

In action

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



September 2021

In a foreword

First of all, I hope you all had a pleasant and safe summer!

1 With the United Nations Food Systems Summit fast approaching, this season was marked by the Pre-Summit held in July, in Rome, in which the World Union of Wholesale Markets had the opportunity to join in. It was a preliminary occasion to bring together a range of stakeholders, from government representatives, UN Agencies, indigenous communities, civil society, private sector actors, academics, producers, wholesale and retail markets among others, to reflect and put all of the issues that shape sustainable food systems on the table.

We are therefore delighted to dedicate this September Edition to the upcoming United Nations Food Systems Summit with emphasis on the urgency to act collectively on food related issues at all levels. With additional millions of people facing hunger this year, demographic growth, urbanization, climate change, biodiversity losses, the Covid-19 pandemic and its fallout and the uncertainties implied by future exogenous shocks, the Pre-Summit is knocking on the door at the right time. Food issues are shaped by cultures, traditions and people. They concern everyone, so the summit aims to be people-centered and leave no one behind.

For the last few months, we have been working on raising awareness about the importance of wholesale markets and 'hidden middle' stakeholders of the food value chain to provide affordable, healthy, sustainable fresh food to all segments of the population and to ensure the resilience of supply chains in the long run. We hope that this unique event will mark a milestone in the agri-food sector and that the momentum will continue to be nurtured after the UNFSS and the COP26. WUWM will continue to be deeply committed to translating these commitments into tangible actions in order to pave the



way for food system transitions. Adapting our food systems towards inclusivity, resilience and sustainability, while changing food consumption patterns are ambitious tasks that requires collective action and a holistic approach.

This edition also focuses on the International Day of Food Loss and Waste reduction that will take place on the 29th of September. These issues are deeply related to UNFSS and SDG engagements. About one third of food is wasted or lost, leaving behind a significant carbon footprint, while millions of people continue to suffer from all forms of malnutrition and hunger. As we produce enough food to feed the world, this contrasted picture is no longer acceptable and requires drastic changes in all aspects of our food systems. The intention of this day is to raise awareness about the need to reduce food waste and engage in actions aimed at tackling the problem.

Sharing this ambition, WUWM promotes and fosters the actions that have been implemented so far by its members and participating wholesale markets to reduce food waste and losses through upcycling, recycling and redistribution. We are eager to develop these collective efforts further to achieve zero waste and meet the UNFSS goals and the 2030 Agenda that are right around the corner.

Yours sincerely,

Stephane Layani,
WUWM Acting Chairman

In the loop

A glimpse into the United Nations Pre-Summit to organize the UNFSS



“The Pre-Summit comes at a critical moment, a unique time to reach out and reflect collectively on what is needed to be done and which actions are required, as the world is not on track to achieve the Sustainable Development Goals by 2030” affirmed Qu Dongyu, FAO’s Director General during the official ceremony of the United Nations Food Systems Pre-Summit on July 26-28.

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The Pre-Summit benefitted from the participation of more than 500 delegates from 108 countries in person, including 62 Ministers. More than 22,000 people joined as virtual delegates from 183 countries. More than 120 High-level government representatives delivered statements in person or virtually about their national efforts to improve the lives of their people through food. The Pre-Summit acted as a convergence point in the 18 month process, bringing together the 145 National Dialogues and nearly 800 Independent Dialogues with the engagement, ideas and analysis that have come forward from the thousands of people engaged in the Action Tracks, Levers of Change, Scientific Group and Constituency Groups. An overview of some of the draft solutions that were selected out of more than 2,200 ideas can be found [here](#).

Dialogues, as well as the other work streams, have also clearly shown that solutions and actions must be tailored to local and regional realities. They have underscored that no one size fits all and that country action must be tailored to local contexts.

All work streams converged around a reaffirmation of the 2030 Agenda for Sustainable Development and its integrated focus on people, pla-

net and prosperity. The purpose remains urgent delivery on the Sustainable Development Goals by 2030. With an additional 118 million people facing hunger in 2020, population and urbanization growing, climate change, biodiversity losses, and Covid-19, it is urgent to take bold steps and coherent actions worldwide.

An outcome of the Pre-Summit was the common recognition that a new narrative of food systems resiliency, sustainability and inclusivity is needed and that the impetus be nurtured after the Summit.

The producer’s perspective emphasized diversity of production systems, methodologies and knowledge. They have four priorities to implement: (I) creation of a platform at the international/UN level to reflect on the diversity of production and the concerns of farmers, (II) enhanced financing and funding flows to make them flexible and tailored, and to include non-traditional financial tools that recognize the diversity of culture, (III) achieve resilience through better access to education, innovation, research and partnerships and (IV) rebalance power across the value chain.

WUWM has been actively engaged in the UNFSS Action Tracks development and within Coalitions

These mutations can only occur under a multi-layer regulatory framework set up by governments, accompanied by evidence-based policies and actions that combine all kinds of knowledge. Thus, the Pre-Summit also included a wide range of ministerial discussions and statements with the focus on what has happened, what is causing it, and actions that are underway across countries regarding food systems transition to solve it.

This revealed a shift of mind-set about food, which is now becoming recognized as a





precious resource that connects people and the planet. A sense of urgency towards climate change, conflicts around the globe and the Covid-19 pandemic are further putting pressure on governments to develop public policies designed to improve food governance. Hence, this multi-layer framework calls for an open and inclusive multi-stakeholder dialogue, with the UNFSS process as a model, to be perpetuated afterwards, bringing together all segments of food systems and disciplines.

