



2022 Annual Report

The World Union of Wholesale Markets





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Foreword

Chairman's review

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Dear Members and Friends,

The past year has been significant and challenging for our sector. I want to reflect on the trials and tribulations that have tested our industry's resilience and adaptability. The political, climate, and economic shocks experienced in 2022 have underscored the need to develop national food security strategies that effectively address the underlying structural weaknesses and the immediate challenges in our existing food systems. Governments worldwide have acknowledged the significance of ensuring national resilience, diversifying food supplies, and securing access to food in the face of international shocks, as highlighted by the Covid-19 outbreak and the ongoing Russia invasion in Ukraine.

To successfully feed the growing global population with high-quality, healthy, fresh, sustainable and safe food in the coming decades, our sector must adopt a new approach that accelerates the transition to sustainable and resilient food systems from farm to fork. Wholesale markets hold great potential to be key players in this transformation. Many governments have already recognized the crucial role that wholesale markets played during the COVID-19 crisis in ensuring food supply.

In this framework, our annual Conference on «Global food security in the 21st century: Risk, challenges, and solutions to ensure resilient and sustainable fresh food supply» was held in October in Abu Dhabi. This Conference was significant as it was organized for the first time by a MENA country and brought together over 500 leaders and experts from the broader global fresh food industry. The attendance of high-ranking speakers, including H.E. Mariam bint Mohammed Almheiri, Minister of Climate Change and Environment, FAO Director-General Mr Qu Donguy, and Ms Maimunah Mohd Sharif, Executive Director of UN-HABITAT, highlights the crucial role that wholesale markets play in ensuring food security.

The challenges we face require a systemic approach, with all actors in the agri-food chain working together. Therefore, our organization will strengthen collaborations and build coalitions with all actors to ensure the transition to the sustainability of food systems and achieve a carbon-neutral food sector.

As we look to the future, the transition to sustainable food systems should be among the top priorities for our sector. Wholesale markets can play a significant role in this transition, and WUWM is fully engaged in this process. We provide our members with expertise, share cutting-edge innovations and best practices, work with national and local governments, build coalitions, and participate in high-level platforms to foster actions and innovative policies towards sustainable food systems that reinforce the availability of fresh produce.

Since I became the Chairman of the World Union of Wholesale Markets, our objective has been to lead the discussions in our sector and ensure that our organization is at the forefront of significant conversations on sustainability and resilience in food systems. I am proud to say that today, we are a leading voice and are invited to high-level platforms to discuss these topics.

I am delighted to invite you to our upcoming WUWM global conference in Cancun, Mexico, from the 26th to the 28th of October, 2023. Please mark your calendars.

I am delighted to witness the active participation of our organization in global forums and events throughout 2022. We are eager to continue this journey with all of you in the years ahead as we strive to preserve the environment and achieve sustainable development goals related to our work.

Yours sincerely,

Stephane Layani,
WUWM Chairman





Organizational Chart

2022-2023

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STÉPHANE LAYANI
Chairman,
Rungis, France



GIANNIS TRIANTAFYLLIS
Vice Chairman,
Athens, Greece



ZENGJUN MA
ASIA-PACIFIC REGIONAL
GROUP LEADER



FABIO MASSIMO PALLOTTINI
EUROPEAN GROUP
LEADER



ARTURO SALVADOR FERNÁNDEZ MARTÍNEZ
AMERICAS REGIONAL
GROUP LEADER



EVA MARONE
AFRICA REGIONAL GROUP
LEADER



JEAN-PAUL AUGUSTE
RETAIL MARKETS GROUP
LEADER



DR JAGVIR SINGH YADAV
DIRECTOR




ELIANE STEINMEYER
DIRECTOR



RAUL GIBOUDOT
DIRECTOR



LAURENT NYS
DIRECTOR



NATASA PUTNIK
DIRECTOR

WUWM Board of Directors

2022



STÉPHANE LAYANI - Chairman

Mr Stéphane Layani is WUWM Chairman and the CEO of Semmaris, the company managing Rungis International Market - the largest wholesale food market in the world. Mr Layani is an alumnus of the ENA (French National Administration School) and the IEP (Institute of Political Studies) in Paris. Throughout his career as a civil servant, he has been confronted with challenges to food businesses during the period when he served at the French Ministry of Economics and in the European Commission working in the European agreement about distribution-consumption during the adoption of the Euro.



IOANNIS TRIANTAFYLLIS - Vice-Chairman

Mr Ioannis Triantafyllis is WUWM Vice Chairman and General Director of the Central Markets and Fisheries Organization in Greece, operating two wholesale markets and eleven wholesale fish markets. Mr Triantafyllis is currently a PhD candidate in the Department of Planning and Regional Development of the University of Thessaly, Greece, researching how food markets are incorporated into the urban fabric. He holds an MBA and has published research on how food prices are formed from farm to fork and the role of Central markets, economic programming in the food supply chain, market renovation, etc.



EVA MARONE - Treasurer & Africa Group Director

Ms Eva Marone is the WUWM Treasurer. After working in the financial sector for different companies and in European institutions, Ms Marone became a special advisor to the Ministry of Agriculture in Ivory Coast in 2020. She holds a degree in Management from ESCP-Europe Business School. She is also the director of the Africa Group of WUWM.



