

# In action

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

January 2023



## In a foreword

### In the loop

At Cop15, what are the links between biodiversity and wholesale markets?

### In focus

The new Common Agricultural Policy, what will change?

### Involved

WUWM attended the 2022 European Union (EU) Agriculture Outlook Conference

2

## In Facts

7

3

## Interview

8

with the Chef and "Gastronomy ambassador" Guillaume Gomez, 2022 WUWM prize award winner.

4

## In events

10

WUWM attended the EU citizens' panel on Food Waste at the European Commission for the SDGs on the 16th of December

6

## In good practice

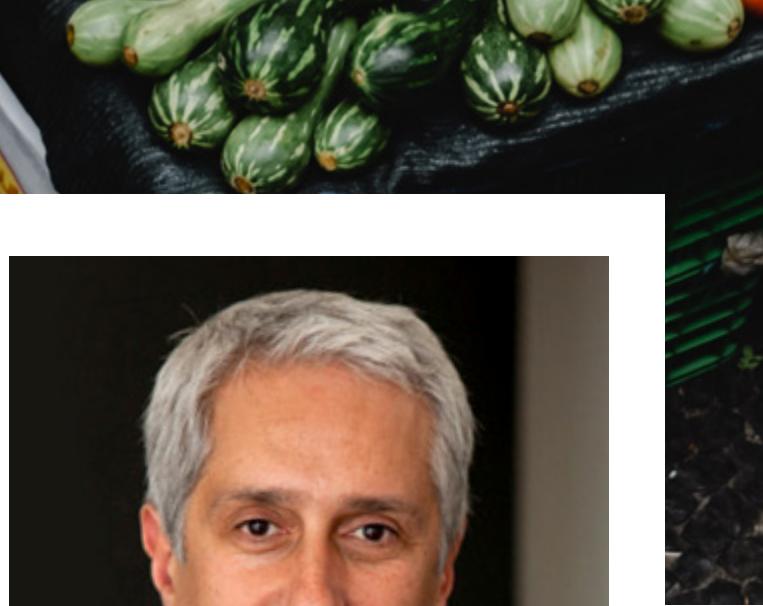
12

Learn what south Asia biggest wholesale market, Talaad Thai, is doing to support better agricultural practices thought a tech innovation!

## In WUWM's World

15





# In a foreword

Dear colleagues, dear friends,

First of all, I want to wish you all a happy new year!

An important and challenging year for our sector is drawing to a close.

2

2022 has been a challenging year in terms of political, climate, biodiversity, and health emergencies. Throughout the year governments around the world realized the urgent need to develop national food security strategies in order to overcome both structural and conjunctural weakness of our current food systems. Covid-19 outbreak and now Ukrainian-Russia war underpinned the importance of improving national resilience, diversification of food supplies and secure access to food in case of international shocks. These challenging events will require a new way of thinking and acting in our sector, proving how important the transition to sustainable and resilient food systems is.

Since I became the chair of the World Union of Wholesale Markets, my objective has been to take our organization to the forefront of major discussions in our sector. I am proud to say that today we are recognized as a leading voice and invited to the highest-level platforms to discuss these topics. Wholesale markets were recognized as critical infrastructures with a high degree of resilience that can ensure daily availability of fresh produce. Their potential is nevertheless not being optimized in a lot of cases, lacking of major investments to modernize their old infrastructure.

In 2023, I engage to continue to share our expertise and work to build coalitions and pathways with the aim of being a driving force to the transition of sustainability and resilience of our sector.

We believe that the transition to sustainable food systems should be among the top priorities of our sector for the coming years. And I believe that wholesale markets can play a key role in the success of this transition. WUWM is fully engaged in this process by helping our members with expertise, sharing cutting-edge innovations and best practices, and taking part in high-level platforms to foster actions and innovative policies towards sustainable food systems that reinforce the availability of fresh produce.

We look forwards to strengthening collaborations and build coalitions with all the actors aiming to ensure the transition to sustainability of food systems, fostering the consumptions of healthy diets and aiming to achieve a carbon-neutral food sector.

Thank you to all our members, partners, sponsors, and key stakeholders who made this possible. We look forward to continuing to work with you in 2023 to strive for accessible, diversified, affordable, nutritious and healthy diets for all.

Best wishes,

**Stephane Layani,  
WUWM Chairman**

# In the loop:

## At Cop15, what are the links between biodiversity and wholesale markets?

On Monday 19th of December an 'historic' deal was reached for the protection of nature during the 15th Conference of the Parties to the Biodiversity Convention held in Montreal. Signed by 190 countries, after 4 years of work, this agreement consists of a series of 23 targets and four goals with the aim of better protecting our planets biodiversity and natural ecosystems by 2030. Learn in a nutshell the major outcomes of this event and how wholesale markets can improve biodiversity.

