



Hunts Point Terminal Produce Market

NYS Council on Food Policy

June 12, 2009

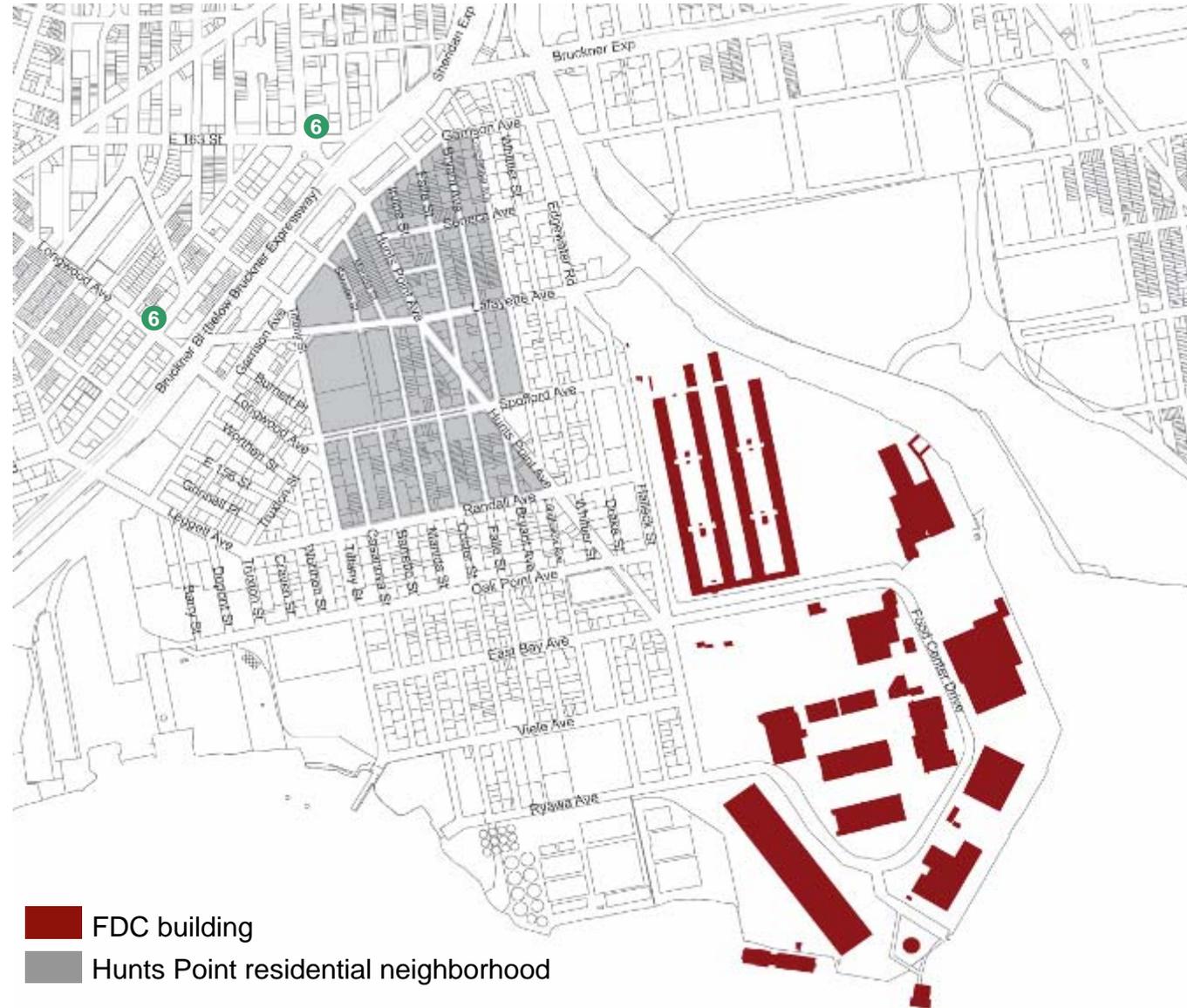


New York City
Economic Development
Corporation

Outline

- Where is the Produce Market?
- What is the role of the Produce Market?
- What is wrong with the Market?
- What is the proposed design, and what benefits would it yield?
- Next steps

Where is the Produce Market?



