In action

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

WORLD UNION OF WHOLESALE MARKETS
WUWM

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SPRING 2025

In Foreword

Dear WUWM members,
partners and stakeholders,

The Spring 2025 edition of our newsletter reflects the numerous activities of our organization. This issue highlights the upcoming WUWM Conference in Johannesburg (14–16 May 2025), where WUWM members will gather to explore solutions for sustainable and resilient market systems. With Africa's largest fresh produce wholesale market as our host, we look forward to engaging enlightening exchanges on how markets can drive food security and economic growth, with a particular focus on the African continent.

We also turn our attention to the Love Your Local Market (LYLM) 2025 campaign. The launch is scheduled for 9–10 May in Copenhagen, with a special focus on the photo competition that captures the essence of local markets and their role in communities worldwide.

Another key feature in this edition is a recap of Fruit Logistica 2025, the leading global trade fair for fresh produce, where innovation and sustainability took center stage. I was happy to see many of our members present during the cocktails we organized in collaboration with GFI – the German network of wholesale markets.

Additionally, we present the Market of the Season: Joburg Market, highlighting its significance in Africa's fresh food supply chain. Looking at lobbying advancements, we report the latest food donation efforts within the EU Commission, where WUWM plays a key role in co-chairing the Food Donation Sub-Group.

Further afield, we cover the Australian delegation's trip to Europe, where market operators from Melbourne and Brisbane engaged with their European counterparts across Berlin, Barcelona, Rome, Aalsmeer, and Rungis.

Meanwhile, in France, we highlight the MIN de Cavaillon's support for the PGI certification of Melon de Cavaillon, ensuring the preservation of a unique regional product and demonstrating how a wholesale market can contribute to the recognition of local products.

As always, WUWM is committed to fostering dialogue, collaboration and innovation throughout the food sector. We invite you to explore this issue and join us in continuing to work towards a more sustainable and efficient global food system.

I would like to express my deep sorrow over the sudden passing of Gianni Indino, last February. He was a gracious host at the previous conference in Rimini. Our thoughts are with his family and the CAAR – Centro Agroalimentare di Rimini during this difficult time.

Looking forward to seeing many of you in Johannesburg this May and at upcoming Love Your Local Market events worldwide!

Yours sincerely,

Stéphane Layani
WUWM Chairman

In Insight

WUWM Johannesburg Conference 2025: redefining Africa's urban food systems

From 14 to 16 May 2025, the WUWM will hold a major international conference in **Johannesburg, South Africa** – a historic first for the African continent. Hosted by **Joburg Market**, this groundbreaking event will bring together global and regional leaders, policymakers, innovators, and market professionals to shape the future of fresh produce systems across Africa.

Themed ***"The African Edition – Shaping the future of fresh produce markets through sustainability, innovation, and inclusivity"***, the conference is set to be a transformative platform, addressing some of the most urgent and promising topics in the agri-food sector.

"As the first African board member of WUWM, I am particularly excited to see this event taking place on the continent. It is a powerful signal of recognition and opportunity for African markets to share their innovations, ambitions, and leadership on a global stage", said **Eva Marone,** Board Member, Treasurer, and Director of the African Regional Group of the WUWM.

> **"I sincerely hope to see African markets well represented at the event – this is our moment to connect, collaborate, and help shape the systems that will nourish our growing cities for generations to come."**
>
> **Eva Marone**

With **Africa's urban population projected to reach 50% by 2035**, this rapid growth presents both immense challenges and unique opportunities in ensuring food security, building resilient food systems, and modernizing wholesale market networks. Wholesale markets are essential to feeding urban populations, connecting rural producers to urban demand, and improving accessibility and affordability of fresh food.

The conference aligns with key global frameworks, including the **G20 Agriculture Working Group,** the **African Union's Agenda 2063**, and the **African Continental Free Trade Area (AfCFTA)**. It will focus on:

