

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.

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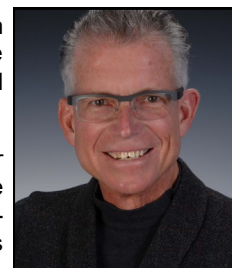
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MESSAGE FROM THE PRESIDENT

For those of you I may not know, greetings, my name is Jim Farr and I am very proud to be serving my second term as President of NAPMM. I have operated the Public Market in Rochester, NY for the past 25 plus years and been a member of NAPMM for about the same.



When I first took over the Rochester Public Market, I was an avid shopper and booster but knew almost nothing about the operation of markets or the complexity of our local and national food system. The former Market Manager had been a member of NAPMM so I figured that was a good place as any to start to learn.

When I attended my first meeting, I was greeted by some market legends, Bill Mulligan Sr and Jr., John Armenta, Bruce Nichols, Mike Ferguson, Charlie Edwards and many, many more. Despite the fact that I was this neophyte with little market knowledge, I was greeted with open arms and almost immediately felt like part of the family.

Everyone was open to my questions and glad to share successes and failures. I learned a lot at that first annual meeting, but more importantly I developed a network of professionals who were available to answer questions, commiserate or just bounce ideas off.

Markets and NAPMM have changed a lot over the last 25 years and like all things, continue to evolve. When I joined, the organization was dominated by wholesale terminal markets and a few large public markets. The proliferation in farmers markets and the whole foodie/celebrity chef culture had just begun, and downtown public markets were being rediscovered or developed. Over the years, the membership has mirrored the industry with retail proliferating while wholesale remained more static and new innovations like Food Hubs and Food Halls entered the market landscape but through all the changes, one thing remains constant, people have to eat and they need safe, clean, efficient delivery systems and outlets to get their food.

That is the core of the mission of NAPMM as I see it, is to be an organization which assists primarily for year-round markets, with permanent infrastructure, whether they be wholesale, retail or public markets or now also food hubs, halls and farmers markets, to improve and strengthen their vitality while at the same time providing a safe, efficient venue for customers including direct consumers, chefs, storeowners, buyers for grocery chains and restaurants and institutions or government to source their food. This mission is accomplished with the assistance of our colleagues at the USDA, United Fresh and other industry and governmental experts through a member driven organization, focused on education and most importantly networking amongst market managers and our strategic partners.

NAPMM has meant a lot to me both personally and professionally. I've been places, seen things and developed friendships and memories that I will cherish throughout the rest of my life. I hope you agree and will help us to continue to keep this great organization strong, get involved, spread the word, join the Board or just share your ideas and input to keep NAPMM vital for another 73 years.

Please complete the survey that was recently sent out, give us your input for sessions in New Orleans and most importantly continue to network with fellow market managers as the industry continues to evolve and change.

Jim Farr, NAPMM President

**SAVE THE DATE!
NAPMM TO VISIT NEW ORLEANS MARCH 23-26, 2020**

The NAPMM 2020 Annual Conference and meeting will be held in one of world’s most unique and exciting Cities, New Orleans, Louisiana at the end of March, a perfect time to visit with average highs in the 70’s and low humidity.

New Orleans is world-renowned for its distinct music, Creole cuisine, unique dialect, and its annual celebrations and festivals, most notably Mardi Gras. The historic heart of the city is the French Quarter, known for its French and Spanish Creole architecture and vibrant nightlife along Bourbon Street. The city has been described as the "most unique" in the United States, owing in large part to its cross-cultural and multilingual heritage. (Thanks to Wikipedia)

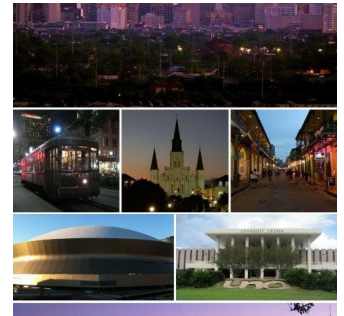
The conference committee is working on the program. But for sure we will include visits to the French Market, at least one of the amazing Crescent City Farmers Markets operated by a community not-for profit, Market Umbrella. We are in discussion with the Pythian Market, a unique market and food hall with a mission to celebrate local food and artisans, as a venue for our opening President’s reception and are working on a preconference tour of the world renowned, National World War II Museum and a tour of the City’s historic French Quarter. And of course, if you’re looking for a party featuring jazz, great food and nightlife, this is this is the place to be.

