOLESALE MARKET DESIGN ARCHITECTURAL SERVICES HELP USDA PROVIDE FULL SERVICE TO AGRICULTURAL MARKETERS

Posted by Arthur Neal, Deputy Administrator, Transportation and Marketing Program in [Food and Nutrition](#) Apr 04, 2018

When the U.S. Department of Agriculture says it's here to help with all aspects of agriculture, it includes no-cost architectural services for stakeholders across the country. These services consist of initial design and plan evaluation for the construction or remodeling of wholesale markets, farmers markets, public markets and food hubs. An architect with the Agricultural Marketing Service's Transportation and Marketing Program provides the services.



AMS' current architect, Ron Batcher, serves as USDA's technical source for food markets and hubs. He provides guidance that covers all phases of development from the initial concept through the construction process. He provides technical assistance to enhance or create structures that are functional, safe and efficient and meet the needs of stakeholders and customers; and provides expertise to ensure that building codes comply with zoning laws, fire regulations, and local and state ordinances. He also provides environmental issue reviews, site selection, initial design concepts, building cost studies, coordination with

local design professionals and third party design reviews.

The former owner of his own design-build company, Batcher joined USDA in 2017 after more than 20 years' experience in residential and commercial architecture, and the construction industry. He has completed projects ranging in cost from a few thousand dollars to more than \$60 million.

AMS' recent architectural design services for USDA customers include:

Food Hub Facility in Warrenton, North Carolina. AMS is providing schematic and design drawings for the renovation of the produce processing facility, including food-grade finishes and equipment layout, and an addition that will allow temperature-controlled cold production, storage and distribution activities.

Rehabilitation of the Paradise Inn in Martinsville, Virginia. AMS provided architectural assistance to the city for its plans to rehabilitate the historic landmark to house a "farm-to-table" restaurant, a community kitchen, and meeting spaces for classes and events promoting healthy living. Part of AMS's assistance included drawing floor plans for the existing structure -- which are now the only plans available for the building as it is -- and creating proposed floor plans for the rehabilitation.

The Sanctuary at Albuquerque for the University of New Mexico Hospital. AMS provided architectural floor plans and 3-D renderings for a rooftop garden made up of numerous growing towers, planting beds, and an aquaponics tank for fresh produce and fish cultivation to feed patients and staff.

The FARE Center in Appleton City, Missouri. AMS provided drawings to illustrate possible layout options for the center's roadway, sidewalks, street furniture, trees and open spaces. They followed up with floor plans and 3-D renderings to help meet the city's vision that the center will be used as a business incubator, community kitchen, and food hub.

The Farmers Market at Ripley's Flea Market, Ripley, Mississippi. AMS provided the preliminary design for a new market pavilion and event space located on the grounds of the existing flea market intended to bring together farmers, ranchers, artisans, artists, and customers in a safe, family-oriented, and inexpensive venue.

Interested in seeing how you can make your market facilities more efficient or better able to prepare for best practices in food safety for your suppliers, vendors and customers? Contact Ronald Batcher at (202) 690-1309 or [ronald.batcher@ams.usda.gov](mailto:ronald.batcher@ams.usda.gov).

More information about the design and consulting resources are available on the [Wholesale Markets and Facility Design](#) page on the AMS website.