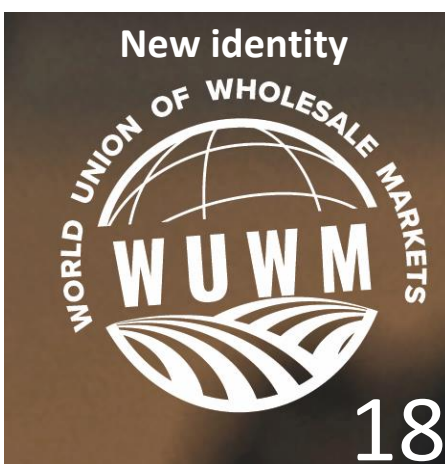
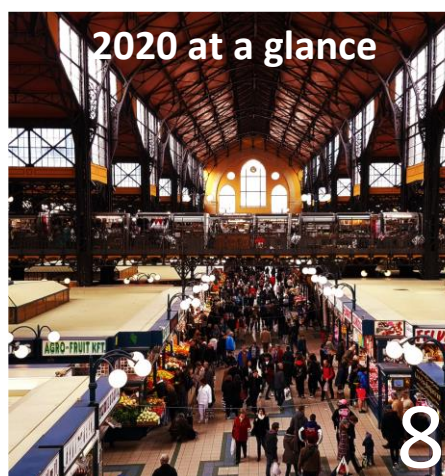




**ANNUAL REPORT**

**2020**



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**Foreword: Chairman's Review**



# Foreword

## Chairman's Review

We have been through a challenging year due to the COVID-19 pandemic and now 2020 is drawing to a close.

As most of WUWM members are located in Europe and we need more effective communication during the pandemic, I have entrusted Mr. Stephane Layani to act as chairman. Mr. Layani has begun to deal with WUWM's daily work from the second half of 2020 onwards. I want to take this opportunity to thank Mr. Layani for his time and energy in managing WUWM so well.

Besides, please let me express my sincere gratitude to WUWM's board directors and all members for supporting me over the past year. The pandemic changes us a lot from all aspects, however I believe that as participants of wholesale and retail markets, we will join forces to keep the supply chain of fresh food safe and efficient in the future.

I am looking forward to meeting you all in person in 2021 and hope we will have a WUWM conference in the near future.

Wish you all a healthy and happy new year in 2021!

**Ma Zengjun,**  
Chairman

**Foreword: Acting Chairman's Review**



# Foreword

## Acting Chairman's Review

2020 is most certainly a year that has changed our world forever. The pandemic has impacted our lives in many aspects. In deep empathy, we support all who have experienced dreadful consequences due to Covid-19.

Besides personal concerns, the pandemic has drastically affected the fresh food supply chain. Restrictions to slow the spread of Covid-19 have halted people from going to work, considerably affected work conditions and protocols, closed restaurants, working canteens and schools while moving many customers online, and changed trading and shopping experiences which we had become used to. The pandemic has highlighted that things which we believed to control, such as ensuring an efficient supply chain and food security, can become fragile.

This year has underlined the importance our markets have in supplying the world with fresh food when they need it most. It makes us proud to witness your dedication and efforts in providing the world with quality fresh food despite the challenging conditions.

Governments and international organizations have recognized the significance of our markets during this crisis. If the fresh food supply chain

resisted it is because of our markets! International actors have expressed a desire to help transition our food system into a more sustainable and resilient one.

I truly believe that wholesale and retail markets are key actors to enhance this transition. Together, we can promote a sustainable and resilient model that can meet the challenge of feeding a growing population with fresh, guaranteed, and accessible food. With the support of the international community and our commitment, we will come out of this crisis as resilient and sustainable markets that are key in ensuring healthy diets worldwide.

Regrettably, our traditional activities had to be postponed, such as our two annual conferences and the launch of the Love Your Local Market campaign. Nevertheless, we have remained very active. More than ever are we dedicated to uniting the voices of wholesale markets so we can collectively pursue an international sustainable, accessible, and resilient food system.

**Stéphane Layani,**  
Acting chairman

# WUWM Organizational Chart

2020-2021



# New Acting Chairman Stéphane Layani



As of July 1<sup>st</sup>, 2020, Stéphane Layani has been appointed by Zengjun Ma as the acting chairman of WUWM. Mr. Layani will chair the Board of Directors and the WUWM organization as "Appointed Chairman" until the Florence Conference. An official election will occur during the annual Meeting of the Union Membership in Florence in 2021.

