



**JOINING FORCES TO FEED THE WORLD WITH
HEALTHY QUALITY FRESH PRODUCTS**





your local
market

INFORMATION PACK

What is "Love your Local market"?

The global campaign "Love Your Local Market" (LYLM) is an annual event celebrating fresh food street markets, supported and coordinated by the World Union of Wholesale Markets (WUWM).

The campaign began nationally in the United Kingdom in 2011. Due to the enormous success obtained in Britain, Love Your Local Market was promoted to other countries. A first global event was launched in 2014 with a core group of retail markets in various cities of Europe.

Year after year, the campaign attracted an increasing number of participating markets all over the world. By 2019, the international campaign had grown to over 4,000 markets participating from more than 15 countries all over the world.



"Twenty years ago we noticed in France and also with our English colleagues of the The National Association of British Market Authorities (NABMA) that there was no real collective approach to gather all the retail and wholesale markets under the same banner, and to be able to promote our activities, to show to the local, regional or national administrations and institutions, that the world of markets represents a core tool for urban food policies and to promote healthier diets, a real economic force, a living energy and an important part of the community life".

Jean Paul Auguste, WUWM Retail Sector Director

Love your local market campaign is aimed to empower and give visibility to fresh food street markets, key actors to promote healthy food systems at all their stages, from production to consumption.





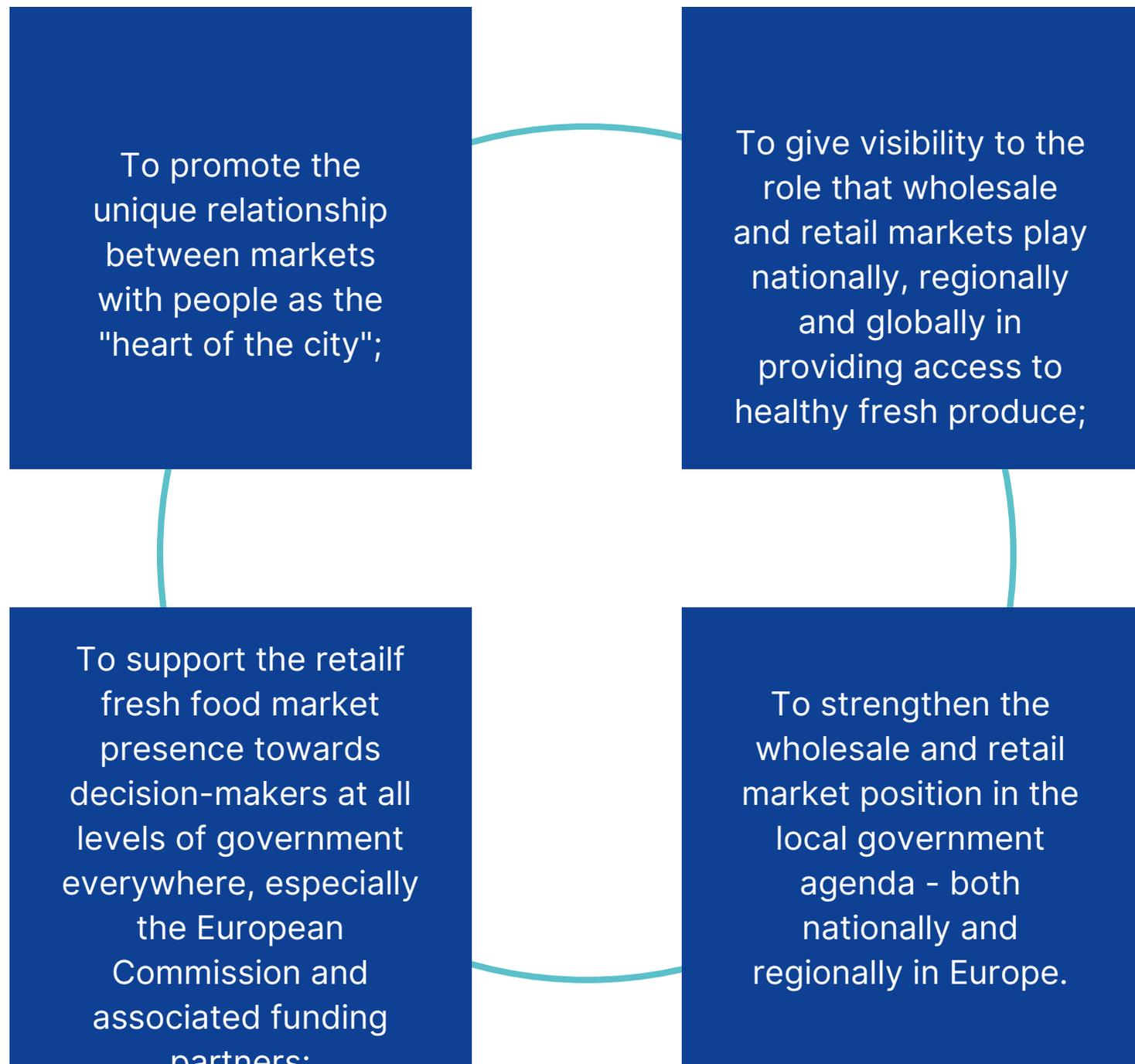
Fresh food markets are often regulated by local authorities, they are one of the best food urban policies that cities can develop to foster healthy diets, accessibility and availability to a large variety of fresh produce, making fresh and healthy diets the easiest one to choose for citizens.



“ The ambition of the campaign is to attract and engage as many people as possible to shop in fresh food markets and reinforce their work to ensure and promote healthy and accessible diets.

Eugenia Carrara, WUWM SG

THE MAIN GOALS OF THE ANNUAL LYLM CAMPAIGN ARE:





From a few hundred cities or markets participating in LYLM, we have gradually grown to more than 4,000 worldwide.

**Stéphane Layani
WUWM Chairman**

What is the LYLM campaign about?

The basic idea behind LYLM is to provide fun and interactive events in the fresh food markets during the month of the campaign. It can be a concerts, a show-cooking class, kid's activities...

Any event that could bring citizens to the markets!

LYLM is a unique opportunity to highlight the work of markets and promoting healthy, fresh and more seasonal diets by involving many cities all around the world.

Wholesale and retail markets have been - and always will be - immediate vehicles of proximity and diversity for the sales and valorisation of local productions



**JOIN THE LOVE
YOUR LOCAL
MARKET CAMPAIGN
AND CELEBRATE
STREET FOOD
MARKETS AND
HEALTHY DIETS
WITH US!**

HOW TO JOIN THE CAMPAIGN?

All retail and wholesale markets (even non-WUWM member markets) can participate in LYLM without a fee. Joining is totally free, the only requirements are to:

1) REGISTER TO THE CAMPAIGN

2) USE THE SAME BASIC LYLM LOGO

3) ORGANIZE ONE OR MORE EVENTS AT THE SAME TIME AS OTHER MEMBERS (MAINLY DURING THE MONTH OF MAY)





If you are interested in
registering to the campaign or if
you want more information, don't
hesitate to contact us at

info@wuwm.org

AND DON'T FORGET TO FOLLOW WUWM IN ALL OUR SOCIAL MEDIA ACCOUNTS TO KEEP IN TOUCH WITH THE LATEST UPDATES



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your local
market