ZENGJUN MA - Asia-Pacific Group Director

Mr Zengjun Ma is the Chairman of the China Agricultural Wholesale Market Association (CAWA). He is an expert on market operations and regulation. He is employed by the Ministry of Commerce of the People's Republic of China. In addition, he is a member of the expert group of the National Standards Committee on the building and coordination of agricultural products standards system, a member of the National Wholesale and Retail Markets Standardization Technical Committee, Vice Chairman of the Food Logistics Technology Branch of the China Food Science and Technology Institute, a member of the National Business Automation Standardization Technical Committee and a visiting professor at the Harbin University of Commerce. Mr Ma is the former 2018 - 2020 Chairman of WUWM and the Director of the Asia-Pacific group of WUWM.



ARTURO SALVADOR FERNANDEZ MARTINEZ - Americas Group Director

Mr Arturo Salvador Fernandez Martinez serves as President of the «Federacion Latino-Americana de Mercados de Abastecimiento» (FLAMA) and of the Mexican Association of wholesale markets (CONACCA). He has been President of the Boards of the wholesale markets Ecatepec, Miguel Hidalgo, and Tultitlan. He is the Chairman of the Americas Group of WUWM.



FABIO MASSIMO PALLOTTINI - European Group Director

Mr Fabio Massimo Pallottini serves as President of ITALMERCATI, a network of the most relevant Italian agribusiness centres. Mr Pallottini is an economist with expertise in economic and territorial development issues. He is also the Managing Director of CARSCpA, which manages Rome's wholesale market. He is the Chairman of the WUWM European Working Group.

DR. JAGVIR SINGH YADAV - Director



Dr J.S. Yadav holds a PhD in Economics and has over 40 years of experience in training, research and consultancy in agricultural marketing and agribusiness. Currently, he holds the positions of Managing Director at Haryana International Horticultural Marketing Corporation Ltd. (Panchkula, Haryana) and the National Council of State Agricultural Marketing Boards of India (COSAMB) (New Delhi, India), and he is a WUWM Director. He specializes in strategic planning, profit centre operations, business development, policy formulation, general administration, and agribusiness. Dr Yadav is the author of many relevant books and papers and has also worked on more than a hundred projects related to agricultural marketing.

ELIANE STEINMEYER - Director



Ms Eliane Steinmeyer is a WUWM Director and Managing Director of the Hamburg Wholesale Market, one of the leading wholesalers in Germany. Ms Steinmeyer holds a degree in fiscal studies and has previously worked for the German Ministry of Finance. She is also an active member of the non-profit Association for the Promotion of the Interests of German Fresh Food Markets (GFI).

JEAN-PAUL AUGUSTE - Director and Retail Director



Mr Jean-Paul Auguste also acts as Chairman of Group GERAUD, an organization that conceives, develops, finances, and manages various public facilities, covered or open-air retail markets, and car parking. Group GERAUD originated in France and currently operates 40% of its activity outside France, mainly in the United Kingdom (UK) and Sweden. Mr Auguste is the Chairman of WUWM's Retail Group.



LAURENT NYS - Director

Mr Laurent Nys is the General Manager of the Brussels Wholesale market MABRU. Mr Nys is mainly focused on operational and strategic leadership. He is also a judge at the Brussels Commercial Court and an active member of the Board of Directors of the Brussels Chamber of Commerce (BECCI).



RAUL GIBOUDOT - Director

Mr Raul Giboudot is WUWM Director in Argentina and Secretary General of the 'Federación Latinoamericana de Mercados de Abastecimiento (F.L.A.M.A.)'. At the same time, he is the CEO of WUWM member market Berazategui in Buenos Aires. Mr Giboudot is also active within the public sector. He is a National Public Accountant and Professor of Taxation at the Catholic University of Bernal in Buenos Aires. He is a founding member of the Union of Markets of Mercosur.

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NATASA PUTNIK - Director

Since 2018, Ms Natasa Putnik has been the CEO of Belgrade Wholesale Market (Serbia) and is active in various projects. She is a member of the working group for developing the Smart City Project. Moreover, she works for the USAID Competitive Economy Project, where she cooperates with the Serbian Ministry for Agriculture, Forestry and Water Management and USAID. Since 2018, she has been a Member of the Board of Directors of the Institute for Environmental Protection and Plants in Belgrade. Ms Putnik holds two Master's degrees, one in Management Engineering and one in Public Procurement Management. She has been WUWM Director since 2021.



