

# Newsletter

Spring 2023

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# Foreword

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Dear WUWM Members and Readers,

As Chairman of the World Union of Wholesale Markets (WUWM), I am pleased to provide an update on our recent activities and exciting upcoming events.

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First and foremost, I am delighted to announce that the highly anticipated WUWM Conference will take place at the Moon Palace Hotel - the Grand of Cancun, Mexico, from October 25th to 27th. This remarkable event will be hosted by our esteemed Mexican delegation and the Latin Regional Group under the leadership of the WUWM board member Mr Arturo Salvador Fernández Martínez. I urge all members and readers to mark these dates in your calendars and join us for what promises to be an extraordinary gathering.

We have witnessed numerous fruitful connections within our global network in the past few months. The German GFI Wholesale and Retail Markets Group embarked on a remarkable journey, visiting 13 wholesale and retail markets in France. Additionally, the CEO of AgroTransilvania Wholesale Market in Romania had the opportunity to explore the Lisbon Wholesale Market. Our WUWM Secretariat also ventured to the Brussels Wholesale Market, where they met with the newest member of WUWM, the Northern Farmers Mega FPO from India. These interactions highlight the invaluable exchange of knowledge and experiences that our organization fosters.

During the celebration of the Love Your Local Market campaign this year in Strasbourg, France, and Kehl, Germany, we held a WUWM board meeting where various vital matters were discussed. One of the key topics was the WUWM General Assembly 2023 date, which will take place on October 27th, 2023, in Cancun alongside the WUWM Conference 2023. I recommend that all WUWM members block this date in advance to ensure their presence at this important gathering.

Finally, it is not without emotion that I inform you of the departure of the Secretary General of the WUWM, Ms Carrara. We extend our heartfelt wishes for her continued success and a prosperous future. Moving forward, we are pleased to announce that Valérie Vion assumes the position of Interim Secretary General with the support of the WUWM Policy Advisor. We have complete confidence in their abilities and believe they will guide us toward new heights of excellence.

In conclusion, I sincerely appreciate all our members and readers for their unwavering support and dedication. The WUWM community continues to thrive because of your contributions, and together, we will shape the future of wholesale markets worldwide.

Warmest regards,

**Stéphane Layani,**  
**Chairman, World Union of Wholesale Markets (WUWM)**



# WUWM Annual Conference 2023 to be held in Cancun, Mexico between the 25th and 27th of October!

We are pleased to announce that the World Union of Wholesale Markets (WUWM) will hold its Annual Conference 2023 in the Moon Palace Hotel – the Grand of Cancun, Mexico, from October 25th to 27th. Our Mexican delegation and Latam Regional Group will host the conference, chaired by Mr Arturo Salvador Fernández Martínez.

The WUWM Annual Conference is one of the most relevant events in the food sector that brings together representatives from wholesale and retail markets worldwide. The conference provides an excellent opportunity for members to exchange ideas, discuss challenges and opportunities facing the sector, and learn about new market trends and technologies. Moreover, it serves as a platform for networking and strengthening commercial relationships among market professionals.

The Mexican Delegation from CONACCA, the Latam Regional Group, WUWM's Board and WUWM's Secretariat is working hard to ensure the conference is productive and enjoyable for all attendees. The conference program will feature various activities, including the 2023 WUWM General Assembly, keynote speeches, panel discussions, workshops, and visits to the Cancun wholesale market. The conference will also provide opportunities for participants to experience the cultural and culinary richness of the Moon Palace Hotel – The Grand All Inclusive and the Xcaret.

We invite all WUWM members and market professionals worldwide to join us in Cancun for this exciting event. The conference will be an excellent opportunity to share knowledge, exchange experiences, and develop new ideas for the wholesale market sector. Further information about the conference, including registration details, will be announced in due course.

The conference program will be available with early bird tickets at the end of June.

