

# In action

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



June 2021

## In a foreword

Dear readers,

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Access to healthy and equilibrated diets will be a key challenge in the forthcoming decades. Our world is composed by a mosaic of food systems, with cultures expressing their own identities, diversified production, shopping and eating patterns rather than a standardized one food system.

In order to achieve equal access to fresh, healthy, sustainable and affordable diets, it is crucial to adopt a comprehensive and systemic approach that takes into account regional singularities.

WUWM organized four insightful outlooks on Africa, Asia Pacific, Europe and Latin America from which the outcomes are portrayed in the reports submitted to the Food System Summit secretariat, that we hope will significantly contribute to identify regional challenges and propose game changing solutions to ensure a sustainable food sector by 2030.

The COVID-19 outbreak changed the way citizens around the world buy and eat food. WUWM will be holding its Global Conference in Florence, Italy in June 25th about this topic. Focusing in fresh food distribution in the post Covid-19 world, and the challenges, opportunities and pathways to ensure resilient and sustainable food systems.

We are therefore delighted to inform you more about our conference in this June edition. It represents an opportunity for fresh food actors to join forces and reflect on the current challenges that they are facing and determine the best way to tackle those through innovative and multi-sectorial approaches.



With high-ranked experts speaking at this occasion, we hope that it will allow the sharing of experiences and knowledge, connecting people despite the pandemic.

In these particularly uncertain times, wholesale markets are at the cornerstone of the food supply chain transition, as they are not only the direct meeting point between supply and demand, but also have the capacity to structure the agri-food sector and articulate changes towards more resilient, sustainable, fairer and healthier systems.

Beyond the challenging spin-offs it has generated, Covid-19 has also highlighted, more than ever, the importance of revisiting our systems by having an inclusive and participatory food system conducive to making stakeholders' voices heard at all scales. WUWM is deeply committed to connecting stakeholders able to address persisting loopholes regarding food safety, urban planning and to build adaptive and resilient food supply chain together.

We look forward to your continued support, commitment and valuable partnership!

Your sincerely,

**Stéphane Layani**, WUWM Acting Chairman

# In the loop :

## WUWMs contribution to the UNFSS 2021!

In support of the forthcoming United Nation's 2021 Food Systems Summit, WUWM has organised four regional Independent Dialogues, respectively for Latin America, Asia-Pacific, Europe and Africa, under the framework of "Making Nutritious and Healthy Diets Available to All: Empowering a Sustainable and Resilient Fresh Food Supply Chain Worldwide".

We would like to express our greatest gratitude to over 250 participants, who provided insightful and "game-changing solutions" to envision together the path to build a resilient and sustainable food systems adapted to regional complexities and realities. The recognition of the pivotal role that wholesale markets can play in driving food system transition was one of the main outcomes of this multi-stakeholder and cross-sectoral approach.

We will like to introduce here the main ideas that were brought up for each regional dialogue:

**- Africa region :** Food security remains a core issue in Africa with 40% of the world's children growing up stunted living on the continent, mostly located in the Sub-Saharan region. Compounded by multi-dimensional upheavals from rapid growing urbanization, climate change, persisting poverty and now the Covid-19 pandemic it is important to shift from a sectorial approach to a systemic one to ensure a resilient and solid long term food supply. Hence, noted was the need for governments and local municipalities to reinforce their capacity in food governance, urban planning, and upgrade all the basic infrastructures needed to ensure food security accordingly. With a rapid urbanization pattern agricultural wholesale markets will be crucial in structuring the entire fresh-food chain in the region, to ensure supply and to promote accessibility to healthy diets.

**- Asia-Pacific region :** Being the most populated continent of the world, Asia-Pacific has to ensure nutritious diets for all by enhancing and upgrading infrastructures and raising awareness on the health benefits of nutritious and fresh diets. Furthermore, with the soar up of megacities throughout the region, participants raised the need to bolster governance and its coherence, such as by strengthening linkages or building new ones between stakeholders of food sector. To achieve this, inclusiveness is crucial regarding the capacity of small-medium sized producers that are predominant in the region. Digital tools are playing and can play a pivotal role in the forthcoming decades to ensure food safety and food security in the forthcoming decades. Finally, as some countries record more than 50% of food losses, participants agreed on the need to improve services along the food value chain, traceability in particular for perishable foods, and better food waste management (especially with regards to fertilisers and biofuels).

**- Europe region :** Despite the recognized leadership role of its wholesale markets, there is a need to reconnect people to healthy food and make them aware of the health benefits and need for quality and sustainable fresh food systems. One of the key actions is foster policies that make it easier to choose healthy and sustainable diets. Awareness-raising campaign should increase the importance of healthy diets. Furthermore, to ensure a sustainable European food sector, fresh food markets should be supported in the promotion of green energy, investments on to modernize their infrastructures to improve widespread access and the reduction of food loss, better traceability and increased availability of fresh produce in Europe.



UNITED NATIONS  
FOOD SYSTEMS  
SUMMIT 2021







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## The recognition of the pivotal role that wholesale markets can play in driving food system transition was one of the main outcomes of this multi-stakeholder and cross-sectoral approach.