WUWM Membership Overview

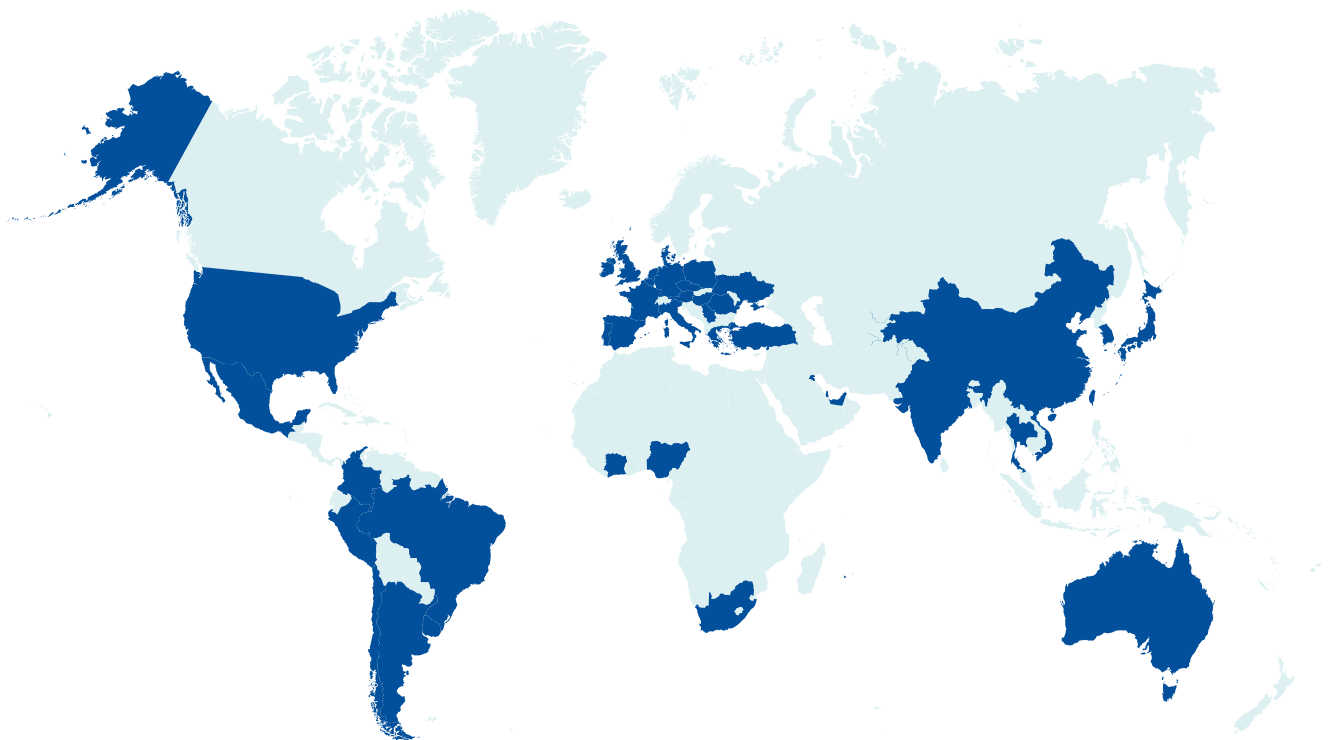
2022

Membership Statistics (on 20th December 2022)

Number of individual wholesale markets:	163
Premium membership:	1
Associate organizations (retail and wholesale):	9
Associate individuals:	8
Total number of WUWM members:	181
Total number of countries represented:	42

Members that joined WUWM in 2022:

- Qatar, ASWAQ Food Facilities
- Abu Dhabi, Ghassan Aboud Group
- Shenzhen Agricultural Products Co. (SZAP)





2022 WUWM Abu Dhabi Conference

“Global food security in the XXIs: Risks, challenges and solutions to ensure resilient and sustainable fresh food supply chains”

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WUWM annual Conference took place from the 19th to 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» to tackle the most urgent challenges that global fresh food systems are undergoing. The event was held at a crucial time for our sector, as governments worldwide realize the need to develop national food security strategies to improve resilience, diversification of food supplies and secure access to food in case of international shocks. Beyond having an overview of the food security situation around the world, identifying flows and risks, and assessing the food supply challenges in the post-COVID-19 world, the Conference has been a turning point for the fresh food sector with a direct engagement of all the actors of the fresh food value chain to engage in a rapid transformation of our industry into sustainability and resilience. Significantly, a MENA country organized the Conference for the first time. It has brought together over 500 leaders and experts from the broader global fresh food industry by reuniting field actors that ensure daily fresh food delivery to billion citizens worldwide with other crucial chain actors – policy markets from local, national and international organizations. Decision makers, experts and field actors from around the world exchanged views about significant global food security challenges to identify solutions to minimize





the risk of the food crisis and to bring long-term efficiency, resilience and sustainability into the sector, emphasizing the need for a coordinated and urgent response to ensure food security at national but also at international level. The Conference saw the participation of high-level speakers, amongst which the H.E. Mariam bint Mohammed Almheiri, Minister of Climate Change and Environment of the UAE, the FAO Director General, Mr Qu Donguy or Ms Maimunah Mohd Sharif, Executive Director of UN-HABITAT, to name a few. During the morning panels, speakers exchanged views about the role that the re-

localization of food systems can have in building more resilience and the potential of digital technologies to bring bold solutions to ensure food loss and waste reduction, to improve food safety, and to increase logistics efficiency.

Moreover, the Conference portrayed the UAE's significant efforts to increase food security and become a food hub. In fact, with the launch of the National Food Security Strategy 2051, the UAE aims to bring the country to the top 5 countries of the food security index by ensuring year-round access to safe, nutritious and sufficient food. The WUWM Abu Dhabi Conference has been a crucial moment for all the key actors involved in the global fresh food supply chain since it is becoming more evident that change is only possible with dialogue and cooperation among the various multi-stakeholders of our industry. WUWM's goal during the event has been to promote a systemic approach for all our operations that is regenerative – thus net-positive and circular – and that can ensure better food for everyone. Thanks to the event, it was possible to advance bold ways and concrete pathways to create a new sustainable «food architecture» from the farm to the fork that can ensure better production, better supply chains, better nutrition, a better environment, and a better life for all where no one is left behind.

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**«Now is the time for action, the time to take bold steps to introduce measures that will enable each industry actor in the living food supply chain to avoid unnecessary risks and bring more efficiency»
— Stéphane Layani,
Chairman of the World
Union of Wholesale
Markets.**



You can read the [2022 WUWM Abu Dhabi Conference report](#) available on the WUWM website.