The targets defined by the COP15, which have been dubbed the "Global Deal for Nature and People", focus on the protection of ecosystems and biodiversity across the world. The major point of the deal is the establishment of "sustainable use" of biodiversity, that is, to ensure that species and habitats are able to provide the services they have provided to humanity for generations, such as food, clean water and medicine.

Actors of the food value chain can actually play a major role to succeed in attaining the goals set by COP15. Wholesale markets already play a crucial role by optimizing supply chains and by drastically reducing food waste but also, they play an important role protecting biodiversity as they are a major trading place to commercialize seasonal local produce. Wholesale markets are unique actors to ensure the commercialization of significantly larger pool of crop diversity than other food outlets, with some wholesale markets having up to 1 million different fresh produce references on stock! Thus, guaranteeing an important support to crop diversity and varieties available locally that are recognized in sustaining ecosystems with species that are more adapted, resilient and environmentally-ecological friendly.

With regards to addressing the food waste issue, in lots of countries investment is required in order to modernize infrastructures and to develop circular economy strategies. Many studies show that modern wholesale markets can reduce -up to 0,1%- food waste and can have an important role in upgrading practices of value chain actors resulting in a drastic reduction of food waste. Concerning the biodiversity promotion, wholesale markets have also the potential to act as major allies in restructuring the supply chain of ecological-friendly products (agroforestry, organic, i.e.) and educating consumers.

**UN Secretary General Antonio Guterres: «We are finally starting to forge a peace pact with nature.»**

Due to the aforementioned reasons, it is vital that the convergence of actions for biodiversity, and ecosystem restoration include agri-food markets as major players to succeed in the achievement of COP15 targets. The development of virtuous food ecosystems that can sustain and promote accessibility to fresh produce will be crucial to protect biodiversity in the years to come.

WUWM happily welcomes the COP15 agreement and will work in concrete actions to achieve its goals, such as disseminating practices, policies and the capacity to build and educate on the role that the fresh food value chain can have to achieve biodiversity protection targets!





# In focus:

## The new Common Agricultural Policy, what will change?

4

The new Common Agricultural Policy (CAP) program for 2023 - 2027 of the European Union (EU) began on the first of January. Responsible for applying the European Green Deal voted in 2019, expectations are high for this program representing 387 billion euros for five years, about the third of the EU's budget.

Implemented in 1962, the CAP allowed the EU to become food self-sufficient in a few years, and then one of the biggest food-exporter of the world. This new CAP will take more into account the requirements related to the respect of environment: by 2030, the tripling of the share of land devoted to organic farming (to bring it to 25%) and fallow land (it will increase from 3% to 10%), as well as the reduction by half of the use of synthetic pesticides and by 20% the use of fertilizers. Measures on animal welfare and methane emissions will also be implemented as agriculture represents 30% of the EU's greenhouse gas emissions.

A novelty of the "new PAC" is that EU countries will implement the new CAP with a CAP Strategic Plan at national level, allowing them a greater flexibility to adapt measures to local conditions. Each plan will combine a wide range of targeted interventions addressing the specific needs of each EU



country and deliver tangible results in relation to EU-level objectives, while contributing to the ambitions of the European Green Deal. The European Commission had the first half of 2022 to validate all the national strategic plans, before their implementation on January 1, 2023.

This CAP is part of the Biodiversity and Farm to Fork strategies, which is why the aid will be conditional on a set of practices favorable to the environment. Any farm that receives aid from the CAP must comply with a series of rules, grouped under the term Good Agricultural and Environmental Conditions (GAEC). By mixing the current GAECs and the obligations previously linked to the Green Payment, the CAP 2023 creates a "super conditionality" with 10 GAECs. Among the novelties, we can mention the protection of wetlands and peatlands or the obligation to have a minimum percentage of non-productive surfaces or elements.

## **“The creation of eco-schemes is the main novelty of the CAP”**

The creation of eco-schemes is the main novelty of the CAP reform because the States will have to devote an average of 25% of direct payments to them between 2023 and 2027. They correspond to aid which will reward the voluntary commitment of farmers in efforts toward the agroecological transition. This new aid will be accessible by three ways and on two levels of payment according to the environmental requirement. The standard level (60€/ha) to which all farmers will have access is to avoid an abrupt reduction in aids, and the higher level (82€/ha) will be given in the event of a more extensive change in practices. The first way to access the aid concerns agricultural practices such as the maintenance of permanent grasslands, the diversification of crops, and the grassing of the inter-row (arboriculture and viticulture). The second requires having a minimum of agroecological infrastructure on the farm (hedges, fallow land i.e.). Finally, environmental certification (organic farming i.e.) represents the third way to access eco-schemes.