The EU is positioning itself as a front-runner in this transition, with the adoption of the EU Green Deal and the Farm to Fork Strategy, aiming to become the first climate neutral continent by 2050. This strategy seeks to combine healthy, nature-positive impact, reduction of food waste and losses, protection of public health, food security, affordability and economic competitiveness and fairness. It is composed of 27 action points, a new Common Agricultural Policy (CAP) and national plans (emphasizing shorter supply chains to reduce long-hold transportation), and the EU Code of Conduct for the food sector. These ambitions require international cooperation and global standards – a framework that the Summit aims to set up.

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In organizing the work at global and country-level, the outcomes and priorities of the summit process are being built upon. In Rome the following Coalition themes began to emerge will continue to be shaped and developed:

- Action for Nutrition and Zero Hunger
- School Meals
- Food Loss and Waste
- Agroecology and Sustainable Livestock and Agriculture Systems
- Aquatic and Blue Foods
- Living incomes and Decent Work
- Resilience
- Means of implementation – finance, innovation and technology, data, governance

The success of the process thus far has also been driven by the cross-sectoral and multi-stakeholder collaboration. Maintaining this method of working implies a need to ensure a strong system-wide collaboration, especially at country-level and as countries continue to define and implement their pathways.

The remaining period leading to the Summit will be used to further define the global and

country-level follow-up. The Special Envoy for the Food Systems Summit, Agnes Kalibata, together with the Rome-based Agencies, will further develop the follow-up for the way forward beyond the Summit.

National ambitions to make food system more sustainable and resilient could gain in force if they are accompanied by international cooperation and global standards – a framework that the Summit aims to set up.

WUWM had the opportunity to engage in this process through the organisation of four regional independent dialogues in Africa, Asia-Pacific, Europe and Latin-America and shed light on the crucial “hidden middle” of the food value chain. Reports on these dialogues will be very helpful as the UN looks for viable solutions.

Also, WUWM has been actively engaged in the UNFSS Action Tracks development and coalitions such as Action Track 1 (Ensure access to safe and nutritious food for all), 2 (Shift to sustainable consumption patterns) and 4 (Advance equitable livelihoods), and the FSS Private Sector Group from which the Business Declaration for Food Systems Transformation was launched during the Pre-Summit. Below is a set of 6 broad commitments that the private sector has agreed to contribute regarding food systems transformation:

- (I) Scale science-based solutions
- (II) Provide investments in research and innovation

- (III) Contribute to improved livelihoods and well-being
- (IV) Incentivize consumers as agents of change
- (V) Create transparency
- (VI) Ensure the transformation includes a just transition

WUWM had the opportunity here to get insights from all angles of food systems and to better understand the ins-and-outs of transitioning. A report summarising all sessions that WUWM attended including zero hunger goals, food safety, food consumption for healthy and sustainable diets, localising food systems, data, financing and more, is available [here](#).

In facts

- One third of the food produced in the world for human consumption every year — approximately 1.3 billion tones — gets lost or wasted.
- Food losses during harvest and storage translate into lost income for small farmers and higher prices for poor consumers
- In developing countries 40% of losses occur post-harvest and during processing, while industrialized countries experience more than 40% of losses at the retail and consumer levels.
- Food loss and waste accounts for about 4,4 gigatons of greenhouse gas emissions (GHG) per year. If food loss and waste were a country, it would be the world's third-largest GHG emitter – surpassed only by China and the United States
- Fruits and vegetables, plus roots and tubers have the highest waste rates of any food

Food losses during harvest and in storage translate into lost income for small farmers and higher prices for poor consumers.

Insightful

Consumer call for action at the UNFSS and beyond

Consumers International is the membership organization for over 200 consumer groups across more than 100 countries. To mark this year's UN Food Systems Summit, it shared a global consumer advocacy statement on the future of food, based on a global consumer survey. Since consumers represent a major entry point for demand-driven food systems transition, it is key to understand what they are expecting from the food value chain.

Here are the major takeaways from the statement, outlining clear recommendations for go-





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governments in five key areas, with concrete suggestions and requirements for each.

1) Access to food: with the rising uncertainties of exogenous shocks such as climate-change related hazards, conflicts and Covid-19 pandemic fallouts, food security for all was depicted as a core responsibility for governments and the international community to endorse. Providing food directly to the most vulnerable, strengthening consumer purchasing power (social protections, subsidies for healthy and sustainable food) and guaranteeing affordability.

2) Food safety, with governments setting up standards and stringent regulations in a proactive manner.

3) Develop Healthy and sustainable food environments – to support the development of healthy and sustainable food environments, governments should: set standards for healthy food, incentivize healthy and sustainable options through fiscal policy, and restrict marketing of unhealthy food;

4) Fair and sustainable food systems – to promote fairness and sustainability within food systems, governments must: ensure traceability and transparency along the value chain, support the development of local food systems and agroecology, and invest in infrastructure to reduce food loss and waste;

5) Consumer information – key actions needed to shape the future of consumer information include: setting clear standards for food labelling, promote national guidelines for healthy and sustainable diets, and legal action against misleading claims.

If food systems transformation towards inclusiveness, resilience and sustainability are to be fueled by demand-driven actions, they should be driven by a conducive holistic, systemic and

participatory framework built by governments to nurture the momentum of UNFSS' essence: to deliver solutions for the development of healthy, safe, fair, and sustainable food systems that leaves no one behind and putting people center stage!

Consumers worldwide underlined the need to promote fairness and sustainability within food systems, with governments ensuring traceability and transparency



CONSUMERS INTERNATIONAL

COMING TOGETHER FOR CHANGE

Interview with Mr. Janusz Wojciechowski

European Union Commissioner for Agriculture, on the UNFSS and the European Union engagement to foster resilient and sustainable food systems

We are delighted to publish an exclusive interview with the European Commissioner for Agriculture, Mr. Janusz Wojciechowski. The Commissioner represented the European Commission during the Pre-Summit and among other things stressed the challenges faced due to a decline in smallholder farmers in Europe and the need for shorter supply chains with a key role for local markets. His full speeches can be rewatched here.