Regional groups

Africa

With Ms Eva Marone, the WUWM Board has elected a new, competent, young Director and Africa Regional Group Leader from Abidjan, Ivory Coast. WUWM is planning to increase its activities in Africa. The Memorandum of Understanding between WUWM and UN-Habitat, with its headquarters in Nairobi, Kenya, is set to improve urban-rural linkages for resilient, inclusive and sustainable territorial food systems. The MoU focuses explicitly on the African continent, where cities are overgrowing and ensuring food safety will be a considerable challenge. WUWM sees the role of wholesale markets in approaching this challenge as crucial and will be trying to gather more African members to tackle these issues. In addition, WUWM and UN-Habitat also collaborated in the organization of the independent dialogues for Africa before the UNFSS. Furthermore, WUWM attended the African Green Revolution Forum (AGRF) Summit in September, with many exciting side events and high-ranking participants that discussed the transition of food systems on the African continent. As for expanding relations with African countries, the WUWM had several work sessions with the Ministry of Agriculture of Sénégal and the Ministry of Agriculture of Côte d'Ivoire and is planning a series of meetings with the Ministries of Agriculture of Ghana, Burkina Faso and Niger.

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Americas

The Americas Group, through their regional organization FLAMA, had several coordination meetings during 2022 to share good practices in wholesale markets. In addition, they maintained a strong collaboration with the FAO, thanks to which WUWM was an active part of the Second Food Loss and Waste Reduction Summit for Latin America and the Caribbean. As was done for the other Regional Groups, WUWM organized an Independent Dialogue with the UNFSS for the Americas Group, which was a very successful event and attracted 125 participants. The Americas Group is developing guidelines and newsletters and organizing a workshop about improving food safety in wholesale markets. Mr Fernandez, America's group chairman, reported that five markets from Mexico are considering joining WUWM. As a collective, they have also expressed their admiration and congratulations for wholesale markets' work at a regional level to maintain food availability for the population as they are delivering aid when it is needed most.

Asia-Pacific

As the most populous continent in the world, Asia has to ensure nutritious diets for all by enhancing and upgrading infrastructures and raising awareness of the health benefits of healthy and fresh diets. Furthermore, with the rapid growth of megacities throughout the Region, the need to bolster governance and its coherence (e.g., by creating new linkages between stakeholders in the food sector and strengthening existing ones) is obvious. To achieve this, WUWM is pleased to have on Board a high number of essential members in the Region who are committed to tackling these issues. The WUWM Asia-Pacific Working Group, under the leadership of Regional Group Chairman Mr Zengjun Ma, also Chairman of China Agricultural Wholesale Market Association (CAWA), has had an active year as it held four online meetings in 2022; one New Year workshop seminar, two epidemic prevention and control training meetings and one webinar in December on sharing the good practices on anti-epidemic and supply guarantee for future scenarios in which China will open up its epidemic control. Furthermore, the Asia-Pacific Working Group has taken part in the organization of the forum and round table for the RCEP Taizhou International Conference, an occasion during which WUWM's Chairman was invited to give an online speech and which, also thanks to WUWM's publicity efforts, had encouraging results.

Moreover, the Asia-Pacific Working Group played a significant role in the 2022 WUWM Annual Conference held in Abu Dhabi as it ensured that our members could participate online in such a critical event, planning the logistics of it with a pragmatic and solution-oriented approach. In addition to the above, the Asia-Pacific Working Group devoted its time and resources to three surveys which will be particularly valuable for our members and stakeholders. In the first, dedicated to the opinions on accelerating the construction of a National Unified Market, the Working Group promoted the development of the agricultural wholesale industry and its related needs. In the second, the focus was on the challenges of emergency supply and price stabilization in the areas most stricken by the Covid-19 pandemic, such as the Yangtze River Delta. The third was dedicated to implementing 33 policies in the Package of Policies and Measures to Stabilize the Economy issued by the State Council. On top of the endeavours, as mentioned earlier, significant efforts were dedicated to publicity. In light of the Covid-19 pandemic, the Asia Pacific regional conference could not be held; the group focused on drafting the monthly «Asia Pacific Market Express» to share it with our members in the Asia Pacific region.

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Europe

For the European Group, 2022 has been a very successful year. Not only WUWM participated in the WUWM-Eurocities webinar on the topic of collaboration between Wholesale Markets and European Cities, but the UN General Assembly has declared 2022 the International Year of Fisheries and Aquaculture (IYFA 2022). For this reason, several events focusing on the seafood sector will occur in Italy between 2022 and 2023. On September 9-10, 2022, Centro Agroalimentare Roma, the Municipality of Rome, and the Order of Agronomist and Forestry Doctors of Rome and its Province (with support from FAO) jointly celebrated the IYFA 2022 in Rome, focusing attention on the Mediterranean area. Moreover, the project named «Food Hub» was launched to raise consumer awareness of the seasonality of seafood products and improve the fishing sector's marketing capabilities by fostering dialogue between the different Fish Markets, from the beginning of the supply chain to the final consumer and in addition to the above, events occurred in Italy's main Fish Markets, with tastings, show-cooking, activities for children and adults, press conferences and speeches by industry experts. Significantly, on December 14th, 2022, WUWM organized a European-wide workshop on the regional fisheries sector issues. Representatives for Mercabarna, Mercamadrid, Centro Alimentare Roma, SO.GE.MI Milano and Rungis Wholesale Market presented the situation of their fish sector in their wholesale market. The goal of the meeting was to start a reflection to address the problem of the diminution of fish consumption, the lack of skilled professionals and other issues like the opening hours of fisheries. The meeting's major points were that the decrease in fish consumption is taking place in all wholesale markets, with a change in consumption patterns for new generations as well as the excessively high prices of fish. In addition, the recruitment of professionals in the sector is made difficult by harsh working conditions such as

night work, which complicates family life. The increase in door-to-door deliveries via logistics centres outside the wholesale markets and the increase in the sale of frozen fish are reducing sales within the wholesale markets. Furthermore, representatives of the WUWM European group participated in trade fairs in Berlin (Fruit Logistica), Rimini (Macfrut), Madrid (FruitAttraction) and Barcelona (Seafood Expo). Finally, a technical group was created during the Annual Conference in Abu Dhabi to strengthen the work of the European group. The vision of European wholesale markets is to promote a sustainable urban fresh food supply chain to meet the objectives of the European Green Deal to create a decarbonized continent by 2050. After protracted negotiations, the Common Agricultural Policy (CAP) reform will come into force at the beginning of 2023. The new objectives are simplifying the CAP and providing it with greater ecological ambitions. The Farm to Fork Strategy will consider distribution issues, making it essential for European wholesale markets to become critical stakeholders for EU institutions. European wholesale markets supply almost 200 million consumers, distribute 25 million tons of fresh products, and employ over 150,000 people.