**- Latin America region :** The region key need is to connect food system stakeholders to improve different areas such as ensure a more resilient supply, better urban planning and the prevention of food loss. Investment in high quality infrastructure is needed to strengthen local value chain, increase access to healthy foods and implement better traceability. Adequate food policy programs and guidelines introduced by governments or international organizations are currently lacking and introduction of those can make significant impacts in local and regional food systems. To increase uptake of healthy diets across the Latin American population, more focus within education should go to the health benefits of cooking with fresh fruits and vegetables and those foods need to be included in school menus.

To access our UNFSS Official Feedbacks reports from each of regional dialogues [click here](#)

## In facts :

- The world's farmers produce enough food to feed 10 billion people per year. What means that the world produces more than 1.2 times enough food to feed everyone on the planet.
- In less developed countries, this waste is due to lack of infrastructure and knowledge to keep food fresh. For example, India loses 30–40% of its produce because lack adequate transportation or cold storage.
- Nearly 690 million people are hungry, or 8.9 percent of the world population – up by 10 million people in one year and by nearly 60 million in five years.
- Healthy diets are unaffordable to many people, especially the poor, in every region of the world. The most conservative estimate shows they are unaffordable for more than 3 billion people in the world.

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# Insightful :

## The Importance of Food Safety Worldwide

With an estimated 600 million cases of foodborne illnesses per year, unsafe food is a threat to human health and economies globally. Ensuring food safety is a public health priority. Effective food safety and quality control systems are key not only to safeguarding the health and well-being of people, but also to economic development and improving livelihoods by promoting healthy diets from food markets all around the world.

Food safety means the correct handling, preparation, and storage of food to prevent food-borne illness. Doing this well preserves the quality of food and thereby prevents contamination and illnesses. Keeping food safe is a complex process that starts on the farm and ends with the consumer. It includes quality and safety through the entire food chain so that the health of the consumer is not endangered. The major factors that are a threat to food safety are inappropriate agricultural practices, poor hygiene at any stage of the food chain, lack of preventive controls during processing and preparation of the food, incorrect use of chemical materials, contaminated raw materials, and inappropriate storage.

There are several differences between wholesale markets in the levels of food safety. It depends on the types, locations, environments, such as infrastructures, and management styles of the markets. There are some markets that are excellent with good hygiene measures under good food safety management, but there are also markets that could use more interventions and serious education in terms of food safety.

WUWM and FAO's Food Safety and Quality Unit are exploring areas of collaboration, through the organization of webinars, to examine future actions or materials that could help better ensure food safety in wholesale markets.

With an  
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Food and Agriculture  
Organization of the  
United Nations





# In membership : WUWM webinar series on Food safety! Read our regional chairman's review of the webinar.

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WUWM's and FAO join forces to explore ways to ensure food safety in wholesale markets! The first two regional webinars were held in Asia-Pacific and Latin America region. They gathered more than 30 Directors of wholesale markets and FAO officials. It was a unique opportunity to exchange about specific regional challenges to improve food safety and try to find together solutions. This is a great resource for our membership and we believe in the many positive outcomes. We have interviewed our regional chairman's, so they can share their opinion and insights about the webinar.



**Arturo Fernandez**, Chairman of WUWM's Americas Working Group and President of FLAMA about the food safety webinar in LATAM region.

## **1. How has this webinar helped Latin American wholesale markets on the road to improving food safety? What are the main conclusions?**

Latin American agri-food markets have deepened their resilience as a result of the pandemic and have not stopped innovating and seeking solutions. Our main success was the creation of a "Virtual exchange network" of markets that permanently allowed us to exchange problems encountered during the Covid-19 outbreak, listening to each other, understanding our needs and supporting each other. The webinar allowed communication, dialogue and an insightful exchange of knowledge about the reality that each of us is going through, as well as the identification of experiences and success stories that can be replicated on a continental scale.

## **2. Was there participation from wholesale markets throughout Latin America?**

In Latin America the network of wholesale markets totals more than 300 and their presence in this webinar left us very satisfied with the participation of representatives of 15 LATAM countries.

## **3. What were some of the main challenges for food safety in Latin America?**

I think it is important to highlight some issues: The main one is that pest-free health and safety is no longer enough, but there is a clarity about the efforts that we must promote in the future and that are related to crops free of pesticides and highly polluting fertilizers. Organic crops in the future will play a fundamental role in the health and nutrition of our populations.

Another challenge that cannot be overlooked is the need to involve more and more the authorities of our local and regional governments, since, at those levels, the priorities of the governments point elsewhere. To meet these challenges, proposals were made on the need to adopt, over time, progressive measures for dissemination, operational changes, permanent mass sanitation actions and the installation of health units controls in the markets.

**4. Do you think that greater collaboration with FAO's food safety unit and the creation of guidelines on how best to ensure food safety can bring benefits to wholesale markets in Latin America?**

We are convinced of that! In Mexico, we are already working in establishing Regional Protocols for Food Safety and Health and its acceptance among the members of our collaboration networks has been important, since this initiative allows us to add the will of all the stakeholders and have a platform where we can give a rapid response to create and implement sanitary solutions.

