

PRESS RELEASE

FAO approves creation of the International Day of Fruits and Vegetables, to be adopted by the UN in September 2025: WUWM and AIAM5 Proudly Supported the Initiative from the Start

Rungis, 15 July 2025 – The World Union of Wholesale Markets (WUWM) is proud to be a supporter, alongside AIAM5 (the Global Alliance for the Promotion of Fruit and Vegetable Consumption “5 a day”), of the successful initiative that led to the future official declaration of the **International Day of Fruits and Vegetables (IDFV)** by the United Nations. The first celebration of this day will take place on **March 4, 2026**.

This achievement follows the resolution presented by the Government of Chile, which was approved during the 44th FAO Conference and will be formally adopted by the UN General Assembly in September 2025. WUWM extends its congratulations to Chile for this key milestone and to AIAM5 for its tireless efforts in promoting fruit and vegetable consumption as central to sustainable food systems and public health.

WUWM has supported this initiative from the beginning, notably through the engagement of **Lo Valledor wholesale market in Santiago**, one of Latin America’s largest markets and a key player in AIAM5. In addition, the topic was a highlight of discussions during the **WUWM General Assembly held on November 1, 2024**, where members expressed strong support for global efforts to raise awareness of the vital role fruits and vegetables play in our diets and economies.

“Recognizing that fruits and vegetables are critical to public health, nutrition, and sustainable food systems, WUWM proudly supports the International Day of Fruits and Vegetables (IDFV) and highlights the central role of wholesale markets in ensuring equitable, efficient, and resilient access to fresh produce worldwide.”

Stéphane Layani, WUWM Chairman

As a global organization representing wholesale markets, WUWM is committed to mobilizing its network of markets and stakeholders to make the IDFV a meaningful and impactful event each year. Planning is already underway to mark the first celebration on March 4, 2026, with market-led campaigns and educational activities worldwide.

For more information on WUWM and its involvement in AIAM5 and the IDFV, visit: www.wuwm.org

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