More information: [wuwmcancun23.com.mx](http://wuwmcancun23.com.mx)

**CANCUN, MEXICO**





# A Farewell Tribute to our Secretary General

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Dear esteemed members, partners, and friends,

I would like to inform you that our Secretary General, Ms Eugenia Carrara, has decided to pursue new professional challenges and opportunities elsewhere.

I want to personally thank Eugenia for her contribution to the development of WUWM. Throughout her tenure, Eugenia has realized important transformative changes in our organization and industry, achieving many strategic partnerships to promote our organization.

Her dedication and passion have been of great value to all of us.



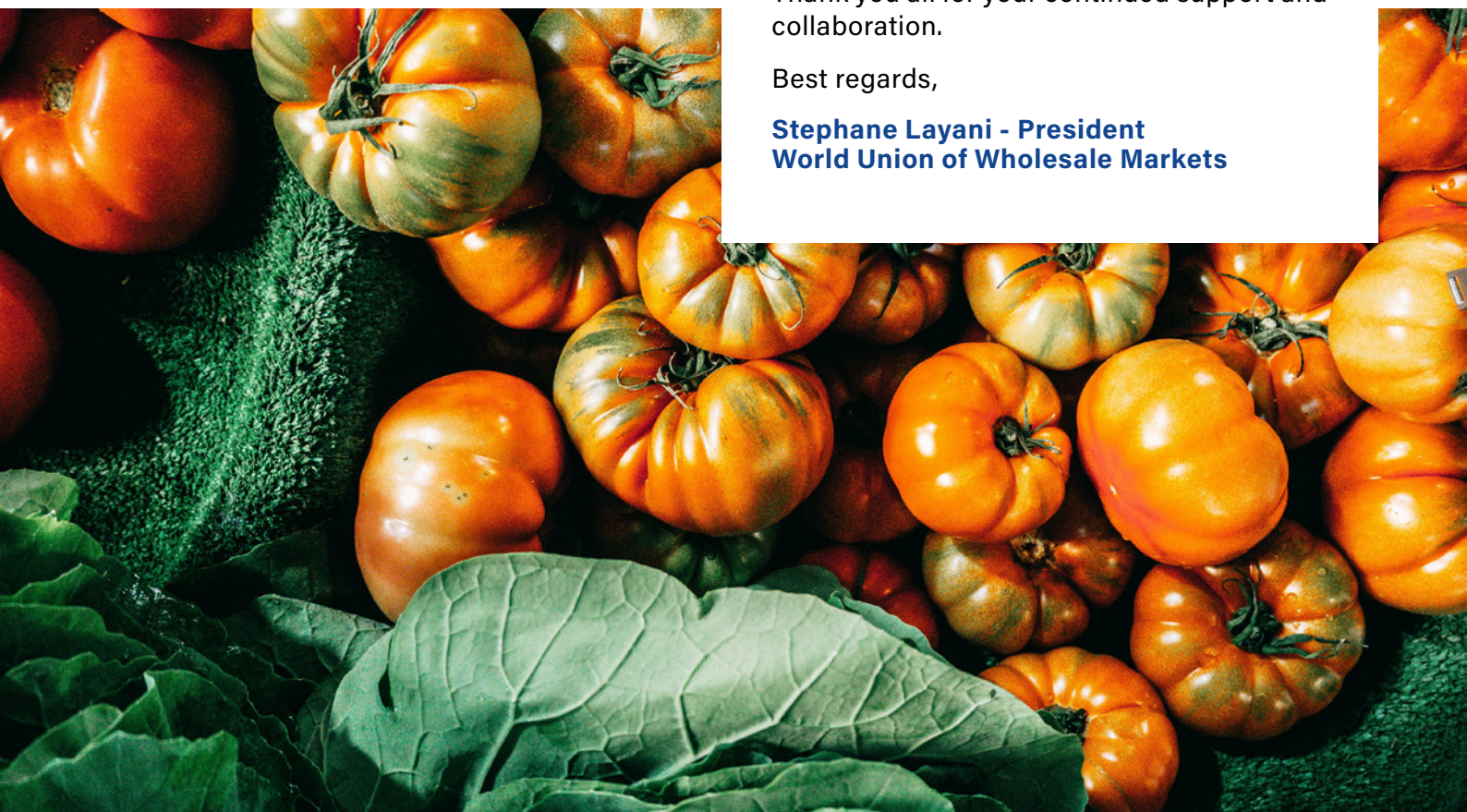
Representing diverse stakeholders from across the world is no small task, but Eugenia has done so with grace and acumen, always placing the best interests of the union at the forefront. Our significant accomplishments and growth as an organization are a testament to her steadfast dedication.

