

# In action

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



February 2021

## In a foreword

Dear readers,

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I am very happy to introduce the second edition of WUWM's new newsletter "In Action" to you. This edition will show you how WUWM is finding ways to mobilize its membership so that knowledge and best practices can be shared during these particular times in which it is impossible to meet in person. We need to support one another to get out of this pandemic in the most valuable way and become more sustainable in the long run.

We have a lot of news to share and are excited that we will be able to provide more valuable services to our members. As for the near future, I want to ask our membership for their participation in several important events that WUWM is organizing. These include an independent dialogue in the frame of the UN Food system summit, webinars on topics related to major challenges that wholesale markets will have to undertake, case studies by the FAO, and more. You can read specifics in this edition's articles.



Through these events we will create materials that will help current and future wholesale markets around the world.

We count on every member to make WUWM a success. By bringing all stakeholders together, we can foster our sector to go in the right direction of sustainability, inclusiveness, and ensuring healthy diets to all !

Yours sincerely,

**Stephane Layani**

# In the loop

## WUWM Webinar Series – Global challenges for wholesale markets in the 21<sup>st</sup> century

WUWM will soon be organizing an exciting webinar series in collaboration with some major international organizations. The series is titled: “Global Challenges for wholesale markets in the 21st century” and will discuss some of the key challenges of wholesale markets and how to approach them as a collective. This webinar series will be exclusive material for our members and the partners involved. In each episode, market directors will be invited to participate and share experiences from their market and region and they will get the chance to have first-hand insights from experts on how to face and overcome these challenges.

2 We will soon give you a clearer idea of the agenda, discussion points, and representatives involved, but for now the planning is as follows:

- **Wholesale markets in the 21st century: ensuring food safety in the fresh-food supply chain. 2 meetings in the week of April 5th. Asia-Pacific representatives and South America representatives**

- **Wholesale markets in the 21st century: boosting a zero-food waste strategy**

- **Wholesale markets in the 21st century: covid-19 and after... guaranteeing safe and clean wholesale markets worldwide. An easy course/guide to best practices**

- **Wholesale markets in the 21st century: redefining concepts, finding common grounds & rebranding our role (3 regional meetings will be organized)**

We are thrilled to organize this series and believe the discussions will be very useful material for all. After the webinars we will explore the possibilities of doing a publication or other relevant material like e-learning MOOCs for our members and the sector.

# In Facts

It is expected that fresh food consumption grows with about 23% from 2020 to 2025, along with increasing importance of emerging markets in mega cities as demand centers.

Sustainability is becoming imperative: 60% of consumers say it is important for them to know that their food is produced sustainably. This trend will be accelerated after the COVID-19 pandemic.

Shifting patterns: Go green, go local! As a result of the coronavirus, the demand for organic products and local products has significantly grown the previous year in high-income countries

By 2050, 68% of the world's population will be urban. Over the next 10 years, food consumption will rise by 27% in urban areas.

The importance of farm to fork traceability in terms of ingredients' origin, fertilizers/pesticides usage, non-GMO, etc. is growing and the focus on food safety and hygienic rules after the presumed role of the Wuhan wholesale market in the onset of Covid-19 is increasing.

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# Insightful :

## Save the date ! Florence Conference

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Due to the pandemic situation and travelling restrictions, the conference participation on site will be strictly limited. Most of the sessions will occur online.

The theme of the conference will be "Enhancing a resilient and sustainable model to ensure food security and access to healthy diets worldwide: The role of wholesale markets during global crises".

Our members will be able to discuss this key topic with other markets and important experts and officials around the world. It will be a fantastic opportunity to exchange good practices, inspire each other, and build up a roadmap together for more resilience in the fresh food supply chain. For members, online participation will be free of charge. More information will soon be available on our website.