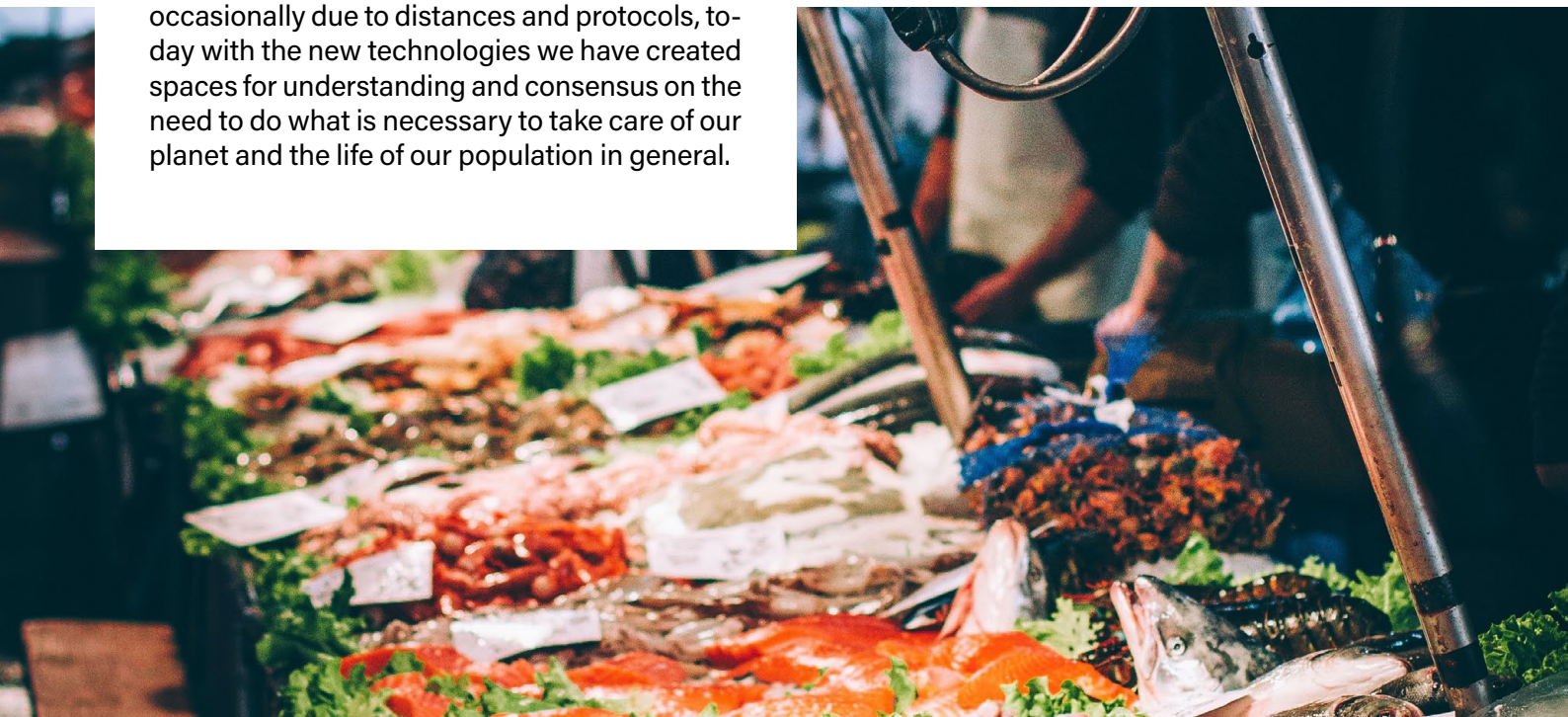
We believe in this multi-stakeholder model and we will like to share it with the global community through the WUWM. The sense of multi-governance has been fundamental in this effort and we have promoted participatory planning in which everyone finds solutions to their community needs.

**5. Why is it important for wholesale markets to meet and hold webinars like these?**

In light of the 2020 experience, in the midst of the pandemic and the economic crisis, a space for communication was generated that we had not previously leveraged. Today, information technologies have a very important space for development and expansion in the agrifood supply and, above all, they make it possible to disseminate a congruent and committed discourse in the search for solutions.

Cohesion, collaboration and dialogue are deepened through this kind of initiative and show the benefits of being in constant communication. We must recognize that, perhaps before the pandemic we communicated and gave feedback occasionally due to distances and protocols, today with the new technologies we have created spaces for understanding and consensus on the need to do what is necessary to take care of our planet and the life of our population in general.

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**Zengjung Ma**, Chairman of WUWM's Asia-Pacific Working Group and President of the China Agriculture Wholesale Markets Association (CAWA) about the food safety webinar for Asia.

### 1. How did the webinar facilities ensure food safety in Asia?

The sharing experiences on food safety from various Asian wholesale markets at this webinar provided insights on developing and implementing food safety principles and infrastructure to its participants. In addition, we are delighted to answer the requests of FAO to showcase the first-hand experiences and expertise of our markets on food safety and COVID-19 measures. Wholesale markets from other Asian countries also described the national challenges on food safety, which was essential to unite the sector and strengthen our understanding. It will guide us to make commitments to supplying safe food and achieving the Sustainable Development Goals of the United Nations.