We are excited about the opportunities that lie ahead for our union. Rest assured that the union's work will continue, and we will continue to keep you informed during this transition period.

Thank you all for your continued support and collaboration.

Best regards,

**Stephane Layani - President  
World Union of Wholesale Markets**







# The German Association of Wholesale Markets (GFI) Study Trip to Paris: Exploring Market Concepts and Fostering International Exchange of Experience

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The German Association of Wholesale Markets (GFI) recently completed their annual study trip to Paris, the latest destination following previous trips to London, Madrid, Athens, Lisbon, and Bologna. The largest GFI delegation to date, consisting of 30 managers of wholesale and weekly markets, including the WUWM board member Eliane Steinmeyer, participated in the four-day study tour. The trip aimed to exchange experiences and gain insights into sustainable market concepts. It was supported by Jean-Paul Auguste, WUWM board member and President of the Groupe Géraud, by Valérie Vion, Agricultural and International Advisor of Rungis' Chairman, and by the Policy Advisor of the World Union of Wholesale Markets.

During the study trip, the delegation visited the Rungis wholesale market, five indoor markets, and seven local markets. The trip also included official visits to the German Embassy, the Franco-German Chamber of Commerce, and the Paris office of Germany Trade Invest. The participants gained valuable insights into market management and sustainable market concepts, which they can apply to their work in Germany.

Rolf Strobel, GFI Executive Board Member, was thrilled with the excursion to the Île-de-France, given that Paris is the origin of French cuisine, and there is no better way to experience a culture than through its food. Markets are a shopper's paradise and a reflection of the local lifestyle, from authentic to trendsetting. Thus, the GFI study trip offered significant opportunities and benefits to the delegation members, including exchanging

experiences with colleagues, gaining insights into sustainable market concepts, and visiting world-class wholesale and local markets and provided valuable ideas and impulses for the delegation members' work in Germany, enabling them to improve their wholesale and weekly markets' management and sustainability.

In light of this fantastic opportunity, WUWM strongly supports and encourages chances for wholesale markets around the world to exchange information, knowledge, and experience. As the one presented, initiatives are crucial for fostering commercial relationships among wholesale markets and sharing best practices. Through such exchanges, wholesale markets can learn from each other and adopt best practices that improve their operations, increase efficiency, and enhance their ability to provide quality products. These opportunities also provide a platform for wholesale market professionals to connect, network, and build relationships, which can lead to new business opportunities and collaborations. WUWM believes these types of exchanges are essential for the continued growth and development of wholesale markets worldwide and strongly welcomes and supports them.





## Celebrating the Love Your Local Market Campaign: A Recap of the 2023 Transnational Celebration Event

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Given its considerable recognition, most of our readers are acquainted with the Love Your Local Market (LYLM) campaign. Still, for those unfamiliar with it, LYLM is an annual international campaign promoting the value and importance of local fresh food street markets. As part of the campaign, markets worldwide come together to raise awareness of the benefits of fresh and healthy diets and encourage people to shop at their local markets. LYLM has become a key event in the wholesale markets calendar, with many markets actively participating in the campaign.

This year, LYLM has organized memorable activities throughout May month of May. The campaign celebration site was transnational, which was a first for LYLM. The event occurred on May 12th in Kehl (Germany) and May 13th in Strasbourg (France).

