

In action

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

September 2022



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In a foreword

Dear readers,

As we come to the end of the summer in the northern hemisphere, October is approaching and thus our forthcoming Conference, which will take place from the 19th till the 21st of October in Abu Dhabi, under the theme "Global food security in the XXIS: Risk, challenges and solutions to ensure resilient and sustainable fresh food supply".

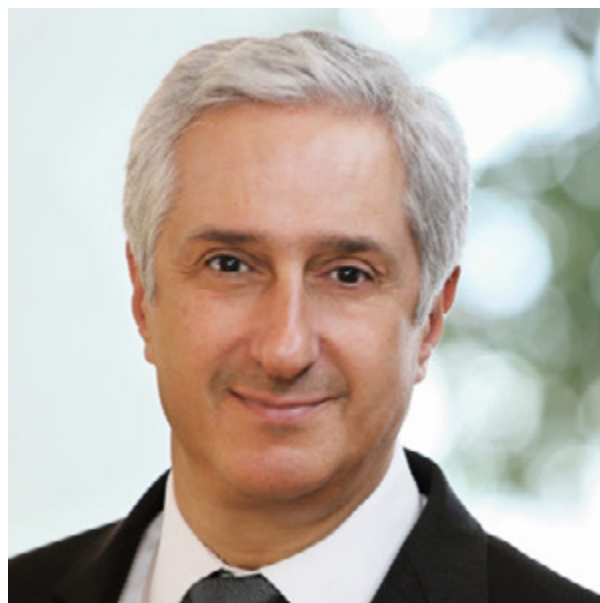
These past months we have seen an increase in natural disasters (heavy rains and flooding in some parts of the world and fires in others) that had a direct impact on the production of fresh food. Unfortunately, experts' predictions are that the months and years to come are expected to be challenging in terms of food production.

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We know that today food systems account for up to one-third of global greenhouse gas emissions and are failing 768 million people living in hunger. In the face of volatile global shocks from conflicts such as the war in Ukraine, the COVID-19 pandemic, and extreme weather events, it has become more urgent than ever to transition food systems to a net-zero, nature-positive infrastructure that nourishes and feeds everyone. In such a context governments around the world are trying to find solutions to reshape food systems to make them more resilient to future shocks and more sustainable in the long run.

The wholesale markets ecosystem has shown a high level of adaptability and resilience during Covid-19, where we developed and applied in record time new ways of doing, succeeding to ensure food supply for citizens around the world.

I am convinced that some of the lessons learned during Covid and some of the innovative projects that were developed during the pandemic times could be applied in the forthcoming months in countries that are suffering food price volatility or disruptions in the supply. I am also sure that together we can develop strategies to prevent and mitigate as



much as possible food crises, finding bold and innovative solutions that can enable countries to take on integrated transitions across food, nature, and health. Transitioning our food systems, based on a quest for sustainability and respect for the environment, requires unlocking policy, innovation and finance levers to scale solutions.

WUWM as the world's largest fresh food supplier is committed to leveraging the full potential of our ecosystem, from farm to fork, and supports the sector as a platform to foster multi-stakeholder collaboration.

Under this context, the edition of our newsletter will mainly be focused on some of the themes of our upcoming WUWM Conference: food system transformation, food security, reterritorialization, innovation, sustainability, circular economy, zero waste, and digitalisation.

We envision the Conference as an important occasion to gather the most influential experts on the fresh food systems and engage together in a constructive multi-stakeholder dialogue to define steps that can be taken to ensure food systems transition into sustainability while preventing a major food crisis.

I would like therefore to invite all interested actors to join us in Abu Dhabi for our WUWM 2022 Conference.

I hope to see you all in Abu Dhabi!

Stephane Layani,
WUWM Chairman

In the loop:

The WUWM 2022 Conference in Abu Dhabi brings to the table a unique opportunity to reshape with a multi-stakeholder commitment the World Food Systems

Food accessibility is the core of society. In a world where the food crisis seems to be on the rise, the urgent transformation of our food systems is a global priority. Resetting our food systems is urgent. Food systems have fed a growing population, but the cost is unsustainable. Current food systems often encroach on natural habitats, pollute the planet, exacerbate rural poverty and underlie ill health and disease. Market and government failures impose high costs on society and the environment.

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Poverty and hunger are increasing in the wake of the COVID-19 crisis, while the majority (79%) of the world's poor continue to live in rural areas. Over 800 million people are hungry and 3 billion people are malnourished.

Food systems produce around a third of global greenhouse gas emissions, while agriculture is the largest user of land and water, accounting for 70 percent of water use. Reducing the emissions of "hidden" environmental, health, and poverty costs is estimated at almost US\$12 trillion per year, compared to US\$10 trillion in market value.

As the world's largest network of fresh food actors, reuniting wholesale markets network and fresh food market actor, and as the world's largest fresh food supplier, our organization is fully committed to engaging in multistakeholder dialogues with all the actors of the fresh food supply chain, in order to scale up action for transformative change.

WUWM's deep engagement in promoting food security is reflected in the upcoming WUWM 2022 Conference in Abu Dhabi, United Arab Emirates. The Conference will be hosted by AD Ports Group, a leading global trade, logistics, and industry facilitator. Abu Dhabi AD Ports Group plays also an essential role in building infrastructure and encouraging new market entrants to increase food security.

