

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

Danny Raulerson.....President
Jim Farr.....Vice President
Amanda Vitale.....Treasurer
Brendan Tydings.....Secretary

NAPMM 73rd Annual Conference, a Great Success!!

Paul Thompson, III Named Market Manager of the Year

Congratulations to the New Slate of Board Members and Officers

Sincere Thanks to the Georgia Dept. of Agriculture and Rochester Public Market For Their Sponsorship!

Place an Ad Today in the NAPMM Handbook

An NAPMM Pioneer Passes

Rochester Market Tops in SNAP Redemptions Again

The Troy Waterfront Farmers Market is Negotiating for a Daily Indoor Space at the Troy Atrium

MESSAGE FROM THE PRESIDENT

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:

"NAPMM's mission is to provide resources, leadership development, and networking opportunities for permanent retail, wholesale, and public market professionals to encourage their success and vitality on a local, regional and national level."



I want to thank last year's President, Kristina Stanley, for her hard work and dedication to the Association. I also want to thank the Board of Directors for the work and dedication they have shown to the Association. Most importantly, I want to thank the entire membership. Without your continued support, this organization would not exist. I would encourage each and every one of you to enhance your involvement through participation on Committees. It's a wonderful way to get involved in YOUR Association.

Many thanks go out to the Policy & Programs committee for organizing a very memorable conference in Atlanta and a special thank you to our host, Paul Thompson with the Georgia Department of Agriculture & "Georgia Grown". 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.

We are already in the planning stages for our 74th annual conference as well as our Fall conference. Jim Farr and Brendan Tydings along with the Policy & Programs committee are already planning what promises to be wonderful experiences as part of our Mission 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 at: lindabest@napmm.org, and/or myself at danny.raulerson@freshfromflorida.com.

I look forward to the year ahead and welcome any ideas you may have. Thank you all again for your support.

Danny Raulerson, NAPMM President

NAPMM 73RD ANNUAL CONFERENCE, A GREAT SUCCESS!



A hearty thanks to our hosts Paul Thompson and Jeff Howard for hosting a memorable, educational, informative and fun annual conference May 15-18. The mix of Southern hospitality and friendliness and the cosmopolitan, hustle, bustle of the thriving Atlanta metro area provided a great atmosphere to explore and learn about a variety of markets. Tours and sessions were first rate and interesting. A number of the presentations are available upon request.

Additionally, NAPMM Conferences always provide an opportunity for members to network and catch up. This is often cited as the most valuable aspect of the gatherings. For those of you who were not able to join us, please reach out to other members during the year whenever you have a question, or just need a sympathetic ear.

This edition of the GreenSheet contains a number of photos from the conference, hope you enjoy them!

Thanks again to our hospitable southern hosts, the Programs and Policy Committee and of course the "glue that holds us together, NAPMM Administrator, our own southern belle, Linda Best. Wherever NAPMM goes next year, which is in discussion at this time, it will be tough to top this one.

PAUL THOMPSON, III NAMED MARKET MANAGER OF THE YEAR

At the NAPMM Annual Conference, Paul Thompson III was honored as the Market Manager of the Year. Paul has managed the Atlanta State Farmers Market for the past 7 years and is currently stewarding the most ambitious renovation and modernization project in the Market's 60 plus year history. The current 10.5 million dollar warehouse replacement project is a complicated public/private venture that is envisioned as a model that can be replicated with other aged structures on the over 100 acre site.

Paul has been involved in agriculture in one way or another most of his working life. He is a former Extension agent and Associate with the Georgia Cattleman's Association. Until very recently he not only oversaw the massive Georgia State Farmers Market, largest such facility by far in the Southeast and probably second only to Hunts Point in total throughout the nation, but also oversaw nine other smaller markets spread throughout the State. Coworkers cited examples of improvements he has made that have positively impacted all the facilities.

Paul's colleagues and co-workers describe him as a manager who doesn't know the word, "no", he always considers multiple options and looks for innovative solutions that benefit everyone. They also credit his fairness, even-tempered personality and his love for people as reasons for his success dealing with the complicated and sometimes challenging mix of tenants, vendors and staff.

