

PUBLIC MARKET CHARACTERISTICS

- Daily Year-Round Indoor Variety of Owner Operated Businesses
- Features Fresh, Value Added and Prepared Foods
- Outdoor Farmers Market Component
- Focus on Locally Owned and Operated Businesses
- Venue for Social Interaction
- Showcases Best of Local Foods, Arts, Crafts and Heritage
- Permanent Facility for Local Farm Product Sales
- Tourist Attraction- Prefer to Shop Where Locals Shop
- Business Incubator- Low Start-up Cost, Short Term Leases
- Proven Economic Development Engine

Public Market Exteriors

Ferry Building, San Francisco



Milwaukee Public Market



Oxbow Market, Napa, CA.

Public Market Interiors



Public Market Components

Market Hall



Indoor/Outdoor Market



Seasonal Outdoor Market



Market District- All Components



Public Market Business Types

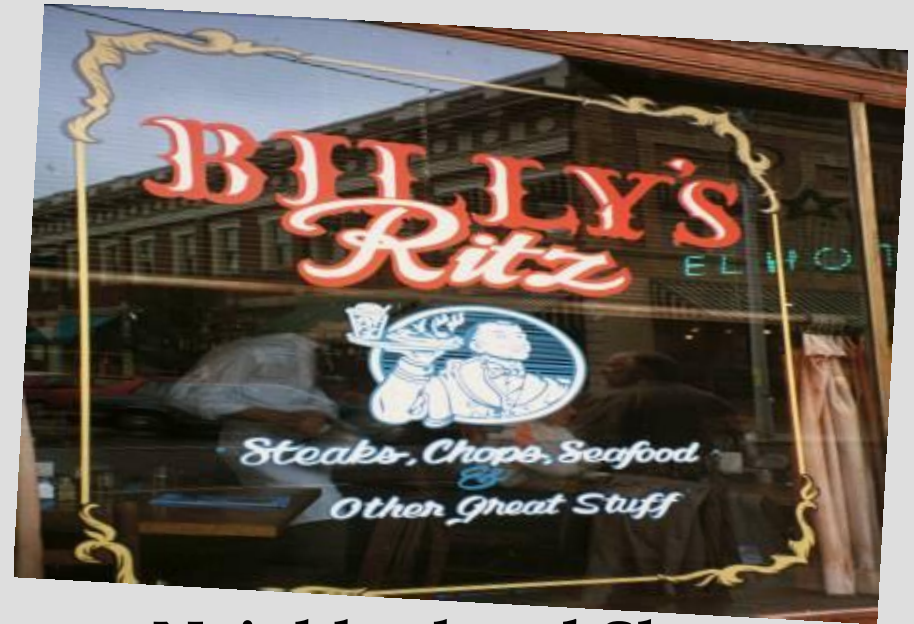
▣ Fresh Foods



▣ Arts and Crafts



▣ Restaurants



▣ Neighborhood Shops



Exterior Rendering



FLORIDA FOOD SAFETY

SMALL FARM EXEMPTION
KILLED IN COMMITTEE

NO SMALL BATCH LAW

SMALL FARMER
HELD TO SAME STANDARDS
AS LARGEST PRODUCER
COMMERCIAL KITCHEN REQUIRED

FEDERAL FOOD SAFETY MODERNIZATION ACT - DECEMBER 2010

TESTER HAGEN ADMENDMENT

IF FARM

1. GROSSES LESS THAN \$500,000 A YEAR OVER THREE YEARS
2. SELLS MAJORITY OF PRODUCTS DIRECTLY TO CONSUMERS,
RESTAURANTS OR GROCERY STORES IN SAME STATE OR
WITHIN 275 MILES

THEN:

EXEMPT FROM DEVELOPING A FOOD SAFETY PLAN,
EXTENSIVE RECORD KEEPING AND COMPLYING WITH NEW FDA
RULES