The Conference, which will take place from October 19th to 21st, will be held at the Abu Dhabi National Exhibition Center (ADNEC).

This is the first time that a WUWM conference takes place in the Middle East, in a time where urgent collective action to mitigate the impact of disruptions and ensure global food security is more important than ever.

WUWM will like to invite all the experts in our sector together to discuss together major topics, such as:

- Overview of the food security situation around the world: fresh food production, flows, and risks;
- Assessing food supply challenges in the post-COVID-19 world;
- Highlighting the latest food security measures taken at international and regional levels;
- Enhancing food supply chain resilience;
- Transitioning food systems to be more sustainable and resilient;
- Developing inclusive logistical platforms to ensure local, regional and global food security;
- Assessing the role of wholesale markets and regional food hubs in reducing food crisis risks and ensuring an adequate supply of healthier diets;
- Innovation in the food supply chain;
- Potential of innovation and digitalisation for more efficient and reliable food supply systems.





“In a world where the food crisis seems to be on the rise, the urgent transformation of our food systems is a global priority.”

Anyone involved in fresh food supply chain resilience and food security is particularly encouraged to attend the Conference. The participants are set to include the leading producers and wholesalers of fresh food, retailers, logistics companies, air, and maritime freight companies, local, national, and regional government representatives, policymakers, and food system experts.

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WUWM is pleased to support the innovative work that the United Emirates Arabs (UEA) is doing in order to ensure the food system transition of the UEA based on the pillars of sustainability, availability of healthy and safe fresh food and resilience. UAE has set an ambitious food security strategy, aiming to achieve the highest level of food security by 2051, using modern technologies and enhanced local production to ensure sustainable food production. In this regard, Abdullah Al Hameli, CEO, Economic Cities & Free Zones, AD Ports Group, said: “hosting the WUWM Conference will provide the UAE with an important opportunity to demonstrate the key steps we are taking in support of national, regional, and ultimately global food security. At the same time, it will provide us with a platform to exchange knowledge and learn from some of the largest and the most innovative fresh food suppliers in the world.”

Stephane Layani, WUWM Chairman, commented that at WUWM: “we are very proud to bring the event to Abu Dhabi, our first ever in the Middle East, in recognition of the remarkable steps that leaders and organizations in this region are taking to ensure food security. We have issued an open invitation to all industry actors around the world to participate so that we can agree on a multi-stakeholder approach to fixing and enhancing global food systems.”

WUWM is committed to tackling food insecurity and preventing food crises around the world. This conference will offer a vital opportunity to identify risks and anticipate future challenges in maintaining food supplies. Sharing innovations, best practices and new approaches will enable us to mitigate the impact of the current crisis and avoid future disruption to food supply chains.

Eugenia Carrara, Secretary General of The World Union of Wholesale Markets shared the same commitments: “In the post Covid-19 world we need to reinvent ‘food architecture’ to succeed in the transition of food systems into sustainability and resilience. Our members are working together to ensure safety, affordability, and sustainable access to fresh food for all through modern wholesale markets and more efficient food supply chains. We are pleased to be bringing this event to the Middle East region for the first time, recognising the important steps that nations like the UAE are taking to drive innovation and build resilient supply networks. It is more important than ever that we all work together to ensure food security so that everyone has access to food.”

The WUWM 2022 Conference plays a significant role for experts from the public and private sector who wants to engage in worthwhile multi-stakeholder dialogue to find effective and ground-breaking solutions to develop greater resilience in the food supply chains in order to guarantee food security worldwide, not only for us but also for future generations.

Registrations for the WUWM 2022 Conference are open. To get more details and register for the Conference, you can visit <http://www.wuwmabudhabi.com/>.

We hope to see you in Abu Dhabi!



Involved:

WUWM participated in the webinar «Food Waste Management and circular Economy in Mediterranean cities» We are pleased to share the outcomes of the webinar with all our members and readers.

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On the 25th of May, WUWM had the pleasure to take part in the high-level webinar under the title "Food Waste Management and Circular Economy in Mediterranean Cities". As one of the main goals of our organization is to foster circular economy strategies in the food sectors as to reduce the amount of waste we are pleased to share the outcomes of the webinar with our members and readers. Hoping that this information will give you good insights and inspiration that you could apply in your market!

The Webinar was jointly organized by the International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM), the Food and Agriculture Organization of the United Nations (FAO), the Secretariat of the Union for the Mediterranean (UfMS), and the Partnership for Research and Innovation in the Mediterranean Area (PRIMA) within the framework of the SFS-MED Platform, a multi-stakeholder initiative for Sustainable Food Systems in the Mediterranean.

The objective of the webinar was to accelerate the transition of the Mediterranean region towards a circular economy and to reduce food losses.

You will find the full link to the outcome document here: [Food waste management and circular economy in Mediterranean cities \(fao.org\)](https://www.fao.org/publications/defaultcard.do?lang=en&info=65902)

WUWM shared how involving other stakeholders was paramount to developing and implementing effective policies and actions related to food waste management.

It was highlighted in the panel discussion that challenges such as food waste management must be addressed on the local level. One of the main challenges to succeed is to be able to engage multiple stakeholders as to achieve long-term positive results, breaking down silos and adopting a systemic approach. As such, we pointed out that the fresh food sector actors can play a significant role in reducing food waste, as fresh food products are among the most wasted due to their perishability. Thus, at Mediterranean level WUWM fosters partnerships with a variety of stakeholders, including the European Commission, Eurocities, MUFPP, UN-Habitat, FAO, and other entities to strengthen the synergies and help find innovative solutions to common problems. At local level markets develop networks and partnership with Municipalities, NGOs and traders, mobilizing both local, national and regional funds to support the implementation of these projects.





