

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

- Rose Harrell..... President
- Kristina Stanley.. 1st Vice President
- Paul Thompson.. 2nd Vice President
- Deb Churchill (non-board) Treasurer
- Gary Da Silva..... Secretary

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MESSAGE FROM THE PRESIDENT

On behalf of the Board of Directors and myself, Happy New Year!

As our families and businesses enter this New Year with new goals and another year older, so does NAPMM. This year NAPMM is celebrating its 70th Year! What an impressive amount of time for an all-volunteer association to survive. We have a great history, and I'm proud to be part of its future.

The Board of Directors met for its Annual Board Meeting January 10-12, 2016 in Tampa, Florida. The amount of work that was accomplished over the 2 day period was amazing. This year my goal is to work to ensure all members are engaged and getting the most they can out of their NAPMM membership. My first step to this goal is gathering information from members via survey. Please take the time to respond to the membership survey so we can do everything possible to give our members what they need. Thank you to all the Board members for your commitment and engagement over the past year.

Last Fall, the Regional meeting was held in San Antonio, Texas. A sincere Thank You is extended to Tom Preston, his wife Mary, and the entire San Antonio Board for their hospitality. Last year, the NAPMM Board decided we would only hold one Regional Meeting a year instead of two, alternating between wholesale and retail. Plans for the 2016 Regional meeting are currently underway.

More importantly, for those looking forward to Spring as we in the Northeast are, I invite everyone to NAPMM's 70th Annual Conference April 6-9, 2016 in Kansas City, Missouri. Conference hosts Justin Cottrell and Deb Churchill along with NAPMM's Conference Committee have been working very hard to organize a conference that will be full of educational sessions, networking possibilities, and visits to various markets and farms. This year's conference promises to be one for the history books. Don't miss your chance to be part of history.

Each year at the Annual Conference we honor one special person with the Market Manager of the Year Award. I am asking each member to consider nominating someone that they feel deserves this recognition. Nominations should be sent to Ronnie Best at ronnie.best@ncagr.gov.

I look forward to another productive year, and encourage members to provide me with input throughout the year. Remember, NAPMM Board of Directors are here to serve you, the Member!

See you in Kansas City!
 Rose Harrell, President



**70TH ANNUAL CONFERENCE SCHEDULED FOR APRIL 6-9, 2016
 KANSAS CITY, HERE WE COME!**

Register for the Conference Now!

[Registration Form](#)

[Draft Schedule](#)



The [City Market in Kansas City, Missouri](#), will host the NAPMM 70th Annual Conference April 6 – 9, 2016. Kansas City is the most centrally-located major metropolitan area in the country so there is no geographical excuse not to come; the city itself will surprise you. Kansas City is thriving with a creative arts community, eclectic mix of entertainment, world renowned museums, die-hard sports and great food from mouthwatering barbecue to a KC strip and more.

The conference hotel, [Hotel Sorella](#), is a boutique hotel located in the Country Club Plaza, another historic and iconic shopping and entertainment district in Kansas City. You'll be located near some nationally-recognized landmarks, museums and attractions including the Nelson-Atkins Museum of Art, the nation's only World War I Museum, Negro League Baseball Hall of Fame and the American Jazz Museum. (cont'd next page...)

70TH ANNUAL CONFERENCE SCHEDULED FOR APRIL 6-9, 2016 KANSAS CITY, HERE WE COME! (CONT'D)

You will be welcomed to the conference at the President's Reception at [Boulevard Brewing Company](#), one of the largest specialty brewers in the Midwest with distribution to 31 states. Thursday's and Friday's conference schedule will keep you on the move with tours including stops at a community garden that educates refugees on farming, a successful dairy, wholesale distributor and unique orchid garden in one of Kansas City's underground caves. Sessions will include panel discussions about SNAP, marketing and events, an overview of the Market Manager's survey and the History of Missouri wines.

Saturday will take you to the City Market, home of one of the largest farmers' markets in the Midwest with more than 40 full time merchants and 140 growers and crafters. Open year round, the historic City Market has been connecting people directly to the farmers since 1857 in an open-air setting overlooking downtown Kansas City. One of the hallmarks of the City Market is its diversity from people to products –sights, sounds, aromas, music and activity will surround you. Saturday's tour will highlight the [Overland Park Farmers' Market](#) in downtown Overland Park, Kansas. It is a focal point of a vibrant and historic neighborhood where all are welcome. This seasonal tradition began in 1982 and was named "2015 Best Farmers' Market in Kansas" by Cooking Light Magazine.