At the social level, at least 10% of direct payments will have to be redistributed to small and medium-sized farms in each EU country, while states will have to use at least 3% of their budget to support young farmers. This support may be granted as income support, investment support or start-up aid for young farmers. Gender equality and increasing the participation of women in farming are part of the objectives for CAP strategic plans. Finally, a permanent «crisis reserve» of at least 450 million euros is established in the event of price instability. This CAP is expected to meet the societal expectations as well as the protection of farmers, while contributing directly to the protection of biodiversity and the mitigation of climate change in the EU.





# Involved:

## WUWM attended the 2022 European Union (EU) Agriculture Outlook Conference

6

On December 8th to 9th 2022, WUWM attended the 2022 European Union (EU) Agriculture Outlook Conference organized by the European Commission in Brussels. The 2022 edition attracted more than 500 participants coming from 38 countries to attend the Conference and an additional 3000 participants from 43 countries that participated online. Discussions covered a wide variety of topics, from the new Common agricultural policy (CAP) Strategic Plans to the EU role vis-à-vis global food security, sustainable food systems and the outlook of agricultural markets.

**“Currently the average farmer in Europe is 57 years old, surveys alert that farmers have many difficulties finding buyers, as a consequence, around 800 farms are disappearing in Europe every day!”**

The different speakers and agricultural actors underlined that current agricultural markets are severely impacted by inflation, as well as the tense geopolitical context, climatic hazards and repeated food disease pressures. Notably, African Swine Fever and avian influenza continuously impact production and trade across Europe. What's more, the costs of agricultural intermediate inputs are exploding for farmers who will thus be facing certain financial difficulties according to the European Commission.

European policy-makers are also asking farmers to rethink their farming systems in a more resilient way. In this regard, speakers talked about the need to foster regenerative agriculture in the EU, which would improve biodiversity in soils and ensure agroecological food production. The EC pointed out that all the actors of the supply chain should support the development and commercialization of this kind of production. Furthermore, and in parallel to the conference, the European Commission published its annual report «EU agricultural outlook 2022-32». The report presents the outlook for the EU's main agricultural markets, incomes and environment from today to 2032. WUWM was glad to attend this event and to have the chance to discuss with major EU actors about major challenges and targets that just acting together, we will manage to achieve.

# In facts:

- Through a Consumers International (CI) cost-of-living survey, 66% of consumer groups reported that more than half of the population had been 'seriously affected' by rising food prices
- CI report claims that only sustainable food systems can protect consumers – asked about priority actions for alleviating the food crisis, 78% of consumer groups backed 'supporting more diverse and sustainable agricultural production'
- Action is needed now to deliver food systems transformation – 83% of consumer groups highlighted the need to urgently increase protections for consumers, while only 19% reported any level of satisfaction in their government's response
- On average, a 5 percent increase in the real price of food is likely to increase the risk of moderate/severe wasting in children under 5 years of age by 9 percent.
- Healthy diets are today out of reach for 3 billion people. 1.9 billion adults are overweight or obese, while 462 million are underweight.
- Wholesale markets distribute in average about 50% of the total amount of fruits and vegetables consumed worldwide annually.





# Interview

**with the Chef and “Gastronomy ambassador” Guillaume Gomez, 2022 WUWM prize award winner**

In order to support the greatest food thinkers of the world, that are in WUWM's eyes the ambassadors of fresh food and gastronomy as an Intangible Cultural Heritage of Humanity, WUWM has joined forces with the “Gourmand Awards celebration” to create a prize dedicated to the best cooking book of the year in the category “Food studies and research”, which was granted last year for the first time to the book “Med: A Cookbook” by author Claudia Roden.

The award is significant because in order to achieve the transition of food systems a change to better eating patterns is required. We believe that cook-authors and chefs are the best ambassadors to spread among citizens around the world the know-how to eat better and help people to reconnect with the pleasure of eating. In this regard, books play an essential role in influencing cooking habits by teaching people how to use fresh produce with daily, easy and fresh recipes and spreading culinary traditions that might otherwise disappear.