The final outcomes can be defined below:

- Food waste management and circular economy are major levers for sustainable food systems: by adopting a circular economy approach to food waste, we can recognize and preserve food products, nutrients, and resources for as long as possible, reduce resource use, and recycle by-products and food waste.

- In the Mediterranean region, over 70 % of the population lives in urban areas. Urbanization trends across the Mediterranean have a major role in shaping food demand and consumption; in this context, cities can act as hubs of innovation and connectivity transforming food by-products into more valuable materials. Food waste management and circularity are key entry points for local governments to integrate food systems into local plans and actions.

- Fostering multi-stakeholder approaches are paramount to synergizing and establishing a collaborative ecosystem among a multiplicity of local stakeholders. To achieve a transition from a «take-make-waste» to a circular economy, governments, civil society, research centers, the private sector, international organizations, and investors must collaborate effectively.

- Sharing of information, knowledge, and education at the local level facilitates training, raises awareness, and changes local stakeholders' perspectives.

- Infrastructure investments and waste upcycling should be leveraged, along with valuing traditional preservation methods.

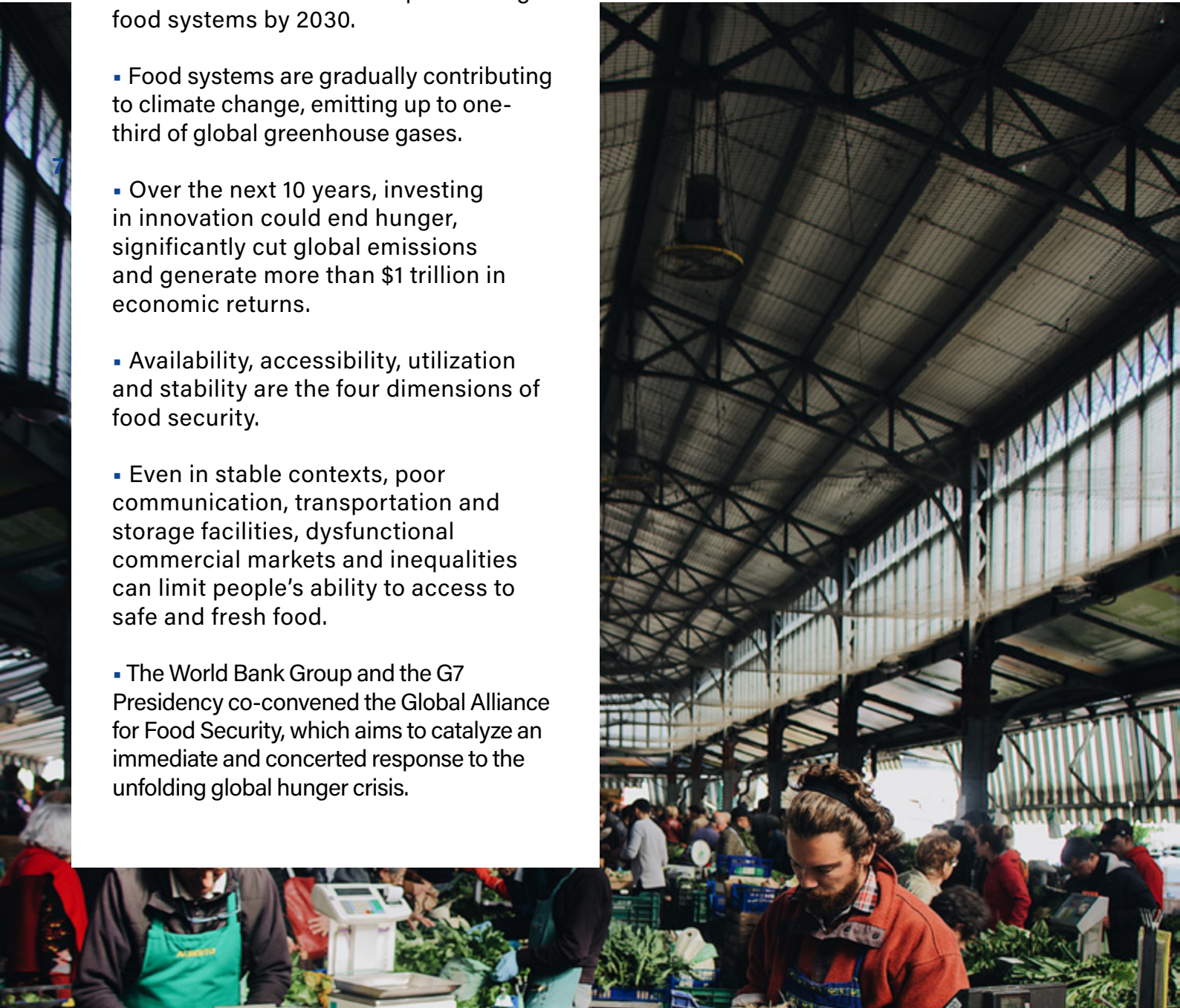
“The objective of the webinar was to accelerate the transition of the Mediterranean region towards a circular economy and to reduce food losses.”