We are delighted  
to invite you to  
participate in  
the forthcoming  
**WUWM** conference  
that will be held  
in Florence on the  
**25th of June 2021.**







## In focus :

### WUWM's first 2021 Board of Directors Meeting

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On February 18, WUWM's Board of Directors held its first meeting of the year. Due to the pandemic, all directors met online using Zoom Video Conferencing. WUWM's Acting Chairman Stéphane Layani opened the meeting by welcoming everyone and expressing his fulfilment with all the new activities that the organization is undertaking. Mr. Layani believes the new collaborations and outreach materials will increase value to WUWM members and is very useful for actors interested in the organization and the food supply chain. The board members showed their appreciation towards the work that has been done to update WUWM's work, vision and further development of the organization.

Mr. Layani, Ms. Carrara, and Mr. Pallottini presented the international relations of WUWM. This included increased collaboration with several divisions of the FAO, a meeting with European Commissioner Stella Kyriakides, a workshop on strategic aims for the future of wholesale markets with an international consulting agency, possible collaborations with C40 and GAIN, and the involvement of WUWM on the United Nations Food System Summit. Former UN-senior official Ann Le More will help our organization with organizing an independent dialogue.

Furthermore, the meeting featured some important decisions. For example, the draft financial report of 2020 and WUWM's 2021 budget were approved.

It was decided that there will be a WUWM conference on the 25th of June in Florence, Italy. As this year travelling restrictions will persist the Board members stressed the necessity of communicating with WUWM's members in a digital way. The Secretariat will organize webinars throughout the year to increase exchange among members.

As for the board elections, due to the pandemic, the elections are moved to May 2021. Ten board positions are open for elections and all candidates should inform the Secretariat before April 30, 2021. After the many great additions to WUWM, the board voted in favor of hiring Ms. Carrara as permanent Secretary General. Acting Chairman Mr. Layani thanked everyone for the meeting and declared the meeting over after a fruitful gathering with a great and ambitious working plan perspective for our organization.

**« The new collaborations and outreach materials will increase value to WUWM members »  
Mr Layani stated**





# Interview :

## Uruguay says good-bye to the Mercado Modelo and inaugurates the Unidad Agroalimentaria Metropolitana (UAM) in order to guarantee food security in the country

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Uruguay's Mercado Modelo was one of the oldest still operating wholesale markets of the world, with 84 years of history. The market officially closed its doors last month and became the Unidad Agroalimentaria Metropolitana (UAM), a modern logistics center for wholesale fresh food selling. We have interviewed them to share their story:

