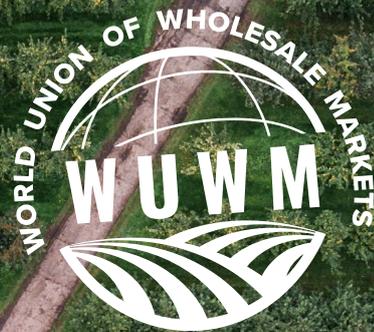


In action

Joining forces to shape
a resilient, sustainable,
safe & healthy food
system !



January 2021

In a foreword

Dear readers,

I would like to wish you a successful and healthy 2021!

1 This year is promising to be the year of returning back to in-store shopping with less Covid-19 restrictions as vaccination programs are being deployed across the world. 2021 will also be crucial in our industry's ongoing transition towards a healthier, inclusive, more resilient, and sustainable food system. Governments are adopting new policies to comply with greenhouse gas mitigation targets as agreed upon in the 2015 Paris Agreement. In addition, markets should become more resilient to future crises with shorter supply chains while healthier food must become more accessible. In all of this, I believe that WUWM can be of great support.

In this year, that has been selected by United Nations as the "Year of Fruits and Vegetables" and in which the Food Systems Summit will take place, we are certain that our joint actions will make substantial contributions to a more resilient, healthy, sustainable, and inclusive food system. Since I was appointed as Acting Chairman I have been doing my best to make our voice count and WUWM greater !

Even though our regular meetings of market experts could not take place physically this year, we have been able to facilitate and organize virtual meetings. I worked hand in hand with our Secre-



tariat and board members since last July to set up many new projects and collaborations and developed our new identity. In our discussions, many participants in the food industry have been able to share crucial best practices in dealing with the Covid-19 pandemic, as well as in the transition to a resilient and sustainable food system.

In this newsletter you will discover a lot of our new activities and partnerships. Among others, our new website : www.wuwm.org

I hope that we will be able to meet again this year at one of our conferences discussing best practices to adjust to changes in our industry and help build your market network. For the time being, we will continue increasing our online presence. Together we will develop innovative ways to foster the transition to a resilient, sustainable, healthy, and inclusive food system

Yours sincerely,
Stephane Layani

In the loop

Celebrating the International Year of Fruits & Vegetables (IYFV)

At its 74th session, the United Nations General Assembly proclaimed 2021 as the International Year of Fruits and Vegetables (IYFV). The IYFV is a unique opportunity to raise awareness on the important role of fruits and vegetables in human nutrition, food security and health, as well in achieving the United Nations (UN) Sustainable Development Goals (SDGs). The International Year of Fruits and Vegetables have different objectives:

- To raise awareness on the health benefits of fruit and vegetables consumption;
- To advocate for healthy diets through increased consumption of fruit and vegetables;
- To promote international efforts to boost fruit and vegetables production and value chains in a sustainable and safe way;
- To focus on the need to reduce losses and waste in fruit and vegetables supply chains, from production to consumption;
- To invite relevant stakeholders to strengthen the capacities of developing countries to adopt innovative approaches and technologies in combating loss and waste of fruits and vegetables;

The World Union of Wholesale Markets is dedicated to promoting the UN's IYFV 2021 as our member wholesale and retail markets are the most important suppliers of fresh and nutritious food worldwide. Governments and international organizations have recognized the significant role our markets play in food security and accessibility to fresh products in urban areas.

Now more than ever we will act together to make a difference by advocating for accessible, diversified, affordable, nutritive and healthy diets for all! We can all work together to make a difference and ensure that fruits and vegetables become part of everyone's diet in an effort to promote healthy habits and eradicate hunger and malnutrition from the planet.

Interested in joining this global campaign?
Contact WUWM via email:
e.carrara@wuwm.org

Do not forget to provide us with a list of your IYFV events and efforts to promote the global campaign, which will be shared with our members!

Watch the promotional video here:
<https://youtu.be/6CZ9mF8EaLI>

WUWM is dedicated to promoting the UN's IYFV 2021 as our member wholesale and retail markets are the most important suppliers of fresh and nutritious food worldwide.