The conference will culminate with a closing banquet featuring a special performance from home grown "agritainers," The Peterson Farm Brothers, our NAPMM awards and recognition ceremony and the "Jim and Ronnie Raffle Show." All market representatives are asked to bring items from your market for distribution at the raffle.

Let's celebrate 70 years of NAPMM – see you in Kansas City!

- Deb Churchill, City Market



*City Market
Kansas City*

Join NAPMM or Renew Your Membership Today!
[2016 Membership Application Form](#)

FACES TO WATCH IN 2016: ROBERT THOMAS

He's a passionate advocate for the city's public markets — Avenue, Hollins, Cross Street, Northeast, Broadway and Lexington — and next year, promises to work to make them financially stable and more user-friendly. For the past 18 years, Thomas has held a management role of the historic Lexington Market and in the past decade, that role has also included the other markets, too. He said his energy for those beloved city properties will solidify more next year as he sets out to fundraise and work with private developers for several large and small redevelopments. To him, that is centered on one main thing: "We need to make sure we are populating the markets with solid tenants."

"At this point now in the history of the markets, we are finding we have to be more than landlords. We have to bring new tools and skill sets and act as developers, too." Thomas said in mid-December. "At this stage, it's grunt work." That should change as 2016 rolls out. There's a push to make historic Hollins Market more accessible to the seven communities that surround it in the city's southwest neighborhood. On the east side, the Northeast Market is also in the spotlight as its surrounding communities of Middle East and McElderry Park are being slowly gentrified.

Ambitious plans are also in the works to completely redo Lexington Market as part of a rebirth of the city's Westside.

The plans include upgrades and a renewal of the spirit of the historic market to take on more of an upscale farmer's market look. Funding for the \$27 million project is scant at this point, Thomas said, but work nonetheless is moving forward. Architects Murphy & Dittenhafer were selected by the Baltimore Public Markets Corp. in August to design the project and Whiting Turner and Mahogany Inc. were hired in December for construction services. *(cont'd next page ...)*



*Robert Thomas, Executive Director
Baltimore Public Markets Corp.*

"WHY HE'S ONE TO WATCH—*Thomas is known by his co-workers at the Baltimore Public Market Corp. as an idea man whose personal engine is stuck in drive"*

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FACES TO WATCH IN 2016: ROBERT THOMAS (CONT'D)

Across town, efforts to renovate Cross Street Market are also on the horizon. The south Baltimore landmark’s current structure was built in 1952 and despite its endearing rough-edge vibe, begs for modernization.

Enter a partnership formed last year between the Public Markets Corp. and private developers Caves Valley Partners and War Horse LLC, for the work there. All parties continue to discuss the Cross Street plan under the exclusive negotiation pact, Thomas said, which includes cost estimates.

“We’re trying to figure out the best way to make the deal work,” he said.

- Melody Simmons, Reporter, Baltimore Business Journal; Photo—Jaclyn Borowski

NOMINATIONS ARE NOW BEING ACCEPTED FOR MARKET MANAGER OF THE YEAR

DEADLINE FOR NOMINATIONS — MARCH 4, 2016

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.

The Market Manager of the Year Award is selected annually by a committee of the NAPMM membership.

The committee will widely disseminate a “call for nominations” for the award at least 90 days prior to the start of the annual Convention/Conference/Meeting.

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 are to be sent to the Award Committee for their consideration utilizing the [Market Manager of the Year Nomination Form](#).***

Please take the time to recognize your colleagues!

PRE-PMA SPOTLIGHT ON ATLANTA: 60 YEARS OF HISTORY AT THE ATLANTA STATE FARMER’S MARKET



FOREST PARK, GA — The 150-acre Atlanta State Farmers Market here pretty much runs as a self-contained town, with 24-hour traffic every day of the year, restaurants, a supermarket, USDA offices and even its own police force.

It also moves about \$1 billion worth of produce annually and is one of the shining successes of the Georgia Department of Agriculture's "Georgia Grown" marketing program.

Located in a popular industrial district with easy access to the airport, rails and Atlanta's bustling interstate highway system, the market opened in 1959 and is as relevant and vital to Georgia's produce trade today as it was then.

-Chip Carter and John Houy for Produce News, October 12, 2015



National Association of Produce Market Managers

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70 Years Serving The Produce Industry

BOARD OF DIRECTORS

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**Denotes 2 Consecutive Terms

T.O. AND THE OFT-THIS CITY AND MARKET MAKE AN UNBEATABLE TEAM

Toronto (known simply as "T.O." to locals) remains a critical cornerstone of Canada's fresh produce industry. The fourth largest city in North America with 2.8 million residents, Toronto is both the business and financial capital of Ontario, which is already recognized as a North American agricultural powerhouse.

