

**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**

Jim Farr.....President  
Brendan Tydings.....Vice President  
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**MESSAGE FROM THE PRESIDENT**

First, I would like to wish everyone a safe and happy Holiday season. After these stressful couple of years, we all deserve some fun times with our family and friends but also try to keep others not as fortunate in your thoughts and do something to brighten their day.

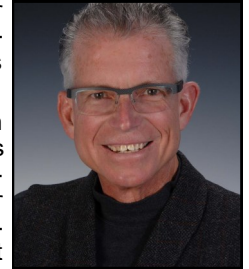
Fingers and toes crossed, we will finally be able to see each other in person this **March 7-10, in New Orleans**. Networking and friendship have always been the hallmark of NAPMM. As someone said on the ZOOM call last Friday, there just aren't many folks in roles exactly like ours and although our markets are all different, we share many of the same challenges, opportunities, successes and frustrations and all of us have to be very good at working with an extremely diverse population of vendors, tenants and customers.

Over the years I have been involved with NAPMM, we have been through several strategic planning exercises. These have resulted in many refinements in how we communicate, operate and best serve our members. We have also explored expanding the scope of services, which the organization provides, but ultimately we return to our core competency as stated in our bylaws, NAPMM promotes education, research and the exchange of information amongst members, through a member driven organization composed primarily of market managers as well as their strategic and supporting partners, in other words, friendships and sharing, the ability to pick up the phone and call a colleague anywhere in North America and talk through a challenging incident or ask about how they handle whatever or whomever and developing friendships which transcend our industry ties.

That is why I hope everyone will consider joining us in New Orleans. It is time we all got back together and celebrate. The conference agenda is packed with interesting and educational sessions and there will be opportunities to experience the culture and excitement of the City. This edition of the GREENSHEET includes the latest schedule and all registration information. We are also seeking nominations for **Market Manager of the Year** and looking for volunteers to be part of a panel to sharing the varied management structure of markets.

**Register today and share with your fellow managers. Again, have safe, happy holiday season and see you soon!**

See you soon in the Crescent City,  
*Jim Farr, NAPMM President*



**NOMINATIONS ARE NOW BEING ACCEPTED FOR MARKET MANAGER OF THE YEAR**

**DEADLINE FOR NOMINATIONS — FRIDAY, FEBRUARY 4**

Our organization includes many great managers and markets. There also are some great managers out there not currently involved with NAPMM. Now is your chance to recognize your colleagues, for both their excellence in managing their markets and also for service to NAPMM.

Please take time to review the criteria below and consider nominating a manager who exemplifies the standards that NAPMM promotes or a member of NAPMM who has gone above and beyond to support our organization.

**MARKET MANAGER OF THE YEAR AWARD—Process and Criteria:** The Market Manager of the Year Award is to recognize a market manager for their work and accomplishments at their market and/or markets they have managed or are managing. The recipient's level of involvement with NAPMM or other trade organization is not the focus of this award.

Market Managers, organizations and/or individuals can nominate an individual for the award. Committee members may also nominate an individual. The award recipient must be a current or past market manager. **Nominations will be sent to the Executive Committee for their consideration utilizing the [Market Manager of the Year Nomination Form](#).**

Please take the time to recognize your colleagues!

### INVITATION TO SUPPORT NAPMM THROUGH MEMBERSHIP

The National Association of Produce Market Managers is the only organization in the US, whose mission is to support the management and viability of markets whether they are wholesale, retail, public, farmers or food halls. If the pandemic taught us one thing it is the importance of getting to know your neighbor. NAPMM is an organization of your peers across the country.

NAPMM provides the opportunity for members to network with colleagues throughout the US, Canada, and Mexico. As an active member, you join a group of resolute professionals who believe in Markets and their critical role in the food systems of our communities. Besides the web page and the GREENSHEET, our quarterly newsletter, the annual conference and regional meetings offer a myriad of opportunities for networking, learning and professional development.

Times have been challenging but the public’s interest in markets and the vital role they play in our food supply system has been invigorating. Although we have had to postpone it a couple times, we still plan to hold our Annual Conference in New Orleans in March.

NAPMM annual membership dues remain affordable at only \$95 for the 2022 membership year. Invoices for renewing your membership have been sent to all current members. Please take the time to pay your invoice today. Prospective members can join by visiting NAPMM.org , selecting Join Today, and completing an [online membership application](#). A downloadable membership application is available if you prefer to send it by mail along with your payment. If you have any questions, you can contact Brendan Tydings at [btydings@gvrma.com](mailto:btydings@gvrma.com) or Linda Best at [lindabest@napmm.org](mailto:lindabest@napmm.org).

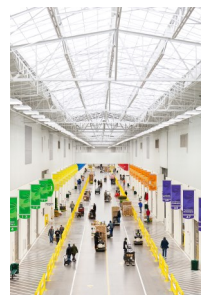
Your financial contributions truly are vital to our existence, but so is your membership - just knowing that you support what we are doing keeps us going.