The Hunts Point Food Distribution Center:

- Occupies 329 acres; a third of Hunts Point Peninsula
- Houses over 115 firms
- Employs approximately 10,000 people

Where is the Produce Market?

New York City Terminal Produce Market Cooperative
105 acres, 48 cooperator firms

Hunts Point Cooperative Market
(meat market)
37 acres, 37 cooperator firms

Fulton Fish Market at Hunts Point
33 acres, 31 cooperator firms



Market Function: Past, Present, and Future



Built in 1967 to anchor Food Distribution Center

- 660,000 sf of warehouse
- Rail-oriented facility

Highest-volume produce market in U.S.

- 3,000 union jobs
- Estimated \$2.3 billion in annual revenue
- More than 100 food businesses outside of FDC



Future potential:

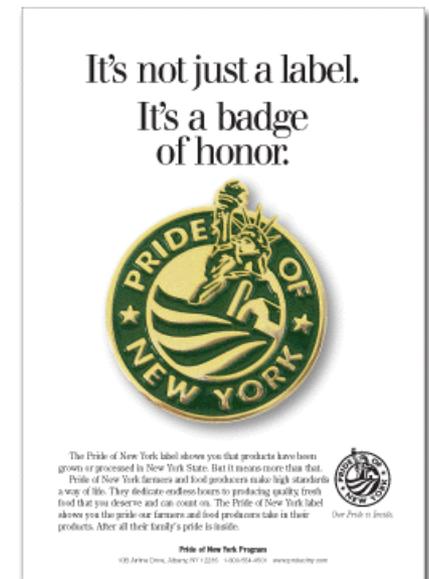
- Additional market share
- Higher food safety standards
- Greater access to locally-grown produce

What is the role of the Produce Market?

- Supply consumers, retailers with fresh produce at low prices
 - Wholesale prices lower than Philadelphia market
 - Competition and purchasing power help keep prices low
- Provide access to locally-grown produce
 - More than 50% of the Market carries NYS produce
 - Providing cold chain compliance and reducing internal traffic congestion would attract more NYS growers, produce
- Serves as a spot market for growers across the country
 - Access to 23 million residents in NY metro region

Source: USDA AMS Fruit and Vegetable News

Collected and organized by NYS Department of Agriculture & Markets,
NYC Office (2008)