### Can you tell us a bit more about the Mercado Modelo ?

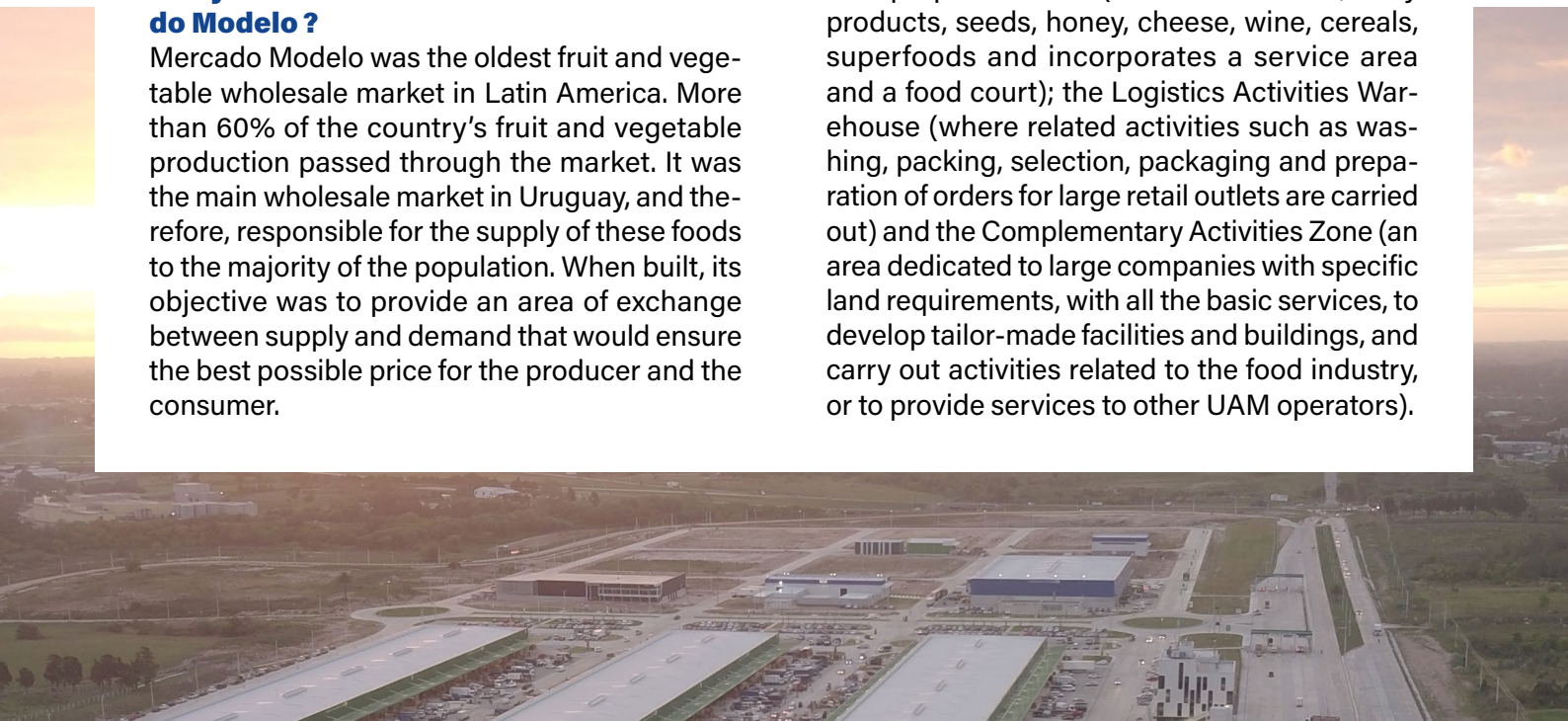
Mercado Modelo was the oldest fruit and vegetable wholesale market in Latin America. More than 60% of the country's fruit and vegetable production passed through the market. It was the main wholesale market in Uruguay, and therefore, responsible for the supply of these foods to the majority of the population. When built, its objective was to provide an area of exchange between supply and demand that would ensure the best possible price for the producer and the consumer.

### Can you tell us about your market relocation? Why did you relocate your market ?


Mercado Modelo was built in 1937, its infrastructure was not adapted to the requirements of the 21st century. The 7-hectares of space destined for commercialization was located in the very center of the city of Montevideo, which made logistics increasingly difficult, as well as having a very negative impact on a densely populated area of the city. The relocation of all operations to the 65-hectares occupied by UAM had been planned for more than 30 years, but had not been possible due to various circumstances.

### Have any services changed with respect to the old market ?

The inauguration of UAM, which took place on Monday 22 February 2021, has allowed the transfer of all activities of Mercado Modelo, with more than 450 fruit and vegetable traders, and the incorporation of three new business areas: the Multipurpose Market (which sells meats, dairy products, seeds, honey, cheese, wine, cereals, superfoods and incorporates a service area and a food court); the Logistics Activities Warehouse (where related activities such as washing, packing, selection, packaging and preparation of orders for large retail outlets are carried out) and the Complementary Activities Zone (an area dedicated to large companies with specific land requirements, with all the basic services, to develop tailor-made facilities and buildings, and carry out activities related to the food industry, or to provide services to other UAM operators).