### A WIN-WIN PARTNERSHIP AT THE PHILADELPHIA WHOLESALE PRODUCE MARKET

*Submitted by: Christine Hofmann, Freelance Writer/Marketing Coordinator*

Since July of 2021, [Sharing Excess](#), a Philadelphia non-profit that “frees food,” has been occupying a space in the [Philadelphia Wholesale Produce Market](#) every weekday from 7 AM to 11 AM.

The Sharing Excess team sorts through produce that otherwise might end up in the landfill and instead gleans through boxes, cartons, and pallets to rescue nutritious fruit and veggies that are in turn delivered to food banks, including Philabundance – the largest hunger relief organization in the Delaware Valley, as well as community organizations, food pantries, community fridges, hospitals, and senior homes. To date, over 1.5 million lbs. of produce has been diverted from the landfill and into the hands of those who need it most.



*PWPM Concourse*

“We are proud that this partnership addresses both the problems of food insecurity and food waste,” says Mark Smith, General Manager of the PWPM. Evan Ehlers, founder of Sharing Excess, agrees, “this partnership is the heart and soul of our mission, which is to bridge the gap between excess and scarcity to efficiently deliver surplus food to nonprofits, food banks, and community organizations to alleviate food insecurity.”

For more information, visit [phillyfreshproduce.com](http://phillyfreshproduce.com) and [sharingexcess.com](http://sharingexcess.com).



*Sharing Excess Food Giveaway*



*Sharing Excess Team*



*Sharing Excess In The Community*



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## UPDATE FROM THE PEE DEE STATE FARMERS MARKET – FLORENCE, SC

*Submitted by Bob Sager, Market Manager*

On November the 10th, The Pee Dee State Farmers Market was awarded a grant from the US Dept of Energy through The State of South Carolina Energy Program in the amount of \$7,358.72 to install two level two Electric Vehicle charging Stations in the parking area adjacent to the drive thru market. The grant was applied for by Bob Sager, Market Manager in July after learning about it through an EV charging vendor. As part of the grant, we will be advertising this as a complimentary service for our visitors in all of our marketing, documents and media advertising. A kickoff grand opening event advertised to the public is being planned with local car dealers and a member of the South Carolina Energy office being here to educate consumers about the benefits of electric vehicles.

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## USDA ANNOUNCES \$90.2 MILLION IN GRANTS AWARDED TO STRENGTHEN LOCAL AND REGIONAL MARKETS FOR U.S. AGRICULTURAL PRODUCTS

The U.S. Department of Agriculture (USDA) today [announced](#) a \$90.2 million investment in 203 projects to strengthen and explore new market opportunities for local and regional food businesses. The funding is made possible through grant programs administered by the Agricultural Marketing Service (AMS) as part of the Local Agriculture Marketing Program (LAMP): the [Farmers Market and Local Food Promotion Programs \(FMLFPP\)](#) and the [Regional Food System Partnerships \(RFSP\)](#).

- FMLFPP awarded a total of \$75.4 million to 172 projects across 41 states to support the development, coordination, and expansion of direct producer to consumer markets and local and regional food business enterprises. FMLFPP is implemented through two components, the Farmers Market Promotion Program (FMPP) and the Local Food Promotion Program (LFPP). FMPP awarded \$37.5 million to 84 projects to support direct producer-to-consumer marketing projects such as farmers markets, community-supported agriculture programs, roadside stands, and agritourism. LFPP awarded \$37.7 million to 85 projects to develop, improve, and expand local and regional food business intermediary supply chain activities, including processing, distribution, aggregation, and storage of locally or regionally produced food products.
- RFSP awarded \$14.8 million to 30 projects across 24 states to support partnerships that connect public and private resources to plan and develop local or regional food systems. The projects focus on strengthening the viability and resilience of regional food economies through collaboration and coordination.

“These grants will help maximize opportunities for economic growth and ingenuity in local and regional food systems to kickstart this transformation. The Local Agriculture Marketing Program grants have a history of generating new income sources for small, beginning, veteran and socially disadvantaged farmers and creating new market opportunities for value-added and niche products,” said Agriculture Secretary Tom Vilsack “The new Regional Food System Partnerships grants will help build a fairer, more transparent food system rooted in local and regional production where businesses can compete fairly, because a greater share of the profit will go to those growing, harvesting, and preparing our food.”

“The strength of America’s agricultural economy is our creativity and resilience. Whether it’s a farmers market in Lansing or a food business in Kalamazoo, local and regional food systems expand economic opportunities for farmers and secure healthy food supply chains for families,” said Senator Debbie Stabenow, Chairwoman of the Senate Committee on Agriculture, Nutrition and Forestry.