### 2. Did wholesale markets in Asia participate in the webinar?

Wholesale markets from China, India, Philippines, Bangladesh and Nepal participated in this webinar.

### 3. What are the biggest challenges on food safety issues in Asia?

Our infrastructures fail to meet the challenges of the new era. Currently, the agro-produce wholesale markets, except Japan and South Korea, of most developing countries in the Asia-Pacific region are faced with challenges, such as obsolete facilities and lack of supporting equipment, especially in small and medium markets. There is a lack of expertise on food safety. Most of Asia's wholesale markets do not have professionals facilitating the on-site management, resulting to the missing on necessary supervision and even severe consequences.



A food safety expert can train market personnel regularly and raise awareness of ensuring food safety.

Also there is the issue of high cost on implementing food safety principles. The government has established guiding principles on food safety for wholesale markets. However, due to the high price on implementation, many traders operate their business without carrying it out. Furthermore, there is the limited perception of food safety. Food has big impact on human health, and foodborne illness are dangerous. While consumers are concerned about food safety issues, food handlers do not value it as much.

### 4. Do you think Asian wholesale markets can benefit from WUWM's further collaboration with FAO to ensure food safety by establishing principles and guidelines?

Of course! FAO has always been one of the pioneers of tackling food safety challenges with their support on food systems at national, regional and international levels, and actions that were translated from various plans, principles, and guidelines. For WUWM, it is also an opportunity to collaborate with FAO to develop policies on food safety, support Asia wholesale markets, and raise public awareness of food safety worldwide.

### 5. Why is it important for wholesale markets to join online events like this webinar?

The importance of communication and supporting each other has always been emphasized on WUWM events. Only by raising the awareness of food safety among those involved in wholesale markets, promoting the implementation of more food safety policies, and strengthening existing food safety facilities can we ensure that the food people consume is healthy and uncontaminated.



# In focus :

## Find why you should join WUWM Conference this 25<sup>th</sup> of June...

WUWM's conference titled: "Fresh food distribution in the post Covid-19 world: Challenges, opportunities and pathways to ensure resilient and sustainable food systems and access to healthy diets" in Florence is happening soon on June 25th. This will be a key event to connect with other markets, food sector experts, international organizations, and other fresh food stakeholders.

We have conducted an exclusive interview with Mr. Giacomo Lucibello, the President of Florence's wholesale market Mercatir, which will be hosting this year's WUWM conference. Read his insights here:



### **1. How will this conference help wholesale markets and food actors determine the way forward in the post-Covid world? What are its key objectives and how will this be achieved?**

Covid has highlighted the need to be aware of risks and changes in the fresh fruit sector due to sudden unpredicted crises. Wholesale markets and other food actors had to rapidly adapt to emergency measures and all operations were changed. Our wholesale markets and most others had the advantage that our infrastructures host a multitude of traders, what gave us more resilience in case one supply-link will fail. That is why wholesale markets were able to ensure the continuous supply of fresh food without any major disruption. Nevertheless, we did experience volatility in prices, restrictions of imports, longer delivery times. Now that vaccination campaigns are improving conditions in many countries we hope to be able to leave this emergency mode and resume to a more normal activity, that's why this is the right moment for all the fresh food sector actors to come together and exchange experiences, challenges, and ways to improve our system and reduce disruptions in case of future crisis.

Therefore, this conference will be a key event for our sector to exchange, debate and propose innovative and productive ways of recovering from the current pandemic and be better prepared. The conference will coincide with this year's United Nations Food Systems Summit 2021, in which major actors of the food sector are gathering to determine a way forward. It is time to draft a pathway together to ensure food security in tomorrow's world, with the clear objective of proposing concrete ways to ensure accessibility to healthy diets in a sustainable way.





**2. Is there a diverse representation of participants and sectors at the conference? Who are the high-level speakers and what is their focus area?**

There will be a wide variety of food sector actors participating, markets, scholars, government officials, international organizations, technology companies, online businesses, traders, and many others. We are very fortunate to be able to host the event. Due to COVID restrictions only a limited number of participants was permitted, security regulations have recently changed again so we are continuously having to review various aspects of the event, we are also working hard to provide worldwide remote participation by streaming the event online. We are happy to officially confirm the participation of Qu Dongyu, FAO's Director-General, Stefano Patuanelli, Italian Minister of Agricultural and Forestry Policies, and Agnes Kalibata, UN's Special Envoy to the Food System Summit 2021.

**3. What are some of the main issues confronting the food sector in the post-Covid world that will be addressed in the conference?**

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We are all aware of how Covid has affected our lives on a personal but also on a national and international level. Getting all areas back in shape will be one of the first concerns of a post-Covid world. However, there are other issues confronting the food sector needing adequate attention. Climate change and the need for sustainable practices in all areas of the food system is key and therefore also a major topic in this conference. Other discussion areas, most of the time interrelated with the pandemic or the need for resilience and sustainability, include new innovations or platforms, accessibility improvements, and improving logistics.