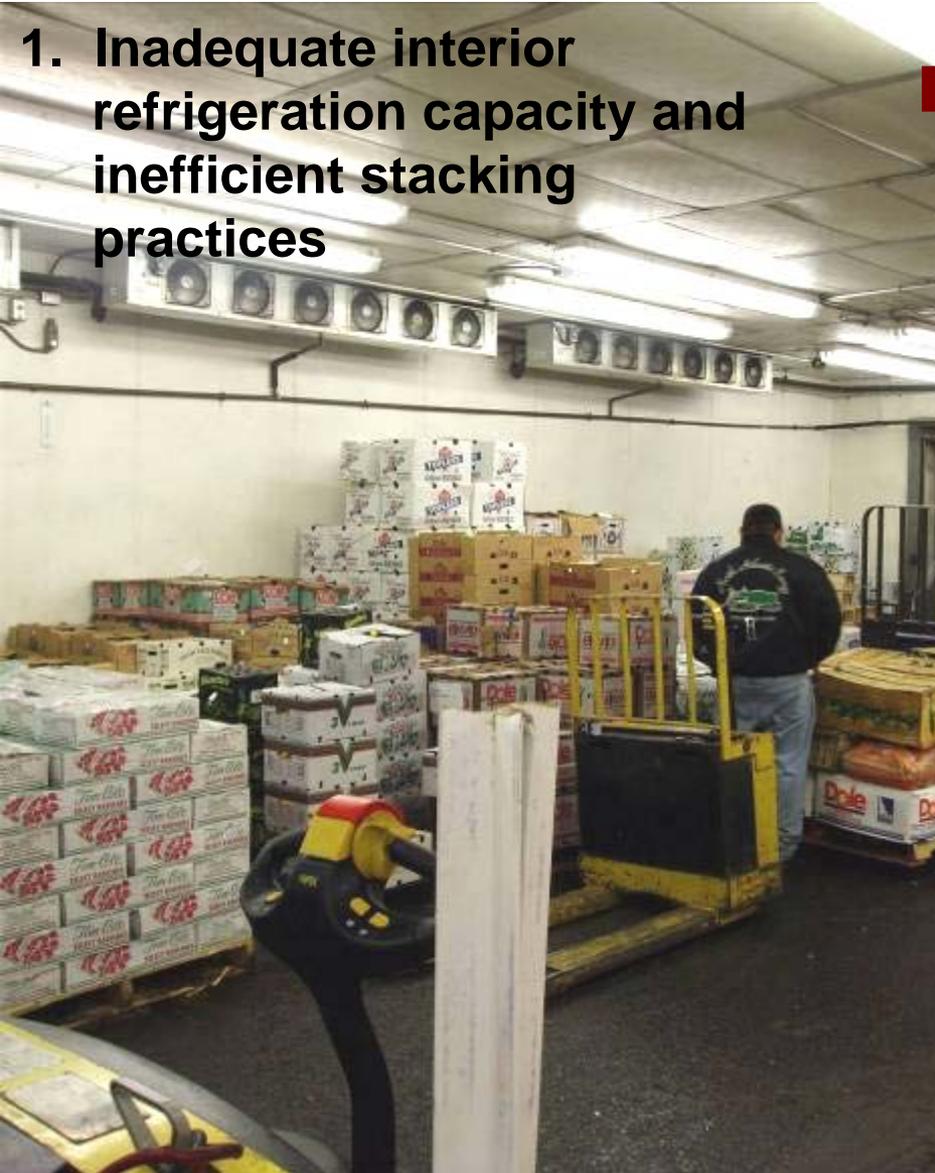
What's wrong with the Produce Market?

- Insufficient storage capacity
- Transportation circulation problems
- Lack of food safety protections
- Deficient site infrastructure



What's wrong with the Produce Market?

