

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
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MESSAGE FROM THE PRESIDENT

Happy Fall! I can't believe 2017 is almost over. As I look back over this year, I am thankful for many things including the great team here at NAPMM and the work our Board of Directors and members have done.

Most recently Greg Tison and Beaver Street Fisheries hosted our Fall meeting in Jacksonville and Dan Carmody, Eastern Market Corporation, John Turnbull, Pike Place Market, and I attended the World Union of Wholesale Conference in Australia. Michael Janis, Paul Thompson, and I have been working with USDA and United Fresh to organize a "Wholesale Market Stakeholder Meeting" (more details to follow) as suggested by wholesale members at the Annual Conference in San Francisco. Mimi Fritz and the Strategic Planning Committee have been hard at work developing a "Strategic Plan" for NAPMM which includes filing for non-profit status. Doug Sutton is working with Wake Forest University law school to assist NAPMM with the preparation and filing for our non-profit status. The Conference Committee has been working hard to nail down dates and the hotel for the 2018 Annual Conference in Miami (more details to follow).

I am looking forward to our annual Board of Directors meeting being held January 14 – 16, 2018 at the Hilton Downtown Miami. Your BOD's work hard to keep NAPMM moving forward and to ensure it provides the best services we can to our members. Our members input and suggestions on ways NAPMM can improve its services to our members is always welcome. Please feel free to email us with suggestions or comments to Lindabest@napmm.org.

I hope everyone has a blessed holiday season.

Best Regards,
Rose Harrell, President



JACKSONVILLE FARMERS MARKET FALL MEETING, GREAT SUCCESS!!

After a cancellation in 2016 caused by Hurricane Matthew, the Jacksonville Fall meeting was almost derailed again this time by Irma. Luckily, the storm spared the City its worst fury and the meeting was held October 9th and 10th. The conference hotel, located on the banks of the St Johns River, featured a great view of downtown and the revitalized riverfront. The City has done a remarkable job recovering from several storms and the area remains vibrant.

Hosted by the market and their parent company Beaver Street Fisheries, the meeting was attended by 15 managers from across the country. It began on Monday morning with a tour of Beaver Street, a state of the art seafood company that is the world's largest distributor of warm water lobster tails as well as a full line of fresh and frozen seafood products and meats. The strict adherence by the company to quality assurance and continuous improvement was impressive. The morning tour was followed by a seafood buffet lunch sponsored by Beaver Street and featuring words of wisdom from the company's founder Mr. Frisch.

The afternoon tour of the newly renovated Jacksonville Farmers Market, gave attendees a chance to view the improvements and to share ideas and best practices with Manager Greg Tison and his staff as well as vendors. Some of us were treated to some of the sweetest oysters I have ever tasted. The market, which is open 7 days a week, has a master plan and is committed to continued improvements including land acquisition and further facility upgrades.

Attendees returned to the hotel Monday evening for a roundtable session which focused on seeking solutions to shared challenges and general information sharing. Tuesday attendees enjoyed a working breakfast before departing to travel home.

Sincere thanks to Greg Tison and Beaver Street for their gracious hospitality.

- Jim Farr, GreenSheet Editor



OVERLAND PARK FARMERS MARKET RECEIVES RECOGNITION

In 2017, the Overland Park Farmers Market was named "Best Market in Kansas" by *Small Business Trends* and "Incredible Market in Kansas" by *Only in Your State*.

Market Ventures, operated by Ted Spitzer, has been working with the market on their master plan study.

- Submitted by Kristina Stanley, City of Overland Park Recreation Supervisor



Overland Park Farmers Market

GARY DECKER NAMED MARKET MANAGER OF THE MARYLAND WHOLESALE PRODUCE AND SEAFOOD MARKETS

Congratulations to NAPMM Member, Gary Decker, on his promotion to Market Manager of the Maryland Wholesale Produce and Seafood Markets. Gary was promoted in February, 2017. We welcome Gary to the world of market management and look forward to his participation and engagement with NAPMM in the future. Welcome aboard Gary!