LAMP recipients include:

- A Kentucky-based project that will help strengthen and stabilize participating farmers markets by creating marketing space, adapting a training program, and developing a peer-to-peer learning network. The project will strengthen Kentucky’s local and regional food system infrastructure and increased vendor sales and on-farm revenue.
- The Western Treasure Valley Food Systems Partnership project, focusing on the Western Treasure Valley region that spans southeastern Oregon and western Idaho, will develop a food hub and shared use kitchen feasibility study and business plan to increase regional capacity for processing, food distribution and storage, small to mid-scale value chain market development, coordination and delivery of nutrition education, and food access solutions.

AMS supports U.S. food and agricultural products market opportunities, while increasing consumer access to fresh, healthy foods through applied research, technical services, and Congressionally funded grants. These projects will support the development, coordination and expansion of direct producer-to-consumer marketing, local and regional food markets and enterprises and value-added agricultural products.

“Small and medium size farmers, ranchers and processors have an important role in strengthening our food supply chain. These USDA local and regional food grants will help these agricultural businesses build, expand and sustain the processing, distribution and storage systems that will help move food from the farm to the table,” said USDA Under Secretary for Marketing and Regulatory Programs Jenny Lester Moffitt.

LAMP was established in the Agricultural Improvement Act of 2018 (Farm Bill) (Pub. L. No. 115—334) and received a supplemental appropriation through the Consolidated Appropriations Act of 2021 (Pub. L. No. 116—260).

[See The Awarded FMPP Grants](#) [See The Awarded LFPP Grants](#) [See the Awarded RFSP Grants](#)



**CONFERENCE SCHEDULED FOR MARCH 7-10, 2022  
PLAN NOW FOR YOUR STAY IN NEW ORLEANS**

**REGISTER before Thursday, February 4 for discounted registration fees and room rates!**

[Conference Registration Form](#)

[Schedule of Events](#)

**Hotel Information:** Guests can call 1-800-HOLIDAY and refer to group code **AOP** or they can use the link below to book online. Please note the link is not accessible on the IHG app or mobile devices; a traditional web browser must be utilized.

[Holiday Inn Superdome Booking Link](#)



**THREE-DAY SCHEDULE PACKED WITH TOURS AND EDUCATIONAL SESSIONS**

The conference committee has put together a great program which will begin with the President's Reception Monday evening at the Pythian Market, an "urban food collective" located in a renovated historic icon of a building and featuring local food purveyors, a craft bar and retail vendors.

*Pythian Market*



*Southern Food & Beverage Museum*

Conference sessions will kick-off the Tuesday morning with a fascinating presentation by author Liz Williams from the Southern Food and Beverage Museum, on the remarkable and lengthy, history of markets in New Orleans. This will be followed by a presentation on the role the Crescent City Farmers Markets, operated by a community not-for profit, Market Umbrella, played in helping New Orleans recover from Hurricane Katrina and survive last year's pandemic as well as their impact in building community and connections today.

The day continues with a session featuring a panel of market managers speaking about the myriad of operation and management models at markets, the benefits and challenges of each and how to successfully interact with boards and other stakeholders. (Contact Linda at [lindabest@NAPMM.org](mailto:lindabest@NAPMM.org) if you would like to be part of the panel). Followed by retail and wholesale breakouts.

Wednesday is a day full of tours which are still being finalized, but tentatively include a tour at a wholesale operation that focuses on sourcing locally and a discussion of how the pandemic impacted customer preferences. From there we travel to the Westwego Shrimp Lot, a fascinating collection of small, family run shrimp and seafood purveyors. Extension Educator and aquaculture guru, Rusty Gaude will tell us about the evolution of the seafood industry in South Louisiana followed by time to explore the site. Many businesses ship fresh seafood nationally.

*Westwego Shrimp Lot*



We will board the bus for a trip to Covey Rise farm for lunch in the "Lodge" and a tour and presentation on the unique model of farmer-led product aggregation of local produce and cut flowers and how post-pandemic this model could help to shape the future of the produce/flower distribution model.

*Covey Rise Farm*



The final stop of the day is at the St Roch Market, a chef-centric food hall. After a tour and orientation to the space, attendees can enjoy a happy hour beverage before we return to the hotel.

*St. Roch Market*

(Cont'd next page...)

**THREE-DAY SCHEDULE PACKED WITH TOURS AND EDUCATIONAL SESSIONS *CONT'D***

Thursday, we are on the road again, starting the day with a New Orleans own, dark roasted coffee and chicory and a famous beignet (a square, French style donut lavishly topped with powdered sugar) at Café du Monde, a New Orleans favorite since 1862.



*Café Du Monde & Beignets*



Following this, French Market staff will present on the fascinating history of the market, its evolution and current operation as well as the plans for the future. Attendees will have time to tour the market and sample and purchase the wares of its numerous businesses and vendors and then be given a voucher for lunch at the market or in the adjoining streets in the Market District and Jackson Square including the famous Central Grocery, home of the "muffuletta".

