

# the 7th International Public Market Conference

San Francisco, California. April 24-26, 2009

The 7th International Public Market Conference will set a new direction for the vital role markets play in transforming local economies and communities. First class speakers from the Bay Area, the US, and around the world will be on hand to deliver lectures, workshops, and breakout sessions, share wisdom gained from their years dedicated to the movement, and encourage participants to creatively respond to today's and tomorrow's emerging challenges.

## Topics will include:

- Markets as focal points of local food economies
- How markets can enhance access to fresh food in low income communities
- Markets and placemaking: Revitalizing communities and public spaces
- Bringing people together: Markets as cultural melting pots
- Building local food systems: Linking wholesale, retail, and local production
- Creating economically sustainable markets in low income communities

## Conference Agenda

- Friday, April 24: Plenary sessions and workshops; reception at the Ferry Building
- Saturday, April 25: Tours and special evening event
- Sunday, April 26: Workshops and closing session

## Market Tours

Conference tours will be organized to a wide range of markets including farmers markets in Marin, Oakland, and San Jose; a culturally diverse flea market in Berkeley; new public markets in Oakland and Napa; and many other open air markets on both sides of the bay.

## Conference Setting

San Francisco, and the surrounding Bay Area, is known for a rich array of markets and a local and international population who patronize them year-round, indoors and out. The event will take place in and around the area's famous markets, public spaces and neighborhoods, enabling participants to see first hand the Ferry Building Marketplace and Ferry Plaza Farmers Market.

The conference hotel will be the Hilton San Francisco—Financial District. Located in Chinatown on historic Portsmouth Square, it is with walking distance of the Ferry Building. ([www.sanfranciscohiltonhotel.com](http://www.sanfranciscohiltonhotel.com))

## Conference Participants

Participating in the conference will be a broad mix of market managers, downtown planners, grassroots organizers, local food advocates, transportation experts, health care professionals, and educators from around the world.

## Project for Public Spaces: Conference Organizer

Project for Public Spaces, Inc. (PPS) is a nonprofit technical assistance, research, and educational organization. PPS' Public Market Program aims to foster innovation and new models for public markets that are economically sustainable while maximizing their benefits on their communities, and contributing to the creation of the public places that attract a broad diversity of people. For the past three years, with the support of the Ford and W. K. Kellogg Foundations, PPS has funded projects with 40 farmers markets, market networks and state farmers market associations in over 20 states. These innovative grantee projects will be highlighted at the conference.

For information and more details, visit [www.pps.org/markets](http://www.pps.org/markets)

## Conference Co-Hosts

- The Ferry Building Marketplace ([www.ferrybuildingmarketplace.com](http://www.ferrybuildingmarketplace.com))
- CUESA (Center for Urban Education about Sustainable Agriculture), sponsor of the Ferry Plaza Farmers Market. ([www.ferryplazafarmersmarket.com](http://www.ferryplazafarmersmarket.com))

## Organizational Partners

- World Union of Wholesale Markets ([www.wuwm.com](http://www.wuwm.com))
- Farmers Market Coalition ([farmersmarketcoalition.org](http://farmersmarketcoalition.org))

## Host Committee

Representatives from Bay Area organizations have generously agreed to guide our conference planning:

- The Port of San Francisco
- Roots of Change Foundation
- Asian Culinary Forum (The Wandering Spoon)
- Alemany Farmers Market
- SAGE Center
- Marin Farmers Market Association
- California Farmers Market Association
- San Francisco Wholesale Produce Market
- California Flower Market
- Oxbow Public Market
- The Unity Council
- UC Davis, College of Agriculture and Environmental Sciences
- Jack London Market
- Heart of the City Market
- Prevention Institute