1. Inadequate interior refrigeration capacity and inefficient stacking practices



- Supplemental storage in trailers at docks and throughout site

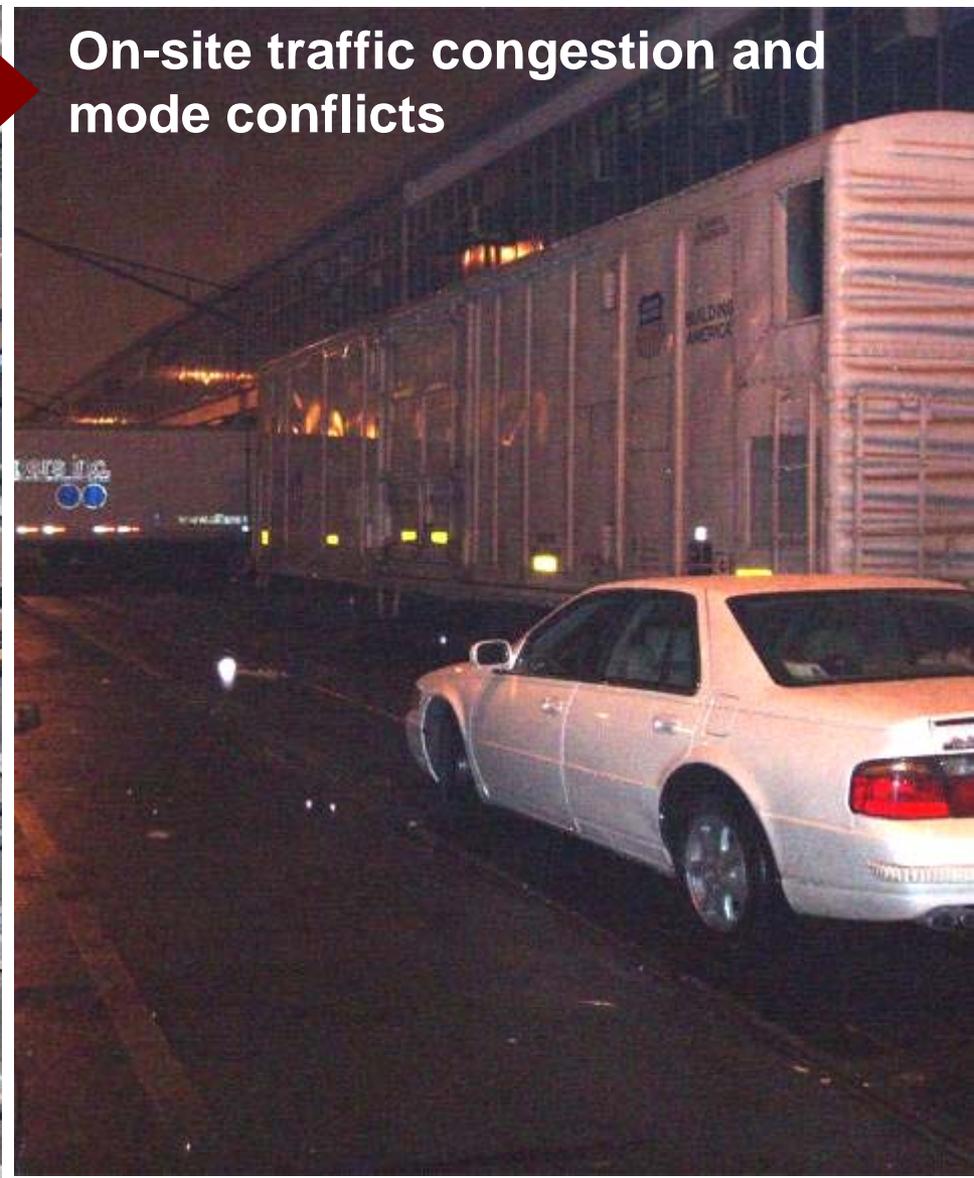


What's wrong with the Produce Market?

2. Significant transportation circulation problems



On-site traffic congestion and mode conflicts



What's wrong with the Produce Market?

3. Lack of modern food safety protections



Contributes to spoilage, waste, and degraded produce



What's wrong with the Produce Market?

4. Deficient site infrastructure

Erosion of site fill material and soil



Subsurface utility failure



Obsolete track turning radii



Train derailment

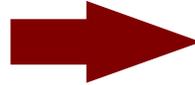


If we build, will it be viable over the long term?

Based on study criteria, there are three building elements critical to any viable redevelopment:

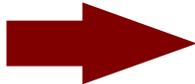
1) Sufficient refrigerated warehouse capacity

- Cubic stacking



Replaces existing and future flex storage and improves dock utilization

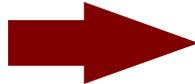
2) Separate loading/unloading areas for large trucks, small trucks and rail