In facts

- It can take up to 50 litres of water to produce an orange. Losses in fruits and vegetables represent a waste of increasingly scarce resources such as soil and water.
- Significant quantities of fruits and vegetables that are perfectly fit for consumption are wasted along the food system because of aesthetic or physical irregularities.
- Innovation, improved technologies and infrastructure are critical to increase the efficiency and productivity within fruits and vegetables supply chains to reduce loss and waste.
- COVID-19 has demonstrated the importance of short and inclusive value chains - including for fruits and vegetables - as a way to provide better market opportunities for family farmers in urban and peri-urban areas.

3

Insightful WUWM and FAO join forces on guidelines to upgrade wholesale markets

The Food and Agriculture Organization of the United Nations (FAO) and WUWM have taken the first steps towards developing guidelines for upgrading wholesale food markets. On January 18, a steering committee consisting of FAO's Investment Centre and WUWM representatives virtually met and discussed the approach to this project. The guidelines will help wholesale markets around the world to improve their infrastructure, services, management and governance. They will also be of crucial support in boosting food safety increasing efficiency, enhancing scale economies, and supplying more nutritious food. The guidelines will be developed and disseminated in line with the 2019 Memorandum of Understanding between the FAO and WUWM, which aims to develop joint actions to provide healthier and better-quality food for all, and to fight food waste.



Up to 50 percent of fruits and vegetables produced in developing countries is lost in the supply chain between harvest and consumption.

This project will also help the FAO Investment Centre and other international finance institutions, like the International Fund for Agricultural Development (IFAD) or the World Bank, better understand wholesale markets and examine where investments are most effective. The FAO has been collecting information on wholesale markets over the last couple of years and now needs to collect empirical case study information. Several WUWM markets have agreed to cooperate with the FAO and will be interviewed over the next months. We thank all our members for their cooperation and your support will be of considerable help in upgrading wholesale markets in the future !

WUWM will closely work together with the FAO on the development of the guidelines and representatives from both organizations showed dedication to make this a great success. We greatly value the cooperation with the FAO and are looking forward to working on more joint actions to improve our industry in the future.



Food and Agriculture Organization
of the United Nations

In focus

Shaping the future of Wholesale markets !

WUWM's board members have started collaborating with an important consulting company on an online workshop that discusses the prospects and opportunities of wholesale markets. This will initially be a single workshop, however when successful, this could potentially become a returning service to our members and a great way to educate the rest of the world about wholesale markets and WUWM.

The workshop will be opened by our leadership and followed by some latest insights on wholesale markets. It will then consist of two sessions. The first session is: Trade flows and positioning of wholesale markets on urban logistics. The second session is: Major trends and food chains of the Future. Our board members are currently being interviewed and several experts will participate in round table discussions during the workshop. We look forward to sharing it with you soon!

A great way to educate the rest of the world about wholesale markets and WUWM.



Interview

Meet our markets in 10 questions: MABRU, Belgium, Director Laurent Nys “Building an eco Market”

1. Could you briefly introduce your organization ?

The Brussels Wholesalemarket is the largest market in Belgium. Located near the centre of the capital, it covers 14 hectares. Nearly 140 companies are installed on the site and they host an average of 22,000 visitors per month. The total turnover is estimated at nearly 600 million euros, with a goods turnover of 10,000 tons per week. The market is a company dependent on the City of Brussels, which made available the grounds on which Mabru is located. The City of Brussels also appoints half of the Board of Directors, the other half being occupied by representatives of traders and professional representatives. Mabru has also gained notoriety as it is the largest photovoltaic installation in the Brussels Region, with almost 26,000 panels for an investment of 8 million euros.

2. What are MABRU's short-term and long-term goals ?

Mabru always wants to be on the cutting edge. A new building is currently being constructed and will house Belgium's largest cash and carry of Mediterranean products. Mabru will also invest in a reception area for professionals, multifunctional space to be able to welcome chefs for product demonstrations, to shoot TV shows with a professional studio, or to organize training sessions in well-adapted rooms. Mabru also wants to create a marketplace dedicated to merchants in order to meet the requirements of digitalization.