Our members are positioned as champions for sharing and disseminating good practices, and we want to encourage them to go on sharing their expertise, innovative ideas, and services, as well as working as federators to connect all the fresh food actors. We look forwards collaborating with other actors in the Mediterranean cities to foster circular economy strategies and work towards achieving SDG 12.3 (by 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses).

In facts:

- According to the World Bank's April 2022 Commodity Markets Outlook, the war in Ukraine has altered global patterns of trade, production, and consumption of commodities in ways that will keep prices at historically high levels through the end of 2024 exacerbating food insecurity and inflation.
- It is expected that the rise in global population will increase by 35% global food demand and it will require stronger food systems by 2030.
- Food systems are gradually contributing to climate change, emitting up to one-third of global greenhouse gases.
- Over the next 10 years, investing in innovation could end hunger, significantly cut global emissions and generate more than \$1 trillion in economic returns.
- Availability, accessibility, utilization and stability are the four dimensions of food security.
- Even in stable contexts, poor communication, transportation and storage facilities, dysfunctional commercial markets and inequalities can limit people's ability to access to safe and fresh food.
- The World Bank Group and the G7 Presidency co-convened the Global Alliance for Food Security, which aims to catalyze an immediate and concerted response to the unfolding global hunger crisis.

“Over the next 10 years, investing in innovation could end hunger, significantly cut global emissions and generate more than \$1 trillion in economic returns.”





“Globally, one-third of food is thrown away. This is one of the leading factors of food insecurity worldwide.”

Food waste occurs at every stage of the food supply chain, from production and processing to distribution, retail sales, and consumer consumption. Globally, one-third of food is thrown away. This is one of the leading factors of food insecurity worldwide. The loss of food and waste of food are also major contributors to climate change (3.3 billion tons of CO₂ per year) as well as other environmental issues such as land use, water use, and biodiversity loss.

Specifically, food processing and packaging, along with transportation and food waste, are among the leading sources of greenhouse gas emissions worldwide. The supply chain of agrifood generates greenhouse gasses at every stage - from production to handling, transport to storage and distribution - regardless of whether the food is consumed or not. Particularly, food waste - at the consumption and retail stages of the supply chain - that rots in landfills releases methane, a potent greenhouse gas with 84 times the warming power of carbon dioxide over a 20-year period. FAO estimates that 14 percent of all food produced in the world is lost after harvest. The droughts and floods that naturally occur due to climate change negatively affect crop yields, nutritional quality is reduced, supply chains are disrupted, and food security is threatened. Around 3.1 billion people do not have access to a healthy diet, while 828 million go hungry. In relation to food insecurity and climate change, the prevention of food loss and waste is the highest priority.

In Focus:

8 Celebrate with us the International Day of Awareness of Food Loss and Waste!

Co-organized by the Food and agriculture organization (FAO) and the United Nations Environment Program (UNEP) the 3rd edition of the International Day of Awareness of Food Loss and Waste (IDALFW) will be celebrated on the 29th of September. WUMW was invited to participate in this initiative and will like to invite all its members and major stakeholders of our sector to promote this event and special actions towards its goals.



“WUWM is pleased to join the IDALFW as helping to reduce food loss and waste is one of our primary goals in our organization.”

In this regard, the 2030 Agenda for Sustainable Development – specifically SDG 12, target 12.3 – calls for halving per capita global food waste at the retail and consumer levels and reducing food losses along production and supply chains. In addition to enhancing the importance of reducing food loss and waste, the United Nations General Assembly adopted resolution 74/209 on 19 December 2019, proclaiming an International Day of Awareness of Food Loss and Waste (IDALFW). By adopting this resolution, the UN aims to raise awareness and promote collective action to reduce food loss and waste through the International Day of Awareness of Food Loss and Waste. Both the Food and Agriculture Organization of the United Nations (FAO) and the United Nations Environment Programme (UNEP) have co-convened this day, and both organizations are leading the events on the day, as they are both deeply committed to eradicating food hunger by working in close connection with national and international agents.



WUWM is pleased to join the IDALFW as helping to reduce food loss and waste is one of our primary goals in our organization.

WUWM believes that the modernization and structuration of the fresh food supply chain can lead to drastically reducing food loss inbound and outbound: best packaging, cold chain, climate-smart innovations, technologies, and infrastructure have shown to be a game changer to reduce food loss and waste, as well as good practices, human capital capacity building, and collaboration and partnerships, are crucial to maximizing outcomes. Stay tuned! We will be soon sharing good practices and guidelines to organize actions at the local level and promote the goals of IDALFW.

WUWM is keen to collaborate with all the stakeholders, at all levels, aiming to prevent food waste and loss, since it is a shared responsibility to make sure the agrifood systems are efficient, inclusive, sustainable and resilient, for better production, better nutrition, a better environment, and a better life.





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Interview

with Rosário Oliveira in charge of the Network for Food Transition for Lisbon Metropolitan Area an innovative project to succeed in the reterritorialization of food systems in Lisbon by 2030

For this edition of In action, we had the pleasure to interview Rosário Oliveira, in charge of an innovative project gathering 30 major actors of the fresh food system in the Lisbon area (national and regional governments, universities, wholesale markets, farmers, traders, logisticians, NGOs and the European Union) in order to succeed in the reterritorialization of the city food systems and to support the peri-urban food production and distribution. We hope that this concrete example could inspire some of our members and their national and regional authorities!