Mr. Layani would like to take this opportunity and thank Mr. Ma for all the milestones that he has accomplished during his mandate which he summarizes as follows:

"Mr. Ma was a great and dedicated WUWM leader, he worked a lot to make our organization stronger, proposing a clear agenda for the forthcoming years and new WUWM Statutes. During his mandate, the WUWM had several very successful conferences and WUWM's membership increased significantly. I fully understand that now is the time for him to focus on CAWA and China's challenges, and I am grateful to still have him as a special advisor."

Mr. Layani stressed that the Covid-crisis shows to the world how food security is a capital issue for human societies, and that it is a stake that is far away from being "obvious to manage". During the pandemic we see citizens from all over the world running to the supermarkets to buy food and being afraid of having shortages in food

distribution. The trends show that a large part of the population prioritized buying fresh produce during the crisis instead of processed food.

In this sense, Mr. Layani claims that wholesale markets can be proud of their work: "if the supply chain resisted, it is because the wholesale markets were there." He stressed that more than ever citizens want to eat fresh and local produce with less environmental impact and with a guarantee of traceability and safety. Wholesale markets are the only ones today that have the structure to provide that.

The crisis also showed how important it is to have modern infrastructures with high sanitary regulations all around the world. WUWM is in this sense a powerful tool to spread good practices and have international modern standards for wholesale markets. Furthermore, Mr. Layani stressed that we face a big opportunity to foster the position and visibility of our organization.



# New Secretary- General Eugenia Carrara

Meet WUWM's new interim Secretary-General Ms. Eugenia Carrara. Ms. Carrara has been appointed the interim Secretary-General of WUWM as of September 15<sup>th</sup>, 2020.

Ms. Carrara has been working within the food field for more than eight years. For the past three years, she has worked at Rungis International Market, France. First as the International Relations Advisor to the President, then for one year as Chief of Staff. Among her many duties she was responsible for all the institutional relations with other political authorities and international wholesale markets as well as the development of institutional partnerships in the field of fresh produce.

Prior to this, Ms. Carrara worked as an Economic Advisor to the Mayor of Paris, France, and directed the Paris Food Policy Program including the management of retail markets policy. Ms. Carrara also served to the former Minister of Ecology of Argentina as a technical advisor in new law frames for the agricultural sector.

Ms. Carrara has a Master of Global Affairs from the prestigious public affairs French school Ecole Nationale d'Administration (ENA). She also has a master's degree in Sociology and Political Science from the Ecole Normale Supérieure and a bachelor's degree from the Université Libre de Bruxelles. Ms. Carrara speaks five languages (English, French, Spanish, Portuguese, Italian).

We wish her lots of success in her new role!

# 2020

## at a glance

### JANUARY – MARCH

**5-7 February** The Fruit Logistica took place in **Berlin**. A record number of over 3,300 exhibitors from the fruit and vegetable industry and more than 72,000 visitors from across the world gathered in Berlin. WUWM members were there!



### APRIL – JUNE

**20 May** European Commission presented the **Farm to Fork Strategy**. In the context of the Covid-19 crisis the EU developed this strategy to ensure that agriculture, fisheries and aquaculture, and the food value chain contribute appropriately to the European Green Deal ('Make the EU climate-neutral by 2050').

**27-29 May** **WUWM Conference in Florence, Italy postponed**. Due to the Covid-19 pandemic this conference has been rescheduled to 19-21 May 2021. Elections will take place during the next conference.

### JULY – SEPTEMBER

**22 July** **First online Board of Directors Meeting**. The first virtual meeting via Zoom was held. Stéphane Layani was appointed as the acting chairman of WUWM.

**23 July** **First online meeting of the European working group**. Representatives from our European members participated in this online meeting over Zoom.





## 2020 at a glance

**15 September** Eugenia Carrara has been appointed as interim Secretary-General. Ms Carrara is the new interim Secretary-General of WUWM.

**24 September** Acting Chairman Stéphane Layani speaks at the CEO Leaders on Purpose Summit 2020. This year's summit brought together some of the world's top leaders on creating a shared vision in response to the Covid-19 pandemic.

**29 September** Acting Chairman Stéphane Layani speaks at FAO's IDAFLW event. Along other influential government officials and directors, our acting chairman represented WUWM on the International Day of Awareness of Food Loss and Waste.



# OCTOBER – DECEMBER

**October** WUWM launches the Regional Project Fund. All regional groups will have access to yearly funding to be spend on a project. This fund was established to strengthen local actions and promote a sustainable, inclusive and safe fresh food supply chain.

**7-10 October** WUWM Conference in Guadalajara, Mexico postponed. Due to the Covid-19 pandemic this conference has been rescheduled to October 2021.

**16 October** Our #FoodHeroes are celebrated by WUWM. During the World Food Day, an event organized by the United Nations, we took the opportunity to thank our #FoodHeroes via our social media.