The Wholesale and facilities side of the conference is still under development.

The conference hotel, The Hilton Garden Inn, French Quarter and Central Business District, is an easy walk to the excitement of Canal and Bourbon Streets and in a neighborhood loaded with unique restaurants and clubs.

You should have recently received a survey about what you would find valuable to include in the conference agenda. Please take a few minutes to give us your input.

Mark your calendars, call your friends and spread the word. NAPMM will be taking New Orleans by storm. Don’t miss this great opportunity to learn, experience and network with colleagues from around the country and the world.



Sites in New Orleans



Bourbon Street Crowd

ROCK RIVER DEVELOPMENT PARTNERSHIP HOSTS RIBBON CUTTING FOR ROCKFORD CITY MARKET

FOR IMMEDIATE RELEASE September 20, 2019

Rockford, IL - Community leaders and partners of the Rockford City Market project gathered today to cut the ribbon on the new indoor venue of the Rockford City Market.

Speakers included Peter Provenzano, Chairman of the Rock River Development Partnership, Thomas Budd, President/CEO of Rockford Bank & Trust, Karl Franzen, Director, Community and Economic Development, City of Rockford, and Joe Scandroli, Jr., President of Scandroli Construction Co.

Construction began in March of 2018 on the project in downtown Rockford and includes funding from the City of Rockford, Rockford Bank and Trust, Southside Community Optimal Redevelopment Enterprise (SCORE), US Bank, Twain Financial Partners, Rock River Development Partnership and private contributions.

In addition to federal and state historic tax credit investments, the Rockford Indoor Market project includes a highly competitive federal New Markets Tax Credit allocation, a first for Rockford.

Thomas Budd, President/CEO of Rockford Bank & Trust, said: “We are pleased to be an integral part of the team of financial institutions and community organizations that came together to support this project. The Rockford City Market has been a catalyst for small business incubation and downtown revitalization over the past 10 years. We look forward to the expanded programming and growth that will occur with this new development.”

The new market includes a food hall open 5 days a week with 3 current tenants, all of whom started at the weekly Friday market and now have permanent storefronts. Crust & Crumbles, an artisan bakery, Ronit’s Kitchen, a Mediterranean eatery, and Quixotic Bakery, specializing in cookies, brownies, candies and ice cream. A 4th tenant will be announced soon. The market also features a 1,500 square foot incubator kitchen available for lease for entrepreneurs and small businesses, and the Bowtruss Room and Market Hall, both venues for community events and available for private rental. (cont’d next page...)



Rockford City Market Ribbon Cutting



This existing Raleigh State Farmers Market will be redesigned under a master plan. Courtesy of North Carolina Department of Agriculture

ROCK RIVER DEVELOPMENT PARTNERSHIP HOSTS RIBBON CUTTING FOR ROCKFORD CITY MARKET (*CONT'D*)

"The indoor market development is a wonderful complement to the seasonal Friday night gathering," said Peter Provenzano, Chairman of the Rock River Development Partnership. "This space will allow our vendors to extend their season and provide a venue for us to offer additional programming for the community and bring even more people downtown year-round."

Karl Franzen, Community and Economic Development Director for the City of Rockford emphasized "Supporting small businesses and entrepreneurs, minority- owned and women-owned small businesses, is a key strategy in the City of Rockford's economic development plan. The Indoor City Market is an important investment in the Rockford's small business ecosystem and will benefit entrepreneurs and entire community."

For more information: Cathy McDermott, Executive Director, RRD, 815-977-5124, cathy.mcdermott@rrdp.org.

NC WHOLESALERS FACE EVICTION IN PLAN FOR PARK AND FARMERS MARKET

By: Amy Sowder, The Packer

Produce wholesalers at the Raleigh (N.C.) State Farmers Market may be booted from their space when a master plan for redesigning the property and surrounding land comes to fruition.