**Mercado Modelo was built in 1937, its infrastructure was not adapted to the requirements of the 21<sup>st</sup> century.**

**What is your experience so far with the new market?**

The start of activity at UAM in its first two weeks has far exceeded the most optimistic expectations. It has generated a very good working atmosphere among the more than 620 operators from the most diverse sectors. All signed a 25-year contract to develop their business here. The move of more than 500 companies was an absolutely unprecedented experience in the country, because it was done in only 48 hours and without any incident or accident. Likewise, the start-up of operations in the new space went completely smoothly.

**What are the main challenges for your market this year?**

The main challenges for UAM in the coming months include the challenge of adapting to a building structure that is completely different from the Mercado Modelo. It involves a radical change in logistics, to the best possible system. In addition, UAM has given itself two years to make all the necessary operational adjustments. It is also a priority to achieve the necessary financial balance to ensure long-term sustainability of the project. The projections made in this regard, based on the occupancy levels of the different business areas, suggest that this objective will be met.

**What are some of the ways to meet these challenges?**

The strategic lines of work proposed by UAM's Board of Directors, in coordination with the Management Team, are centered around a two-year time plan to achieve full operation of the new infrastructure. This is also associated with the achievement of budgetary and financial balances to ensure self-sustainability of the project. This was incorporated in the law creating this non-state public company.

**Do you have any other interesting information to share about your market, perhaps some special activities you have undertaken?**

The process of relocating Mercado Modelo over the last two years involved very intense work with efforts inside and outside marketing activities. In particular, the concerns of the neighbors of the Mercado neighborhood and also those of the UAM (located on the outskirts of the city, 11 kilometers from the center of Montevideo) were addressed. Likewise, in order to address a social problem that had persisted for decades in Mercado Modelo, UAM implemented a specially adapted mono-tax mechanism to ensure health and social security coverage for almost a thousand loading and unloading workers. It is now an essential condition for working in the new infrastructure. In addition, as an important part of UAM's commitment to corporate responsibility, food donations are periodically requested for various civil society enterprises. In the face of the crisis generated by the pandemic, they have taken on significant importance in supporting and sustaining the most needy families in the capital.



# In the media and events :

## WUWM's Love Your Local Market 2021 campaign will support the International Year of Fruits and Vegetables (IYFV)

Everyone should have easy access to fresh and nutritious food for a healthy lifestyle. The foodscapes required to achieve this mostly consist of a variety of commerce and street markets where citizens can easily access a diverse offer of high-quality fresh food close to their households. WUWM's Retail Group Chairman Jean-Paul Auguste pointed out that "the pandemic clearly showed that street markets are essential to ensure access to healthy diets for as many people as possible. In the countries where street markets were closed, the demand for food aid to the governments rose, as lower-income households could not afford their groceries anymore."

In 2020, we did not get a chance to highlight our street markets due to the pandemic. Therefore, there is extra motivation for this year. We are happy to announce that "Love Your Local Market" (LYLM) 2021 campaign is planned for the first half of October!

To increase importance and support the international community with a healthier world, LYLM 2021 will support the United Nations International Year of Fruit and Vegetables (IYFV).

The IYFV is a unique opportunity to raise awareness on the important role of fruits and vegetables in human nutrition, food security and health, and in achieving the UN Sustainable Development Goals. Outreach material and vision statements of IYFV will be promoted among any LYLM material. Go local, go fresh: support your local market!

Many markets have already shown motivation to participate in LYLM 2021, including NAM-BA (UK), Groupe Geraud (France/UK), SIMAB (Portugal), GFI (Germany), Central Markets and Fishery Organization (Greece), MAST (Ireland), Vigo Markets (Spain), Mercabarna (Spain), Italmercati (Italy), Semaco/Groupe Bensidoun (France) and Charve (Belgium). More info on the specific dates, themes, materials, and actions is to come soon.