- Submitted by Rose Harrell, Deputy Director of MFCA

2018 NAPMM ANNUAL CONFERENCE RETURNS TO SOUTH FLORIDA APRIL 30-MAY 3, 2018

Save the date April 30 thru May 3, 2018 for the 72nd Annual National Association of Produce Market Managers Conference to be held in one of the most productive winter vegetable, citrus, sugar cane and specialty crop production areas in the nation, South Florida. The Conference hotel, the Miami Hilton Downtown, is located less than a mile from South Beach in an area convenient to Perez Art Museum Miami and the Port of Miami. This 4-star hotel is also within close proximity of Bicentennial Park and American Airlines Arena. The room rate of \$148 per night, is available 3 days before or after the Conference, so extend your stay and enjoy the beautiful South Florida Spring weather.

The conference committee is still working on the agenda, but plan on field trips to Florida City farms and processing plants, sugar cane plantations and the everglades, as well as state of the art packing and shipping facilities.

Our conference hosts, the Florida Department of Agriculture represented by Conference Chair, Danny Raulerson, promise perfect weather, good food and a fantastic program. The Conference Committee is seeking input on program topics. Please send any ideas to NAPMM Administrator, Linda Best, lindabest@NAPMM.org.

Watch for conference details and complete schedule and registration online and in the January, special conference edition of the GREENSHEET. Hope to see all of you in the South Florida sunshine.

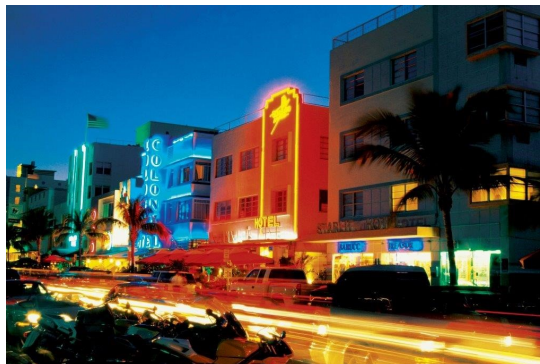
- Jim Farr, GreenSheet Editor



South Florida Tomato Harvesting



South Florida Sugar Cane Field



IRMA'S IMPACT ON FLORIDA AGRICULTURE BEYOND THE FIELDS

On September 10, 2017, Hurricane Irma hit Southwest Florida with wind gusts up to 142 mph. A fast-moving storm, Irma cut her way up the state, leaving behind a path of catastrophic destruction. According to the Florida Department of Agriculture, the damage to the state's agriculture crop was estimated at \$2.5 billion. Hardest hit was the citrus industry, where most orange groves had over 50% of the fruit laying on the ground, and many groves losing close to 100% of the crop. The current estimate of the citrus crop damage is \$761 million.

Hurricane Irma's impact went beyond the fields, having a devastating impact on several state farmers markets. State officials reported significant damage from the September storm at facilities in Fort Myers and Immokalee along with minor damage at Florida City, Pompano and Ft. Pierce.

Hardest hit was the Fort Myers State Farmers Market. There, the Retail Market was destroyed when its entire roof was torn off due to hurricane force winds. In addition, three other buildings sustained significant roof damage as well. While the winds were horrendous, Irma doubled-down on the facilities, dumping over 11 inches of rain on the market. The storm's crippling effect was so severe that many long-term tenants including Brittain Farms (32 years), The City Fish Market (22 years), Cracker Seafood (9 years) and Open Door Market (1 year) have been temporarily put out of business.

At the Immokalee Market, BWJ Produce lost about 3000-square-feet of roof. The Division of Plant Industry lost portions of its metal canopy as well as a roll-up door. Some of the offices suffered water damage and a fallen tree took out portions of a chain link fence. Fortunately, no tenants were displaced. The Florida City and Edward L. Myrick - Pompano Markets had some minor wind damage that was quickly addressed. Repairs will be underwritten by a combination of insurance coverage, FEMA emergency funds and the Markets' operations trust fund.

Several State Farmers Markets that escaped the storm's wrath were able to make a positive impact before and after the storm. The Suwannee Valley - White Springs State Farmers Market served as a staging area for American Red Cross semi-trailers delivering recovery items, while the Palatka State Farmers Market was activated as a staging area for Putnam County Emergency Services. Florida's State Farmers Markets are no strangers to hurricanes. And just as they did in 1992 and 2004, these markets will recover and come back stronger than before.