**1 November** FLAMA - Latin American Regional Group and FAO Latin America and the Caribbean have established a joint strategy during the pandemic. The joint strategy will monitor and advertise the activities of regional wholesale markets and supply centers during this period of crisis.

**16 December** WUWM participates on the 2020 EU Agricultural Outlook Conference.



# WUWM Membership

## 2020



### New WUWM-members:

<i>United States</i>	-	Hunts Point Terminal Produce Market
<i>Turkey</i>	-	Bursa Market
<i>Ivory Coast</i>	-	Société d'Exploitation du Marché de Gros

### Membership Statistics (on 31 December 2020)

Number of individual wholesale markets	147
Individual retail markets	12
Retail market associations	16
Associate organizations (retail and wholesale)	7
Associate consultants	16
Associate individuals	9
Honorary chairman	4
Honorary members	6
<b>Total number of WUWM members</b>	<b>224</b>
<b>Total number of countries represented</b>	<b>43</b>

# Regional working groups

## *“Think Global, Act Local”*

WUWM is committed to increasing the profile of, and the knowledge within, food markets worldwide. To effectively undertake this international challenge, we need to think global and act local. To increase WUWM’s membership cooperation within the sector, three regional working groups are currently active: Europe, the Americas, and Asia-Pacific. Regional working groups help ensure increased member involvement, stimulate activities of benefits to markets in the regions, support the procurement of market data and regional market studies and projects, as well as help ensure a more effective representation of food markets within the global food distribution industry. Information on the current activities of these sections is provided below.



## Regional working groups

# Europe

The European Group had two online meetings chaired by Massimo Pallottini. Both agendas mainly focused on how European wholesale and retail markets can work together to form a more united and resilient European network, how to improve communications with EU institutions, and how to benefit from the Farm to the Fork strategy. The vision of European wholesale markets is to promote a sustainable urban fresh food supply chain in order to meet the objectives of the European Green Deal to create a decarbonized continent by 2050. The European Union's Agriculture Ministers met from August 30 to September 1 to negotiate the next reform of the Common Agricultural Policy (CAP). The new policy is due to come into force at the beginning of 2021. The new objectives are to simplify the CAP and provide it with an ecological ambition. The Farm to Fork Strategy will take into account distribution issues, making it important for European wholesale markets to become key stakeholders for EU institutions. European wholesale markets supply almost 200 million consumers, distribute 25 million tons of fresh products, and employ over 150,000 people.



# Asia-Pacific

The Asia-Pacific Regional Working Group (APRG) issued the first monthly periodical, named Market Express, for members in Asia-Pacific region in January. Considering the circumstances of the COVID-19 pandemic, the Secretariat of APRG realized that online communication and information exchange will become the main route in 2020. Until now, the periodical has been publicized for eleven consecutive months and it is becoming popular among China and other regional countries as it is published in both Chinese and English. Besides the Secretariat of APRG, the Chinese Agricultural Wholesale Association (CAWA) keeps updating and enriching the content of its website. CAWA organized several online match-making meetings, helping fresh fruits and vegetables from South Korea, Indonesia and other countries entering the Chinese market. All the above activities have contributed to promoting regional communication and cooperation in the Asia-Pacific agricultural sector.

# Americas

The Americas Group, through their regional organization FLAMA, had several coordination meetings during the pandemic to share good practices on the prevention of Covid-19 in wholesale markets. In addition, they developed a strong collaboration with the FAO, resulting in a joint strategy to monitor and advertise the activities of regional wholesale markets and supply centres during the pandemic. Some of the actions proposed are the checks on body temperature, the use of gloves, and guiding consumers on the disinfection of containers used to carry food. As a collective, they have also expressed their admiration and congratulations for the work that has been done by wholesale markets at a regional level to maintain the availability of food for the population. They are delivering when it is needed most.

# Establishment of the regional projects fund

This year the WUWM has established a fund to be spend on projects at local and regional levels. This way we can promote a sustainable, inclusive, and safe fresh food supply chain and ensure the development of modern wholesale markets at local level.

Our Regional Working Groups are charged with developing actions, partnerships, and programs that can be adapted to meet regional needs. Since every region has their own challenges, agendas and priorities to address, each of our regional groups maintain relationships with regional public stakeholders and networks.

## **Conditions:**

Via their respective chairman, the regional groups must submit a project with a short and clear description, the objectives, the costs, the actors that will be involved, and the time frame of its implementation to the WUWM secretariat, at least 15 days before every Board of Directors.

After its submission, the project will be reviewed and discussed in the next Board of Directors Meeting. There is no limitation to the number of projects that can be submitted per region, but their total cost should not exceed 7,000 Euros for each group per year. The projects should be coherent with the WUWM mission, its values, and priorities and it should benefit the organization's image worldwide.