WUWM Retail group

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WUWM retail group met with the German Association of wholesale markets (GFI) in Stuttgart, Germany, on September 30th to plan forthcoming events to support fresh food retail markets. The German Minister for Agriculture joined the group on the Saturday celebration on Schiller Place and explained how the federal government supported markets and LYLM initiatives. On October 1st, Stuttgart celebrated its traditional Thanksgiving weekly market as an active day before the Stiftskirche on Schillerplatz. The event was also the final highlight of the «Experience your local market» campaign year 2022, the German offshoot of Love your local market (LYLM). After a 2022 campaign which has been a success but not yet at the attendance level of the pre-covid period, it is time to see the entire LYLM event in action in 2023.

As usual, in September, a diversity of themes has been discussed, and we are waiting for the end-of-the-year meeting to make decisions on the final pieces and the launch site and date. War, economic depression, and inflation issues are right now pushing the populations to consider the level of spending in products as a priority and in such a psychological environment, it is vital to choose themes which will highlight high qualitative levels offered by retail and wholesale markets while defending, at the same time, our ability to compete. The visibility coming from the LYLM campaign helps political bodies (governmental, regional, local authorities) and central administrations understand that retail and wholesale markets are the only yet efficient logistical solutions to help fresh products come from farm-to-fork and support local agriculture survival. Markets are also among the last places to offer genuine human relationships. That capital is an asset in which to invest for cities! During the covid times in 2020, as restaurants were closed, as well as companies' canteens, retail market traders have been maintaining and even increasing their sourcing on wholesale markets. It has been evident in Rungis, France. LYLM can and will also become a think tank for proposals of other joint actions as members have discussed this project in Stuttgart.

In December, a meeting of the retail group was held to prepare for the launch of the Love Your Local Market campaign. It was agreed that this year's launch would be bilateral, for the first time in LYLM history. On May 12th, the launch will take place in Kehl, Germany, and on May 13th, it will be in Strasbourg, France.



WUWM in events

Love your Local Market Campaign in Portugal

The Love Your Local Market (LYLM) 2022 campaign was organized during May in more than 3000 fresh food markets – street and covered ones- in 19 countries. The official launch took place in Lisbon, Portugal, on the 13th and 14th of May and was coordinated by the «Sociedade Instaladora De Mercados Abastecedores, S.A» (SIMAB), the public company in charge of Portugal's wholesale markets, in collaboration with the Portuguese government and local municipalities. The theme has been «I support my local market = I support local production and short-circuits!».

World Urban Forum in Poland

- 15 WUWM was invited to speak for the first time at the World Urban Forum (WUF11). Under the theme «Transforming the cities for a better urban future», the event took place in Katowice (Poland) from June 26th to June 30th and focused on increasing urban resilience and making urban spaces more livable and sustainable. In fact, at WUWM, we firmly believe that food security is an integral part of city resilience. There cannot be full urban sustainability, equality and development if we don't guarantee accessibility to healthy diets to citizens. This effort, however, requires significant involvement from governments.

WORLD
URBAN
FORUM



The 20th edition of the Coldiretti “International Agriculture and Food Forum” in Rome

WUWM was invited to the 20th edition of the Coldiretti «International Agriculture and Food Forum», which took place on Thursday, 24th of November 2022, in Rome. WUWM spoke at the «Local food in global food value chain dynamics» roundtable. It highlighted that Covid-19 has proven to the world the extreme fragility of current food systems, thus, making the need for every government to prioritize food security in their national strategies increasingly fundamental. The ‘multicrisis’ in which we live calls for an urgent transformation of food systems to ensure food security and healthy diets worldwide and reduce the burden of existing food systems in climate change (30% of emissions, deforestation and biodiversity loss). To succeed, we must develop concrete ways of redesigning food systems based on sustainability, accessibility and resilience. At a time when governments around the world are willing to re-territorialize food systems, wholesale markets and farmers’ alliances will be critical to foster efficient organization, logistics and commercialization of local produce. Wholesale markets are key allies for farmers, providing a unique place to bring and commercialize their products in high volumes.



COP27

WUWM participated in the 27th Conference of the Parties to the United Nations Framework Convention on Climate Change (COP27) held from November 6th to 18th, 2022, in Egypt. This year the COP27 was particularly significant for WUWM because even if the link between climate change and food systems transformation seems to be quite clear, food was never included in the COP agenda or negotiations before the Sharm el Sheik meeting; a day was dedicated to Agriculture and Food Systems organized by the COP27 as well as a pavilion entirely dedicated to food systems was set up- WUWM spoke at COP27 during the «Feeding the City for Healthy People, Landscapes and Climate» roundtable co-organized by FAO and ICLEI. The event explored how cities and local governments can help redesign food systems in a multi-level governance framework to succeed in transforming the sector into sustainability while fostering access to better nutrition for their populations. It was the opportunity to point out that in a highly urbanized world, wholesale markets represent unique infrastructures to ensure the daily availability of large volumes of diverse, nutritious, and fresh food in cities.