3. Do you have any tips for handling the pandemic as a market ?

The Morning Market withstood the health crisis very well. All measures were quickly taken to make consumers feel safe: limitation of the number of customers, masks, hydroalcoholic gel, path for visitors. Mabru's great strength lies in its diversified customer base. While restaurants are out of business, convenience stores and caterers compensate for the loss. Many firms in the market achieved good sales growth this year, despite the pandemic.



4. How did you first get involved in the food industry ?

I ran a business myself in the hotel and restaurant sector. Afterwards, I worked as a lobbyist for the federation of hotel and restaurant owners, representing it in union negotiations.

5. What is the best business advice you have received ?

I think I'm still in the same state of mind. Always be on the move and be able to adapt. Don't be afraid to step outside of your comfort zone.

6. Do you have other tips for local merchants in growing their business ?

For shopkeepers, I would say the same thing. Be attentive to market trends, react very quickly to changes in the business, and be very rigorous in the purchasing process and quality control.

« Always be on the move and be able to adapt. Don't be afraid to step outside of your comfort zone. »

7. MABRU has recently cooperated with ENGIE Sun4Business to install the largest photovoltaic solar panel system of Brussels on the roofs of the market with over 16000m2 of solar panels. Could you tell us something about what this will mean for MABRU ?

Mabru has always endeavoured to reduce its ecological footprint. My idea was then to combine this with a parking cover to provide more comfort for market users. That's why the Engie company offered to cover all our car parking places with carports at truck height (first installation in Europe). The benefit for Mabru is an increase in comfort for all, financial income from the rental of Mabru's roofs, along with a decrease in electricity consumption price. In 10 years' time, Mabru will also own the entire installation, with the option of reselling the electricity produced.

6 8. How did the cooperation between MABRU and ENGIE happen, do you actively seek contact with organizations for mutual benefit ?

We've always had this plan in mind. We contacted other partners at the same time to evaluate the offers. Engie very quickly demonstrated that a large structure was needed to make the investment and also had the teams available to quickly build the facility. Engie has been a very reliable and exemplary partner in respecting the timing.

« It's very important for us to be part of the WUWM. As a small country, we can benefit from the expertise of larger countries »



9. What trends in the industry are you most excited about ?

I am always very enthusiastic and curious about technological developments. 5G will give us more possibilities to organize our marketplaces, along with overall management. In general, I am very enthusiastic about technological progress in step with the professions in the industry. Food is obviously a favourite because it is present every day to brighten up our lives. I also love to see innovation in this sector and discover new products.

10. What are some key advantages for you and MABRU of taking part in an international network of markets and experts ?

It's very important for us to be part of the Wuwm. As a small country, we can benefit from the expertise of larger countries. I'm very lucky to be able to pick up the phone and ask our Wuwm chairman, who is also the CEO of the world's largest market, for live advice. Being around my colleagues from around the world is extremely rewarding. We offer each other advice, and we analyse our respective situations. The exchange of information is very effective and quite enriching. Visiting the various markets also inspires me to find answers to some of the problems we face at home. In addition, the reflections made at our conferences help us to look to the future and to get through the important changes in our professions.

In publications and the media:

Vice Chairman Ioannis Triantafyllis spoke on Nutrevent

WUWM's Vice Chairman Ioannis Triantafyllis was one of the speakers of the NutrEvent Conference that lasted from January 25 to January 28. The conference aimed at connecting key innovators in the food, feed, nutrition, and health sectors. It is the leading European partnering event and NutrEvent has participants from academic, industrial and governmental sectors. Mr. Triantafyllis participated in the session: « How to increase the resilience of the supply chain to disruptions by epidemics? »

7 Asked about experiences of the pandemic, Mr. Triantafyllis stressed that wholesale markets had two major issues on their minds when the pandemic arrived: keeping the supply going, and securing the health of people working in the markets. We have managed to do both by weekly refiguring how to approach the situation, developing hygienic guidelines together with other markets, establishing crisis units, supplying more supermarkets with fresh food as most of their supply chains broke down, and keeping continuous contact with local and national authorities.