The projects and their communications on behalf of the WUWM, will be monitored by the WUWM secretariat. The use of the logos and graphics of the WUWM is obligatory. All communication tools should be approved by the WUWM prior to publication.

The Directors of the regional groups will have to present to the WUWM all the financial aspects and bills related to the project, that will need to be validated before engagement.

To benefit from the Regional Project Fund, more than 80% of regional fees must have been paid while applying.

## **Deadlines for applying:**

Throughout the year. At least 15 days before every Board of Directors Meeting.

# Board of directors meetings

Despite the pandemic, the board of directors had two very productive meetings this year. The meetings took place via online video conferences on July 22<sup>nd</sup> and December 4<sup>th</sup>.

During the first meeting Chairman Zengjun Ma proposed to name Stéphane Layani Acting Chairman of the WUWM until the next elections. During his appointment, the Acting Chairman took the stage to sincerely thank Mr. Ma for all his excellent work for WUWM.

WUWM's acting chairman stressed that the pandemic has challenged and is challenging the food industry and WUWM as a collective. Nevertheless, wholesale markets can be proud of their work. In a lot of countries, if the supply chain resisted, it was because the wholesale markets were there.

As elections could not take place this year in the Florence Conference that was cancelled due to Covid-19 travel restrictions, a temporary organization was formed to foster the position and visibility of our organization:

- Giannis Triantafyllis: Interim WUWM Vice-Chairman
- Jean-Paul Auguste: Chairman of Retail market Group
- Michal Kostelecki and Eliane Steinmeyer: Special Advisors in charge of finance and WUWM accounts
- Fabio Massimo Pallottini: Chair of the European Working Group
- Eugenia Carrara: Interim Secretary-General

One of the key topics of both board meetings was the organization's new identity and website. In July, the board members voted in favor of changing the visual identity of WUWM. In December, the new logo and website were presented.

As this year the WUWM could not organize conferences, the board decided to create a "Regional Project Fund".

Our Regional Working Groups are charged with developing actions, partnerships, and programs that can be adapted to meet regional needs. Since every region has their own challenges, agendas and priorities to address, each of our regional groups maintain relationships with regional public stakeholders and networks. Aiming to strengthen our local actions, it was decided to create the Regional Project Fund in order to better achieve our goals at the local level.

Europe is the only world region that has been able to apply for the fund this year. Being the only one that meet the requirement of having 80% of the regional fees paid while applying. The European Working Group is going to use the financial means to hire a lobby company specialized in European Union affairs in Brussels. The lobbyist will help European wholesale markets to be recognized as important stakeholders in new European legislation and policy that are going to be introduced as a result of the Green Deal. In addition, the lobbyist will help in applying for funding.

Other world regions faced some challenges this year in meetings with one another and finding unity. The board has decided to organize more meetings at a local level to strengthen the position of wholesale markets at local and regional level.

As for the international relations of WUWM, Americas Group-FLAMA was celebrated for its cooperation with the United Nations Food and Agriculture Organization (FAO) to track good practices during the Covid-19 crisis. Arturo Salvador

## **Board of director meeting**

Fernandez was appraised for his excellent work. Following the signing of a Memorandum of Understanding (MoU) with the FAO, WUWM has agreed to undertake joint actions to upgrade and develop more resilient wholesale markets.

The board of directors have also decided that WUWM should seek collaboration with academia. After a proposal by the Paris School of Economics, asking for WUWM's participation in developing a "lab" oriented to food system transition, the board has decided this and other collaborations with universities across the world can be unique opportunities for WUWM to be in touch with major scholars specialized in food issues. This will help our industry to get the latest trends and will support in inviting expert speakers on WUWM conferences. It can also provide for more statistical and more empirical data about the role of wholesale and retail markets and help WUWM to promote wholesale structures.

Furthermore, WUWM has agreed with international consultancy firm McKinsey to organize an online workshop on "How to feed cities in the next 30 years: logistics and food security." This online webinar is planned to happen in January or February 2021.

A delegation of WUWM will have a meeting with European Commissioner Stella Kyriakides in January. The European Commission recently presented the Green Deal which will have effect on a global scale. It is therefore important for WUWM to be recognized as international stakeholders.

The Love Your Local Market campaign has been postponed to next year due to the pandemic. Jean Paul Auguste highlighted that WUWM should emphasize this campaign next year. LYLM will most likely be merged with the next conference to give maximum importance to that meeting. The themes that were designed

have not been used this year. The Florence conference will possibly also be a venue to finalize the MoU between LYLM and WUWM.

29 September 2020  
International Day of Awareness  
of Food Loss and Waste



STOP FOOD LOSS  
AND WASTE.  
FOR THE PEOPLE.  
FOR THE PLANET.