FoodLink

Can you tell us briefly how and under which frame FoodLink was created?

In a context of profound global instability, food is one of the most important issues in the 21st century to ensure sustainability. Ensuring responsible and sustainable food for all implies planning the food systems as a central aspect of the territorial and development strategies in responding to societal needs. Aware of this challenge, a set of stakeholders decided to put their hands on food transition in the Lisbon Metropolitan Area (LMA) between 2019 and 2021. First, a working group has established the scope of action and a strategic vision for the next decade under the leadership of the Institute of Social Sciences of the University of Lisbon (ICS-ULisboa), invited by the Lisbon and Tagus Valley Regional Coordination and Development Commission (CCDRLVT), as coordinator of the Living-Lab of the H2020 project ROBUST - Unlocking rural-urban synergies.

Then, in 2022, the network expanded its scope of action, and the FoodLink - Network for Food Transition of the LMA was formally announced by the national government, with thirty national, regional, and local entities so far, representing the various components of the metropolitan food system. The FoodLink Action Plan is now being used as the baseline for fundraising until 2027. Meanwhile, a new H2020 project is now being set up – FoodClic: Integrated Urban Food Policies and Planning Frameworks - How City-regions Connect, Link and Include to Transform Food Systems for Co-Benefits, through which the Lisbon metropolitan food strategy will be scientifically supported and implemented by 2025 in collaboration with other 7 city regions in Europe.

FoodLink surely has an ambitious goal to reach until 2030: to guarantee

15% of the production of food in the Metropolitan area of Lisbon by 2030. What is the strategy that FoodLink is planning to adopt?

Like many other city regions across the world, LMA is increasingly engaged in finding quick and efficient responses to feeding its almost 3 million inhabitants according to principles of environmental, economic, climate and energy efficiency. For this to happen it is essential to rethink the metropolitan food system by defining an ambitious food strategy on a social-territorial and collaborative basis, aligned with the strategy 'From Farm to Fork' within the European Ecological Pact for the next decade.

The territory of LMA has almost 40% of the productive area where roughly 10% of national food is produced and distributed all over the country. When considering the goal of providing 15% of metropolitan food according to short food supply chains it means that most likely productive areas need to be re-allocated, more efficient production food and distribution means are to be adopted and consumers need to be informed and aware of the advantages of consuming local products. If all this would be properly coordinated and transferred to regional and local policy tools, if the decision would be taken in favor of crossing knowledge with action, then we will be on the right track to reach the goal of food transition in LMA.

FoodLink will work in deep connection with the Metropolitan area of Lisbon and other partners to achieve the production of food while being sustainable, how do you plan to use your expertise to accomplish this?

The success of the Lisbon Metropolitan Food Strategy will depend on the capacity to integrate at least four dimensions: knowledge - policy - practice - decision-making.

This is of considerable both exigency and risk. The expertise that ICS Food Hub may provide to FoodLink initiatives is in introducing innovative concepts and methods for strategy definition and implementation as well as providing guidance for effective collaborative governance. Furthermore, ICS Food Hub should intervene as an independent and neutral partner to take a role in monitoring and evaluating the whole process in order to enhance it more and more.

“Ensuring responsible and sustainable food for all implies planning the food systems as a central aspect of the territorial and development strategies in responding to societal needs.”





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“The success of the Lisbon Metropolitan Food Strategy will depend on the capacity to integrate at least four dimensions: knowledge - policy - practice - decision-making.”

What are the 3 main objectives of the project and can you please describe them?

This is a very ambitious project. Very briefly we may refer to the following objectives:

- Sustainability regarding the soil, water, biodiversity, and energy nexus, aiming at a healthy, sustainable, inclusive, and responsible metropolitan food system;
- Getting ready a strategy oriented toward a circular, resilient and local economy, paying attention to climate adaptation, job creation, promoting physical and mental health and well-being and respect for social equity and justice;
- Safeguarding the Mediterranean diet, and reinforcing cultural identity, while encouraging scientific and technological innovation in the various components of the food system, contributing to the training, capacity-building, and awareness-raising of active agents in the food system and committing to increasing food literacy and the transition to digitalization.

Can you tell us briefly what you think can be 3 obstacles and 3 facilitators that the project can encounter during these upcoming years?

That is what we have to be prepared for.