WUWM attended Asia Fruit Logistica

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WUWM went to Bangkok, Thailand, at the Asia Fruit Logistica, invited by WUWM Thai member Talaad Thai Wholesale market. This event has been particularly significant as Asia Fruit Logistica is Asia's leading continental trade show for fresh produce. Moreover, 2022 saw the 15th edition of the fair held for the first time in Bangkok. It is worth mentioning that visitors to Asia Fruit Logistica 2022 included a wide variety of actors stemming from fruit and vegetable traders to logisticians, producers, start-ups and other prominent field actors of the fresh food value chain. The international trade, exclusively dedicated to fruits and vegetables, is a unique platform to meet and exchange views and know-how with critical players in the Asian fresh produce industry and, most importantly, to discover the latest innovations and trends. Notably, it has been the first significant event reuniting Southeast Asian professionals after the Covid-19 outbreak. It represented a critical moment for WUWM to re-establish contact with the Region's major actors and engage in new collaborations with the South-East Asian actors leading the sector towards sustainability, resilience and innovation.





The Better World Endowment Fund awarded WUWM Chairman Stéphane Layani the «Best Commitment» prize for WUWM's work to foster sustainability in the food sector.

On the occasion of the 75th Cannes Film Festival, the Better World Endowment Fund organized a special award ceremony to recognize the work of outstanding figures to ensure a «better world». This year the award's theme was «Food, Health and Sustainability», aiming to give visibility and recognize those whose actions and commitment address the most pressing humanitarian and sustainability issues of our time due to the rising concerns about food insecurity. Mr Stéphane Layani, as WUWM Chairman, received the prize for the «Best commitment» in recognition of the work that he, his team and all the wholesale markets members of WUWM do to ensure food security and access to nutritious, healthy, affordable and sustainable fresh food supply to all.

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2022 WUWM's «Food Studies and Research» award

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 new prize dedicated to the best cooking book of the year in the category «Food studies and research». The award is significant because a shift to better eating patterns is needed to achieve the transition of food systems. Hence, cook-authors and chefs are the best ambassadors to spread among citizens worldwide the know-how to eat better and help people reconnect with the pleasure of eating. Books are essential in influencing people's cooking habits by teaching them how to use fresh produce with daily, easy and new recipes and spreading culinary traditions that might otherwise disappear. In 2022, WUWM Chairman granted WUWM award to the book «Le Club des Chefs des Chefs» by author Guillaume Gomez. More than just a book, it is a concentration of gastronomic diplomacy or culinary diplomacy, intended to spread gastronomy throughout the world with cult recipes, traditional dishes, and iconic desserts, classified by country and by a leader, from Iceland to Ecuador, from the United States to India, including France and Morocco. Former head chef of the Elysée Palace, former President of the association «Les Cuisiniers de la République Française», a former member of the «Club des Chefs des Chefs», remaining an honorary member of the association and the club, privileged witness of a history of «gastro-diplomacy» and its evolution, the ambassador of French gastronomy, representative of Emmanuel Macron, has had its book published by Le Cherche Midi.



Publications

Policy paper: «Strengthening Local Fresh Food Markets for Resilient Food Systems»

WUWM launched a joint publication titled «Collaborative Discussion Paper: Strengthening Local Fresh Food Markets for Resilient Food Systems». The article has been co-authored with the Global Alliance for Improved Nutrition (GAIN), the Food and Agriculture Organization (FAO), Health Bridge Foundation, UN-Habitat, the World Farmers Market Coalition, United Cities and Local Governments (UCLG), Local Governments for Sustainability (ICLEI) and Regional Governments for Sustainable Development (Regions4). We co-wrote the paper for decision-makers and practitioners arguing that market systems, particularly local fresh food markets, are vital in transforming food systems for sustainability and resilience and implementing the sustainable development goals (SDGs).

The paper synthesizes critical messages from these multi-stakeholder events and concrete experiences from different regions presented during the meetings. It concludes with a set of recommended actions to foster the potential of fresh food markets to reach SDG goals and improve long-term accessibility to healthy diets for populations worldwide. These coordinated actions are directed at local governments, market actors, national governments, international organizations, and relevant UN agencies.

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This publication is available on WUWM's [website](#).



International relations

2022 reiterated to our sector the complexity and interdependence of actors required to succeed in the transition of our food systems. If we want to achieve concrete results and reach our sector's carbon neutrality, sustainability and resilience objectives, we should work together. Only through collaborative methods that include all the food systems stakeholders will we be able to move toward this transition while leaving no one behind. All relevant players must collaborate through comprehensive actions to develop clear and long-term answers to our sector's most critical concerns. As a result, it is essential to exchange viewpoints and knowledge and to work systemically together to address these topics. For these reasons, WUWM is pleased to have increased its worldwide relationships with significant players in 2022 and to have launched collaborations and signed memoranda of understanding with several organizations.

WUWM strengthens cooperation with the European Commission

19 The World Union of Wholesale Markets has been actively supporting its collaboration with the European Commission, participating in numerous meetings and integrating into various working groups.

One such meeting was the «Expert Group on the European Food Security Crisis Preparedness and Response Mechanism on Drivers of Food Security» on November 14th. This meeting focused on the main drivers of food security in the EU and globally in the short and medium-long term.

In addition, WUWM was represented in the Fruit & Vegetable Market Observatory in 2022, with its members taking part in the sub-groups for tomatoes, citrus fruit, and pip fruit.