On December 12th 2022 Mr Stéphane Layani, WUWM Chairman, granted WUWM award to the book “The club of chefs of chefs” by author Guillaume Gomez. Mr; Gomez has been the head chef at France's Elysée Palace for 25 years, he has started his service under President Jacques Chirac and went on to cook for other three French Presidents; Nicolas Sarkozy, François Hollande, and Emmanuel Macron. Over the years he has served over two million meals to four presidents and 800 employees working at the Palace, preparing reception menus and state dinners; including feasts for up to 600 guests at a day's notice. Guillaume Gomez was appointed by President Macron France's ambassador for Gastronomy two years ago. We are delighted to share with our readers an exclusive interview with Mr. Gomez.

**WUWM recently awarded you the «Prix Littéraire de la Gastronomie Antonin Carême 2022» for your book «Le club des chefs des chefs», published by Cherche Midi in November 2022. What does it mean to you to receive this prize?**

It is always an honor and a surprise to receive an award. It rewards the work of many years. And honors all the chefs in the chefs' club as well as the founders Gilles and Monica Bragard. The club is international, so to be recognized by an international organization is also a great reward.

**Can you explain to our readers why you wrote this book and what the «Chefs' Club of Chefs» is?**

The Chefs' Club is a club founded by Gilles Bragard more than 45 years ago. It brings together the Le Chef de Cuisine de Chef de Etat. It is the most exclusive club in the world. It is one member per country. You have to be the official chef of the country to be part of it, you have to work for a king or a queen or a president or a head of state or government.

There was no book that brought together the recipes of the members in one book. We were not able to include all the members and had to choose about twenty of the forty or so members. This book honors all the Chefs that are part of "Chefs du club des Chefs" for the 45th anniversary of the club and especially pays tribute to the work of Gilles and Monica Bragard.

**Prince Charles Maurice de Talleyrand-Périgord** once said, «Give me good cooks and I'll make you good treatises. «Could you share with our readers what gastro-diplomacy is?

Gastro-diplomacy or Gastronomie diplomacy or culinary diplomacy, depending on what you call it, highlights all the actions carried out by countries to promote their gastronomy in order to help diplomatic relations. This is what we call soft power and thanks to Gastronomy, countries forge links and maintain good relations. This is what we do at the Club des Chefs des Chefs. Talleyrand understood this with Antonin Carême. Since then, many discussions have taken place at the table.

9

**What role can the chefs of the Heads of State play in promoting local agriculture with regional products?**

The role of each chef is to promote his or her gastronomy through the people who make it, the producers, the farmers, the craftsmen, the winegrowers and, of course, all the products that make up their territory. Each state kitchen must be the showcase of the country. This is what makes the chefs' club different and what makes each member important. During our meetings, each chef speaks and highlights his or her gastronomy. Each year we change countries, each member receives the club in turn which allows everyone to discover the countries and of course discover the Gastronomy of each country.

**"If we have such gastronomy in France, it is also thanks to a distribution system that works perfectly, and we owe it to our wholesale market."**

**You go early in the morning to buy fresh and seasonal products at the Rungis International Market. Why is it so important for you to work closely with a wholesale market like Rungis? What are the advantages for a chef to come and choose his products directly at a wholesale market?**

When you are lucky enough to be a chef in France, it's true that having access to the Rungis international market is a privilege. Every time the Chefs' Club of Chefs in France visits, about every 10 years, we take foreign chefs to discover the Rungis International Market. They are all unanimous, they have never seen a market with such a quality of product and such a variety of products. Every chef in the world would dream of having access to a market like Rungis Market! In fact, it is a reference throughout the world. Each pavilion is a delight for the eyes, for the taste and for the quality of the products that are distributed. All the sectors are represented and each player at Rungis Market is an important player in the gastronomy industry.

If we have such gastronomy in France, it is also thanks to a distribution system that works perfectly, and we owe it to the Rungis International Market led with talent by the president Stephane Layani.





# In Events:

## **WUWM attended the EU citizens' panel on Food Waste at the European Commission for the SDGs on the 16th of December**

10

On December 16th 2022, WUWM attended the EU citizens' panel on Food Waste organized by the European Commission. The event selected more than 150 participants coming from each European country and citizens could attend the discussion online. This EU citizens' panel on Food Waste was organized to implement policies in order to reach the Sustainable Development Goals (SDGs) concerning food waste, as the EU wastes nearly 57 million tons of food per year. Indeed, the SDG number 12.3, is to reduce, by 2030, by half the global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses. To achieve this aim, the European Commission decided for the first time to ask citizens to write the adequate policies.