The LYLM campaign is a powerful tool to empower and give visibility to fresh food street markets, which are vital actors in promoting healthy food environments at the local level. Fresh food markets are often municipal, making them one of the best urban food policies of cities to foster healthy diets and ensure the availability of a large variety of fresh produce to citizens. Promoting fresh and healthy diets, LYLM makes choosing nutritious and sustainable food easier.

Participants from Europeans Wholesale Markets (France, Germany, Greece, Portugal, Belgium, and England) joined to celebrate the campaign. The LYLM event began with a market visit to Kehl with the mayor. The event continued with a photo on the bridge with representatives. Later, a cocktail dinner was organized in the new Halle Marché-Gare.

The WUWM took the occasion to organize a board meeting in presential to discuss regular WUWM activities.

On May 13th, the LYLM celebration continued in Strasbourg with a breakfast at the Strasbourg Town Hall. A representative of Lord Mayor gave a welcome speech, followed by an answering speech by WUWM Chairman, Mr Stéphane Layani, and also the WUWM retail group director, Mr Auguste, and the WUWM director Ms Steinemeyer. Participants then walked to the organic products and growers Market in the Old Customs building area. This was followed by a walk to another nearby market, with lunch at a winstub in the city centre. Finally, participants had free time to explore the city or return home.

In conclusion, the LYLM campaign is a valuable tool in supporting fresh food street markets, which are vital actors in promoting healthy food environments at the local level. We encourage all WUWM members to participate in this fantastic campaign, which positively impacts the local economy and the environment.







## FLAMA Vice President and WUWM Board Member Promotes Commercial Exchange in Brazil

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During his visit to Rio de Janeiro, Brazil, from March 16th to 19th, Mr Raul Giboudot, Vice President of FLAMA and board member of WUWM, aimed to promote positive actions to enhance the growing commercial approach between Latin American countries, particularly Brazil and Argentina. This approach is stimulated, in part, by the work of the Latin American Federation of Wholesale Markets (FLAMA), which encourages commercial cooperation between countries in the region, the exchange of products and services, and the creation of partnerships between businesses from different countries.

To this end, Mr Giboudot participated in a commercial roundtable between Argentine and Brazilian entrepreneurs in the food and beverage sectors, representing a significant portion of bilateral trade. The event was initiated at the Consulate of Argentina in Rio de Janeiro and aimed to strengthen commercial relations between the two countries. During the roundtable, the Argentine Ambassador to Brazil, Daniel Scioli, highlighted the importance of trade

between Brazil and Argentina, emphasizing that both countries have much to gain from this approach.

In addition to this roundtable, the Argentine delegation, led by Giboudot, visited the Ceasa/RJ unit in Irajá, located in the northern zone of Rio de Janeiro. Ceasa/RJ is an essential wholesale market in the region, and the visit aimed to discuss issues related to the wholesale market, such as the importance of wholesale markets for the local economy and the role of rural producers in supplying quality food to the population. During his visit, Mr Giboudot also met with the Secretary of Agriculture, Fisheries, and Supply of the State of Rio de Janeiro, Flávio Campos Ferreira, to discuss these issues further.



In summary, the visit of the Vice President of FLAMA and a board member of WUWM to Brazil aimed to promote commercial exchange, regional integration, and the development of the region's wholesale markets. These positive actions will continue to foster the growing commercial approach between Latin American countries, leading to further benefits for all involved.





## **Mercabarna and GMP Showcase Sustainable Seafood Innovations at Seafood Expo Global in Barcelona**

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Mercabarna and the Gremio de Mayoristas del Pescado (GMP) participated in the Seafood Expo Global, the world's largest seafood fair, in Barcelona from April 25 to 27. The event brought together different actors from the commercial fishing industry across five continents, and the GMP celebrated the consolidation of the event in Barcelona. The GMP and Mercabarna had a joint stand, and 16 companies from the food polygon also had their stands at the fair.