The European Commission has also chosen the organization to become a permanent member of the European Union Platform on Food Losses and Waste, starting in 2022. This platform was created to achieve the Sustainable Development Goals, explicitly halving per capita food waste at retail and consumer levels by 2030 and reducing food losses along food production and supply chains.

Furthermore, WUWM has been appointed as a member of the Advisory Group for a 5-year term, starting from July 15th, 2022. This membership is an essential recognition of the organization's efforts in promoting sustainable food systems and fostering resilience, sustainability, affordability, and accessibility of food.

WUWM has also been selected by the European Commission to be a part of the permanent task force to design the EU Code of Conduct for Responsible Business and Marketing under the framework of the Farm to Fork Strategy and the European Green Deal. The organization was recognized for its expertise and network in shaping Europe's future food systems and spurring multi-stakeholder collaborations.

Finally, WUWM attended the 2022 EU Agriculture Outlook Conference of the European Commission in Brussels from December 8th to 9th, with over 500 participants from 38 countries attending in person and an additional 3,000 from 43 countries joining online.

Overall, these developments highlight the vital role that WUWM is playing in promoting sustainable food systems and collaborating with major stakeholders in the sector to achieve common goals.



Update on the MOU with UN-Habitat

During the WUWM Global Conference in Florence on June 24th 2021, WUWM and UN-Habitat joined forces signing a Memorandum of Understanding. The Memorandum was signed by Ms Maimunah Mohd Sharif, the Executive Director of the United Nations Settlements Program (UNHabitat), and Mr Stéphane Layani, Chairman of the World Union of Wholesale Markets (WUWM). In the context of achieving the UN Sustainable Development Goals and the New Urban Agenda, this partnership aimed at improving urban-rural linkages for resilient, inclusive, and sustainable local food systems as a critical component of sustainable cities.

This year WUWM participated in the «Leaving No Place Behind: Strengthening Urban-Rural Linkages in Africa» Regional Workshop in Guinea Conakry, led by UN-Habitat from March 14th to 18. Africa is indeed the fastest urbanizing Region in the world, but the urban-rural divide is also increasing alongside it. In this sense, reducing this gap and its inequalities is critical. WUWM Chairman, Mr Stéphane Layani, and WUWM Regional Director for Africa, Ms Eva Marone, participated in the 4th workshop of the program and workshop, which was led by UN-Habitat, and other organizations such as FAO, UNCRD, IFAD and UNECA, makes part of a global project to develop urban-rural linkages in four African countries: Cameroon, Guinea Conakry, Nigeria and Tanzania.

Moreover, in the framework of WUWM's collaboration with UN-Habitat, the Director General of UN-HABITAT was one of the several high-ranking speakers at the WUWM 2022 Abu Dhabi Conference. His participation has further strengthened the partnership between our organizations and proven the substantial recognition of wholesale markets' role in ensuring food security.

Furthermore, on September 13th, WUWM attended the online meeting «Market systems at the centre of urban-rural linkages» organized by UN-Habitat. Finally, WUWM recently joined the Urban Food Systems Coalition. UN-Habitat is another critical partner with influential international organizations such as the FAO, ICLEI, GAIN, and EAT Foundation. Together, the Coalition represents a diverse hub of expertise, bringing city networks, non-governmental organizations, academia and key UN institutions.

We are at a crucial juncture and believe that this collaboration with UN-Habitat will continue to significantly contribute to transforming tomorrow's food systems and feeding urban populations worldwide sustainably.





Update on the MOU with the FAO

In 2019, WUWM signed a new Memorandum of Understanding (MoU) with the Food and Agriculture Organization of the United Nations (FAO), in which both parties agreed to develop concrete joint actions. These actions aim to provide better quality and healthier food for all and to fight food waste.

In the framework of WUWM's collaboration with the FAO, FAO Director General, Mr Qu Dongyu, was one of the several very high-ranking speakers at our annual Conference. His participation has further strengthened the partnership between our organizations and proven the substantial recognition of wholesale markets' role in ensuring food security. Collaboration between our organizations is particularly significant as FAO and WUWM can have a complementary role: FAO can continue to support countries and local governments in the mapping of territorial markets and the identification of entry points to make these markets healthier and more inclusive; WUWM can capitalize on the existing experiences of its members to share good practices and concrete examples on how markets have been made more healthy and inclusive, thus inspiring other cities and governments.

21 In 2022 WUWM worked on several projects with FAO.

WUWM joins the Multi-Stakeholder Advisory Group on Responsible Agricultural Supply Chains. This unique and innovative platform reunited essential actors of the sector. It aimed to create a new space that can act as leverage to develop successful sustainable, and responsible food value chains. WUWM is committed to promoting and implementing the OECD-FAO Guidance and its recommendations and is working constructively with all stakeholders to reach this goal.

On October 5th, 2022, WUWM participated in the Masterclass on Reducing Food Loss and Waste Targeting Youth co-organized by the FAO regional office in Istanbul, Turkey. WUWM's ongoing contribution to reducing food losses and waste at the wholesale and retail levels, and engagement in sharing experience and knowledge, improving and implementing shared guidelines and facilitating agreements with social organizations have been highlighted together with our efforts in setting forth interactive situations in which members can exchange views and know-how about food practices such as conferences and workshops.

WUWM joins the new «Technical Network of Municipal Experts on Urban Food Markets» launched by the FAO. FAO created This sharing platform with support from the NGO's RIKOLTO. The platform aims to strengthen technical knowledge and support local governments in developing successful municipal food policies by sharing best practices and essential case studies.