#FLWDay

This year WUWM celebrated the first ever observance of the International Day of Awareness of Food Loss and Waste. It also happened during the COVID-19 pandemic, that has brought about a global wake-up call on the need to transform and rebalance the food system. Reducing food loss and waste is essential in a world where the number of people affected by hunger has been slowly on the rise since 2014, and tons of edible food are lost and wasted every day.

Food loss and waste also puts unnecessary pressure on the natural resource base and the environment, depleting the natural resource base and generating greenhouse gases. According to the FAO, in 2019, one third of the world's food production was wasted. That's 41.2 tons of food thrown away every second.

**Stephane Layani, WUWM's acting chairman, was invited to represent the organization in FAOs-UN "International Day of Awareness of Food Loss and Waste Virtual Event" with renowned speakers such as António Guterres, United Nations Secretary General, QU Dongyu, Director-General, Food and Agriculture Organization and Inger Andersen, Executive Director, UN Environment Programme.**

Stephane Layani stated that **"the WUWM shares the same mission as the FAO: to guarantee the supply of accessible, quality fresh products to the greatest number of people."** The role of the wholesale markets is to bring together supply and demand for fresh produce and to organize the accessibility of fresh, quality products in a

more efficient way. In countries where there are WUWM markets, more than half of the fresh produce passes through our structures before arriving on citizens' plates! This represents thousands of tons of products sold annually. This undeniably contributes to the good health of our citizens, but it also raises many challenges..."

He pursued stating that "when we talk about fresh products, we also talk about a race against time, because these are foods that have a limited shelf life and often have a much shorter shelf life than canned or dry foods. This is why sustainability and the fight against food waste are among the major commitments of the World Union of Wholesale Markets. For several years, the Union has been working with its members to raise awareness of good practices to reduce food waste. Many of our members have set up food donation and solidarity programs by donating unsold goods to associations with which they have established long-term partnerships. By proposing collective donation solutions to market operators, the markets make it easier for operators to find a solution when they have unsold goods. The pooling of food flow also makes it possible to increase the quantities of goods that can be saved, because it offers greater efficiency to associations. Other markets also work with companies or universities in the recovery of organic waste that can be used for compost or energy."

The acting chairman stressed that "in a more structural



## International Day of Awareness of Food Loss and Waste

way, the reduction of food waste in our sector is achieved through exchanges of expertise between the more and less modern markets. Because the life of fresh food is also closely linked to the issues of supply and waste prevention. The longevity of a product depends to a large extent on key factors such as the quality of transport, the cold chain, storage, and packaging.

Therefore, in order to limit food losses and waste, it is essential to mainly work on the modernization of the entire chain. In developed countries, we have managed to reduce food waste from farm to wholesale markets. It is with consumer waste that we must act more today. However, in many developing countries, it is the poor infrastructure and lack of human capacity that still results in food waste reaching more than 30% of production!

**Last year WUWM signed an ambitious MOU with FAO with a concrete action plan. Mr. Layani claimed that this will now be translated into more concrete actions with the precious help of Board member Fabio Massimo Pallottini, in charge of WUWM-FAO relations.**

Our markets are open and ready to start a strong collaboration with FAO. Officials of the FAO reacted positively to Mr Layani's speech and will start working hand in hand with WUWM to achieve these objectives.



# PLAN YOUR MEALS



29 SEPTEMBER 2020 | International Day of Awareness of Food Loss and Waste

#FLWDay #FoodWasteEU  
[ec.europa.eu/food/safety/food\\_waste\\_en](https://ec.europa.eu/food/safety/food_waste_en)





# A new identity

To foster WUWM's position and visibility, the Board of Directors has decided to refresh the organization's identity. After an open proposal by Terre de Sienne, a French-Chinese world-renowned communication and marketing agency, they have been appointed to give WUWM a new communication strategy. They will soon publish WUWM's new dynamic website. Among others, Terre de Sienne was in charge of WUWM's new logo. A special thanks to Giannis Triantafyllis for coordinating this project with the designers. WUWM Board of Directors also approved the new visual identity of the organization. The stamp is a direct reference to authenticity and traceability. In a world where citizens are asking for more and more guarantees about the origin and treatment of food products, to associate our organization with these values is essential. The new logo visualizes the alliance between the modern world, embodied by the globe in the upper part of the logo representing international exchange and unity, and the rural world, represented by the fields in the lower part of the logo. **WUWM's new website will feature a completely new design, several new member services, and more information about WUWM's previous and upcoming activities.**

# OUR ACTIONS



## Collaboration with the FAO

In the past year, WUWM has signed a new Memorandum of Understanding (MoU) with the Food and Agriculture Organization of the United Nations (FAO). On October 18, 2019, Stéphane Layani signed the MoU and agreed to develop concrete joint actions. These actions will aim to provide better quality and healthy food for all and to fight against food waste.