Having the opportunity to provide insights and EU stances during the UNFSS Pre-Summit, what are your thoughts and key take-away and how can the EU contribute in achieving the major goals of the UNFSS?

The 2021 UN Food Systems Summit can and should be a success, and the EU is fully committed to the process. The EU wants to see ambitious steps by all the parties towards food system

sustainability. All of our agricultural producers, food system businesses and their employees, and citizens have a chance to gain from improvements to food systems.

The EU is leading in this area. The current Commission has made several major concrete proposals, notably with the Green Deal, Farm to Fork Strategy, and the new CAP reform. We will share our insights on these issues with others at the Summit, and are keen to hear how others plan to move forward and tackle the food system challenges.

With the adoption of the Green Deal, the Farm to Fork Strategy, the Code of Conduct and the new CAP, could you tell us more about the EU's strategies to transform our food systems while addressing economic, environmental and social sustainability and what kind of opportunities can it bring?

The Commission is acting on many fronts, to tackle the multi-faceted challenge of food system sustainability. Sustainability is at the core of all the relevant policies. The European Commission's Farm to Fork Strategy sets out our strong ambitions to improve how food is produced and made available to consumers.

Our approach includes several ambitious but realistic targets, be it on the reduction of pesticide use, antimicrobials, and fertilisers, or the development of organic farming. There also is a significantly higher environmental ambition in the new CAP that the EP and the Council have agreed on just before summer. The Code of Conduct is a specific part of the Farm to Fork

Strategy that aims to make the food industry more sustainable, encouraging a fairer distribution of duties and rewards between operators along the supply chain. To ensure its success, all signatories should engage to implement the commitments in full, cooperating with other actors at all level of the chain. It is in particular important for operators in the middle of the food supply chain, such as wholesale markets, to play an active and engaged role to help primary producers be successful in their own sustainability transition.

What are the major challenges that the EU should address to achieve its objectives and food systems transition towards resilience and sustainability?

Food systems are highly complex. The Covid crisis has shown that it is highly effective at doing what it is supposed to: getting food to consumers. There was no food crisis on top of a health crisis. It has shown that EU policies like the Common Agricultural Policy and the Single Market as well as our ability to bring Member States together for coordination purposes were key building blocks of this.

- 7 The basis on which to build is strong. Nevertheless, the food system as it currently operates also has social, environmental and economic impacts that still lacks an improvement. These are the challenges the EU is seeking to tackle. Addressing climate change, protecting biodiversity, strengthening the position of farmers in supply chains, improving health outcomes are goals we actively pursue.

What would be the role of the EC in the forthcoming years and what kind of actions will the EC undertake to nurture this momentum and achieve the food systems transition in the EU?

The Commission focuses on implementing the objectives set out in the Farm to Fork strategy via several concrete actions that are listed therein. Together these actions contribute to meeting our headline targets related to environmental, social and economic sustainability. The deployment of the new CAP in Member States is very significant element of this strategy.

The Commission holds a great amount of expertise and we are engaged with Member States in a structured dialogue that will get us to where we collectively want to go. This knowledge can also assist policy-making in the European Parliament and the Council. We are committed to making a significant change towards a greener, fairer, and more animal friendly as well as economically successful food system in the EU.

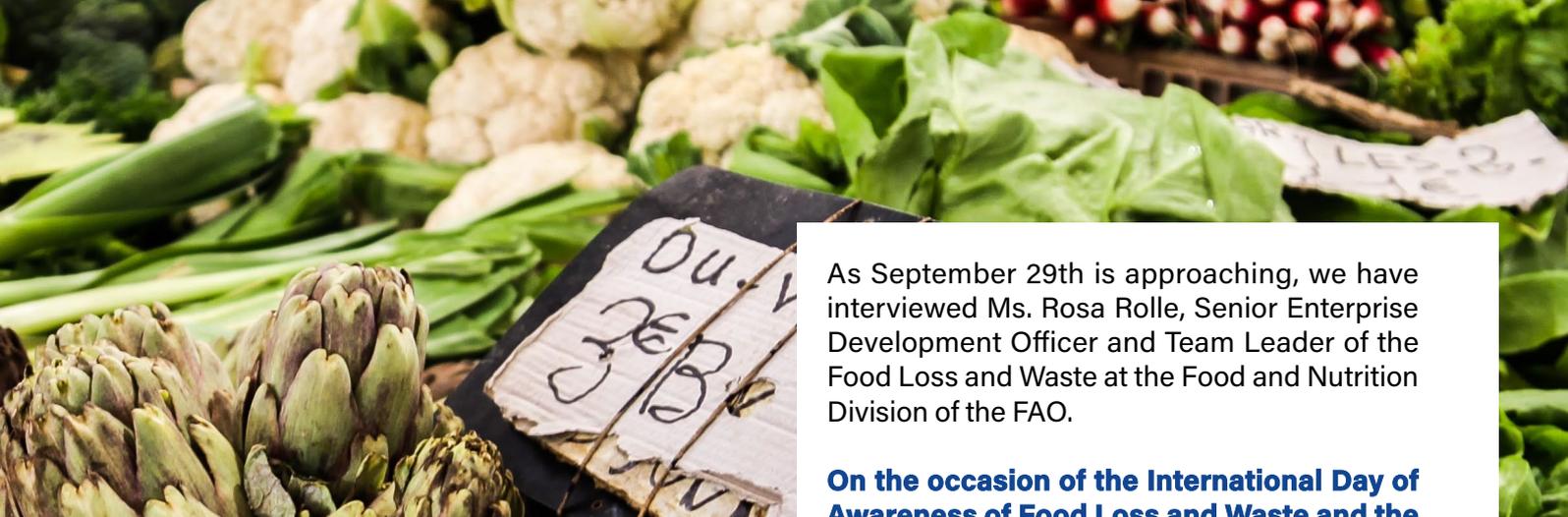
What would be the role, in your opinion, of wholesale markets to ensure this transition?