Mr Fabio Massimo Pallottini, WUWM European group Director, represented WUWM at the 50th Committee on Food Security (CFS) held in Rome from October 10-13, 2022. Hosted by FAO and supported by the International Fund for Agricultural Development (IFAD) and the World Food Programme (WFP), the CFS 50 saw a record number of high-level officials and delegates (40 ministers, deputy ministers, and secretaries of state from around the world attended the Conference). During the meeting, participants discussed how to accelerate and revitalize action towards SDG-2 (Zero Hunger) based on the seven key issues affecting food security and nutrition identified by the report recently released by the High-Level Panel on Food Security and Nutrition (HLPE).



Food and Agriculture
Organization of the
United Nations

Update on the MoU with GAIN

WUWM signed an MoU with the Global Alliance for Improved Nutrition (GAIN) on February 1st, 2022. This new partnership seeks to improve the resilience of traditional fresh food retail markets in Asia and Africa and to foster the availability of healthier diets for those who need them the most. WUWM started exchanging with GAIN at the beginning of 2021. We are working toward our shared goals of fighting malnutrition and food waste and making healthy diets more accessible. Our organizations are cooperating through the development of joint projects aiming to foster consumer education and working with local, national, and regional governments in urban food policies and food-ecosystem infrastructure development.

With this MoU, GAIN and WUWM have joined forces to advocate, at global and regional levels, for public policies and fresh food modern infrastructure development for the benefit of vulnerable communities. Together WUWM and GAIN will further develop concrete territorial projects that promote and facilitate technical assistance, knowledge transfer and capacity building, to countries and cities, in the areas of fresh food market development and modernization, aiming to enhance better, sustainable and resilient fresh food supply chains and healthier food environments. WUWM will mobilize its members and resources to facilitate the provision of technical assistance to fresh food markets around the world to support food systems resilience.



WUWM continues collaboration with the Global Food Banking Network

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Last year, WUWM and the Global Food Banking Network signed a Memorandum of Understanding (MoU) to strengthen and promote future collaboration and cooperation in the global fight against food waste. The Global Food Banking Network's (GFN) mission is to feed the hungry world by bolstering food banks and networks. GFN achieves its global objective of feeding people in need by forming effective public-private partnerships, providing ecologically-friendly alternatives to food loss and waste, and promoting best practices in humanitarian food distribution and community development.





WUWM continues collaboration with the Food and Retail Operations Lab from the Massachusetts Institute of Technology (MIT)

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To strengthen the work of wholesale markets in our food ecosystems, we need to analyze their evolution into orchestrators. The evidence of economic, political, and societal changes impacts the food systems and, therefore, the health of the society. MIT is a world-class research and educational institute based in the United States with technical expertise in various scientific fields. The Food and Retail Operations Lab (FaROL) belongs to the MIT Center for Logistics. The lab gathers a network of experts from different top universities worldwide to provide applied research that could substantially impact food security, waste, safety, and resilient, long-term food ecosystems. This research focuses on mapping opportunities, understanding the role of wholesale markets in diverse contexts, predicting performance, enabling 41 better classifications of the products, and facilitating cohesiveness, equity, and inclusion. Based on the identified challenges, researchers from MIT FaROL aim to propose a set of potential solutions to ensure accessibility and availability at the correct quantity, price, and time. They also desire to determine the main drivers to transform wholesale markets into digital and physical orchestrators for food ecosystems in the future. Once this collaboration is finalized, it will produce new knowledge regarding wholesale markets through a report, and surveys, among other outputs.



WUWM joins the Urban Food Systems Coalition

According to the United Nations, urban populations are expected to grow from 4.4 billion to 6.7 billion in 2050; therefore, there is an urgency to create sustainable urban food systems that deliver accessible and nutritious food to all. The Urban Food Systems Coalition (UFSC) is one of the coalitions that emerged from the 2021 United Nations Food Systems Summit in recognition of the importance of the urban food agenda at the local, national and international levels.

WUWM just joined the Urban Food Systems Coalition this month. Other key partners of WUWM are also part of the Coalition, such as EAT foundation, GAIN, ICLEI, FAO and UN-Habitat. Together, the Coalition represents a diverse hub of expertise, bringing city networks, non-governmental organizations, academia, and key UN institutions.

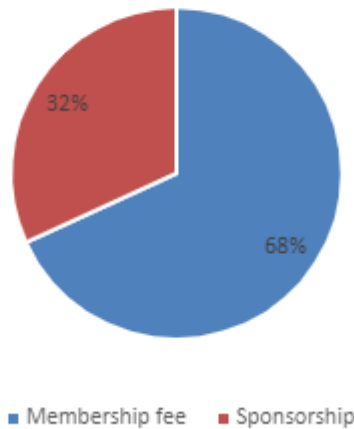


WUWM 2022 Financial overview

WUWM's 2022 income was derived from two primary sources: annual membership fees and sponsorships. One ongoing financial challenge for the organization has been the non-payment of membership fees, resulting in a lower annual income than expected, given the number of members. However, the willingness of members to pay their dues has improved compared to the uncertain years of 2020 and 2021 due to the Covid-19 crisis. In 2020, 25% of all members had unpaid dues; in 2021, this figure decreased to 13% and 12% in 2022. It should be noted that members who have yet to make any payment or communicate their situation to the Board for two years will be removed from the organization.

Meanwhile, WUWM has notably increased its income from sponsors: 9 sponsors generated 32% of WUWM's revenue. WUWM's expenditures primarily focus on paying salaries for its two employees and intern, accounting fees, office rent, insurance payments, and occasional freelance employee payments. With ambitious plans for 2023, the organization is working to increase its sponsorship income to achieve a stable budget that will enable WUWM to be even more active and take decisive actions..

WUWM income 2022



SPONSORS



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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.