## Go local, go fresh! Support your local market!



your local  
market





# Involved:

## WUWM will participate in the UN Food System Summit and organize an independent dialogue

The two major issues challenging worldwide food systems are population growth and climate change. The United Nations (UN) Department of Economic and Social Affairs estimated that the current world population of 7.6 billion will reach 9.8 billion in 2050 and 11.2 billion in 2100<sup>1</sup>. In addition, 70% of the world's population will live in cities by 2050.

The food system is facing extreme challenges to supply food for everyone. 70% of all agricultural land globally is considered degraded, it is forecast that food prices will double over the next two decades, and the demand for more and diversified food is growing. Climate change will only make it harder as more land will be degraded or unusable for set periods of time.

Simultaneously, consumer demand is changing, more people want nutritious food that has been produced and handled in a safe and climate friendly way.

To ensure a continuous supply of nutritious food to all, the global food system needs to transition to a sustainable, resilient, healthy and inclusive sector. Food needs to be produced while maintaining soils and with machinery that minimizes pollution. In addition, logistics, storage, distribution, commercial processes, and infrastructures need to be designed so that they are sustainable for impending challenges (system disruptions due to climate change, diseases, etc.) and minimize effects on the environment.

In this frame, the aim of the UN Food System Summit (UNFSS) is to launch bold new concrete actions for the food industry to deliver progress on all 17 Development Goals (SDGs) adopted for the UN 2030 Agenda for Sustainable Development. We all must work together to transform the way the world produces, consumes and thinks about food. In this respect, the UN wants this event to be the turning point towards making the SDGs achievable.

<sup>1</sup>[un.org/development/desa/en/news/population/world-population-prospects-2017.html](https://un.org/development/desa/en/news/population/world-population-prospects-2017.html)



The expected outcome of the event is to generate significant actions and measurable progress towards the SDGs, to raise awareness and elevate public discussion about how reforming our food systems can help us all to achieve the SDGs which is good for people and planet, to develop principles to guide governments and other stakeholders looking to leverage their food systems, and to create a system of follow-up and review to ensure that the Summit's outcomes continue to drive new actions and progress.

UN Secretary General Antonio Guterres claimed that the UNFSS will be a summit for everyone: "It's a people's summit, and a solutions summit requiring everyone to take action to transform the world's food systems" he claimed. Thus, the UN is reaching out to everyone that wants to engage to submit their proposal: companies, organizations, and citizens.

## Wholesale markets are essential actors in the food supply chain and therefore have an important role to play in this Summit



In this context, the World Union of Wholesale markets will organize an independent dialogue to make a concrete contribution with game-changing proposals to the Summit.

Guided by five Action Tracks, the Summit will bring together key players from the worlds of science, business, policy, healthcare and academia, as well as farmers, indigenous people, youth organizations, consumer groups, environmental activists, and other key stakeholders.

Before, during and after the Summit, these actors will come together to bring about tangible, positive changes to the world's food systems. That's the reason why our organization, that is committed to foster a more resilient, sustainable, accessible and healthier fresh food supply chain, decided to engage in the UNFSS initiatives and proposals.

The Five Action Tracks are:

1. Ensure access to safe and nutritious food for all
2. Shift to sustainable consumption patterns
3. Boost nature-positive production
4. Advance equitable livelihoods
5. Build resilience to vulnerabilities, shocks and stress

Wholesale markets are essential actors in the food supply chain and therefore have an important role to play in ensuring the continuous supply of nutritious food to all while using sustainable methods.

Our organization is going to organize four regional dialogues with wholesale markets, international organizations, officials and relevant stakeholders before submitting a global proposal to the UNFSS. The topic of WUWM's dialogue will be "Making nutritious and healthy diets available to all: Empowering a sustainable and resilient fresh food supply chain worldwide".