*Central Grocery & Muffuleta Sandwich*



After lunch, the group will travel to the Mid-City Market for a tour and presentation on the work of Market Umbrella who operates this market and a number of others in the area under the Crescent City Farmers Market banner. Hear about how their mission extends beyond running markets to providing lively community spaces where shoppers and producers connect to build relationships, community health and strong economies.

The three-day schedule is packed with tours and educational sessions but attendees still will have plenty of time to network, socialize and enjoy the Crescent City.

*Crescent City Farmer's Market*



**EXTEND YOUR STAY IN NEW ORLEANS**

Plan on extending your trip to New Orleans and experience one of the most exciting and unique cities in the world. From the World War II Museum to Bourbon Street, to world class cuisine and history and all the other vibrancy and culture the city has to offer, this is a place you need to explore to appreciate. Below is a link to the New Orleans Convention and Visitors Bureau, your one stop guide to this memorable place.

<https://www.neworleans.com>



National Association of  
Produce Market Managers

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Garner, NC 27529  
napmm.org

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## Over 75 Years Serving The Produce Industry

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### BOARD OF DIRECTORS

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*Mary Goss*

*\*\*Denotes 2 Consecutive Terms*

## ***Check it Out:*** **How to Best Spend 48 Hours** **in the Laidback City Known as** **the Big Easy**

### WUWM SIGNS THE “GLASGOW FOOD AND CLIMATE DECLARATION “

We must act now and change the way we think, produce, distribute and consume food. From October 31st to November 12th, 2021, the UN Climate Change Conference (COP26) is held in Glasgow as the major and worldwide initiative to address climate change, and to join forces and undertake definitive actions towards the goals established by the Paris Agreement and the UN Framework Convention on Climate Change

WUWM truly supports the COP26 goals and efforts, and strongly believes that the transformation of food systems should be at the core of COP26 discussions.

The transition towards sustainability of food systems is an essential element to fight against climate change and the mitigation of its prejudicial effects. Indeed food accounts for more than 26% of the global greenhouse emissions (FAO).

That is why WUWM is glad to announce that we have signed the “Glasgow Food and Climate Declaration” along with more than 80 actors related to food policy, such as worldwide recognised institutions like the FAO, the Global Alliance for Improved Nutrition (GAIN), the Local Governments for Sustainability (ICLEI), C40 Cities and major cities, regions, territories, federal states and provinces around the world.

The “Glasgow Food and Climate Declaration” constitutes a commitment by local governments to tackle the climate emergency through integrated and sustainable food policies, as well as a call on national governments to act to implement integrated sustainable food policy frameworks.

The Declaration acknowledges that tackling climate change and meeting the Paris Agreement standards without addressing the food sector is impossible, while it emphasises that a comprehensive and integrated approach, which addresses the food sector in its entirety, is needed to guarantee food policies efficiency and real impact. We need to rethink food policies from the farm to the fork and not longer in silos, involving every stakeholder of the chain to achieve the transition of the sector.

WUWM endorses the Declaration and its approach to food systems that propose to foster the role of cities and regions in the développement of urban food policies.

In most countries of the world, wholesale markets are public infrastructures, owned by national and/or local governments. These infrastructures have a clear public mission : they are in charge of ensuring daily supply of secure and safe fresh food.

In a world where 75% of the population is expected to live in cities by 2050, securing fresh food supply will be one of the principal challenges that our food systems will face in the short, medium and long-term. In light of this, wholesale markets, as part of the “hidden middle” of the agri-food supply chain, are the sole actors that can ensure availability of high volumes of fresh produces to cities. For this reason, we believe that wholesale markets are the most precious operational allies of national and local governments to ensure a more equal access of farmers to the market, more availability of a large diversity of fresh and economically accessible fresh food to urban citizens. Thus, acting as “fresh food hubs”, by shortening and structuring the supply chain, wholesale markets can ensure accessibility, inclusivity and resilience.

A recent study of FAO points out that in countries that count with wholesale markets, citizens have better access to healthier diets, - particularly low-income households - and less price volatility in fresh produce.

As WUWM Chairman, Mr. Stephane Layani stated: “Innovations play a crucial role, and wholesale markets are a unique platform that gathers all the major actors of the sectors, so that can easily scale up innovation. They can also have a ripple effect in the whole agri-food system”.

To conclude, WUWM is proud to have signed the Glasgow Declaration, which reaffirms WUWM’s commitment to fight against climate change by transforming food systems and signals its continued effort to foster sustainability among the sector.

If you would like to find more information about the “Glasgow Food and Climate Declaration”, please follow the link to its official webpage: [GLASGOW FOOD AND CLIMATE DECLARATION](#)