The signature of this MoU shows that both organizations are committed in working together to find innovative and efficient ways to overcome the enormous challenges that we will have to face in the agri-food sector if we want to be able to feed the human population in a sustainable way in the forthcoming decades.

The first steps have already been, WUWM has agreed to collaborate with the FAO on

developing operational guidelines to upgrade wholesale food markets. The Covid-19 crisis has highlighted the importance of well-functioning wholesale markets and the need to upgrade or modernize markets for a resilient and high-performing food system.

WUWM will collaborate with the FAO in providing information, expertise, and joint dissemination and communication of the results. We greatly value the MoU with the FAO and believe in the many positive outcomes of our combined efforts.



**Food and Agriculture  
Organization of the  
United Nations**

Celebrating our #FoodHeroes during the World Food Day



# Celebrating our #FoodHeroes during the World Food Day

During the World Food Day, an event organized by the United Nations on October 16, we took the opportunity to thank our #FoodHeroes via our social media. Our heroes are those who continued to provide quality healthy food to their communities, no matter the circumstances during the Covid-19 crisis. We would like to highlight them.

Wholesale and retail markets are a central link within the food supply chain and act behind the scenes to source and distribute goods to those in need around the world. Behind our food, there are people working hard to deliver high-quality, healthy food at affordable prices to their communities and beyond, helping its citizens keep healthy, nourished and content.

The outbreak of the coronavirus brought about unprecedented challenges for the food supply sector. The Covid-19 crisis showed the world how food security is a major issue for human societies, and that it is a stake that should be prioritized in

government agendas.

Due to the confinement measures implemented across the world, food demand has rapidly changed since the beginning of the crisis. Food shortages were feared worldwide, and some countries suffered from lack of products and price volatility. Wholesale markets responded and customized quickly by adapting working protocols, that minimized risks of contagion in the operations carried out on a daily basis, and by developing new ways of trade, such as e-commerce and the use of new distribution systems. Whilst other traditional food actors' supply chains were stuck, wholesalers' know-how allowed citizens all around the world access to healthy food during this difficult time.

Food markets are acting as #FoodHeroes by effectively utilizing technology to positively impact lives around the world, transforming how food is produced, processed, traded, consumed, and wasted to ensure a resilient and sustainable future.

**Celebrating our #FoodHeroes during the World Food Day**

Many governments recognized the vital work of retail and wholesale markets in ensuring healthy diets during the crisis.

Thank you to our #FoodHeroes for their work!  
Thank you to all the staff in wholesale markets for their engagement, resilience and endurance to bring food to as many as possible!





# Wholesale markets and food banks: providing food for the most fragile

WUWM members around the world support on a regular basis food banks and have established long term relations with associations to reduce food waste while providing fresh good quality products for vulnerable households and individuals. Wholesale markets distribute thousand tons of fresh products per year to fragile households, and of course during the Covid-19 crisis, more than ever they were there to support people in need.

Some examples:

Mexico: Together with the Mexican navy, the Federación-americana de Mercados de Abastecimiento (FLAMA), the La Confederación Nacional de Agrupaciones de Comerciantes de Centros de Abasto (Conacca), the Central de Abasto Ecatepec, and WUWM helped in arranging emergency support and food packages for families in need in the Mexican state of Tabasco. Heavy rains have poured into Tabasco and affected the livelihoods of many people. Trucks and navy helicopters have helped provide the baskets of supporting material and food. In total, the collaboration has provided families in Tabasco with over a hundred tons of food.

France: The “Potager the Marianne”, a well-known association that works with food charity associations and “shops with solidarity” (places for the most vulnerable people where they can buy food for cheap prices) just moved to a bigger location inside Rungis market. This way they can have direct access to all unsold products on a daily basis, making it easier for the wholesalers and for the associations. Rungis market helped them to triple its surface area within the market, in anticipation of a new peak in activity with the second confinement in November 2020.

Italy: Members of the Centro Agroalimentare Rome partnered with local groups and services to help those lacking the financial resources to buy sufficient nutritious food. They promoted their efforts with the hashtag #TogetherWeWillDoThis. The group donated more than 400 tons of fresh produce and fish to over 40 thousand families in March and April 2020 alone. This was good for an estimated two million portions of food.



# Farm to Fork Strategy

For a fair, healthy and  
environmentally-friendly  
food system

The European Commission has presented its Farm to Fork Strategy on May 20. This Strategy lays down a new approach to ensure that agriculture, fisheries aquaculture, and the food value chain contribute appropriately to the European Green Deal. **The eventual goal for Green Deal policy is for the European Union to be the first climate-neutral Union in 2050.** Climate neutrality means having a balance between emitting carbon and absorbing carbon from the atmosphere (through soil, forests, oceans, etc.).