Obstacles

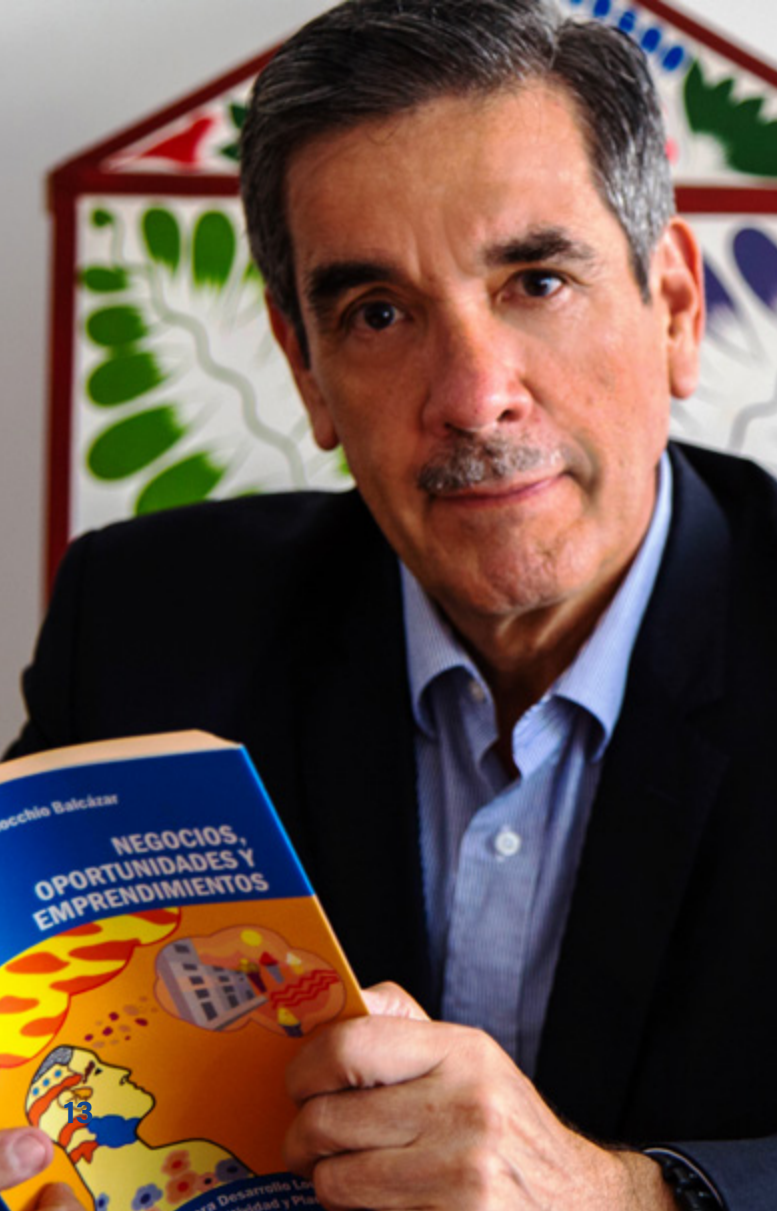
- High exigency of institutional coordination;
- High exigency of efficient collaborative governance;
- Weak habits of establishing a commitment to convert good intentions into action.

Facilitators

- The existence of an already established network of 30 entities, committed with an action plan, that will be expanded progressively;
- General interest in food planning as leverage of regional sustainability since the region has very good biophysical conditions for food production;
- The integration of a European network through various projects and respective opportunities for sharing knowledge and experiences.

How do you think WUWM or the role of local markets can actively help you to achieve the main goal?

FoodLink works on systemic bases and local markets are extraordinarily relevant to intertwining production and consumption within the regional food system. Local markets and the wholesale markets of LMA could make the right mediation for people to have reliable places to trade local food along with benefiting from cultural food events that may promote local identity. They are also important promoters of the FoodLink labor that will certificate products following economic, social and environmental sustainability criteria established by the network.



Interview

**with Luis Ginocchio Balcázar,
ex Minister of Agriculture of
Peru, and food expert about
food security and the urgent
need to transform of food
systems in Latin America**

As the world is facing a challenging moment, tamed by food price inflation and the risk of food crisis around the world, we are glad to share with our readers an expert point of view on food security and food systems. Ginocchio Balcázar, ex Minister of Agriculture of Peru, and food expert share with us his insights concerning the urgent need to transform of food systems in Latin America.

The world is in a delicate situation regarding food security. The conflict between Ukraine and Russia, the price of fuels and climate changes in the world have impacted the food sector with significant price increases worldwide. Could you tell us what is the current situation in Latin America?

Although food systems in Latin America are lagging behind to varying degrees in terms of their sustainability, we are going through times of high concern about food emergencies that could threaten the fight against poverty and exclusion. The painful effects of the pandemic in terms of death and unemployment have worsened the situation in the countries with the highest levels of informality. Already before March 2020, the beginning of the isolation, an economic cooling was felt in Latin America that reduced the growth rate and affected other indicators.

With the arrival of anti-inflation measures, unleashed by consumers anxious to recover the rhythm of life lost during the Covid 19 'peaks', measures against economic overheating were implemented, which depressed the recovery. The misfortune continues and the Russia-Ukraine war triggers fuel prices and halts food exports produced by both countries.

This chain of events is compounded by the global shortage and scarcity of synthetic fertilizers, which leads other producing countries to restrict exports of these chemicals. As a result, the price of urea triples, threatening a global drop in crops and yields. And if we add weather disruptions, it gets worse.

"The actual context puts at risk, above all, the food of people in the developing world, where food consumption constitutes the largest portion of household spending."

Today, millions of households are struggling to make ends meet, and although consumers in diverse countries, such as Peru and others, have more options to modify their diets (although losing nutritional quality), this does not remove the risk of hunger from the tables of the people. Healthy eating is becoming more distant.

In your opinion, what are the main challenges to reduce the risks of a food crisis in the coming months?

Never before the need to exchange with all the stakeholders of the sector about strategies to ensure resilience become so urgent. The actual context puts at risk, above all, the food of people in the developing world, where food consumption constitutes the largest portion of household spending. With the addition of rising cooking fuel and transportation costs, eating today is becoming again a daily epic for millions.