Wholesale markets have an important role in the distribution of food products in many EU regions and will thus support the transition to food system sustainability. This includes the promotion of increased animal welfare standards as well as short supply chains, which can contribute to food system resilience and, if properly conceived, implemented and monitored, can deliver sustainability benefits. For many farmers in the EU wholesale markets are a key outlet for their production, and make a contribution to territorial and social cohesion.

Consumers increasingly demand healthy, environmentally and animal friendly but affordable products and for their choices to be made easier when it comes to these information parameters. In this context, wholesale markets can also contribute to the success of the Action Plan for the development of organic production adopted by the Commission in March by committing to increase the distribution of organic products.

In brief, this is a time to rethink business models, reskill, and innovate with a view to sustainability.





In focus

Rosa Rolle, Team Leader of the Food Loss and Waste Unit at FAO shared with us major challenges to reduce food waste before the International Day of Awareness of Food Loss and Waste

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In 2019, the United Nations General Assembly designated 29 September as the International Day of Awareness of Food Loss and Waste. The day recognizes the crucial role that sustainable food production plays in promoting food security and nutrition. This International Day confronts a lot of challenges to achieve global goals of «Responsible consumption and production», which will contribute to the fight for Zero Hunger and against Climate Change.

As September 29th is approaching, we have interviewed Ms. Rosa Rolle, Senior Enterprise Development Officer and Team Leader of the Food Loss and Waste at the Food and Nutrition Division of the FAO.

On the occasion of the International Day of Awareness of Food Loss and Waste and the United Nations Food Systems Summit, what is the current picture of food loss and waste and its trajectories?

Today, an estimated 14 per cent of food that is produced globally and intended for human consumption is lost between harvest and the wholesale market (FAO 2019), an estimated 17 per cent of total global food production may be wasted (UNEP). At the same time, hunger and undernourishment continue to increase across the globe, while improvements in indicators of malnutrition are far too slow.

These numbers mean that concerted effort and actions are required at scale if we are to meet the Sustainable Development Goals (SDGs) including ending hunger and malnutrition (SDG2) and halving by 2030, the per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses (SDG 12.3).

How can the reduction of food waste and losses benefit our societies as a whole?

Reducing food loss and waste (SDG target 12.3) is a significant lever for the realisation of broader improvements of our agri-food systems toward achieving food security, assuring food safety, and improving food quality and delivering on nutritional outcomes (SDG 2).

Reducing food loss and waste would also reduce greenhouse gas emissions, as well as pressure on land and water resources. Forward-looking analyses of global food systems indeed indicate that reducing food losses has the potential to generate win-wins across all dimensions of SDG 2 targets – by improving food availability, food access, smallholder incomes and generating

1. United Nations Food Systems Summit. 2021. Achieving zero hunger by 2030. A review of quantitative assessments of synergies and trade-offs among the UN Sustainable Development Goals. <https://sc-fss2021.org/wp-content/uploads/2021/06/SDG2>

environmental outcomes.

According to you, what are the major bottlenecks and what is missing out for us to achieve zero waste?

While the reduction of food loss and waste appears as a clear and desirable objective, actual implementation is not simple and its complete elimination may not be realistic. Food waste takes place in the retail and food service sectors, within food processing enterprises and in households. Thus, actions to stem the problem must take place in all three areas.

Technological interventions are needed, as well as policy changes to regulate the actions of processors and retailers (such as facilitating donations and incentivizing alternatives to landfill disposal that support circularity), and behavioural interventions that directly influence consumer choice.

During the UNFSS Pre-Summit, Food Loss and Waste was unanimously recognized to be among top priority areas of actions to be addressed through a 'Target-Measure-Act' approach, to effectively drive food systems transition. What are your thoughts about the potentials of commitments to be made during this process?

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Reducing food loss and waste is among the coalition areas being taken forward following the UNFSS Pre-Summit, with a high level of interest and participation by countries and organizations. Realizing the commitments will necessitate coordinated and integrated evidence-based approaches that address food loss and waste reduction, value addition and circularity principles, toward enhancing the sustainability and resilience of agri-food systems.

What actions should be taken to alleviate food loss and waste along the value chain? What kind of role can wholesale markets endorse in this impetus?

Implementing effective actions to reduce food loss and waste, necessitates better data than currently available on how much and where in the supply chain loss and waste take place, as well as an understanding of their systemic causes.

Wholesale markets are the last step in the chain of activities where food losses could occur.

Wholesale markets, accordingly play a critical role in effectively managing losses, by identifying and implementing context appropriate food loss utilization strategies, that might include the distribution of surplus produce, value addition to produce food that that is fit for consumption, but which does not meet market specifications, and as a last resort use in energy production.

Could you tell us more about global and regional initiatives undertaken by FAO to address food waste and loss such as SAVE FOOD, with their objectives, impacts and lessons learnt?

Reducing food loss and waste is a core area of FAOs work, in view of its significant contributions to the development of sustainable, inclusive and resilient food systems that contribute to better production, better nutrition, a better environment and better lives of populations. FAO supports countries across the globe through capacity building and the provision of tools, and data collection methodologies in order to track progress on food loss reduction over time.