The Farm to Fork Strategy aims to accelerate the transition to a more sustainable food system by 2030. It has three key objectives: reducing the impact of the food system on the environment, making the food system more equitable at the

socio-economic level, and guaranteeing food security, health protection and reduced food waste.

There are two key implications of the strategy for wholesale and retail markets. The first is the introduction of new legislative initiatives, that will have an impact not just at the European level but also at the international level. The Commission envisions the food industry to show the way by increasing the availability and affordability of healthy, sustainable food options to reduce the overall environmental footprint of the food system. Therefore, the Commission will develop an EU Code of conduct for responsible business and marketing practice accompanied with a monitoring framework. The Code will be developed with all relevant stakeholders.

## Financial overview and appreciation

Practices	Timeline
Initiative to improve the <b>corporate governance framework</b> , including a requirement for the food industry to integrate sustainability into corporate strategies	Q1 2021
Develop an EU code and monitoring framework for <b>responsible business and marketing conduct</b> in the supply chain	Q2 2022
Launch initiatives to stimulate <b>reformulation</b> of processed food, including the setting of <b>maximum levels for certain nutrients</b>	Q4 2021
Set <b>nutrient profiles</b> to restrict promotion of food high in salt, sugars and/or fat	Q4 2022
Proposal for a revision of EU legislation on <b>Food Contract Materials</b> to improve food safety, ensure citizens' health and reduce the environmental footprint of the sector	Q4 2022
Proposal for a revision of <b>EU marketing standards</b> for agricultural, fishery and aquaculture products to ensure the uptake and supply of sustainable products	2021-2022
Enhance coordination to enforce single market rules and tackle <b>Food Fraud</b> , including by considering a reinforced use of OLAF's investigative capacities	2021-2022

Table 1 Most relevant practices for WUWM EU members in the Farm to Fork Strategy

In addition, the European commission will have several measures to stimulate sustainable and healthy food systems. We have listed the most relevant ones in the table above.

In accordance with the rules of procedure of the Commission, each proposal presented here will be subject to two public consultations, or three in certain instances. WUWM's participation in these consultations might be necessary in order to ensure that the needs of wholesale markets are taken into account.

In addition to these practices, the Commission has identified an urgent need to reduce dependency on pesticides and antimicrobials, reduce excess fertilization, increase organic farming, improve animal welfare, and reverse biodiversity loss. These practices will all be considered in relevant action plans. For example, an action plan on organic farming. This will help Member States stimulate both supply and demand for organic products. It will ensure consumer trust and boost demand through promotion campaigns and green public procurement. This approach will help to reach the objective of at least 25% of the EU's agricultural land under organic farming by 2030 and a significant increase in organic aquaculture.

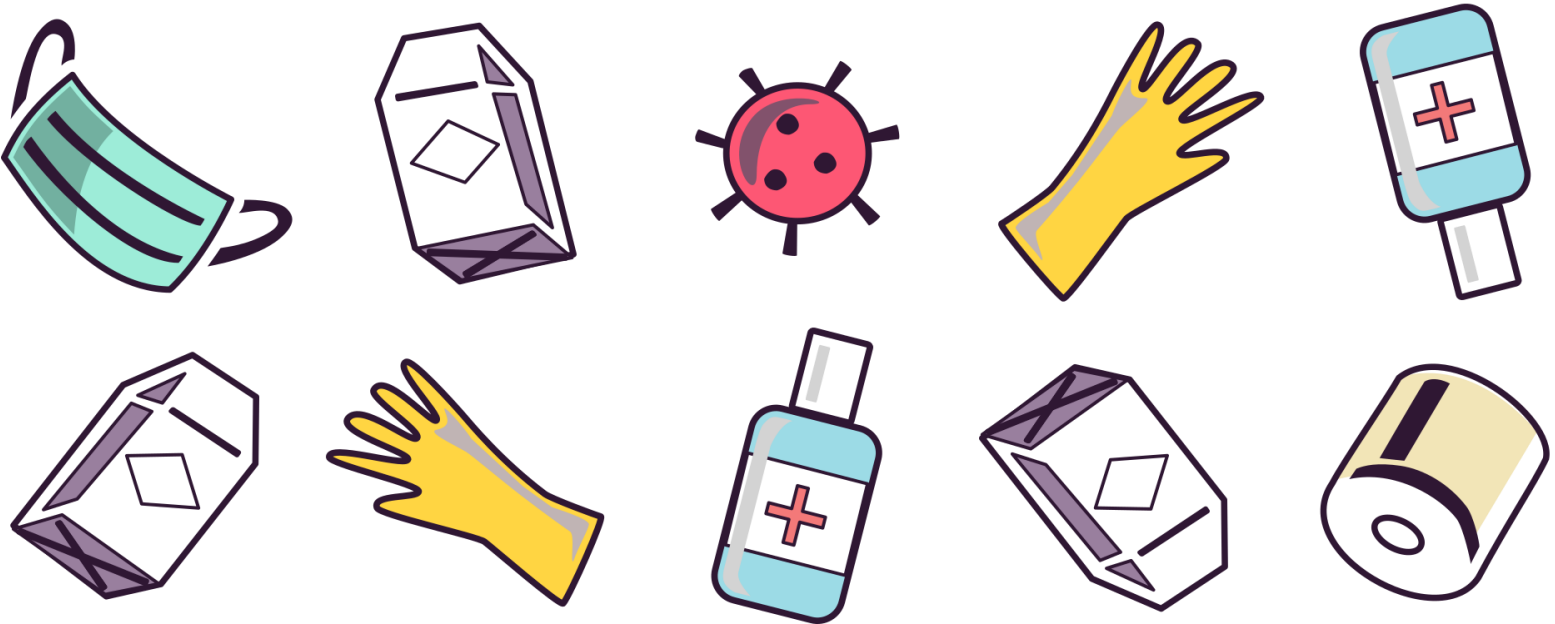
The second implication of the Farm to Fork Strategy is technical and financial assistance. there is a wide range of opportunities for retail and wholesale markets to receive assistance