Ontario's growing population is one of the driving forces behind the province's ever-expanding agriculture industry. In 2015, Toronto's metro population skyrocketed to more than 6 million according to Statistics Canada. The primary reason for this unprecedented growth was a surge in immigrants from countries around the world.

Feeding a Diverse Population The province's fruit and vegetable growers, importers, and wholesalers continually serve up an evolving assortment of fruits and vegetables—from conventional products like corn, apples, grapes, peas, and tomatoes to exotic fruits such as mangos, figs, and rambutan, as well as a growing list of specialty ethnic vegetables including Chinese cabbage, callaloo, yard-long beans, Indian eggplant, and Chinese hot peppers.

Julian Sarraino, vice president of marketing and sales with Fresh Taste Produce Ltd. Canada, an importer and distributor at the Ontario Food Terminal, confirms an increase in tropical fruit imports in Ontario.

On the vegetable side, Sam Thakker, sales manager with Los Angeles-based Daaks International, Inc., says okra is exploding in popularity throughout Eastern Canada. "Toronto has a growing immigrant population, so we're seeing a huge demand for ethnic produce in the area. Many of these immigrants are bringing their grandparents with them, and they still want their native cuisine," he explains.

To boost produce sales and meet the demands of Ontario's growing ethnic population, Thakker says superstores and discounters need to widen their horizons and offer okra and other ethnic produce staples. "Consumers from the Caribbean to the Middle East, China, Japan, India, and Thailand—everybody eats okra."

Ontario's expanding immigrant population prompted a Vineland Research and University of Guelph study in 2014. The project involves 'world crop' trials (formerly called ethno-cultural vegetables) including okra, sweet potatoes, and Asian Long and Indian round eggplant.

"Our goal is to come up with a product that new Canadians will look at in the store and say, 'Yes, that looks like something we were consuming back home,' and buy it," explained Dr. Michael Brownbridge, research director for Vineland Research. Brownbridge said they are very excited to see what will happen with the trial crops.

Organics & Locally Grown In addition to an increase in ethnic fruits and vegetables, the Ontario produce industry has also seen an uptick in organics. "Organic sales continue to increase," confirms Ian MacKenzie, outgoing president of the Ontario Produce Marketing Association (his replacement, Virginia Zimm, takes over in January). However, he points out that it's hard to tell whether the trend is due to an increase in consumer interest for organic produce or steadily decreasing prices. "Supplies of organics have increased to the point that prices are coming down to be more in line with conventionally grown produce," he explains.

The Ontario Produce HUB In the center of Toronto, the Ontario Food Terminal (OFT) moves more than a million tons of produce and horticultural products each and every year. Nearly half of the fruits and vegetables sold at the OFT are Ontario-grown—the rest is grown in other provinces or imported from the United States, Mexico, and other countries.

A long-standing supporter of locally grown produce, the OFT houses both wholesalers and local farmers. The Terminal also happens to be the only wholesale fresh produce market in Canada and offers countless advantages to its wholesalers. "The OFT is unique in that it is strictly wholesale, and buyers must register to gain entry," says Bruce Nicholas, general manager, secretary, and treasurer of the OFT. "Because we're in the heart of the city, we can serve most of Ontario with produce going as far as Newfoundland from this market."

Another benefit is the ongoing improvements and expansion. Over the past year, the OFT has undergone some major renovations, including a \$5 million project to enclose the terminal's docks with sliding glass doors, cover the center buyers' court area, build a walking bridge between the two main buildings, and install additional security cameras and a card-access system.

Onward and Upward Despite the obstacles growers and sellers face on a daily, weekly, monthly, or annual basis, it is a cycle well worth repeating. "I believe the advantages of the Terminal for produce buyers will continue," MacKenzie says. "Steady as she goes."

Chapman also believes the OFT will continue to hold its own. "This is a progressive organization that can assimilate and react quickly to meet the changing needs of the consumer," he comments.

"With the population growing each year and the diversity of the population, we have small retailers selling fresh fruits and vegetables from all over the world," adds Nicholas. "So our future is bright."

-Amy Bell for BlueBook Services' BluePrints Newsletter, August, 2015

to read more visit: <https://www.producebluebook.com/blog/2015/08/19/t-o-and-the-oft>