The first session took place on the 16th of December 2022, and will be followed by two other sessions, in January and February. The goal of this first session was to present citizens a large panel of stakeholders of the food chain, from farmers to supermarkets, including hospitalities and charities. Each stakeholders' representative had 10 minutes to describe the challenges of his sector to diminish food waste or food loss. This article will present actor by actor, the major solutions that were presented to the EU citizens.

First of all, food waste and food loss represent nearly 8% of our greenhouse gas emissions, contributing directly to climate change. Moreover, this waste also becomes an economic and sociologic disaster: the 1.3 billion tons of food

wasted per year represent nearly \$1 trillion and could feed the world's 800 million people suffering from hunger and starvation. Drastically reducing food waste is therefore a moral commitment.

For farmers, avoiding food loss is about stopping the return of agricultural products to farmers from the retailers. Besides, the Commission claimed that better distribution of the benefits amid different stakeholders should be guaranteed, a lot of times farmers get way too little of the final price. Finally, the non-edible food waste could serve as coproducts to feed animals, contributing to circular economy.

Supermarkets and retailers participating in the meeting proposed to foster collaborations between producers, retailers and consumers in order to inform citizens about the seasonality of fresh products. In order to sell seasonal products during production peaks, the representative of retailers advanced a proposal for a monitoring to ensure that all production is sold and not wasted. Promotions on food should only be on soon expiration dates' products to insure that they are eaten.

The issue of packaging was also discussed, as plastic pollution is a threat to ecosystems but in the same time packaging is the clue to improve food preservation and prevent rot or mold. Studies showed that food waste had a bigger impact on greenhouse gas emissions than plastic pollution. As packaging is necessary to diminish food waste, the packaging industry must become circular, to stop plastic pollution and lessen its impacts on the environment while contributing to the diminution of food waste.



Hospitalities (hotels, restaurants, bars...) count for nearly 10% of global food waste (among which 60% from commercial restaurants, 30% from catering activities and 10% from hotels). Yet, measuring food waste for professionals should be a priority. To address this issue, it was proposed to organize training and free diagnosis funded by the states to measure food waste in that sector as approximately 36 million dishes are wasted per day in the EU. The professionals need to understand why consumers care or not wasting a dish, what quality and quantity fit the best their needs and how many clients they will have per day. Finally, for collective catering, it should be an obligation to present a doggy bag to clients if they don't finish their dish.

Food banks and charities are major actors to reduce food waste and to tackle food insecurity. Food donation should be foster as many foodbanks in Europe (340 in 30 European countries) are already ensuring that the food ends up in the plate of the people who need it. The representative pledge for greater aid to this sector, which makes it possible to overcome the food insecurity of the most vulnerable.