**4. Do you think events such as these, including collaboration between stakeholders are pivotal to addressing the identified issues? How so?**

Absolutely, such an event is an excellent forum for us to collectively address many of the identified issues - both challenges and opportunities - at global level. It is an opportunity to bring together experienced speakers who are experts in



**5. How is the role of wholesale markets highlighted in the conference?**

Wholesale markets in all their representations, symbolize an essential connection and role for many food sector stakeholders and have a crucial responsibility in supplying major cities around the world. It is with this focus in mind that our speaker topics address a wide range of subjects which will resonate both individually and collectively. It has been a challenging year, for Florence and for Mercatir. Hosting this conference is an important occasion in regaining strength and opportunities for all. Florence is where the Renaissance began, a symbolic period in which the foundation for the age of exploration began. We are eager to explore the best future pathways for wholesale markets and representatives will be participating from all around the world. We look forward to welcoming you!

**This event is an excellent forum for us to collectively address many of the identified issues - both challenges and opportunities - at global level**



# Innovation :

## Rome wholesale market, CAR, goes double and bet to become an exemple of sustainability

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WUWM was delighted to interview Centro Agroalimentare Roma (CAR) Managing Director Fabio Massimo Pallottini about its long-term expansion project which aims to almost double its current surface area. This project, which includes the construction of new infrastructures will also contribute to increasing the sustainability of the market and food sector as a whole. We wanted to share with all of you what was the motivation behind this project and its role in achieving a sustainable food system for Italy's capital.

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**1. In the next three years the Centro Agroalimentare Roma (CAR) aims to almost double its surface area with 120 hectares to add to its current 150 hectares. What prompted you to undertake such an important development project now?**

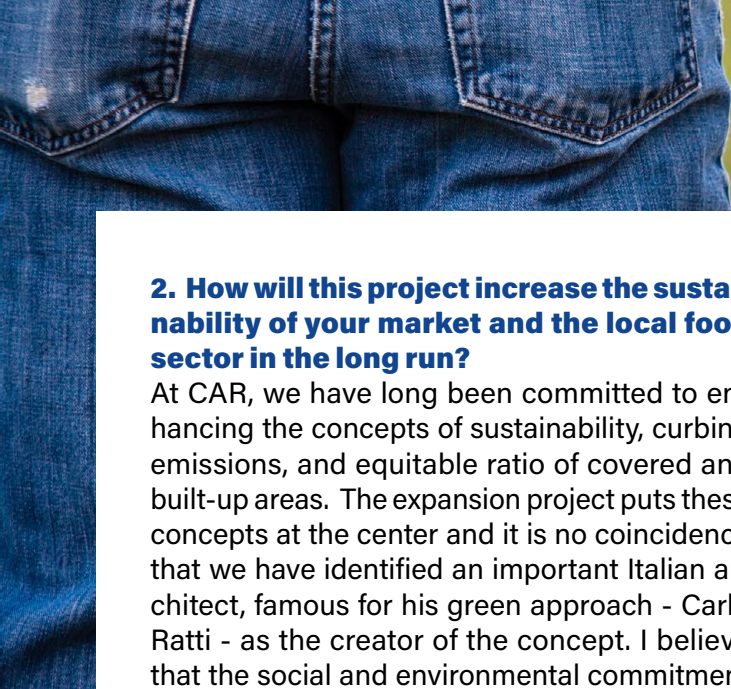
The law promoting the creation of Wholesale Markets dates back to 1986. At that time of history the deputies imagined the realization of a wholesale market that would play merely the function of commercializing fresh produce thought a physical market place. Today, wholesale markets engage in many other dimensions, they have become real food hubs able to guarantee more and more articulated and measured answers to the different needs of the wholesalers, both in the commercial and logistic distribution fields. Over time the building area of the CAR, equal to about 150 hectares, is almost saturated.

That's why, with the growing interest of highly specialized and professionalized entrepreneurs, CAR has decided to start an important expansion project, articulated in phases.

In the first phase we will built 180 thousand square meters and invest 200 million euros. In the current perimeter, about one thousand tons of fruit and vegetables and about one hundred thousand tons of fish are handled every year at the CAR. The expansion aims to double these numbers in terms of both quantity and quality, and has the ambitious goal of strengthening the production chain and increase the amount of organic products and Made in Italy. These are realities that must be defended and supported because small and medium-sized enterprises in the agri-food sector are worth 15% of GDP and are now one of the elements of strength of the Italian economy.