There are 11 five-year leases held by 10 wholesalers at the market, said David Smith, chief deputy commissioner of the state's Department of Agriculture and Consumer Services, which operates the state- owned market.

Smith represents the 20-acre state market in its partnership with city-owned Dorothea Dix Park, which has the Dorothea Dix Park Conservancy to pursue its interests.

The 308-acre park is next to the wholesale buildings, comprising about seven acres in the back of the farmers market property, separated by a chain link fence.

Using money from private individuals and organizations, the conservancy hired Michael Van Valkenburgh Associates to design the master plan. The same landscape architects created Brooklyn Bridge Park — which won the Brenden Gill Prize for an artistic work most embodying the spirit of the City of New York.

In several phases over a span of 10, 20 or 30 years, the firm's plan includes mixed-use condos, shops, restaurants and pedestrian access between the park and the farmers market.

"The conservancy has always seen the farmers market as an asset to the park because it can be a draw-in card. Our back door is their front door," Smith said.

The market has a place for small-scale farmers to sell from trucks to small grocers and fruit stands. What they can't sell, often the wholesalers take. For consumers, there's a farmers' market for produce, a restaurant and a market with other food, crafts and North Carolina-made products. There's also a truckers' shed for high- volume buyers to drive through and do business.

The wholesaler portion of the market includes a finger of lesser-used property that juts out the back of the entire property. To the left of the finger, there are 125 acres of undeveloped property owned by North Carolina State University, which has been shopping for large corporations to use it for headquarters, Smith said. At one point, the land was offered to Amazon with \$2.1 billion in incentives, Smith said, and at another time, it was courting Apple to place a headquarters there. On the right side of the farmers market finger is the park.

"We mean no harm to anyone there, but looking long-term, we have to be prepared for the changes coming down the road. You'd rather have some plan in place, in your back pocket, when the speed of change picks up," Smith said.

"At some point, if the property on the left-hand side is sold to a large corporation for its headquarters and when the park on right side gets more developed, the dirt in between may have a value that's worth too much for its current use," he said.

Smith said he doesn't know what the state would decide then but having this plan in motion could help the market retain some control of its future. (*cont'd next page...*)

NC WHOLESALERS FACE EVICTION IN PLAN FOR PARK AND FARMERS MARKET (CONT'D)

There is no money allocated for implementing this plan yet, Smith said.

He doesn't see the inclusion of the wholesalers in the future, as the market becomes more of a destination.

Reaction

The wholesalers sell to independent grocery stores, big-chain retailers, restaurants, institutions and roadside markets.

Most of the produce in the state's research triangle area of Raleigh, Durham and Chapel Hill is bought at the wholesale terminal, according to the agriculture department.

There are three other state farmers markets in North Carolina that house about one wholesaler each, so the Raleigh market has the biggest wholesaler concentration, said Vaughn Ford, one of the fourth-generation owners of Ford's Produce Co., a wholesale distributor where his son, niece and nephew also work.

"It's the only profitable one in the state because we have a partnership among farmers, retailers and wholesalers. Farmers will sell what they can and what they can't, we can sell," Vaughn said.

The wholesalers broaden the farmers' distribution by selling to chain stores and restaurants, which farmers don't have the resources to do, Ford said. The wholesalers prioritize North Carolina produce when it's available and source elsewhere when it's not.

"Without this, you'll just have a cutesy market, a touristy thing instead of a working industrial market. They've basically written us out of the plan, and we've got multiple companies here in their third, fourth or fifth generation, and they're taking us off the map," Ford said. "We're the ones who keep the lights on 12 months a year."

Smith said there has been a little discussion on finding a replacement location for the wholesalers, but implementation of the plan's phases that affect wholesalers is so far into the future that it's too soon to pursue that further. Ford said he's heard of no alternative location for wholesalers.

"Nobody is explaining why this is happening, because it's not beneficial to anybody involved in agriculture," Ford said.