Countries are also supported to design and develop national food loss strategies, and catalytic support is provided through field level projects to support the implementation of systemic approaches and actions that contribute significantly to food loss and waste reduction. Awareness raising through the global observance of the International Day of Awareness of Food Loss and Waste on 29 September each year by countries, public and private sector entities, academia and civil society, will go a long way in helping to maintain interest and momentum toward loss reduction.





In Collaboration

WUWM and FAO Investment Centre on Upgrading Food Wholesale Markets

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WUWM is collaborating with the FAO Investment Centre on a study which will examine 35 markets in over 30 countries and look at wholesale markets ranging from traditional producer markets to more modern, multi-functional facilities. The study, "Upgrading wholesale food markets for food system resilience in the 21st century", will extend across several FAO units, and with FAO's partners including the World Bank, EBRD, ADB, and AfDB.

The case studies are intended to inform officers from International Financing Institutions, municipal and country officials and market officials and will be presented at the Food Systems Summit in September 2021. It will be of interest to people who are involved in urban planning and the development and others interested in agri-food markets.

We have interviewed the FAO Investment Centre to learn more about the current updates.

What are some of the main challenges in the food system?

From the work developed for the resilience of food systems, we identify some of the main challenges are:

- Cities' growth/Urbanization processes and impacts on food security of urban and rural centers
- Recurrent sanitary risks and health crisis
- Raising awareness on the efficient use of natural resources and reduction of the carbon foot print
- Access to safe and healthy food
- Inclusion of producers and improvement of

market backward linkages

- Access to digital infrastructures for strengthening production and distribution channels

Do wholesale markets facilitate an answer to these challenges?

Wholesale Food Markets have demonstrated their capacity to respond to most of the above-mentioned challenges when efficiently designed and managed. Indeed, they contribute to strengthening food systems resilience by providing an essential distribution channel for agrifood products, securing food supply of urban as well as rural populations.

During the Covid-19 crisis, their activities have remarkably contributed to support the food supply chain. Countries with organized and upgraded WFM infrastructure networks - such as Italy, France and Spain - have demonstrated higher resilience and capacity to deal with disrupting challenges of COVID-19, while supporting traditional sectors (value chains) and local production. In times of crisis, these markets maintain the constant flow of food, avoid speculation, price increases, and help direct traders and populations to undertake necessary preventive health measures.

Additionally, in emerging countries, WFM are key infrastructures for the organization of value chains and the formalization of the sector, providing safe access to local products at a fair price, securing the food supply of cities and regions. Moreover, they participate in the sustainable development of growing urban environments.

What motivated FAO to initiate these studies

in collaboration with WUWM?

The Investment Center of FAO is involved in the design of crucial investments in the sector of agriculture worldwide through specific cooperation programmes with the World Bank, IFAD, AfBD and other IFIs. Food security aspects have been mostly considered by most of IFIs under a perspective of production capacity improvement for decades. Over time, market access, food distribution and agrolistics have become key aspects for the development of competitive and inclusive value chains to supply domestic and international markets with fresh, safe and quality food products.

As WFM development experts during the design missions, we particularly noticed the lack of knowledge of public authorities and IFIs concerning WFM. In particular, the concept of WFM, their roles and benefits are often not well considered by the different actors involved.

Most of the projects were too complex, the investment process was unclear as well as the different steps for the development of such infrastructures. The definition of the governance of projects was also very complicated, resulting from this poor understanding of WFM functions. Furthermore, a lot of projects developed worldwide demonstrated their failure and investors started to consider WFM as an expensive and not financially sustainable public infrastructure compared to retail chains development, for instance.

Based on this statement, the Investment Center decided to start the first global study on WFM, in order to build investment guidelines that support IFIs and public authorities in the development of WFM projects, underlining the benefits of these infrastructures for the entire food system sustainability and improvement of food security. It is also essential to clarify the concept of wholesale food markets through this work (since the wholesale market concept is often confusing, and tends to miss the food dimension of the infrastructure). This allows to establish a common terminology, shared and accepted by the different actors.

The support of WUWM to access its network of affiliated markets was important for reaching our broad range of case studies and collecting essential information to be integrated in the guidelines.