The pandemic has also accelerated certain trends in the food industry. For instance, we are moving from physical to virtual markets. We were already planning for this before the pandemic, but now we need it abruptly. Another one is that we need investment in infrastructure and adequate packing to keep food safe longer. Climate change was already accelerating food waste as produce in certain region would be non-edible faster. With the pandemic, food safety is even more important with some regions in dire conditions. There is a need to further modernize and upgrade the food supply chain.

Matthieu Vincent, the Co-Founder of DigitalFoodLab mentioned that investments in the food industry have luckily not stopped. Yet, investment sources have changed. Before the pandemic, big food companies were not major investors. However now, big companies are investing a lot. This is



often to acquire start-ups when they become successful. There is enhanced competition by big food companies and retailers to replace each other. At the same time, further down the line, farmers are increasingly integrated in retailers.

Emmanuel Drouhin, Nutrition Supply Chain Team Lead at the World Food Programme experienced two main issues during the pandemic. While supplying food to vulnerable people around the world, mostly in refugee camps or war zones, they experienced an increase in demand. At the same time there were significant supply chain disruptions. The pandemic caused his unit to prioritize some communities over others. They prioritized people in the worst circumstances, like malnutrition or refugees in Yemen.

Katrina Hayter, Industrial Strategy Challenge Director of UK Research and Innovation, mentioned that we need fundamental changes to reach resilient and healthy diets. Her unit reached out to businesses crucial in some of the challenges that came up during the pandemic. They funded a lot of agricultural projects to face the challenges. An example is the shift of animal acquisition by farmers from a physical market to a virtual market. All speakers were thanked for their contributions and the support this discussion gave for experts in the industry. NutrEvent will be back next year and more information can be found on their website:

<https://www.nutrevent.com/>

In membership

Our WUWM member - The San Francisco Wholesale Produce market has been designated as one of the COVID-19 vaccination sites

As part of the commitment of getting the COVID-19 vaccine to all its citizens and communities as soon as possible, the City of San Francisco in California is working with counties and state leaders on expanding vaccination locations. San Francisco officials have selected the location of vaccine sites because they are in or near neighborhoods that have been hardest hit by the virus, and which are easily accessible to the residents of these neighborhoods. One of these sites will be at the San Francisco Wholesale Produce Market.

8 The San Francisco Wholesale Produce Market is host to nearly 30 wholesale merchant members who buy fresh produce from farmers throughout California and agriculture partners worldwide, and distribute it to restaurants, grocers and other food businesses large and small. Hundreds of thousands of pounds of fruits and vegetables pass through The Market early every morning, allowing consumers access to a wide array of organic and conventional produce at retail outlets throughout the Bay Area.

The Bay Area's source of fresh produce - The SF Market announced that the City and County of San Francisco designated it an "essential social service" and that it will continue close to normal operations under the six-county shelter in place order. "We are a core component of the state's critical infrastructure for the distribution of food," said Michael Janis, General Manager of The SF Market. "These are challenging times for the entire world and we are closely following the advice and guidance of local, state and Federal public health agencies. Our growers and merchants are committed to ensuring that the public continues to enjoy ready access to fresh fruits and vegetables. And we are taking all appropriate precautions to protect their health and that of their customers."

Additionally, the City of San Francisco has been working with partners to develop mobile vaccination teams to deploy to hard-to-reach and vulnerable populations. The City is working with community partners to best understand where and how to embed these teams within communities to reach the populations most at risk of disease.