Jessica Ward McNeill of Ward's Fruit & Produce shared this statement with local news station WRAL: "Ward's Produce strongly disagrees with the Master Plan expansions as proposed by the Department of Agriculture and funded by The Dix Conservancy. These revisions, while well-intentioned, have the potential to hurt small farmers, disenfranchise thriving local charities and irreparably harm the most profitable wholesale market in North Carolina.

"While proponents of the Master Plan have suggested that the changes won't have an effect for 20 years, they fail to appreciate that many of these family-owned businesses have been in operation for more than four generations," her statement said. "So, we think and plan 20 years ahead. We always have. I encourage my fellow Raleigh citizens to think carefully about this move and implore the commission to have a more robust and open-minded conversation with the community before moving any revisions forward."

Working closely with the city and conservancy as the planning process moves forward on Phase 1, the Master Plan Executive Committee's next meeting is Oct. 23.

The committee will make recommendations to Raleigh City Council for review, discussion and approval. During the Master Plan process, the committee worked closely with the design team to steer the planning process, and ultimately recommended the final Master Plan to the city council. The council approved the Master Plan on Feb. 19, directing city staff to create an implementation plan for Phase 1.

Ronnie Best, the market's manager until last April, said he thinks excluding wholesalers in future plans is not a good idea. He's a past president of the National Association of Produce Market Managers and still serves on the association board, a place he's been for 18 years, touring almost all the nation's wholesale markets and terminals.

"All of a sudden that land became more valuable and everything attached to it. The developers are licking their chops on everything around that park," Best said. "The thing about the market, is it's completely self-supporting. The market has a \$1.4 million budget, and wholesalers pay a little more than half that with leases."

All of the wholesalers are multi-generational family businesses, he said, and they'll be left out in the cold. "It's sad," Best said. "And I think what they want to make is a frou-frou market."



Ford's Produce Co. has a fleet of trucks to do business at the Raleigh State Farmers Market. Courtesy of Vaughn Ford

SAVARINO'S VISION FOR HULKING DL&W TERMINAL: A CANALSIDE PUBLIC MARKET

By Robert J. McCarthy

Published October 14, 2019

Maybe it's because Samuel J. Savarino can view the hulking Delaware Lackawanna & Western Railroad terminal from the window of his Cobblestone District condo.

Then again, maybe years of development experience leads the chief executive officer of Savarino Cos. to envision the DL&W as something beyond a Metro Rail maintenance facility.

Though he is the only developer responding to the Niagara Frontier Transportation Authority's request for proposals to transform the second floor train shed into Buffalo's latest waterfront attraction, Savarino remains more than enthused.

While no final decisions have been reached, he envisions 140,000 square feet of indoor and outdoor space teeming with visitors seeking more from their Canalside experience. Combined with NFTA transit and infrastructure investments, Savarino says Buffalo can join the ranks of eastern cities offering a public market attraction (think Philadelphia, Boston and Baltimore) and "something to see and do."

"If you're at Canalside and you've been to the museum and the carousel, but you still need a beer and a hot dog," he said, "where are you going to go next?"

Savarino and his team think they have the answer.

"It will become an iconic public destination that showcases Buffalo history, incubates new local businesses, and cultivates our local creative community," the Savarino proposal says. "It will be inclusive, welcoming and engaging for everyone."

Savarino is still guarding such specifics as the proposal's price tag. The general plan includes some kind of public market, a Metro Rail station, a museum, artist studios, food hall, first-floor waterfront cafe, shared community kitchen and space for public events. After retaining a nationally known consultant called Project for Public Spaces, plus local architects Foit-Albert Associates, the Savarino team concluded a public market-only concept would not work.

He also thinks duplicating Philadelphia's Reading Terminal Market is too grand a goal (but likes the City of Brotherly Love's new and more compact Cherry Street Pier). By combining myriad elements, Savarino says the DL&W could emerge as a multiuse destination and gain the purpose its second floor has lacked since the last passenger train departed in 1962.

A "Buffalo-sized" attraction also fits the "lighter, quicker, cheaper" concept guiding Inner Harbor development after planners discarded megaproject ideas such as a Bass Pro Shops store for Canalside.