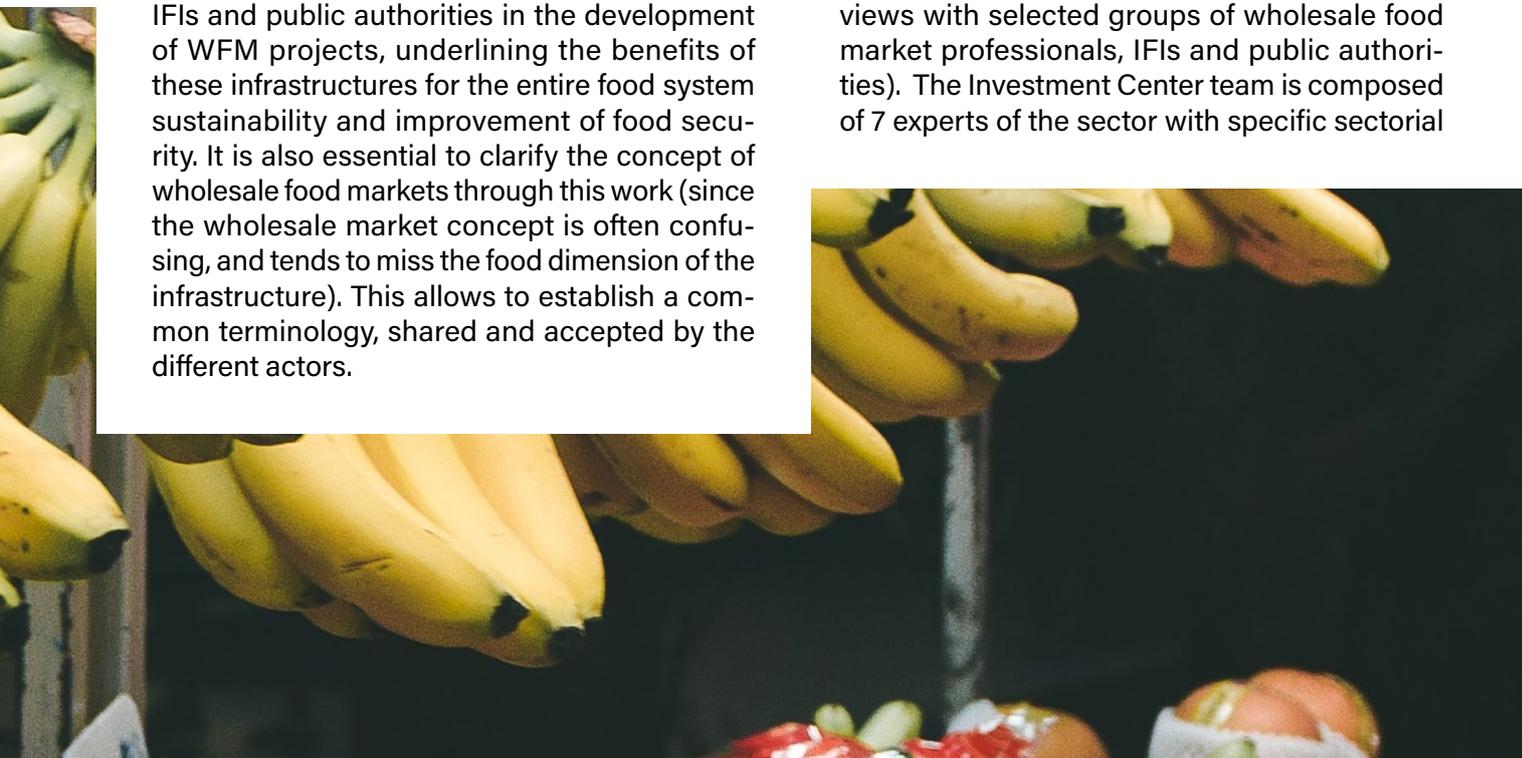
What is the impact of wholesale markets and their functioning on the food system?

WFM represent the keystone of food system as they facilitate efficient physical exchange of food by linking production to consumption, providing important services (e.g. information, standards, transparency, competition, scale, traceability, food safety laboratories) and ensuring safe and affordable supply of fresh, nutritious food products.

Moreover, these contribute on creating and sustaining livelihoods and jobs for rural production zones, benefit all food system actors (producers, traders and transporters, processors, retailers and restaurants) working in traditional, modern and informal food system channels, as well as create enabling environments for private food companies benefiting from the wholesale market infrastructure and services, which play an essential role for urban fresh food supply. Building efficient and well managed WFM provide conditions towards more sustainable food systems and generate positive impacts on socio-economic development and urban organization.

What are the main issues addressed in the case studies?

This work is the first project of its kind with a global scope (30 countries), evidence-based (34 case studies), and collaborative approach (interviews with selected groups of wholesale food market professionals, IFIs and public authorities). The Investment Center team is composed of 7 experts of the sector with specific sectorial





and geographical expertise. Case studies were selected to be representative in terms of geographical areas, typologies of WFM (Assembly markets, Consumption markets, Agrologistics markets), governance model, and relevance in leading important upgrading/relocation projects in the last decades.

The purpose is to integrate and enrich learnings from the complexity of WFM development and roles in food systems resilience. The guidelines aim to support leaders of WFM investment in this complex process, in order to limit financial risks and achieve operational efficiency of the future projects. These are directed to multiple publics including IFI professionals, municipal and country officials, food system actors and market professionals.

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The case studies feed our guidelines, which are built on these different experiences and bring a different vision on WFM development, considering not only the mainstream “Western” model as a unique way for the design of such critical infrastructure.

These case studies are important in order to find alternative forms of development in adequacy with the diversity of contexts, value chain maturity and real needs of emerging countries. The ambition is to propose for emerging and transition countries a less expensive, more efficient model of development that is based on the ones analyzed in the case studies; this will be more evolutive and scalable for securing investments and responding to variable compositions and maturity of food systems.

How can these case studies help on the road to improve food security? What are the main conclusions?

The case studies highlight the vast differences in WFM development worldwide, and the shifts in leading infrastructures from Europe to Asia, China and Korea mainly.

Most innovative and modern practices are observed in Eastern Asia, with markets more integrated in the digital revolution and promoting interesting market network organization for urban food supply of metropolises. Main areas of development for new WFM are clearly in emerging and transition countries, specially in Africa, which suffers from a lack of modern infrastructure to channel safe food products towards growing cities. Therefore, many WFM projects have been led this last decade in emerging countries to improve access to fresh and safe food but most of these investments resulted in several failures. This was because the market concept developed was not responding to the local operators’ needs, not taking into account the particularity of the production and distribution context.

A vision of “one region, one concept”, or the adaptability of markets for the particularity of every location, is a key preliminary driver of success when considering such projects. The involvement of public authorities in the entire process of investment from the design to the opening, passing by public consultations with private operators, is also a strong guarantee of success.

The guidelines aim at providing orientation and golden rules for the development of WFM, guiding investors in such complex project but also future managers of these infrastructure, who will support the creation of WFM that are stronger towards future challenges and participate to the strengthening of food security.