THE SF MARKET™
SOURCE FOR FRESH PRODUCE

SF market is a core component of the state's critical infrastructure for food distribution



Involved

WUWM participated in European Commission's High-level launch event on the "Code of Conduct for Responsible Business and Marketing Practices"

On January 26, the World Union of Wholesale Markets was one of the 185 participants in an introductory meeting organized by the Farm to Fork Team of the European Commission (EC). The meeting was the onset of the development of a Code of Conduct to create a sustainable food environment and enable the transition towards biodiverse and sustainable ecosystems. The Code will cover all key aspects of food sustainability, including economic, social, and environmental. It will reflect the ambitions and goals of the Farm to Fork Strategy and Green Deal, as well as the need for actors to recover and be more resilient to the pandemic. The Code will encourage 'middle' food chain actors to voluntarily but tangibly improve and communicate their sustainability performance. They will take action and influence other food industry stakeholders, such as farmers and consumers, to make similar changes.

The Code will:

- foster an understanding among actors towards a common goal and a degree of alignment of actions;
- shift the norm for food business culture towards sustainability whilst guaranteeing fair and transparent competition;
- provide clarity and build additional trust among all food system actors;
- increase the credibility, visibility and recognition of viable commitments; and
- promote front-runner solutions (Source: European Commission's COC Concept Note 2021).

The Introductory meeting was opened by European Commission's Vice President Frans Timmermans who mentioned that this Code will be incredibly important in the transition of the industry. It will give stability and guidance in how to approach the change. He discussed that not only big manufacturers and distributors will be included, but primary



The Code will cover all key aspects of food sustainability, including economic, social, and environmental

producers as well. According to Timmermans, the Code will have international impact since it will be presented to the UN and the EC will ask other regions to join. European Commissioner for Health and Food Safety Stella Kyriakides added that the Code will be implemented in the form of self-regulation and will have measurable impacts. She also mentioned that the Commission is planning to change processed food policy, specifically the maximum amounts of certain ingredients such as sugar.

Member of the European Parliament (MEP) Herbert Dorfmann argued that to change consumer behaviour to more sustainable choices, two things need to happen. The industry is sometimes too nice to the consumer, leading them to unhealthy choices. However, a lot of consumers make unhealthy choices regardless of sellers. Therefore, a dual-approach is needed to influence consumers choices. Distributors need to guide consumers to healthy choices, and an active debate with the consumer should convince them. Dorfmann added that a transparent value chain is needed. It is sometimes unclear where the 'middle money' goes to. For example, if chocolate has less middlemen fees than fruits, the consumers might choose the cheaper option. MEP Sarah Wiener added that the sugar challenge needs to be tackled. Now there are five to six different types of sugar and you do not know what you are eating. The consumer needs to have a clear idea what sugar they are eating, and an extra tax on sugar needs to be implemented.

The meeting continued with a discussion by invited speakers of stakeholders in the industry. Christian Verschueren, the Director General of EuroCommerce, stated that his organization is paying a premium to producers that operate sustainably. Frans Muller, the CEO of Ahold Delhaize, mentioned that Delhaize is giving discounts to consumers that buy healthy products and provide premiums for sustainable farmers that supply them. Jaroslav Svamberk, a local retailer from the Czech Republic and part of ESO Market, argued that small enterprises should not be forced to comply with the Code. According to him, small retailers have already too much on their plate with the pandemic and they do not have the capacity to cooperate with the Code as a transition will bring many costs. Furthermore participants discussed on the value of the new label Nutri-Score on products to indicate how healthy they are. Many stakeholders, such as Mark Schneider, the CEO of Nestle, and Emmanuel Faber, the CEO of Danone, praised the label but acknowledged it needs a little improvement. Pekka Pesonen, the Secretary General of Copa Cogeca, argued that Nutri-Score is too simplistic and it endangers Mediterranean diets since these products are deemed unhealthy.

The development of the Code will continue with stakeholder meetings later in February. Thematic working groups will be formed that will discuss and draft reports for the stakeholder meetings. The Code will be presented before the UN Food Systems Summit in September or October so it can be brought and shared on the Summit. WUWM will ensure the interests of wholesale markets is included in these meetings and we will keep you updated on the further developments. We truly believe in the positive effects this Code will have on creating a more resilient and sustainable food system with cooperation from everyone in the industry.

WUWM will ensure that the interests of wholesale markets is included in these meetings and we will keep you updated on the further developments



In a good practice of the month

Our member CAWA (China) strengthens its efforts to prevent and control Covid-19 cases in Chinese wholesale markets

China Agricultural Wholesales Market Association (CAWA) held two online training sessions on COVID-19 prevention and control with wholesalers last month.