- Submitted by Francis Horne, Jr, Division of Marketing & Development, Florida Dept. of Agriculture and Consumer Services

"According to the Florida Department of Agriculture, the damage to the state's agriculture crop was estimated at \$2.5 billion. Hardest hit was the citrus industry, where most orange groves had over 50% of the fruit laying on the ground, and many groves losing close to 100% of the crop. The current estimate of the citrus crop damage is \$761 million."

"Florida's State Farmers Markets are no strangers to hurricanes. And just as they did in 1992 and 2004, these markets will recover and come back stronger than before."



Retail Market, Fort Myers State Farmer's Market (above)



Cracker Seafood, Fort Myers State Farmer's Market —>

ROCKFORD ILLINOIS CITY MARKET SETS ATTENDANCE RECORD

Rockford City Market has set an attendance record this year! In the 20-week season, **107,365 people** experienced Rockford City Market. This number surpasses the previous record of 101,860 people in 2015. Shoppers this season also experienced extremes of weather, the coldest opening day in market history on Friday, May 19, and the warmest September Friday in Rockford City Market history on September 22.

Friday, September 29, the last market of the season, was also the most attended closing day in Market history.

"We're ecstatic about the increase in attendance at the market this year," said Cathy McDermott of the Rock River Development Partnership. "We would like to thank all of the vendors this year as well as our generous sponsors, including our presenting sponsor, Mercyhealth. We will continue to listen to the shoppers and work to keep improving the market each year to make each season better than the last!"

- Submitted by Cathy McDermott, Rock River Development Partnership

Rockford City Market Photos



Visitors Enjoying Corn on the Cob at the Rockford City Market

CITY MARKET JOINS JAMES BEARD TASTE AMERICA TOUR IN KANSAS CITY

City Market is honored to be part of the fifth anniversary of the James Beard Foundation Taste America® national culinary tour when it arrives with to celebrate the best of the best in Kansas City's restaurant scene November 10-11.

"City Market's presence will certainly give Taste America guests a taste of our chefs' well-deserved place in KC's top-tier culinary scene," said Sue Patterson, City Market Director of Marketing and Events.

Four City Market chefs will create and serve delectable dishes to 250 guests at the Cocktail and Tasting Reception that will kick off the benefit dinner at the Nelson Atkins Museum of Art on Friday, Nov. 10:

- James Paul, Brown & Loe
- Richard Ng, BoLings
- Carlos Mortera, The Bite
- Abby Samulcek, Bloom Baking Company

Kansas City is the last stop on the cross-country Taste America tour of ten dynamic culinary destinations including Austin, Boston, Chicago, Los Angeles, New Orleans, Philadelphia, Phoenix, San Francisco and Seattle.

Each city's weekend-long program features a one-of-a-kind benefit dinner, called A Night of Culinary Stars, prepared by a traveling Taste America All-Star, a Local Star chef and a pastry chef. The Taste America programming also includes free in-store consumer events at select Sur La Table® locations, featuring celebrity chef appearances, cooking demonstrations, book signings, tastings from local producers and artisans, and more.

- Submitted by Sue Patterson, Director of Marketing & Events, City Market



Participating Chefs From the City Market



VEGGIE VALET PROVIDES VALUABLE SERVICE

Veggie Valet, City Market's longtime Farmers Market customer service program, was rebranded in 2017. Formerly known as Tomato Taxi, the Veggie Valet program not only has a fresh look and feel but also signed on a new sponsor, Farmer's Pick Buffet at Isle of Capri, to underwrite the program's equipment and staffing costs. Veggie Valet runs May through October and provides Farmers Market shoppers with a free transport service to carry their purchases to convenient drive-up loading zones.

Staffed by Males to Men, a local youth mentoring program, young volunteers apply and commit to the program a season at a time. They earn tips, and Males to Men helps them learn critical life and money management skills. One of the youth volunteers contributed to his family's utility bills with money earned as a Veggie Valet volunteer.

At the end of each season, the Farmers Market holds a Veggie Valet Closing Ceremony presenting personalized certificates of appreciation to each youth volunteer as City Market Ambassadors for not only helping customers but also bringing their can-do attitudes and positive spirits to the Farmers Market.