These guidelines are trying to underline the plurality of challenges faced by the WFM in the world, giving voice to markets and leaders of emerging countries having specific challenges. We are trying to take into consideration the needs of these countries which are usually far from the issues met by modern markets in Europe and Asia. Providing them with ad-hoc solutions is our role to make them benefit from WFM outcomes.

Do you think that the collaboration between FAO and WUWM is pivotal to improve the transition to resilient food systems? How so?

FAO and WUWM signed an MoU two years ago to collaborate on a number of crucial areas for the strengthening of food systems sustainability, in particular on food waste and loss, nutrition and food safety aspects. We think this collaboration can bring interesting results to build knowledge of main stakeholders about the role of WFM in food systems, their crucial location in the middle of the food supply chain, and the opportunity for WFM to become a place for the organization of efficient food systems governance as they gather all the main public and private stakeholders in one site.

13 We also believe this collaboration will highlight the opportunity for the WUWM to diversify its approach on WFM challenges by considering the reality of emerging countries which represent the majority of future investments in the sector and are not well represented in the Union. FAO's role is to connect these actors of emerging countries with WUWM to benefit from its knowledge and network, but also to support a positive change in the WFM development approach.

What are the next steps of your study/ collaboration with WUWM?

The next steps are the preparation of the guidelines based on the analysis and consolidation of the data collected from the different case studies, as well as the integration of inputs from actors such as IFIs and FAO divisions. The finalization of the guidelines is planned for the last quarter of 2021. In the meantime we are promoting this knowledge product and all the markets involved in this work through a large Twitter communication campaign in order to mobilize actors for the UN Food System Summit.

Countries with organized and upgraded wholesale market infrastructure networks have demonstrated higher resilience and capacity to deal with disrupting challenges of COVID-19, while supporting traditional sectors and local production





In a best practice of the month

Chile's biggest wholesale market, Lo Valledor, implements a Circular Economy Plan aiming to reach zero loss along the value chain!

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Being the largest wholesale fruit and vegetables market of the country and located in the Southern area of Santiago de Chile, Lo Valledor is deeply committed in achieving circular economy applied to food systems, by mitigating food waste and losses and commercially revalorising organic food waste.

With one third of the food produced annually for human consumption lost or wasted, from which 6% occurs in Latin America and the Caribbean regions (FAO), food waste and losses are core bottlenecks of food security in the region. Chile is not an exception despite being a recognised actor in the global food industry and having launched programs to reach zero food waste. Indeed, it is estimated that each household wastes about 63.3 kilos of bread per year in Santiago de Chile. This picture is however paradoxical considering that almost 3 million people in the country (which represent 15,6%) do not have regular access to nutritious food (SOFI report, 2020). The outbreak of Covid-19 is likely to increase this number and put in jeopardy most vulnerable livelihoods into food insecurity.

In 2015, Lo Valledor Wholesale Market took a decisive turn towards sustainability with the

creation of the Environmental Department, aiming at reaching zero loss along the value chain, decreasing its carbon footprint and encourage a circular economy. It led to the creation of the Lo Valledor Food Bank Foundation, that covers the food needs of 67 social organisations that distribute it to groups of vulnerable populations. Despite a drop in 2020 due to the pandemic and therefore lack of financial support from the government, the Foundation has increased the volume of collected food from 162.41 tons in 2016 to 877.12 tons in 2019 (5 800 000 food rations free of charge delivered). Meanwhile, it remains deeply committed to find innovative pathways to ensure food security to all and reach zero food waste by 2030.

Among ongoing projects, one has as a target providing diversified and high-nutritional value food to livelihoods, in collaboration with the Centro Tecnológico para la Innovación Alimentaria (CeTA) and the University Bernardo O'Higgins. Inspired by another project happening in wholesale markets in Brazil, the focus is not only on tomatoes or apples, but also on the stalks of beetroot and cauliflower. Obesity concerns 60% of adult population in Chile, while micronutrient deficits are worryingly widespread, with only 15% of the population daily consuming at least 5 portions of fruit and vegetables (Encuesta Nacional de Salud, 2020).

Concretely, this project consists of using the fruit and vegetables surplus delivered by Lo Valledor to both partners that will produce two food prototypes: a vegetable soup and a fruit compote, which will also benefit the beneficiaries of the Food Bank Foundation.

Another key action undertaken by Lo Valledor's Environment Department is the so-called Programa compostaje, grounded on the objective to commercially revalorise organic waste and foster the impetus of circular economy in the food sector. The distribution of organic waste has twofold final purposes: 59% of it is directed to organic compost and vermiculture (under the Organic Waste to Composting Programme), while the remaining 41% is used to feed animals (Organic Matter for Animal Feed Programme).

In collaboration with the company MegAmbiente, the largest compost producer in Chile, the Organic Waste for Composting Programme is collecting more than 700 tonnes of organic waste per month for processing approximately 3 to 4 months to obtain organic fertiliser called "compost". Since its onset, collected organic waste by the programme has increased by 154.1%.

The Organic Matter for Animal Feed Programme manages 400 tonnes of organic material per month, delivered to 36 farmers in the foothills of Santiago de Chile. The distribution conditions are ensured by agreements with three municipalities.

This initiative enabled Lo Valledor to adjust its functioning compliance with social, economic and environmental sustainability through better control of organic, fruit and vegetables waste and actions improving qualitative nutritional diets of the most vulnerable livelihoods. Its objectives are the commercial valorisation of 50% of organic materials by 2025, before achieving zero waste by 2030.

