



World Trade Association of Philadelphia Holds Tour, Dinner at PRPA's Philadelphia Wholesale Produce Market

One of the reasons that the **Philadelphia Regional Port Authority** was chosen to be the landlord of the new **Philadelphia Wholesale Produce Market** was to increase the Market's interactions with the Port of Philadelphia. Traditionally, the Market did a relatively small percentage of its business via the sea port, and PRPA's leaders realized that more robust connections would benefit everyone-- from Market merchants who could source more produce from around the world, to Pennsylvania farmers who would have better export access to global consumers.

As part of the effort to build bridges between the Port community and the Market, the **World Trade Association of Philadelphia (WTA)** held a tour and dinner at the Market on January 19. Fifty members and guests of the WTA took a tour of the impressive building, met some of the merchants / tenants of the Market, and enjoyed a dinner sponsored by **CMS Transportation**.



*WTA members meet one of the 25 merchants at the **Philadelphia Wholesale Produce Market**. Each merchant at the Market has a public store front where fresh produce is sold to the public, as well as state of the art cold storage space and offices.*

The facility’s main building is the largest fully refrigerated building in the world, and the Market’s merchants have annual sales of about \$1 billion.

The Market’s Business Development Manager, Tad Thompson, was pleased to showcase the building. He commented, “This facility is the best in the nation, and we are pleased to bring potential partners, like the WTA’s members, into our Market.”

Thompson has extensive international experience, and he knows the value of making the right introductions. He noted, “When our merchants meet international transportation and produce people, good things can happen.”



*Chip Wiechec, President of Hunter Brothers, Inc., gives a tour of the **Philadelphia Wholesale Produce Market**. Massive refrigeration units provide cold supply chain integrity throughout the facility.*

WTA Board Member Clayton Manthorpe of CMS Transportation was also pleased with the event: “WTA members are glad to get a customized tour of a facility like this. Many of us move food products, and so there is a lot of potential business here.”

CMS Transportation is a full service warehouse and trucking company which does a large amount of international business. Manthorpe commented, “WTA can help the Market’s tenants go global more efficiently, or, in some cases, learn to go global.”

The WTA is a non-profit, volunteer organization that promotes trade connections between the Delaware Valley region and the world.

WTA members include shippers, steamship lines, marine terminal operators, freight forwarders, warehouse companies, truckers and others involved in international trade and transportation.

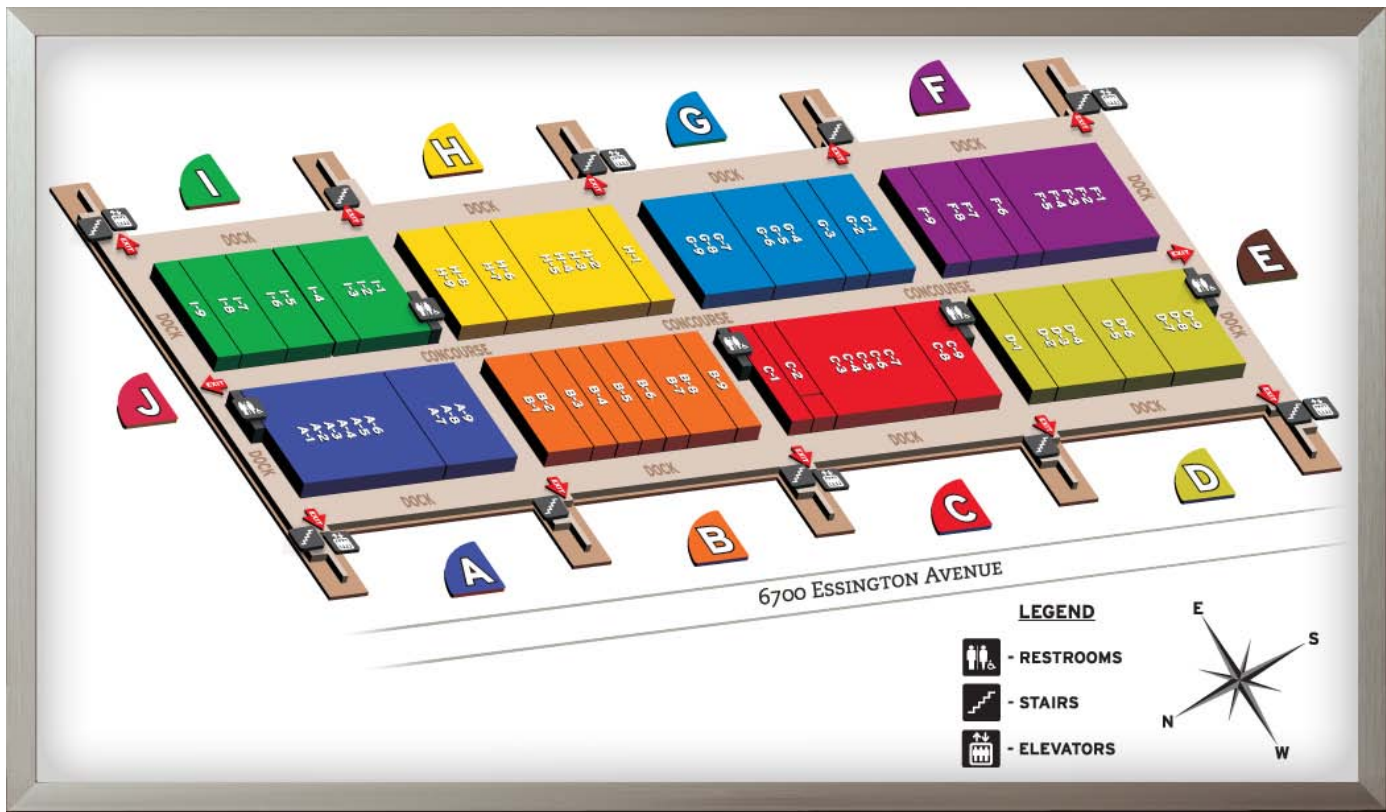
WTA Executive Administrator Deborah Ingravallo was pleased that several new members joined the WTA following the event. She also said, “We like to highlight important regional trade and transportation facilities, like the Market.”

Several attendees at the event expressed confidence of future collaboration between the Market and the Philadelphia Port community.

The Philadelphia Wholesale Produce Market’s main building is 686,000 square feet, which is larger than 14 football fields. Merchants independently control their particular coolers’ temperatures, with a range of 32° to 60 °F. The facility also boasts a banana ripening unit, a restaurant, a conference room / board room (which was used for the WTA event), and an impressive trash recycling building behind the main structure.



The Philadelphia Wholesale Produce Market pictured from the air. Located on Essington Avenue in Southwest Philadelphia, the facility is the most recent addition to the portfolio of the Philadelphia Regional Port Authority.



To learn more about the Philadelphia Wholesale Produce Market, call Tad Thompson at (215) 336-3003 or see www.pwpm.net

To learn how the Philadelphia Regional Port Authority can help you grow your business, contact the Marketing Department at (215) 426-2600.

To learn more about the World Trade Association of Philadelphia, go to www.wtaphila.com or call Deborah Ingravallo at 856-642-3957.

The Philadelphia Regional Port Authority (PRPA) is an independent agency of the Commonwealth of Pennsylvania. Its primary mission is the enhancement of water-borne trade and commerce. PRPA seeks to generate activity that will maximize port-related employment and revenues. Port activity generates thousands of direct and indirect jobs in the Philadelphia area and throughout Pennsylvania. PRPA is the landlord of the PWPM.