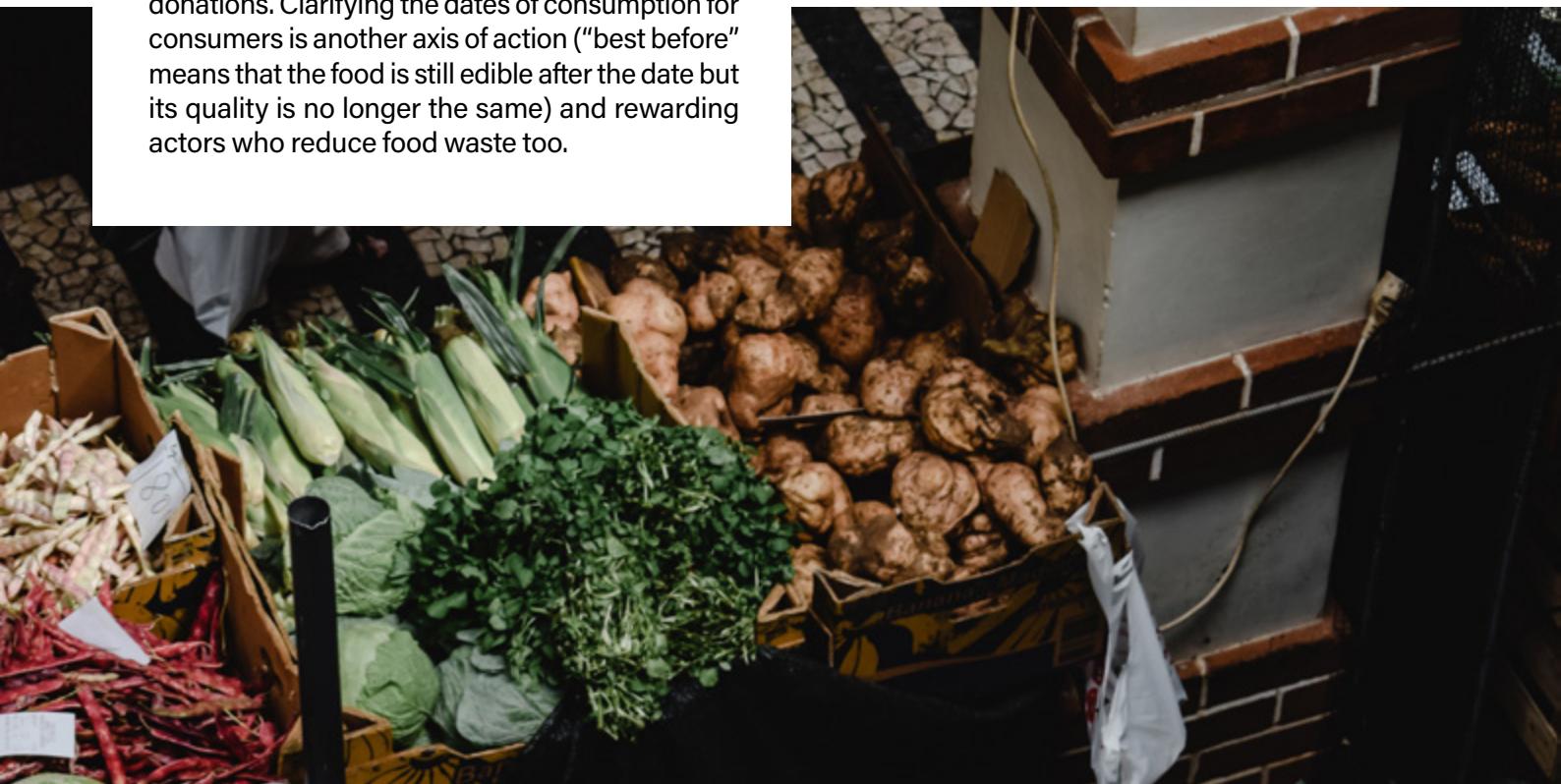
11

Participants pointed out that government could make massive campaign at local and national scale to educate citizens. Furthermore, they can implement strategic policies to mobilize all actors. A legislative arsenal is needed to reduce waste and loss in all sectors, to ban the destruction of food that is still edible and to encourage donations through a mechanism of tax exemption for food donations. Clarifying the dates of consumption for consumers is another axis of action ("best before" means that the food is still edible after the date but its quality is no longer the same) and rewarding actors who reduce food waste too.

Finally, the actions for consumers to avoid food waste were the most detailed. From the fact of over shopping, leading to food waste, to the acknowledge of people concerning food conservation, many actors agreed that tackling food waste should start with an education of citizens at school. Composting, giving non edible food to pets, storing each type food in a good way, cooking with seasonal ingredients: this knowledge is one of the keys to reduce food waste and to help future generations tackle this challenge.

The Panel concluded by saying that if today we have clear game changing solutions that could drastically reduce food loss and waste across the supply chain, it is essential to have laws to develop such type of initiatives, to facilitate donations and penalize food waste. The goal of the two following sessions will therefore be to create those laws we need. WUWM is committed to promote good practices to drastically reduce food waste and loss among our members.

**"The event selected more than 150 participants coming from each European country and citizens could attend the discussion online!"**



# In good practice:

**Learn what south Asia biggest wholesale market, Talaad Thai, is doing to support better agricultural practices thought a tech innovation!**

12

WUWM Secretary General Eugenia Carrara visited Thailand from November 2nd to 8th 2022 invited by our member Talaad Thai market ( Bangkok, Thailand). The Talaad Thai Wholesale Market is the largest wholesale fresh produce market in Asia Pacific with a surface of 96 hectares and is recognized as a leader in the region in terms of infrastructure. The market distributes 50% of all the fruits eaten in Thailand and receives 12 000 tons of food per day. In 2019 Thai government decided to support farmers using less pesticides by giving them a certificate of "Good agricultural practice" (GAP). The problem was then how the consumers will get to know which produce where issued from this better agriculture? To help to foster the commercialization of this produce Talaad Thai market has introduced a QR code for each these products and gave them a specific emplacement in the wholesale markets, teaming up with Thailand government efforts to promote better agricultural production! We are pleased to share with you an interview with Mr. Chockchai, CEO of Talaad Thai about this innovative tool, that ensures better traceability and increased consumer confidence in farmers.