Paul recently left his role as Market Manager to become Georgia's International Trade Development Manager.

Congratulations Paul, well deserved.



*Paul Thompson, III
NAPMM Market
Manager of the Year*

SINCERE THANKS TO THE GEORGIA DEPT. OF AGRICULTURE AND ROCHESTER PUBLIC MARKET FOR THEIR SPONSORSHIP!



*Kristina Stanley
receives an award for
her service as
NAPMM President*

CONGRATULATIONS TO THE NEW SLATE OF BOARD MEMBERS AND OFFICERS

At the general membership meeting in Atlanta, the following Board members were approved to represent you for the 2019-20 administrative year.

Brad Boozer, South Carolina State Farmer's Market
Walter Campbell, New England Produce Center
Rick Cecil, RGS Piedmont Triad Farmer's Market
James Farr, Rochester Public Market
Michael Janis, San Francisco Wholesale Produce Market
Cathy McDermott, Rockford City Market
Danny Raulerson, Florida Department of Agriculture
Doug Sutton, WNC State Farmer's Market
Brendan Tydings, Genesee Valley Regional Market Authority
Amanda Vitale, Central NY Regional Market Authority

At the last board meeting in Atlanta, the following were elected as officers by the board:

Danny Raulerson, Chief, State of Florida Farmer's Markets
Vice-President- James Farr, Director, City of Rochester Public Market
Treasurer- Amanda Vitale, Administrator, Central NY Regional Market Authority
Secretary- Brendan Tydings, Administrator, Genesee Valley Regional Market Authority

2019-20 Committees

Governance
Marketing & Communications
Programs & Policy
Strategic Planning

Please consider being part of one of these committees. This is a great way to be involved in the future direction of the organization and also to learn more about NAPMM. If you have an interest please contact President Raulerson or NAPMM Administrator Linda Best.



*Ercell Charles, VP of
Training at Dale
Carnegie &
Associates Speaks to
Attendees on
Managing &
Preparing for Change
& Succession
Planning*



David Collins of Collins Brothers speaks to the group during a tour of the Atlanta State Farmer Market about the History of his Family's Produce Business



Pam Joiner, Manager of the Municipal Market Speaks to Attendees on the History of the Market



Drew Echols of Jaemor Farms Welcomes the Group to his Family Farm

PLACE AN AD TODAY IN THE NAPMM HANDBOOK

The deadline for ads in the NAPMM Handbook is Friday, August 2. The handbook is source for information on all member markets, the latest NAPMM by-laws and officers and is the official repository of NAPMM history and the go to document for hospitality room trivia contests.

It also is an efficient, cost effective way to promote your market to other members of the industry. The distribution includes all listed markets and other industry contacts and the rates are affordable. On top of all this the proceeds from the handbook help to subsidize membership and conference fees.

Please consider renewing or expanding your current ad or becoming a new advertiser in this important publication this year. [Click here for more information on advertising in the 2019-20 Handbook.](#)

AN NAPMM PIONEER PASSES

A remarkable lady and great friend and supporter of NAPMM, Helen Mulligan passed away peacefully with her family by her side. Our condolences go out to her son Bill and the entire Mulligan and Genesee Valley Regional Market Authority family. Helen and her husband Bill, were founding members of NAPMM and very active in the organization for many years. They helped to forge the original relationship with USDA and rarely missed a conference, regional meeting or other NAPMM function.

I had the honor and pleasure of knowing Helen, she exemplified how to successfully manage a family, a household, a job and numerous volunteer roles with grace and seeming ease. I appreciated especially her wisdom, ability to wear numerous hats and stand up for causes and people she believed in. She and Bill Sr. raised a wonderful family and were very active in the community. Through it all she was strengthened and guided by a strong faith and her love of family and friends.

Rest in peace Helen. Your life left the world a better place.

- Jim Farr, City of Rochester Public Market

ROCHESTER MARKET TOPS IN SNAP REDEMPTIONS AGAIN

Statistics below reinforce Rochester Public Market's leadership in providing healthy, affordable food to insecure populations in the community.