This year, there was a growing presence of companies from Mercabarna showcasing their latest seafood products, such as certified sustainable fishing products, Japanese ultra-frozen red tuna, and easy-to-cook fish that kids love. Among the highlights was the presentation of ultra-frozen red tuna at -70°C, preserved at -60°C following Japanese techniques, ensuring the highest product quality demanded by top restaurants.

In addition, new lines of ready-to-cook fish products were presented, catering to all tastes, including innovative fish burgers that were perfect for children. These companies

also featured seafood products with strict certifications guaranteeing their origin from sustainable fishing and resource management. The fair also showcased more sustainable and recyclable packaging for seafood products.

Moreover, newly manufactured cephalopod products, such as cuttlefish, squid, and octopus, were presented, catering to the food service and distribution channels locally and internationally. These products were increasingly in demand in the restaurant industry and among customers.

Mercabarna's fishing sector comprises 38 companies and 80 wholesale points of sale at the Mercado Central del Pescado and 12 firms in the Zona de Actividades Complementarias de Mercabarna, distributing 210,000 tons of seafood annually. Mercabarna is the leading import/export platform for European seafood products. It accounts for 40% of the fresh seafood consumed in Catalonia.

**“WUWM is signalling its commitment to promoting sustainable and socially responsible practices across the global wholesale market industry by welcoming these best practices and initiatives.”**





In summary, the participation of Mercabarna and the GMP in the Seafood Expo Global demonstrated their commitment to showcasing the latest seafood innovations and sustainable practices to the world. The fair provided an excellent opportunity to connect with new suppliers and potential customers across continents. It opened up new markets for the fishing industry.

WUWM welcomes the adoption of best practices and initiatives that promote sustainability, innovation, and social responsibility in the wholesale market industry. We are proud that our members are at the forefront of innovative and relevant events in the fresh produce industry to foster the best practices and initiatives which are essential in ensuring that wholesale markets remain relevant, competitive, and resilient in the face of the growing demands of modern consumers and the challenges posed by climate change.

WUWM recognizes that sustainability, sustainable consumption, and social responsibility are cross-cutting issues affecting all wholesale market industry aspects. By promoting best practices in areas such as waste management, energy efficiency, and fair labour practices, wholesale markets can reduce their environmental footprint and improve the well-being of their employees and surrounding communities. Similarly, initiatives supporting innovation and adopting new technologies can help wholesale markets remain competitive and respond to changing consumer preferences. WUWM is signalling its commitment to promoting sustainable and socially responsible practices across the global wholesale market industry by welcoming these best practices and initiatives.





# WUWM Members Connect: A Successful Meeting organized by WUWM's Secretariat Between Agro Transilvania and Mercado Abastecedor da Região De Lisboa

WUWM is thrilled to announce the successful meeting between Mr Marius-Calin Sabo, General Manager of Agro Transilvania, and representatives from Mercado Abastecedor da Região De Lisboa, one of our two members from Portugal. We encourage these opportunities as an organization that promotes exchanging information and best practices. We are confident that both markets will benefit greatly from this visit.

The purpose of the visit was to foster a greater understanding between the two markets and explore potential cooperation areas. Mr Sabo had the opportunity to tour the facilities of Mercado Abastecedor da Região De Lisboa and to meet with its representatives to discuss topics such as logistics, cold chain management, energy costs or sustainability. The visit also allowed the two markets to compare their best practices and learn from one another.

WUWM, through its Secretariat, proudly organizes and facilitates these kinds of meetings and visits to foster collaboration and knowledge sharing among our members. We are dedicated to supporting our members in establishing direct contacts and exploring opportunities for cooperation. Suppose any of our members would like to initiate a similar visit or establish connections with other markets. In that case, we are here to assist by organizing one-to-one or group visits tailored to their specific interests and needs.

WUWM is proud to encourage these kinds of opportunities, as they align with our organization's purpose to promote the exchange of information and inspire best practices. We are confident that Agro Transilvania and Mercado Abastecedor da Região De Lisboa will benefit significantly from this visit and will help strengthen the relationships between our members.