**You have recently created a very impressive QR code tool, could you tell us more about what inspired its development and what its benefits are?**

As a wholesale market leader, Talaad Thai have a mission to improve quality and safety standard of agriculture products plus to create opportunities for farmers to meet customers' requirements, with more traceability. Today are connected to 200 000 farmers in Thailand. This QR code helps connecting farmers who are members of Talaad Thai and who grow GAP food to the consumers, with the most convenient way to do it. Each grower needs to have GAP certificate from the Ministry of agriculture. The QR code allows the buyers to havec access to different information about the produce such as :

- The name of the grower
- The address
- The telephone number
- A picture of the farm site
- The GAP certificates
- And sometimes also a link to a video of the farm

For the moment this QR code is used by 1200 farmers with GAP certification. We also created a particular "GAP area" in the wholesale market and buyers can scan the QR code of all the products they want.





**Can you explain why the Thai government decided to implement the GAP and how did your market started this collaboration in order to foster GAP produce sell?**

The Thai government made that system to support the growers in 2019, because Thailand has a 70 million population and his production of vegetables is estimated to 5 million tons per year and for fruits it is 6.5 million tons per year. Thus, the country needed to have a policy on better food safety and sustainability. The government has a policy to have more growers to certify from GAP. This policy offers food safety and food sustainability and as Talaad Thai wholesale market is very involved on these issues, we team up with the Goverments efforts to support farmers with GAP certification and facilitate to buyers the identification of GAP products with this QR code.

**Could you tell us more about the opportunities that the QR code Tool provides in transitioning food systems to sustainability? How does the QR code Tool benefit farmers and food producers?**

I think the QR code is a practical and easy way from what we have done so far. We started in 2019 with the QR code and the GAP certification, and it needed to be easy to use for farmers. If you make it too complicated, they will not join the members of the system. Of course, they see a benefit in using that QR code because when the buyers come to our market, if they want to connect to the grower directly, they can, they can make contract in an easier way and consumers have more trust in growers. Otherwise, it is too difficult to tell the buyers where are the growers and to find the GAP certification. Moreover, to export fruits and vegetables, the GAP certification is needed, so for buyers who want to export these products, the job is easier.

**What other measures did you take in the market in order to promote the GAP products?**

As we are the leader wholesale market in Thailand, we help connect to different cities, towns and village, the small and medium growers. In Thailand, farms are very small compared to US, Australia or European countries, for the volumes sold under GAP certification, in 2022, it is about 51 000 tons. It is pretty good, and for next year, we are expecting a rise of 20%. The customers' demand is to have more GAP products, but it takes times for growers to have certifications and to educate them. So, we are kindly educating the farmers to grow more GAP fresh food. The GAP certificate includes the reduction of pesticides and the objective of better products firsts. Moreover, Talaad Thai team visits each grower at their site, approves the demand and creates a QR code for each grower in each site location. The team then will print QR code for free to grower and then grower can put the QR code sticker on their package of merchandise before arrive Talaadthai. Another main challenge is to give knowledge to everyone in supply chain to understand food safety and sustainability.

**What kind of feedback have you received from merchants selling produce with QR code?**

The feedback is good on both sellers and buyers' side. The sellers are really happy that we prepared a special place in the market dedicated to GAP products and for the buyers, they can be sure that if they come in this area of the Talaad Thai market, they will get sustainable products. But of course, it doesn't mean that non-GAP products are not being sold or unsafe.

**Are there any plans to expand its use to other wholesale markets or retail shops? Why would you say its wider use is important for the food industry?**

Yes, we would like to expand it because in Thailand, they are 18 wholesale markets and we are a member of Thailand Wholesale Markets Association. I think that if everyone wants to have a QR code, it also means that they want more GAP in their market and have the supply to do so, this is the key thing. Moreover, in our wholesale market, we have a laboratory certified by the Ministry of Health and Food and every day we do tests on the fruits and vegetables coming to the market, thanks to the QR code, we are gaining a lot of time on traceability. Its wider use is thus important for the food industry in terms of traceability, safety and also the trust from consumers to farmers.