Reduces internal transportation costs

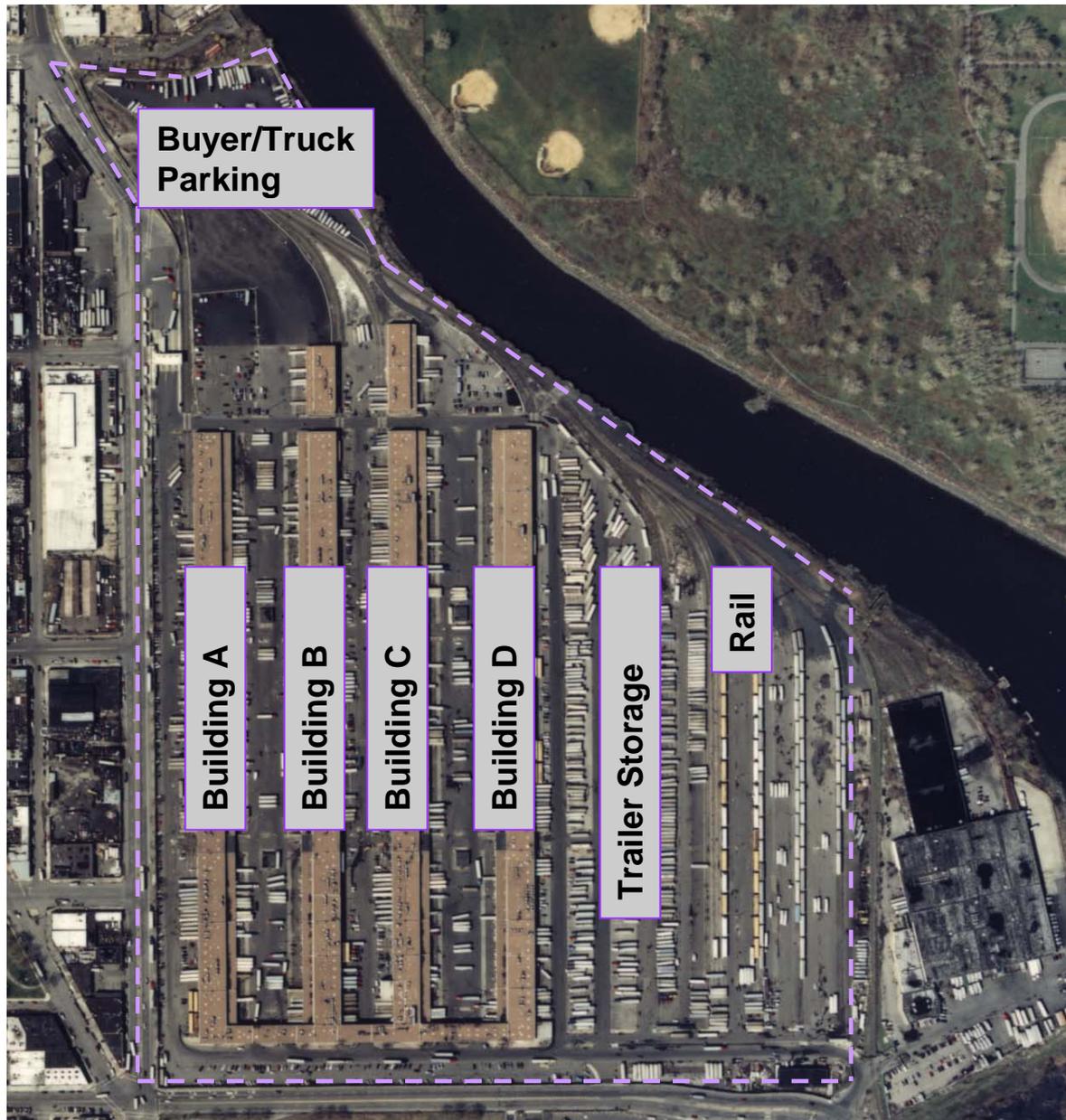
3) Improved cold chain compliance

- Flush mount truck doors

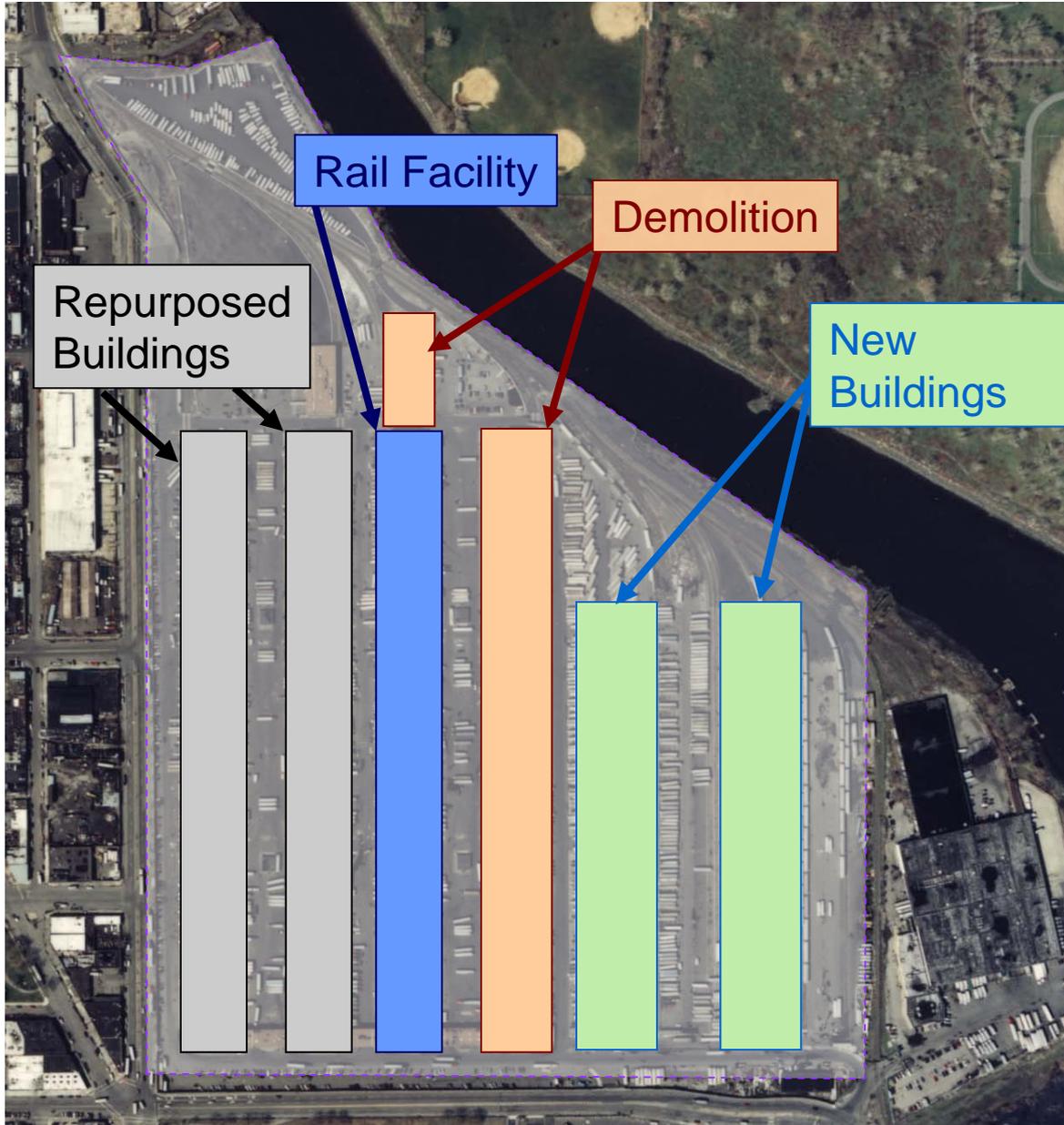


Increases sales capacity and improves food quality

Existing Facility



Potential Site Plan



 Create space for new intermodal facility, parking and truck circulation

 Develop 610,000 sq. ft. new cold-chain compliant warehouses

 Retrofit Building C for cold-chain compliant, separated rail facility

 Repurpose Buildings A and B for possible food businesses

What should the public seek in the redevelopment?

Economic Benefits

- Job retention
- Increased market share

Food Access and Safety

- Maintain low wholesale (and retail) prices
- Increase access to NYS and regional produce
- Provide higher food safety, while reducing spoilage

Sustainability

- Improved air quality
- Higher energy efficiency
- Stormwater management
- Future waterfront connection to South Bronx Greenway



Next steps

- Refine conceptual design and construction cost estimate
- Continue to pursue State and Federal funding sources
- Define financing options with the Coop