During the sessions, market representatives and experts were able to learn from the guidelines of Prevention and Control Mechanism that the Chinese State Council developed and were given suggestions on how to prevent and control the epidemic in agricultural markets during the forthcoming Chinese Spring Festival. In this important time of the year in China it is crucial to discuss how to ensure the availability of food supplies. Nearly a thousand people in the agri-food-chain participated in the online training.

Mr. Ma Zengjun, Chairman of CAWA, stressed in his speech that agricultural markets must establish and improve systems of epidemic prevention and formulate and control emergency supply guarantee plans in advance. CAWA's Chairman pointed out that agricultural markets should take action, monitor, and implement the requirements of the relevant government institutions, establish an epidemic prevention and control management mechanism, as well as control personnel, goods and environment.

Mr. Ma pointed out "Today it is crucial that digital transformation should be accelerated, and the efficiency of prevention and control should be improved in line with the requirements for prevention and control of epidemics. Markets should look for alternate commodity trading places by setting up three separate intervals for delivery, goods isolation and pickup, and by strengthening the sterilization of middle parts"

« Chinese markets must establish and improve systems of epidemic prevention and formulate and control emergency supply guarantee plans »

Mr. Ma stressed that wholesale markets should sort out market wholesalers especially suppliers of important commodities, acquire data from sources of goods from retailers and locations, and establish a set of preparation mechanisms. As agricultural markets are directly connected with consumers, it is necessary to strengthen COVID-19 prevention and control of people, places, and commodities in order to ensure sufficient fresh food supply in China, and a smooth Spring Festival holiday.

CAWA will continue to be the bridge between the government and wholesale markets in strengthening communication, ensuring that market epidemic prevention and control is in place, helping markets to prevent and control epidemic, maintain supply, save costs, and improve quality and efficiency. In the next phase, CAWA will develop the online training to agri-food chain actors and develop prevention and control schemes for enterprises working with the fresh food supply.



In WUWM's world

This month was the start for a lot of new activities and collaborations for WUWM. We thoroughly hope that all positive things that happened this month will be an exemplar for the remainder of 2021:

- **January 18** - Launch of WUWM's new website. Design and innovation experts at Terre de Siemie created the website in collaboration with our Secretariat. We are proud of the result and look forward to presenting our new intranet to you
- **January 18** - WUWM started a collaboration with the FAO Investment Center on developing and mutually disseminating guidelines to upgrade wholesale markets
- **January 19** - We have begun interviews with all the Board members to develop a webinar on the future of wholesale markets together with McKinsey & Company
- **January 26** - WUWM participated on a European Commission's meeting to develop a food industry Code of Conduct
- **January 29** - Launch of the video: Be Part of the Change - World Union of Wholesale Markets (WUWM) - <https://vimeo.com/507487771>
- **February 2** - We have been in contact with Martin Frick (Deputy to the Special Envoy for the 2021 UNFSS), Alison Cairns, and Yixuan Shao (UNFSS officials) to discuss WUWM's participation on the UN's Food Systems Summit (UNFSS) in September 2021
- **February 4** - WUWM is discussing with Jamie Morisson (Director Food Systems and Safety) and Cecilia Marocchino (Urban Food Agenda Coordinator) at the FAO examining how WUWM can be involved in some of the FAO's activities, including the Green Cities Initiative (GCI), the Urban Food Agenda (UFA), and South-South Cooperation
- **February 8** - WUWM met with Zachary Tofias (Director of the Food and Waste Program) working at C40, a group of 96 cities across the world representing more than 25% of the world's economy

Wuwm launched its new promotional video. You can watch it at :

<https://vimeo.com/507487771>



About WUWM :

We aim to facilitate access to healthy diets for everyone in the world by delivering more sustainable, inclusive, and high-quality fresh food supply systems. We exchange ideas, share best practices and cooperate with our partners in international organizations, governments, businesses, and the public.