Such encounters not only enhance the professional development of individuals and organizations but also contribute to the growth and advancement of the wholesale market industry. By actively participating in these exchanges, our members can expand their networks, gain valuable insights, and further promote their markets' sustainable and efficient operation.

WUWM remains committed to providing a platform for fostering collaboration, exchanging ideas, and inspiring best practices. We encourage all our members to take advantage of these opportunities and continue strengthening relationships between wholesale markets worldwide.

Should you have any inquiries or requests regarding visits or contacts with other markets, please do not hesitate to contact the WUWM Secretariat. We are here to support and facilitate your initiatives.

Together, let us forge a more robust global network of wholesale markets for a sustainable future.





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## WUWM's Secretariat Explores Mabru, the Vibrant Wholesale Market of Brussels

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We are excited to share the recent visit of the World Union of Wholesale Markets (WUWM) Secretariat to the captivating Mabru, the Wholesale Market of Brussels, with the WUWM board member, Mr Laurent Nys. This visit was an opportunity to experience the bustling atmosphere and diverse offerings of Mabru and to extend a warm welcome to our new member, Northern Farmers from India.

Mabru, also known as the Early Morning Market, has a rich history spanning over a century. From its humble beginnings at the Grand Place of Brussels and nearby streets, the market has evolved into a premier destination for professional traders, boasting an extensive selection of domestic and international products of impeccable quality and freshness.

**“This visit was an opportunity to experience the bustling atmosphere and diverse offerings of Mabru and to extend a warm welcome to our new member.”**

With its location along the Quai des Usines since 1973, the Early Morning Market has continued to grow and flourish. Today, the market encompasses five covered halls spread over 40,000 square meters of sales space. Within these halls, over 100 merchants offer various products, including fruits and vegetables, meat, poultry, game, fish and shellfish, cheese and dairy products, available food and consumer goods, beverages, frozen products, flowers, and plants. The role of Mabru is crucial in promoting, developing, and managing the activities of the Early Morning Market. Since its establishment as a non-profit organization in 1992, Mabru has played a pivotal role in facilitating commercial transactions related to the wholesale trade in agro-food products for professional traders. Their dedication and efforts have made Mabru a dynamic hub of commerce and a cornerstone of Belgium's fresh market landscape.



Let us dive into some fascinating figures about Mabru:

- Spread across 14 hectares of terrain, Mabru accommodates the bustling activity of the market.
- With 40,000 square meters of sales space divided among five covered halls, Mabru offers an extensive range of products.
- The market includes 114 businesses comprising producers and wholesalers contributing to its vibrant ecosystem.
- Mabru sees between 300 and 400 people operating on-site, ensuring smooth transactions and efficient logistics.
- Impressively, Mabru witnesses a weekly transit of between 8,000 and 10,000 tonnes of diverse products.
- Furthermore, the market attracts over 22,000 visitors monthly, demonstrating its significance in the region.

During our visit, the WUWM Secretariat welcomed our new member, Northern Farmers, to the WUWM network. Northern Farmers Mega FPO represents producers from North Indian states, including Punjab, Haryana, Uttar Pradesh, Himachal Pradesh, and Jammu Kashmir. Their collaboration emerged from the growing demand for source-identified produce and the preference of buyers to engage directly with the actual producers.