## 2. How will this project increase the sustainability of your market and the local food sector in the long run?

At CAR, we have long been committed to enhancing the concepts of sustainability, curbing emissions, and equitable ratio of covered and built-up areas. The expansion project puts these concepts at the center and it is no coincidence that we have identified an important Italian architect, famous for his green approach - Carlo Ratti - as the creator of the concept. I believe that the social and environmental commitment of companies to focus on sustainability is a must. The pivotal concept around which the vision of the new HUB revolves helps to understand the magnitude of the leap that Wholesale Markets have made in these 40 years. The decision to decentralize these structures, despite the fact that at the time we were in a context with almost no infrastructural connections, was intuitive and today allows us to think «big». Thanks to the strategic position of the Centro Agroalimentare Roma (with respect to the national routes of the A24 Rome - L'Aquila - Teramo and A1 Milan - Naples), we have calculated a reduction in CO2 emissions for the city of Rome of almost six million kg and we are working to obtain, precisely because of the strategic function of development of agriculture supported, to become a "Special Logistics Zone", as establish in Italian law.

The investment we are preparing to make will bear fruit in the near future closer than we can imagine. It is for this reason that the green spaces of the new complex will act as a frame creating a new landscape of reconnection with the urban context on which we are settled. We want to collaborate with the municipality to create a large public park of 70 hectares near the Aniene river and the enhancement of important archaeological presences present, the creation of nature corridors and the construction of a railway station to improve multi-modal food transportation. The benefit is unbetable it will reduce road traffic and its emissions and provide more resilience in case of crisis. We also want to start a process of control, traceability, management and processing of products for their entire life cycle, until disposal. Sustainability, circular economy and usability for citizens in line with European objectives, transparent, virtuous and with low environmental impact.

Today, wholesale markets engage in many other dimensions, they have become real food hubs able to guarantee more and more articulated and measured answers to the different needs of the wholesalers, both in the commercial and logistic distribution fields.



**3. What are the milestones that await you as you close the zoning process this year and begin development and construction in 2022? How do you plan to achieve this and what do you see as your strengths as a market that will help you do so?**

In order for the development to actually be an overall growth value we had to focus on areas bordering the current market. We are confident that the area identified can guarantee the healthy and integrated growth that our Industrial Plan continually sets as one of its objectives. The legal-administrative procedures aimed at implementing the intervention involve not only CAR but also the Lazio Region (public shareholder of CAR ScpA) and the Municipality of Guidonia Montecelio, where our wholesale market is located. Recently, the master plan has been finalized with a first hypothesis of distribution of the new complex. In these days the Services Conference has started for the drafting of the Program Agreement necessary to finalize the modifications to the current Master Plan. The adoption of this new plan will allow the approval of the project at the Lazio Region.

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It is estimated that at the beginning of 2022 these procedures will be completed and the «first stone» of the new complex will be laid. Certainly the contribution of Public Partners will be fundamental to achieve this ambitious goal, both in economic terms and in terms of agilize the bureaucratic procedures. The greatest strength on which we focus on is innovation, at the same time its necessity and opportunity. We also consider sustainability, quality of the building environment, integrated logistics, and digitalization of processes.

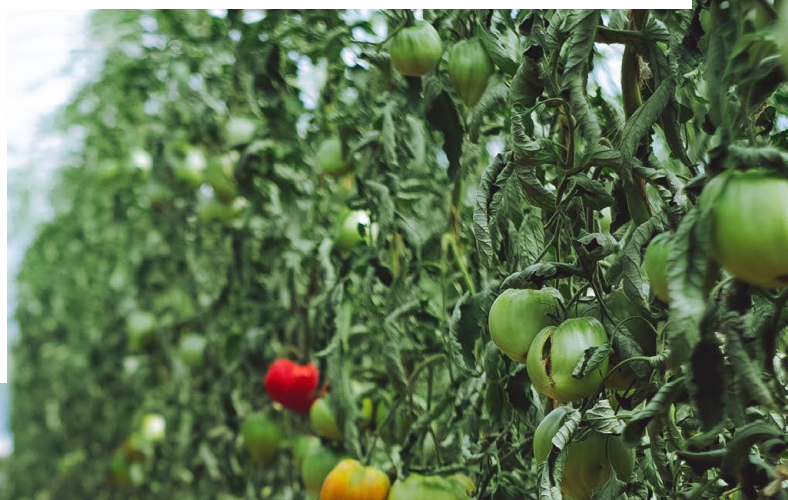
It is a matter of strengthening the mission of the Centro Agroalimentare Roma as the «City of Italian Gastronomy», a modern Center where products of both local and national origin converge, without forgetting the particular logistics importance. The claim we have chosen is very comprehensive. The new CAR will be the place where «contemporaneity interprets tradition».

**4. We have seen through the press that the Ministry of Agriculture visited recently the CAR. Can you tell us more about the importance of having a rich dialogue with national and regional authorities, and insights and advice you exchanged?**

Actually, the fact that the Centro Agroalimentare represents the Italian network of markets- Italmercati- and that it is located in Rome makes things easier. The Minister made us the honor to visit the market. This was necessary not only to make him understand the potential of our market and its development, but also to get to know the operators, their stories, difficulties and expectations. All this information was included in the document that the Italian government is launching, known to all as the «Recovery Plan». It is was crucial for us to make the highest representatives of the Italian Government understand the great potential of the system of wholesale markets or, even better, the need to create a system and how the Italmercati network of wholesale markets can improve this need. The topics covered with the Minister include the role of the Wholesale Markets in Italy, the fruit and vegetable supply chain in the International Year of Fruit and Vegetables proclaimed by the United Nations, and the National Recovery Plan.