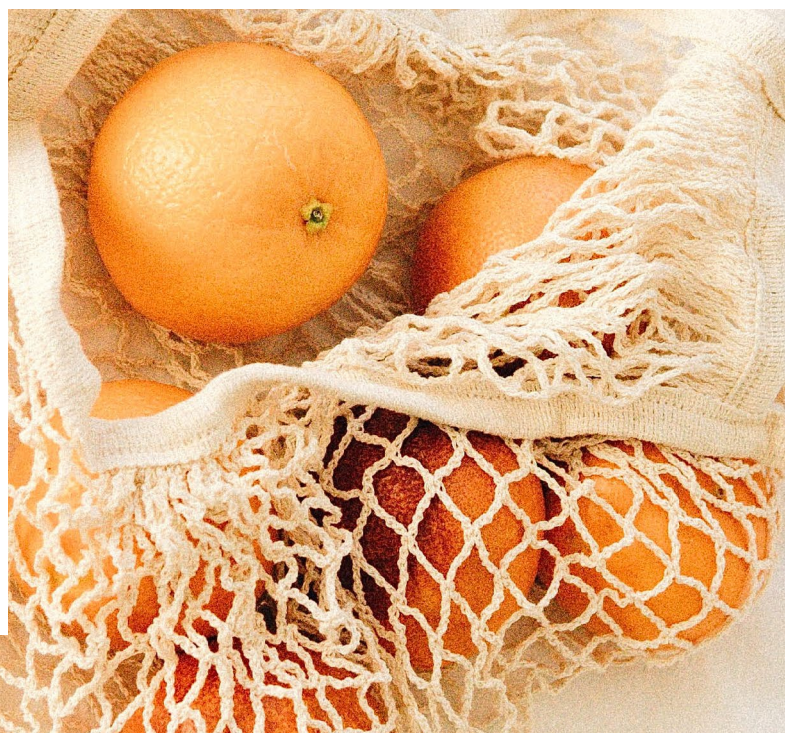
Focusing on three concrete topics of relevance to wholesale markets: 1/Nutritious Diets Accessible to All 2/Smarts Logistics and Urban Planning 3/Reducing Food Waste

This will provide us with an opportunity for discussing main issues and challenges that the sector is facing now; where to be in 10 years from now & how to achieve those objectives and to ensure wholesale markets are included and part of the discussion and solutions.

We will be sending information about the dates of each regional dialogue soon and we invite you to participate actively!

For more information don't hesitate to write to [e.carrara@wuwm.org](mailto:e.carrara@wuwm.org)

The pre-Summit is in July in Rome and the Summit is simultaneous to the UN General Assembly in September in New York.





# In membership :

**After an identity rebranding and a great marketing campaign, Hamburg's Wholesale Market secured their location until 2044**

On January 26, 2021 the Senate of Hamburg in Germany extended WUWM member Wholesale Market Hamburg's location guarantee until 31 December 2044. This is a major accomplishment for the market as it gives traders on the site planning security for an additional ten years and the possibility for the market to invest in new and more modern infrastructures to ensure fresh food distribution in the North of Germany.

Hamburg's Senator for Economic Affairs Michael Westhagemann mentioned that they are providing a clear path for the future for over 350 small and medium-size enterprises operating at Hamburg's Wholesale market. It is great news for producers, importers, wholesalers and retailers operating in Hamburg.

Managing Director of Wholesale Market Hamburg, and WUWM's Board of Director's member, Eliane Steinmeyer stresses the importance of this extension: "The supply of healthy food to the people of northern Germany is safeguarded for the near future. We are Germany's largest fresh food center with over 27 hectares of operations and supplying around ten million people. This is partly due to our wholesale market's excellent location. The Wholesale Market Hamburg is located next to the city's port and its main train station, and the highway is right around the corner. We therefore have ideal transport connections for local producers and for products coming from all over the world."

When we asked Ms. Steinmeyer about whether the market had received positive responses from traders, she mentioned: "Our traders are thrilled about the location guarantee, and the press reacted very positively too. This also triggered numerous enquiries from the press, so we were able to exploit the opportunity for additional marketing."