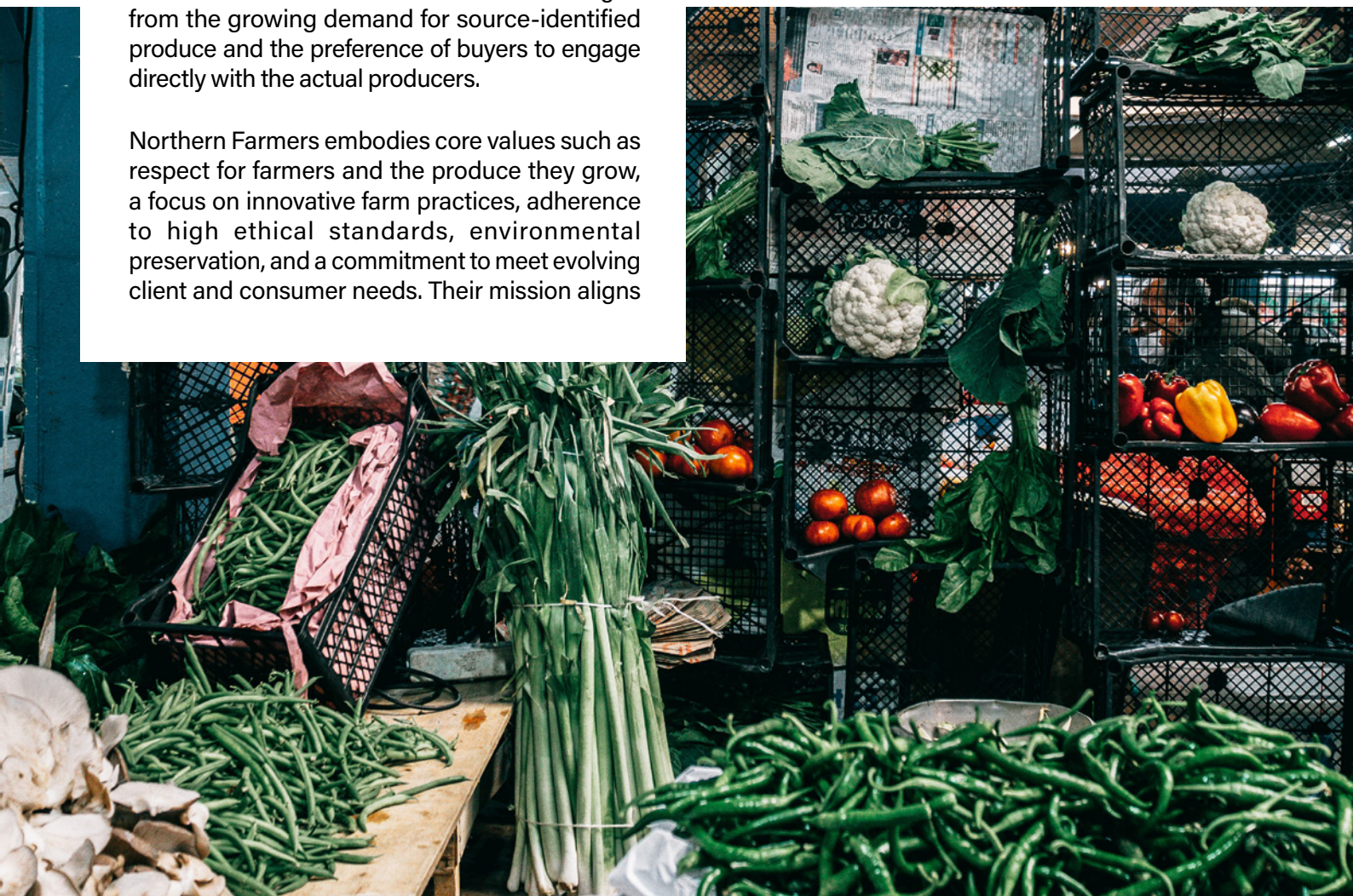
Northern Farmers embodies core values such as respect for farmers and the produce they grow, a focus on innovative farm practices, adherence to high ethical standards, environmental preservation, and a commitment to meet evolving client and consumer needs. Their mission aligns

with the cooperative philosophy of ensuring that earnings are distributed among the farmer-owners, fostering sustainable agriculture practices.

As an organization, WUWM continually strives to enhance and strengthen relationships between our members. We facilitate the exchange of best practices, promote knowledge sharing, and foster collaborations within the global food industry. The visit to Mabru and the welcoming of Northern Farmers mark another step forward in achieving these goals, expanding our network, and enriching the collective wisdom of our community.