- Submitted by Sue Patterson, Director of Marketing & Events, City Market



PUBLIC ART ADORNS CITY MARKET PARK

City Market was one of four location partners for the 2017 Art in the Loop Project: Cue!, an exhibition of site-specific public art installations and performances in Downtown Kansas City. Art in the Loop is designed to make cultural experiences available to downtown residents, visitors, and workers.

From May through September, select local artists reached beyond their studios, galleries and stages and into the public Downtown environment, creating artworks and performances that would cue viewers into reimagining our everyday experience. City Market Park, one of Downtown's largest green spaces, hosted four curated installations as well as a lunchtime concert series. In addition to the installations, six free well-attended concerts took place on Wednesdays, 11:30am - 1:30pm. Visitors were encouraged to bring lunch from a favorite City Market restaurant and enjoy the sensational lineup. The installations and performances were interactive, engaging and attracted many visitors. Residents and area business owners were very pleased with the "life" and interest the art and programming added to an otherwise ordinary and quiet public space. The artwork also stimulated a great deal of local media attention and social media buzz.



Additional Art in the Loop installations and performances occurred through September on the KC Streetcar and at various streetcar stops, Union Station, the Kansas City Central Library and Prairie Logic on the Green Roof. Kansas City's Art in the Loop Foundation seeks to contribute to the visual identity of downtown Kansas City while creating new opportunities for local artists to grow their practices and expand their audiences.

- Submitted by Sue Patterson, Director of Marketing & Events, City Market

**National Association of
Produce Market Managers**

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**Over 70 Years Serving
The Produce Industry**

BOARD OF DIRECTORS

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Ted Spitzer
*Doug Sutton***
*Paul Thompson***
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**Denotes 2 Consecutive Terms

**Save the Date for NAPMM's 72nd Annual Conference
April 30 - May 3, 2018
Miami, Florida**

~Details Coming Soon~

AMAZON CANCELS AMAZONFRESH IN SOME MARKETS

Pamela Riemenschneider, The Packer

Turns out, Amazon's not so fresh after all. The Seattle-based company notified AmazonFresh customers in select markets that it would no longer serve them, effective Nov. 30.

Major cities like New York, Boston, Chicago, Philadelphia and Los Angeles will continue to have service, according to media reports.

AmazonFresh has had a slow process of expansion. Introduced nearly 10 years ago in Seattle, the service only recently started to expand to markets beyond its Seattle, San Francisco and Los Angeles core.

"I think they just haven't been able to get this to work" said Bill Bishop, chief architect of Brick Meets Click, Barrington, Ill., in an e-mail. "To me, AmazonFresh was a strategically important initiative so it's taken a long time; i.e. longer than normal, for them to reach this conclusion." Amazon says the pull back is not related to its Whole Foods purchase, and Bishop agreed.

"It's clear that Amazon needs to get fresh right if they're going to be successful in building out their long term goal of creating and then controlling an entirely new direct-to-home distribution/retail system," he said. "There will be a lot of intermediate steps on this journey, mainly for test and learn. Whole Foods is just a small part of getting fresh right, and is certainly no substitute for AmazonFresh."

Brandon Rael, vice president of strategy and operations of Strategy Consulting, New York, said enhanced collaboration with Whole Foods is already happening, and will continue to expand.

Customer data, analytics and transaction history from Whole Foods shoppers will help Amazon in its grocery efforts, but in the near term, grocery pick-up at Whole Foods with Amazon integration is a more likely scenario than further expansion of AmazonFresh delivery.

"(Grocery) delivery is a dilemma ... perhaps pick-up is the right strategy," he said. "The advantage is getting the consumer to the store, where incremental purchases can be made."

In the long term, Rael expects expansion of smaller formats, a possible combination of Amazon Go and Whole Foods 365 catering to quick in-and-out shopping, with the option to pick up online orders.

It's Time to Renew Your NAPMM Membership

Membership dues invoices are in the mail to current members

Members of NAPMM have the opportunity to exchange information, meet colleagues, support NAPMM's work on initiatives that educate our governments about the importance of markets with year round facilities and provide opportunities for networking, education, professional development and so much more.

**If you are currently not a member, join today by completing the
[2018 NAPMM Membership Application](#)**