"Short-term improvements — amenities, programming, art, design — that are part of a larger, more permanent vision," proclaims one of the Savarino proposal's bullet points. "LQC is a way to generate excitement, partnerships and support."

The NFTA is not commenting on the Savarino proposal, noting that DL&W decisions remain for the near future. And most observers see the need for government investment in the project beyond what New York State has already earmarked. But for now, the authority is concentrating on a \$20.4 million project to reintroduce passengers at a new Metro Rail station on the Buffalo River side.

Though the NFTA plans to accommodate developers and eventual visitors with escalators and elevators to the second floor, it says it must now reconfigure the yard tracks and overhead catenary along with other infrastructure work in a project expected to be completed in late 2021.

The preliminaries all add up to a significant project in itself, according to NFTA Executive Director Kimberley A. Minkel. "The DL&W is in some ways the heart of our light rail system," she said a few days ago. "That's why this first plan is really critical to our operation. Without this project, we can't embark on the second phase."

Minkel also will not comment on Sunday's report in The Buffalo News that the authority received only one response to its request for DL&W proposals. Still, she promised "that in short order, we will share very exciting news with the public." (cont'd next page...)



This Savarino Cos. rendering of water access for kayaks and other boats reflects the kind of potential uses envisioned by planners for a revived DL&W terminal



Planners envision an entrance to the DL&W at South Park Avenue and Illinois Street, along with a skybridge to the KeyBank Center parking garage

**National Association of
Produce Market Managers**

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***Denotes 2 Consecutive Terms*

Whether or not the Savarino proposal is ultimately chosen, it appears to meld with the NFTA's vision for the terminal's future. Savarino emphasizes a facility with no admission fees and many reasons to visit.

"This is a public asset," he said. "You don't have to pay to get in the door."

He envisions a community kitchen for small food and beverage companies to prepare offerings for second-floor stands. Art studios could dot the interior, and serious talks involve a proposed Buffalo Experience Museum housing Buffalo halls of fame for sports, music and broadcasting. Details of a "market" experience still need to be worked out, but Savarino says his team has an idea.

"When we say 'market' it's in the widest sense; often not just food or a supermarket," he said. "It does involve public interaction with enough of a market, retail and recreational component to make it interesting and viable."

In the summer, the massive rail approach deck at the facility's outdoor south end could feature a park setting amid the aroma of Cheerios baking at adjacent General Mills and the rumble of Metro Rail exiting the Yard and Shops complex the NFTA would retain below.

"All that drives interest and tells our story," Savarino said. "The empty grain elevators are art in and of itself. Integrate it, get used to it being there, and celebrate it."

Courtney S. Cox, project development manager, said Savarino's presence in the neighborhood at 95 Perry St. leads to an understanding of both possibilities and limitations. He also emphasized a commitment to a "public process."

"Our biggest theme is organic evolution with what the community wants and desires," he said.

Major challenges lie ahead. Cox and Savarino say the building needs structural improvements in addition to the escalators and elevators, and the skywalk from the Illinois Street parking garage is considered crucial, though the proposed skywalk to KeyBank Center is not. Truck access for supply and trash removal must also be addressed.

Even the deep track beds between the former passenger platforms have an advantage, they say. Utility lines can run through them and be covered for easy maintenance access.

"The building is what it is, with train platforms that used to be part of a grand and glorious station," Savarino said. "We have uses that complement."

Savarino sees a three-phase process. Years 1 and 2: cleanup, preparing the space and initial "light programming." Years 2 through 4: scaling up the program with commercial and retail offerings. After Year 5, building on the experience.

The developer realizes he stands alone in tackling such a huge project. Others question whether enough people would visit, especially in the winter. And Rep. Brian Higgins says the NFTA has not promised enough infrastructure improvements to entice many developers.

But Savarino remains optimistic.

"We have investments in the neighboring community and certainly see the DL&W every day," he said. "We just thought what we have proposed is a very good public use — its highest and best use."

"This requires an awful lot of legwork, imagination and public input," he added. "I can't say that if we weren't already in the neighborhood we would want to."

**We wish everyone safe and happy
holidays and look forward
to seeing you in March
in New Orleans!**