



NEWS RELEASE

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Contact:

Mary Coppola, United Fresh Produce Association
mcoppola@unitedfresh.org
202-303-3425

Rose Harrell, National Association of Produce Market Managers
rharrell@mfca.info
410-379-5760

NAPMM and United Fresh to Host Meeting of Wholesale Produce Markets with USDA

Washington D.C. (December 18, 2017) – The National Association of Produce Market Managers (NAPMM) and United Fresh Produce Association will host a meeting of wholesale market managers, boards of directors, municipal officials and USDA. Attendees will discuss the important role that wholesale markets play in cities and regions throughout the United States in providing critical infrastructure that links agriculture to communities, and generate ideas for opportunities to address challenges wholesale markets are facing to ensure their continued success.

“NAPMM members have a long history of operating the nation’s leading markets and providing crucial food infrastructure to their cities, regions and food economies,” said Rose Harrell, Deputy Director of the Maryland Food Center Authority and President of NAPMM. “By bringing wholesale market leaders together with associations and public partners like United Fresh and the USDA, this meeting presents an opportunity for strategic planning and evaluation to guide the future of market development in a changing market landscape.”

“Wholesale markets play a key role in bringing produce from the field to the consumer,” said Miriam Wolk, Vice President of Member Services for United Fresh Produce Association. “United Fresh looks forward to engaging in dialogue with market leaders, wholesale companies and USDA on how we can support markets’ role in the produce supply chain.”

The meeting will take place on January 25, 2018 at the Jefferson Auditorium, USDA South Building, Washington, D.C. More details, including registration information, can be found here:
<http://www.napmm.org>.

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About the National Association of Produce Market Managers

Founded in 1947, the National Association of Produce Market Managers (NAPMM) is an all-volunteer group of managers of retail, wholesale and public markets from across North American and beyond. NAPMM’s mission is to improve and strengthen the economic health and vitality of year-round, permanent, wholesale produce markets, retail farmers’ markets, and public markets. For more information, visit <http://www.napmm.org>.

About United Fresh Produce Association

Founded in 1904, the United Fresh Produce Association serves companies at the forefront of the global fresh and fresh-cut produce industry, including growers, shippers, fresh-cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. From its headquarters in Washington, D.C. and Western Regional office in Salinas, Calif., United Fresh and its members work year-round to make a difference for the produce industry by driving policies that increase consumption of fresh produce, shaping critical legislative and regulatory action, providing scientific and technical leadership in food safety, quality assurance, nutrition and health, and developing educational programs and business opportunities to assist member companies in growing successful businesses. For more information, visit www.unitedfresh.org or call 202-303-3400.