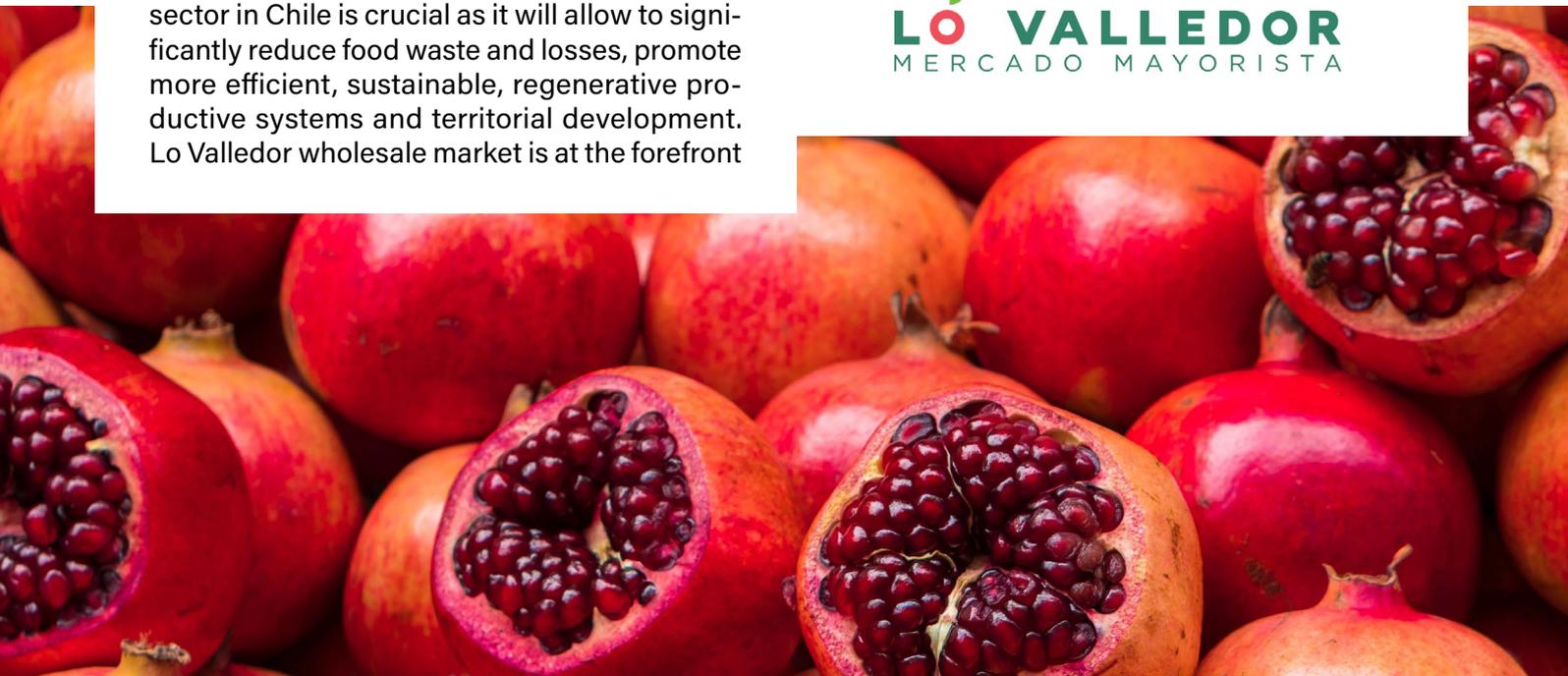
Fostering a circular-economy in the agri-food sector in Chile is crucial as it will allow to significantly reduce food waste and losses, promote more efficient, sustainable, regenerative productive systems and territorial development. Lo Valledor wholesale market is at the forefront

in fostering this virtuous circle able to ensure nutritious diet for all within the boundaries of our planet as at the metropolitan scale and at the national scale.

Speakers agreed that whilst some wholesale markets can develop these kinds of tools in some regions of the world this should be enabled by the government or international funds. A global incubator for wholesale markets and fresh food distribution/availability could be also a solution. Moreover, sharing expertise, education and raising awareness activities and having innovative ideas, streaming through different countries is key.

Lo Valledor Wholesale Market's Environmental Department aims at reaching zero loss, decrease the carbon footprint, and encourage a circular economy

LO VALLEDOR
MERCADO MAYORISTA





In WUWM's World

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July 5: WUWM participated on the high-level launch of the European Code of Conduct for Responsible Food Marketing and Business Practices. WUWM has supported the development of the Code as it was one of the 11 permanent taskforce members. WUWM is also among the first organizations to sign the Code.

July 9: WUWM met with UNFSS Supporting Local Food Actors and Promoting Economic Diversification and Economic and Social Inclusion Cluster to discuss relevant inclusions in the Summit

July 12: WUWM Secretary-General Ms. Carrara met with Mercabarna and the city government of Barcelona to discuss a session WUWM will organize for the 7th Global Forum of the Milano Pact in October 2021

July 16: WUWM participated in the food safety working group of the UNFSS, led by GAIN, and discussed the details of setting up a food safety coalition

July 22: WUWM met with the Food Trade Coalition for Africa (FTCA) to examine inclusions of WUWM in their working groups and activities

July 26-28: WUWM attended and participated in the UNFSS Pre-Summit which was organized in Rome, Italy while most participation was virtual. The pre-summit was a great success and brought together so many stakeholders behind essential goals and commitments to improve our food systems. Most can be rewatched here: <https://www.unfoodsystems.org/index.php>

July 29: WUWM Secretary-General Ms. Carrara presented European wholesale market best practices and challenges regarding food loss and waste at a FAO webinar that can be rewatched here: <https://www.youtube.com/watch?v=3DXwLeiwliY>

August 4: WUWM and Mercafir published the highlights of their Florence conference. A grasp of this fantastic event can be viewed here: <https://www.youtube.com/watch?v=L9-3ileAN-U>

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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.