<https://www.fns.usda.gov/resource/snap-redemptions-report-fy-2012-2018>

My quick calculations, assuming \$751,169 in SNAP redemptions for 2018 through the Market Token Program (plus over \$500,000 in Fresh Connect coupons. These were not counted in calculations below because they are not available at all markets.)

RPM was 23.3% of all SNAP redemptions at all 396 participating New York State markets. And this large percentage exists still even though the number of participating markets and redemptions increased 63% and 74% respectively statewide since 2012.

RPM was 3.12% of all SNAP redemptions at all 7,206 participating markets nationally. And this impressive percentage exists still even though the number of participating markets and redemptions increased 124% and 45% respectively nationwide since 2012.

RPM redemptions were more than all but 6 entire STATES. (Only 6 states combined did more than \$751K in SNAP in 2018.)

RPM redemptions were more than all of Florida's 183 markets combined

RPM redemptions were more than all of Georgia's 263 markets combined

RPM redemptions were more than all of Illinois's 144 markets combined

RPM redemptions were more than all of North Carolina's 305 markets combined

RPM redemptions were more than all of Ohio's 206 markets combined

RPM redemptions were more than all of Texas's 147 markets combined

RPM redemptions were more than all of Washington's 176 markets combined

RPM redemptions were more than all of North Carolina's, Ohio's, and Washington's 687 markets combined

Many states saw their redemptions go down between 2012 and 2018, while many others went up, some quite impressively, such as Massachusetts, which increased participating markets from 122 to 458, and redemptions by 1225%.

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 2020

*Cathy McDermott
 Doug Sutton**
 Brendan Tydings*

Expires 2021

*Brad Boozer**
 Walter Campbell
 Michael Janis
 Danny Raulerson***

Expires 2022

*Rick Cecil**
 Jim Farr
 Amanda Vitale*

**Denotes 2 Consecutive Terms

THE TROY WATERFRONT FARMERS MARKET IS NEGOTIATING FOR A DAILY INDOOR SPACE AT THE TROY ATRIUM

From the Albany Business Review -- The winter home of Troy's farmers market could become a daily, year-round indoor destination with booths for 20 to 25 vendors.

The deal, if finalized, would complement the outdoor market that brings thousands of people downtown in the spring, summer and fall.

Leaders of the market are negotiating with David Bryce for the indoor space.

Bryce owns the Troy Atrium, the 1970s-era shopping mall-turned-office building where the market is held every Saturday in the winter.

"Our intent is to have a seven-day-a-week presence in downtown Troy," said Zack Metzger, president of the Troy Waterfront Farmers Market.

The market fills the Atrium one day a week for six months, changing the otherwise quiet hallways into a lively scene of people buying local products and socializing.

From May to October, vendors set up along River Street.

Now entering its 20th year, the market continues to grow and expects to add 13 vendors when it moves outdoors on May 4, bringing the total to more than 100.

Market leaders for several years have wanted a permanent presence to complement the outdoor market. Plans to move into a large, mixed-used development at One Monument Square were dropped in 2015, and the land along the riverfront remains empty.

The city is preparing to seek developers yet again for the parcel.

The market hasn't given up on One Monument Square, but it could take years before anything is built there, Metzger said.

In the meantime, using the Atrium year-round would be a good testing ground for a daily, indoor market. Booth sizes would be flexible in case vendors need more or less space. Overhead costs would be affordable, unlike trying to rent a storefront downtown.

"As a small business owner, that's a small step," said Metzger, who raises meat and vegetables at Laughing Earth farm in Cropseyville outside Troy. "A lot could take that without breaking their business."

The outdoor market would continue on River Street in the warm weather months but with some of the vendors indoors at the Atrium.

The arrangement would also provide stability since the renewable lease with Bryce would be for five years, not annually as it is now for the Saturday-only market.

"We think we could expand this into something bigger ultimately but we want the chance to try it," Metzger said.

Click here for the full article: <https://www.bizjournals.com/albany/news/2019/04/04/troy-farmers-market-atrium-daily-space.html>

By Michael DeMasi – Reporter, Albany Business Review

More Photos From Atlanta...



Group Photo at Jaemor Farms



Buffet Lunch & Networking Between Sessions



Municipal Market



Fresh Oysters at the Ponce City Market