in the transition to more sustainable and efficient futures. There are the Just Transition Mechanisms, consisting of the Just Transition Fund, InvestEU, and the EIB loan facility. Furthermore, there is Horizon Europe. the LIFE program, Innovation Fund, Modernization Fund, Cohesion Fund, and Common Agricultural Policy (CAP) Funds.

WUWM is in active discussion with its European Union members how to best approach these new policies and financial assistance opportunities.







# Together we tackle

## *Covid-19*

Wholesale and retail markets have shown commitment to provide solutions and find opportunities to deal with the implications of the current pandemic. We summarized eight of our most effective responses as described by the United Nations Food and Agriculture Organization (FAO, 2020, *Wholesale markets: actions against Covid-19*):

1. Awareness campaigns – Flyers, cars with loudspeakers, billboards, institutional newsletters through social networks.
2. Reorganization of work – Temporary leave for potentially vulnerable employees (the elderly, people with pre-existing illnesses). Adoption of PPE - Personal Protective Equipment for transporters, workers, wholesale markets' traders and customers, such as gloves and masks.
3. Change in opening hours – Anticipation of the cargo traffic, reduction of the commercial schedule.
4. Modification of access rules – Access prohibition for buyers or customers (the elderly, pregnant women, or children). Establishment of rules to avoid crowding, in some cases restricting retail sales, in others only allowing one person per family.
5. Change in operating rules – Distance increased between producers/traders in covered and open spaces. Space expansion for commercial areas. Authorization for sale "between trucks". Segregation of parking lots for trucks. Establishment of rules for operating stores, but with restricted access for people inside. Use of dispensers of hand sanitizer (usually alcohol gel) in stores with public access.
6. Stimulus to trade / virtual delivery – Disclosure of establishments that deliver or sell through the Internet, registration of buyers, and use of virtual shopping applications.
7. Creation of public access toilets – Tanks with water and soap for handwashing at market entrances and in various areas of concentration of buyers and sellers. For the circulation areas, the obligation of mechanized washing at the entrances and within the markets.
8. Mass sanitation actions – Mechanized fumigation by trucks, tractors and other vehicles. Manual fumigation of pavilions. Sanitation tunnels for buyers to access. Sanitary spraying before trucks enter the markets.

# Financial overview

There are three main sources of income generation for WUWM, namely membership fees, conferences and advertising, and promotional activities. In 2019, the income generated amounted to EUR 274,185. The year 2019 was a successful one, thanks to high participation rates during conferences, especially in China with 276 delegates attending. Other WUWM activities remained at a stable level, maintaining the membership of more than two hundred members, and a Secretariat office in The Hague.

For 2020, WUWM entered the year with uncertainty facing all institutions and companies worldwide due to the COVID-19 pandemic. The postponed dates of conferences and around 25% of unpaid membership fees were the main challenges WUWM faced this year. At the same time, the organization does its best to deliver value to its members by establishing a framework of plans for the next years, trying to establish relations with academic and international institutions. With a constantly changing environment, WUWM applies a conservative spending approach and a flexible payment policy for its members.

The budget for 2021 will be a challenging one considering the ambitious plans to deliver value and keep a stable financial situation.