These are appointments that give satisfaction to the commitments made for the efficiency, in the case of Rome, of a structure that is the largest in our country. Our market portrays the best fresh products of Italy, the fresh produces that makes us proud, a macro-example of «healthy» productivity that brings together more than two billion euros of turnover, 4,500 daily operators and 450 companies. Numbers that have turned out to be just right for seizing the development opportunities of the National Recovery Plan, with its 800 million for logistics and over a billion for supply chain contracts. In this «healthy» productivity the ability and professionalism to successfully face the challenge to react to the pandemic and ensure fresh food supply.

**ITALMERCATI**  
ITALIAN WHOLESALE MARKETS NETWORK





# In a Best Practice of the Month:

## Mercabarna's initiatives for a more sustainable food city

WUWM was glad to be able to interview Mercabarna General Manager Jordi Valls about its initiative to achieve a more sustainable food city through its sustainability strategy and the development of a sustainable energy system in the market.

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### Could you tell us more about Mercabarna's initiative for a more sustainable food city?

Sustainability is part of the essence of Mercabarna. At the moment, we are making progress through two of our strategic axes: Circular Economy and Sustainable Energy. The Circular Economy project aims to minimize food waste and increase waste recycling. Although we already recycle 77% of the waste generated by Mercabarna companies, we are expanding and modernizing the Green Point with the objective of recycling even more!

To minimize food waste, we have finished the pilot test in the market and we are about to implement intelligent containers, which allow us to control the organic matter deposited by each company; and we have already constructed a building to host the "Food Use Center", which will start operating at the end of the year. With this Center, we aim to reduce food waste by half in four years and to recover some 4,500 tons of food for human and animal consumption every year. In addition, the digitalization of our Green Point and its synchronization with the FAC will allow us to better identify products and volumes in order to analyze new recovery processes, reduce time and costs, improve traceability of the food used, etc.



### What does the sustainable energy system project consist of?

With regard to the Sustainable Energy project, we are already implementing an energy management system that, through meter telemetry, allows us to analyze deviations, verify electricity bills, etc. And, together with the wholesalers' associations, we are working on the installation of photovoltaic panels on all the roofs of our precinct. We intend that Mercabarna and the 600 companies located in its precinct will operate as a shared self-consumption energy community. This will enable us to provide 50% of the annual electricity consumption we need.

To promote sustainable mobility, we are increasing the number of electrical vehicles recharging points and analysing energy storage systems. We are also studying a shared industrial refrigeration system, since Mercabarna has some 800,000m<sup>3</sup>, one of the largest concentrations in Spain.

In addition, to contribute to more sustainable mobility, we are creating digital platforms that unify goods deliveries. We have created the Digital Logistics Marketplace, an application to connect the transport needs of wholesale companies and the supply of logistics companies. This tool responds to the need to make groupage logistics more efficient for Mercabarna companies, which usually find it difficult to fill trucks, and allows us to streamline processes, optimize routes and open new markets. Last but not least, we are also analyzing a last-mile distribution project, with the aim of making the distribution of goods in Barcelona and its metropolitan area more efficient and sustainable.

### **What motivated your market to move towards a sustainability strategy?**

Population growth and global warming are two of the most important issues challenging the world's food systems, in addition to the current COVID 19 pandemic. The world's population of 7.6 billion people is expected to reach 9.8 billion by 2050, and 11.2 billion by 2100.

The food system faces extreme challenges in supplying food for the entire world population. One third of CO2 emissions come from the food sector, which requires 70% of the freshwater consumed on the planet. In this sector, food waste along the entire value chain (from production, through the various wholesale and retail distribution centers, to household consumption) now accounts for 30% of all food produced.

At the same time, consumer demand in 'developed' countries is changing. They want nutritious food that has been produced and handled in a safe and more sustainable way. Traceability and transparency will be vectors of trust that will determine food consumption.

### **How do you see the role of innovation and technology in the future of wholesale markets?**

I see it as absolutely necessary to meet current and future challenges. In recent years, the Food Tech sector, driven by its positive impact and the growing awareness of the issues facing our food system, has gone from being an emerging trend to one of the most developed areas in the startup world. Proof of this can be seen in the number of new companies, investors and players in the sector that are growing exponentially.

In the markets there is a concentration of food companies and traditional players eager to innovate. Their collaboration with startups and research centers focused, for example, on creating new products, incorporating intelligent logistics, developing off/online hybrids and circular economy projects, as well as new agro-industrial production models that are more sustainable, more circular, more proximate, is essential to face the future.

### **What is your advice to markets that want to switch to more sustainable practices?**

My advice is to make sustainability part of the market's DNA, to review all the processes of their activity to make them more efficient and sustainable, and to raise awareness and involve market operators in these dynamics.

### **What are some of the challenges of this transition?**

The challenges will require technology, innovation and knowledge to meet the enormous challenge of reducing the environmental and health impacts that can be caused by a «stressed» food system under pressure to ensure a continuous supply of nutritious food for all, while minimizing its environmental footprint.