We extend our heartfelt gratitude to Mabru and Northern Farmers for their warm hospitality and commitment to fostering growth and innovation within the wholesale market industry. Their dedication to excellence and sustainable practices serves as an inspiration to all of us. We eagerly anticipate sharing the success stories, challenges, and lessons learned through these interactions.

Together, let us continue cultivating a thriving global community of wholesale markets where collaboration, knowledge exchange, and the pursuit of excellence are at the forefront.





# In best practices: Rungis Market Pioneers Sustainable Waste Management with Electromechanical Composter

We are delighted to share some fantastic news and an excellent example of best practices in the food industry. On April 4, 2023, the International Market of Rungis inaugurated its groundbreaking electromechanical composter—a remarkable milestone in the network of French MINs (Marché d'Intérêt National). This achievement results from a unique collaboration between the National Association for the Development of Solidarity Grocery Stores, start-up Upcycle, and the Rungis Market. Thanks to the unwavering commitment of these three entities, a new waste recovery channel has been established at Rungis. The composter, entirely made in France, transforms all food waste into fresh compost within 15 days. The resulting compost meets the NFU-44 051 standard, making it highly valuable for organic agriculture.

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In addition, we are thrilled to note the extensive media coverage this event has garnered, including prominent features in major French newspapers such as *Le Parisien*, inter alia. The widespread attention highlights the significance and recognition of the Rungis Market's electromechanical composter initiative, further emphasizing its impact on sustainable waste management.

The initiative addresses critical sustainability concerns by reducing the carbon footprint and tackling food waste issues. Previously, the ANDES association collected unsold fruits and vegetables given by wholesalers at Rungis since 2008. However, a significant portion of this produce, often due to degraded quality, could not be redistributed and was sent for external methanization.

To overcome this challenge, SEMMARIS, the management authority of the Rungis Market, partnered with Upcycle, an expert in electromechanical composting, to develop a tailored solution; DEXXXX.

Following successful testing over several months, the composter can now process 330kg/day of food waste. Mr Stéphane Layani, President of the

International Market of Rungis and our beloved Chairman, emphasized the market's commitment to becoming an exemplary actor in biowaste management and achieving a 30% reduction in carbon footprint by 2030. The composter plays a pivotal role in attaining this ambitious goal. An innovative shredder capable of processing crates and cardboard has been integrated to enhance the composting process further. Combining these materials with food waste creates ideal conditions for composting.



The impact of this project extends beyond waste management. The compost produced is used on the agricultural land of Plaine de Montjean (Rungis), benefiting practical training for future farm managers administered by the CFPPA of the Rungis Academy. The project's virtuous circle approach significantly impacts reducing the carbon footprint.

At WUWM, we wholeheartedly embrace initiatives to reduce the carbon footprint and commend projects that effectively combat food waste. We encourage all our members to explore similar sustainable waste management and reduction avenues.

Together, let us continue to prioritize sustainability, foster innovation, and drive positive change in the wholesale market industry.

If you want to learn more about this project, we invite you to look at the following video that you can find [here](#).

# Key Information

## 2023 new WUWM members:

- Saudi Arabian company **Arriyadh Development Co. ARDCO**, Riyadh, Saudi Arabia
- **STOLYCHNYI wholesale market**, Kiev, Ukraine
- **La Confederacion Mercados Tradicionales de Abastos de Espana**, Spain
- **Northern Farmers Mega FPO**, India
- **Office d'aide à la Commercialisation des Produits Vivriers (OCPV)**, Ivory Coast
- **MOF spa** (Fondi, Latina), Italia
- **Consorzio Mercato Agroalimentare Calabria COMALCA** (Catanzaro), Italia
- **Bergamo Mercati** (Bergamo), Italia
- **La Valle della Pescara** (Pescara), Italia
- **Saint-Pierre**, Réunion, France

The 2022 WUWM conference is available.  
Ask to obtain the WUWM directory.



## 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.