We also asked Ms. Steinmeyer how they achieved this extension and whether there was a specific marketing approach: "We worked on the location guarantee at several levels. We know from experience that politicians are often only in office for a couple of years, so we wanted to address the entire population and not just those politicians currently in office."

Hamburg's market worked with a communication agency with this objective and launched a new logo, resembling a green heart that appeals to the public, branding the market as the fresh food guarantor of the city.

"Firstly, the entire market is decorated in the wholesale market colors of green and white and our logo is everywhere, we also make sure that the wholesale market logo is seen all over the city. We have distributed our distinctive wholesale market bags in great quantities, and our traders have supported the campaign by branding their vehicles with our logo. This ensures it moves around the city daily. We have also opened the market to different events – like music concerts and a theatre, with around a million visitors a year. We make sure that we have at least a visual presence at all major events," stated Ms. Steinmeyer.



This campaign enabled the market to reach all citizens, including the current government and potentially future officials as well. The wholesale market team also worked in publishing as much information and papers about their activities as possible over the last few years and especially the significance of trading in heritage listed building in the center of the city. A strong cooperation with the press resulted in regular reports about Wholesale Market Hamburg in the regional newspapers. Ms. Steinmeyer added that they also attend major events with a fruit and vegetable quiz and have been offering very successful tours of the wholesale market at night for the last 3 years.

WUWM congratulates Ms. Steinmeyer team for her work. Still today, unfortunately lots of people do not know what the exact role of wholesale markets is, and their importance to supply fresh food to cities. Therefore, it is really important for wholesale markets to work on their communication strategy.

**We wanted to address the entire population and not just those politicians currently in office.**

## WHOLESALE MARKET HAMBURG







## In WUWM's world:

- **February 2** - We have been in contact with United Nations (UN) officials to discuss WUWM's participation on the UN's Food Systems Summit (UNFSS) in September 2021

- **February 4** - WUWM is discussing with Jamie Morisson (Director Food Systems and Safety) and Cecilia Marocchino (Urban Food Agenda Coordinator) at the FAO examining how WUWM can be involved in some of the FAO's activities, including the Green Cities Initiative (GCI), the Urban Food Agenda (UFA), and South-South Cooperation

- **February 8** - WUWM met with Zachary Toftas (Director of the Food and Waste Program) working at C40, a group of 96 cities across the world representing more than 25% of the world's economy

- **February 12** - Acting Chairman Stéphane Layani, European Group Chairman Massimo Pallottini and Secretary-General Eugenia Carrara met with European Commissioner for Health and Food Safety to discuss how WUWM could support the EC in a transition to a healthy and sustainable food system

- **February 12** - WUWM met with Saul Morris (Director of Program Services) and Diogo Navarro (Programme Manager) working at the Global Alliance for Improved Nutrition (GAIN) to discuss ways both organizations can help develop food systems around the world

- **February 16** - Launch of 'In Action': The first edition of our new newsletter was shared across the world and available in five languages

- **February 17** - We organized a meeting to speak about the possibility of a Love Your Local Market 2021 campaign (LYLM). The committee decided to plan a campaign in the first half of October!

- **February 18** - WUWM had its first Board of Directors meeting of 2021. You can read about the meeting in this newsletter

- **February 19** - We organized a workshop on the future of wholesale markets together with a major consultancy agency. The concrete outcomes will be communicated later and guide wholesale markets in the coming decades

- **February 22** - We had a meeting with Masami Takeuchi from FAO Food Safety on possible ways to increase food security in wholesale markets around the world

- **February 23** - WUWM participated in the second European Commission's Code Of Conduct meeting for responsible business and marketing practices in the food industry.

- **February 25** - WUWM joined a European Commission's workshop on the role of agriculture & land-use sectors in a climate-neutral EU in 2050

- **February 25** - We participated in the United Nations Food System Summit Action Track 1 Public Forum. Together with other participants we are aiming at ensuring access to safe and nutritious food for all

## The LYLM committee decided to plan a campaign in the first half of October!



### 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.