**We aim to reduce food waste by half in four years and to recover some 4,500 tons of food for human and animal consumption every year.**



**mercabarna**







# Involved :

## The European Code of Conduct for Responsible Business and Marketing - Launch is Coming Up!

WUWM was chosen by the European Commission to be part of the permanent task force to design the EU Conduct for Responsible Business and Marketing Permanent under the framework of Farm to Fork Strategy and the Green Deal.

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The Code's essence is to find pathways for European food sector to recover from the Covid-19 pandemic and to effectively drive food system transition towards resilience, taking into consideration environmental, social and economic sustainability. Its main objectives are: a) To stimulate the uptake of healthier and sustainable consumption among EU citizens, b) To foster sustainable practices by all relevant actors in the food system by improving the sustainability of the food value chain – in relation to primary producers and all major stakeholders in the chain and c) To promote further improvement of internal processes, operations and organisation of the food sector and improving the impact of food processing, retail and food services.

Including a set of ambitious and measurable actions, the Code is divided into 2 components, namely the General principles of the code; and the Specific targets/commitments for individual companies.

The General Principles consist of 4 cross cuttings aspects in compliance with EU's overall objectives, the UN Sustainable Development Goals (SDGs) and other global agreements, and hence likely beget to resilient and sustainable European fresh food system.

Concrete topics are discussed by front-running companies (e.g. how to reduce food waste?) adopting a holistic approach that integrates all relevant stakeholders, with a great emphasis on the so called "middle" food chain actors like retailers and wholesale markets.

As one of the 11 permanent taskforce members to develop this code, the WUWM is recognised to be a tenet in shaping tomorrow's European resilient and sustainable food systems and spurring multi-stakeholder collaborations, thanks to its expertise and network.





WUWM contribution is translated in propositions made to the Code's development, namely:

- Encourage increased consumption of fruits and vegetables, wholegrain cereals, nuts, pulses and fibre.
- Promote consumer awareness of balance diets, mindful consumption and healthy & sustainable lifestyles.
- Improve consumers' understanding of obesity, nutrition, energy balance, food and diets (invest in education on sustainable, healthy nutrition).
- Further reduce emissions in the food value chain, including through investing in modern infrastructure, promote renewable energy and foster greener and smarter food logistics.
- Develop contingency plans in case of supply chain disruptions (e.g. climate disease, conflict etc).
- Raise awareness and mobilise resources towards preventing and reducing food loss and food waste at all levels of operations (e.g. production, storage, transport, raw material purchasing).
- Improve collaboration along the food supply chain to minimize food waste by strengthening capacity for innovation.
- Identify and work to uptake and support research and innovation into more sustainable packaging solutions while safeguarding food safety and quality. Support and reward suppliers' sustainable production practices/investments.

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WUWM will ensure the interests of wholesale markets is included in this European Commission's Code of Conduct. Because of their connectedness with other stakeholders of the agri-food sector, wholesale markets have pivotal roles in supplying fresh food, and encouraging consumption behaviours in the EU to help achieve sustainability, circular economy and more citizens embracing healthy diets.



Based on existing work and legislative initiatives at the EU level, the Code of Conduct will be mid-June 2021, when companies are encouraged to sign it. WUWM will notify its membership of the launch and promotes all EU food sector organizations to become signatories.

**The Code acknowledges the importance of adopting a holistic approach by integrating a wide array of relevant stakeholders, with a great emphasis on the so called “middle” food chain actors like retailers and wholesale markets.**







# In WUWM's World:

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**May 3:** WUWM organized its last independent dialogue for the UN Food System Summit. The last edition was in collaboration with UN-Habitat and was focused on discussing the future of the African fresh food sector, the involvement of local authorities, and the linkages between rural-urban. You can find the report [here](#).

**May 4:** WUWM had a meeting with representatives from UNESCO to explore areas of collaboration.

**May 6, 7, 11, 12, 20, 28, 31:** WUWM participated as permanent taskforce member in meetings for the development of the European Code of Conduct for Responsible Business and Marketing Practices.

**May 16:** WUWM and several of its EU members applied for a European Commission call to promote healthy diets.

**May 17:** WUWM met with Solidaridad Southern Africa to discuss fresh fruit markets in the region and the potential of improving its linkages with smallholder farmers.

**May 20:** WUWM's Secretary-General Eugenia Carrara presented the development of pip fruit trade in markets during the European Commission's DG AGRA Pip Fruit Market Observatory

**May 26:** Together with the FAO's division on food safety, WUWM organized a workshop for its Asian members on food safety and provided a platform to share experiences and find possible opportunities for collaboration.

**May 27:** WUWM met with UNHabitat to discuss next steps in their collaborations.

**May 27:** WUWM's leadership met with InFarm for an introduction and to explore potential synergies.

**May 28:** WUWM met with the United Nations Decade of Family Farming (UNFFF) to examine how we can support each other and achieve sustainable food systems with healthy diets.

**WUWM organized its last independent dialogue for the UN Food System Summit in collaboration with UN-Habitat focused on the future of the African fresh food sector. You can find the report [here](#).**



## 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.



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