**"Talaad Thai teamed up with Thailand government efforts to promote better agricultural production!"**

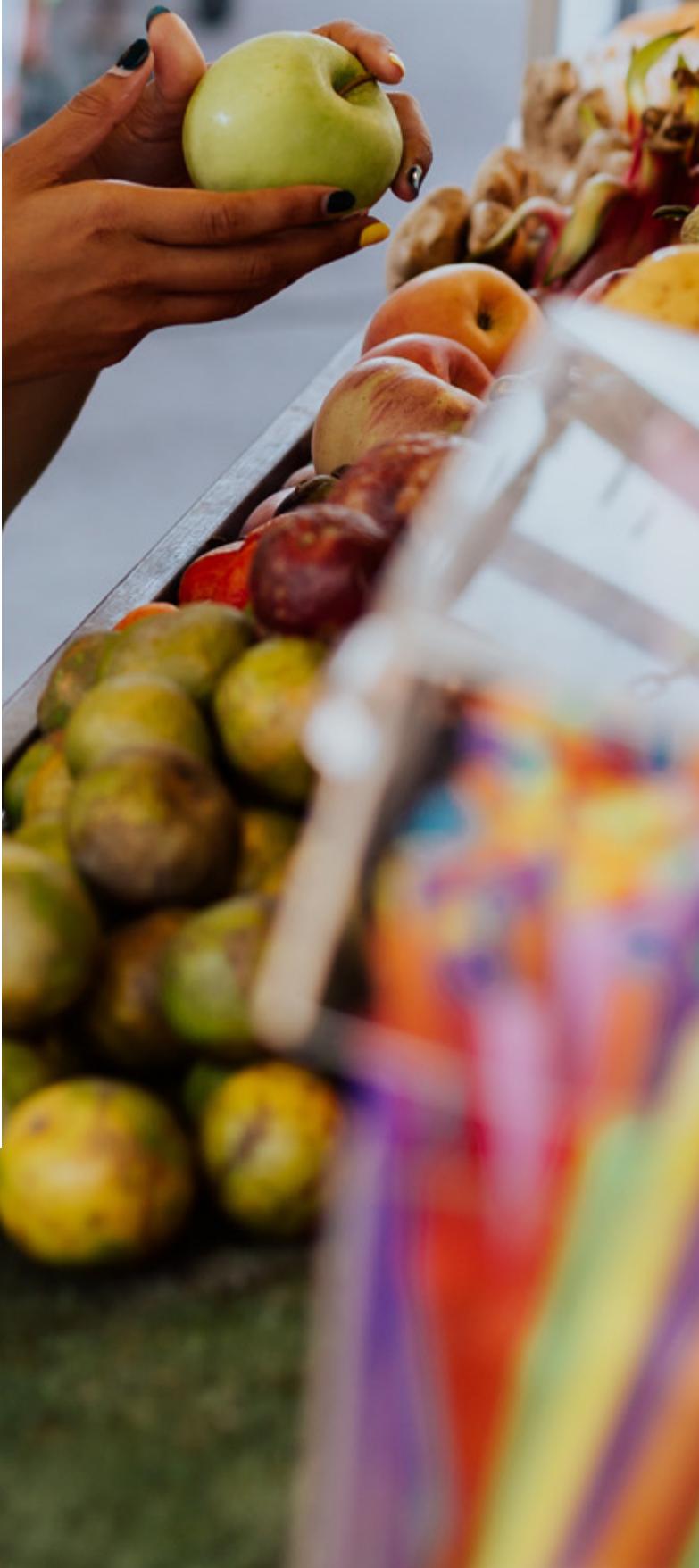
**Do you think the QR code tool has the potential to be exported to other countries?**

I think the QR code, every country can do it because I have talked about this in Abu Dhabi WUWM submit with many other wholesale markets and it is really a basic system. But concerning the GAP certificate, it is only in Thailand. Our future is about concerns on food sustainability, food security and food traceability in order for the consumer to have fresh food and a standardized way to know how it was produced.



# In WUWM's World

- **December 1st** — WUWM participated in the EU food waste prevention group
- **December 9th** — WUWM participated in the Global Food Crisis UN Group
- **December 8-9th** — WUWM participated to the 2022 European Union Agriculture Outlook Conference at the European Commission in Brussels
- **December 12th** — Mr Stéphane Layani, WUWM Chairman, granted WUWM award to the book "The club of chefs of chefs" by author Guillaume Gomez.
- **December 13th** — WUWM organized a meeting for the preparation of the Love Your Local Market 2023 campaign, which will be launched in Strasbourg
- **December 14th** — WUWM organized a meeting between different European Wholesale Markets, at the demand of Italmercati to address the Fish market issue in the EU
- **December 16th** — WUWM attended the EU citizens' panel on Food Waste at the European Commission for the Sustainable Development Goals



## 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.

This newsletter is written, designed and distributed by the World Union of Wholesale Markets (WUWM). For any queries regarding reproduction, content or distribution, please contact the publication's editor and publisher: info@wumw.org. WUWM Unit 2.5 Noorder Office, Dr Kuyperstraat 3-5, 2514 BA, The Hague, The Netherlands Tel: +31703611728 Fax: +31703606908 E-mail: info@wumw.org URL: www.wumw.org