The limitations of food systems that did not foresee a supply shock of such magnitude are coming to the surface. The fragility of part of the agri-food trade in several countries, the disconnection between production and demand, uncontrolled losses and waste, the lack of transparency in the formation of some prices, the neglect of nutrition and weak governance, are 'alarms' to be addressed as a priority. And to be more alert from now on.

“Never before the need to exchange with all the stakeholders of the sector about strategies to ensure resilience become so urgent.”

In your opinion, what strategies could the actors of the food sector (national governments, regional governments, traders, etc.) take to ensure better efficiency of food systems? What could be the role of supply markets?

From the so-called 'forces of change' that influence the activities of our countries' food systems, work agendas emerge based on the main 'bottlenecks' that prevent these systems from regenerating themselves. The agri-food issue must be given back the priority it should not have lost in public policy : from urban planning and investment in markets facilities, to nutrition, culture and its manifestations such as gastronomy, an ally of biological diversity, tourism and development.

The most important drivers are the policies of central and regional governments in relation to the sustainability of agrifood chains, the promotion of investment in infrastructure and business management, natural resources and the environment as allies of companies, and technological and commercial agrifood innovation (the triggers of food innovation: quality, health, convenience and experience).

Supply markets are vital for gaining sustainability in food systems. In light of the lessons we are all learning from this global food emergency, it is foreseeable that there will be an evolution in the strategic purposes of these wholesale establishments and new business models to gain resilience by looking at agriculture from the urban centers of consumption. In this way, biological and cultural diversity will be revalued as opportunities for new businesses with greater economic complexity and prosperity among those who conserve and stimulate it. Better rural-urban linkages augur solutions for all.





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Public opinion highlighted and recognize the role played by wholesale markets during the pandemic and many governments and entities will seek advice on modernizing wholesale market management and 'aggiornamento' of the networks that connect retailers and wholesalers. For example, specialized ICT in food trade, competencies for retail and wholesale market management, among other areas of collective knowledge key to making business sustainable and profitable.

Could you share with us your opinion to generate more sustainability in food systems in Latin America?

The main areas of challenge, in the case of Peru, are the managerial capabilities of entrepreneurs and business people along all the value chains that make up the activities of the national food system. With better business skills will come the desire to associate to achieve scale, investments to raise productivity, proximity to science, technology and innovation, the organization of supply, more agribusiness with high added value and strengthening of the agricultural public career.

"The agri-food issue must be given back the priority it should not have lost in public policy : from urban planning and investment in markets facilities."

How do you think the next WUWM conference can help strengthen alliances and strategies to reduce the risk of food crisis and generate guidelines to accelerate the transition of our food systems?

The World Union of Wholesale Markets has an important role to play in the changes and trends that will come with the post-Covid era. Precisely, and as already mentioned, the organization of "fresh food supply markets" (wholesale markets) , through the presence of its associates in the countries, will lead alliances and growth strategies that recognize heterogeneity as a strength of the world food market and work on practical and simple measures that will bring greater sustainability to world food.

The WUWM, for its high purpose of ensuring an efficient, timely and sustainable food supply, convenes for the first time in the Middle East, in the city of Abu Dhabi, United Arab Emirates, with the theme 'Global Food Security in the 21st century: risks, challenges and solutions to ensure resilient and sustainable fresh food supply chains'. As stated, to build the vision of heterogeneity as a strength, even amidst the turbulence of these times of crisis and opportunity.

Insightful:

How can cities and wholesale markets collaborate to ensure food sustainability and accessibility? Join us for the forthcoming WUWM/ Eurocities workshop this 26th of September

Eurocities, the Milano Urban Food Policy Pact, the Food trails project, and WUWM are joining forces to organize an expert workshop to exchange concrete and successful collaborations between cities and wholesale markets to ensure food sustainability and accessibility. Representatives from different European cities and wholesale markets will be invited to open exchange about this topic, sharing case studies presentations from cities followed by subgroup roundtables.

“Eurocities, the Milano Urban Food Policy Pact, the Food trails project, and WUWM are joining forces to organize an expert workshop to exchange concrete and successful collaborations between cities and wholesale markets to ensure food sustainability and accessibility.”

Collaboration between cities and wholesale markets can bring benefits:

- Develop sustainable food environments and foster the availability of diversified fresh produce (fruits, vegetables, meat, fish)
- Foster local production and re-localize supply chains
- Strengthen supply chain in case of crisis (covid, wars, food disruptions..)
- Reduce food waste
- Apply circular economy strategies for the fresh food sector
- Improve food logistics/ last Km logistics
- Urban food policies

If you want to assist with the event don't hesitate to write us: e.carrara@wuwm.org





In Good Practices:

Rome wholesale markets dare to change old traditions! Fabio Massimo Pallottini, CEO of Rome wholesale market, tell us why they decided to extend the opening hours of the market

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We had the pleasure to interview Fabio Massimo Pallottini about the new opening hours of the Rome Agribusiness Center. He is Managing Director of CAR, Rome wholesale market and the first Agri-food Center in Italy, and chairman of WUWM European working group.

Rome wholesale market is open now during the day. could you explain to us how did this happen?

The Rome Agribusiness Center in 2006 led the way. In fact, it is the first wholesale market in Italy to open in daylight. To date, data in hand, the choice can only be considered successful.

The need to change the timetable stemmed mainly from two requirements: on the one hand, to give a response to the demand coming from the catering and restoration sector, which prefers daytime hours; on the other hand, to contain the operating costs of in-house companies and, above all, to give the same companies greater attractiveness to a younger and more dynamic demand for labor that is reluctant to work in night shifts.



The time change has not been a transition without difficulties, undeniably admitting that it is almost a “trauma” to deal with for a market structure that was traditionally opened during the night. A common line must be espoused in order to break down this cultural legacy. Indeed, the first hurdle to overcome was a habit, which has its own organizational weight. We need to focus not only on changing our functioning but also on reshaping the supply-demand relationship. The change has been complex and has involved dialogues with the entire system made up of logistics, supplies, production and sales, but in the end, thanks in part to the understanding with our operators, we have arrived at the current stage.

Could you explain to our readers which steps you took in order to make these changes?

Particularly, in the Rome structure, the doubts and resistance about the time change were mainly coming from the fruit and vegetable retailers and hawkers, because of the fear of not being able to manage the outlets and especially the risk of compromising the freshness of the goods. Everyone, from the wholesaler to the retailer, must contribute to the cold chain so retailers must also equip themselves with refrigerated equipment. Internal operators have acted as the “glue”

between production and distribution operators (manufacturers, retail, small and medium distribution, ho.re.ca circuit etc..) and thanks also to them it has been possible to move forward. There has been an internal change involving sellers and buyers. The volumes and quality of products offered have increased due to the possibility of offering more services within the stands, such as the possibility of having goods stored within the facility and more efficient logistics services.

What are in your opinion the advantages of opening during the day? In which way do you think that opening during the day can help better logistics?

- Daytime hours can prompt better supply and there can be more emphasis on merchandise controls ensuring a better quality of the product sold even though many fear losing regular customers, the risk is there, let's face it, but new equipped commercial spaces can be opened.
- Create a table with different actors in the supply chain to create efficiencies, which will help everyone to improve the work.
- Make investments to equip companies to regulate internal temperatures and improve the cold chain.
- Opening in the morning can break down the day into different phases: unloading goods, quality control, order preparation, and customer sales. Overnight hours align these phases in a single space.
- In addition, a daytime schedule allows greater access and collaboration with modern distribution by facilitating relationships with buyers.
- The new timetable plan, especially in the summer, makes it easier for producers to harvest at the crack of dawn, so the goods arrive in the markets and on consumers; tables after a few hours - the best fruit and vegetable produce transits from the markets; we need to modernize and protect these facilities for the good of the entire supply chain.

Do you have already some figures to show the impact of this change? If yes could you share it with our readers?

Since 2006, all fruit and vegetable stalls within our Market have always been occupied. In fact, the stand rental rate is always 100%. This is the best indicator of success for the Rome wholesale market. The daytime hours have also attracted new portions of the agribusiness sector that previously were not yet present in the city of Rome, such as the HORECA (hotels, catering and restaurants) circuit. Another indicator is the entry into the Fruit and Vegetable Market of leading national companies previously not all operating in the Roman area. Today, all major operators in the sector are present within the Agribusiness Center, and this is undoubtedly another indicator of success.

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In Events:

WUWM will attend the 50th Session of the Committee on World Food Security (CFS) that will be held from 10 to 13 October 2022 in Rome

The Committee on World Food Security (CFS) was established in 1974. CFS holds a plenary session every year in October at FAO in Rome. During every session, an inclusive approach is used to develop and endorse policy recommendations and guidance on a variety of food security and nutrition topics.

The recommendations are scientific and evidence-based reports developed by the High-Level Panel of Experts on Food Security and Nutrition (HLPE) and/or through work supported technically by The Food and Agriculture Organization (FAO), the International Fund for Agricultural Development (IFAD), World Food Programme (WFP) and representatives of the CFS Advisory Group.

At the 46th session, the CFS developed and approved a wide-ranging multi-year strategic program of work (2020-2023) focusing on gender equality and women's empowerment, youth engagement and employment in agriculture and food systems, data collection and analysis tools, and reducing inequalities for food security and nutrition. This plan is a fundamental tool to help guide the way towards the achievement of SDG2 (Zero Hunger) and the 2030 Agenda.

CFS 50 will review the State of Food Security and Nutrition report for 2022, review the progress made by CFS and its HLPE towards 2030, and kickstart the data collection and analysis workstream for food security and nutrition. As the level of hunger, food insecurity and malnutrition keeps rising, utterly exacerbated by the Covid-19 pandemic and climate change, the forthcoming Session will be a crucial step for WUWM and all the stakeholders involved in the food sector, to work jointly and find a common path towards ending inequalities while ensuring food security and sustainability.

WUWM looks forward to contributing to the CFS, sharing knowledge and experiences, and raising awareness of the importance of market systems in achieving the Sustainable Development Goals.

In WUWM's World

July 6th — participated at the Food Trails workshop on "Indicators for monitoring the progress and impact of food system actions" organized by Food Trails.

August 24th — WUWM attended the Webinar "Overview of agriculture-related discussions at COP27", organized by the FAO Climate Change Knowledge Hub and YOUNGO in collaboration with the World Food Forum, YPARD and IAAS, UNFCCC and COP.

August 26th — WUWM participated in the Targeted consultation on the future of the European Union Sustainable food System Initiative led by DG SANTE and co-lead DGs AGRI, MARE and ENV



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.