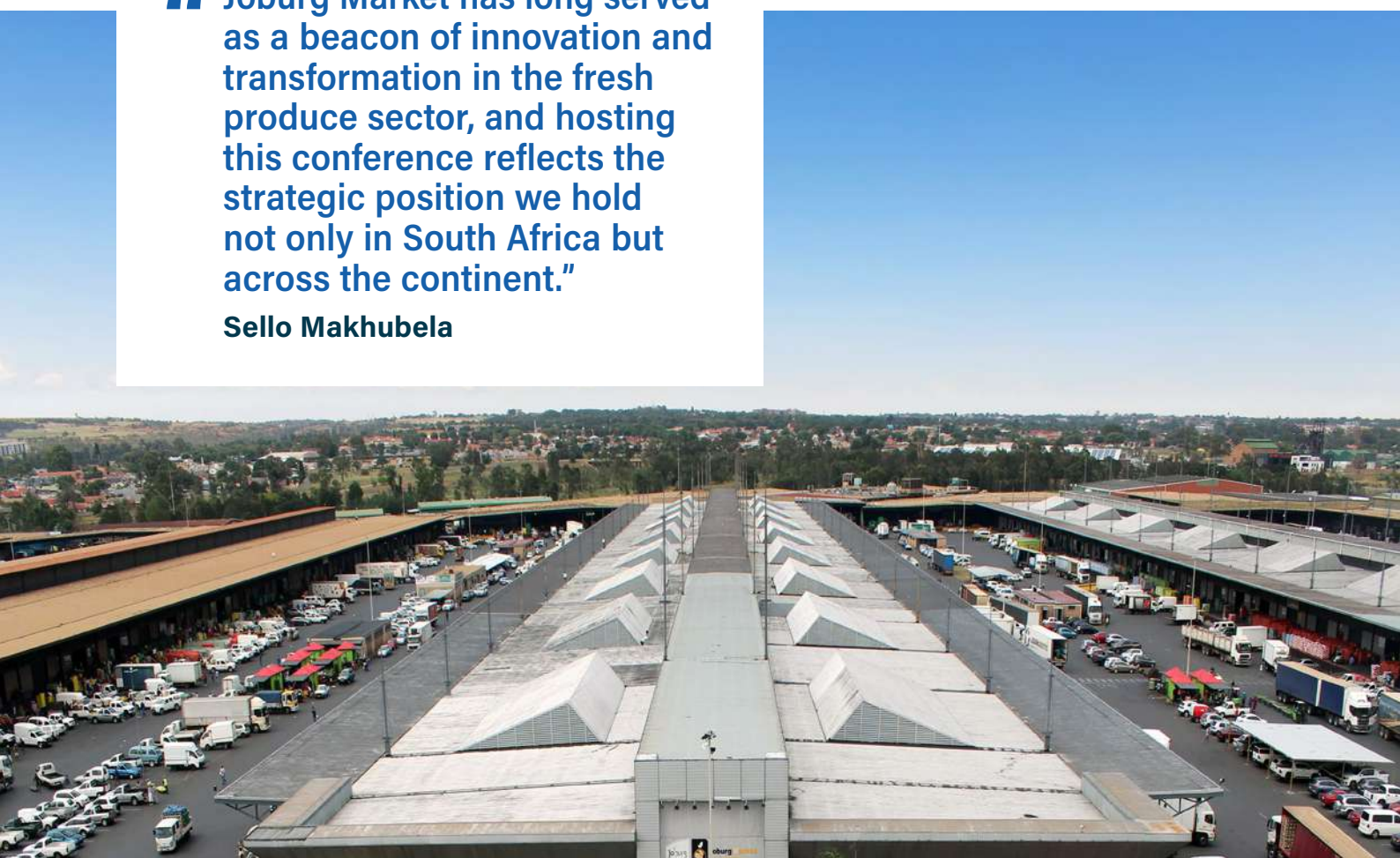
- **Inclusive market participation,** with a spotlight on youth, women, and informal actors
- **Climate resilience and sustainable agriculture**
- **Innovation and technology,** including AI, block-chain, e-commerce, and data-driven logistics
- **Smart infrastructure and digital transformation** in food systems.

Participants can look forward to **panel discussions** on export-import opportunities, Africa's evolving fresh produce ecosystem, and strategic dialogues on policy recommendations. A **site visit to Joburg Market** – a continental leader in innovation and smart market infrastructure – will allow delegates to witness first-hand the transformation underway in Johannesburg's wholesale sector.

"We are deeply honoured by WUWM's recognition and proud to welcome the world to Johannesburg", said **Mr. Sello Makhubela**, Acting Chief Executive Officer of Joburg Market. *"This is more than a conference – it's a celebration of Africa's central role in global food systems. Joburg Market has long served as a beacon of innovation and transformation in the fresh produce sector, and hosting this conference reflects the strategic position we hold not only in South Africa but across the continent. We are ready to showcase African excellence in food security, sustainability, and wholesale market development."*

This conference is more than an event – it is a call to action. As cities grow and climate risks intensify, now is the time to redefine how food moves, how markets operate, and how we empower all actors in the food chain. By working together, we can catalyze actionable solutions that **empower communities, enhance food security, and build a resilient and inclusive future for Africa's fresh produce markets.** ■

> **"Joburg Market has long served as a beacon of innovation and transformation in the fresh produce sector, and hosting this conference reflects the strategic position we hold not only in South Africa but across the continent."**
>
> **Sello Makhubela**



In Spotlight

Market of the Season: Joburg Market

WUWM has chosen **Joburg Market** as its Member Market of the Season, in recognition of its role as the host of the upcoming WUWM 2025 Conference in Johannesburg. As Africa's largest fresh produce market and a critical hub for the continent's food supply chain, Joburg Market stands as a pillar of efficiency, innovation, and economic impact in the wholesale sector. Located in City Deep, Johannesburg, this 65,000-square-meter facility is a central trading point for farmers, retailers, and bulk buyers, ensuring fresh produce reaches millions of consumers daily.

Established in 1974, Joburg Market has grown to become the largest fresh produce market in Africa, processing and distributing thousands of tons of fresh fruit and vegetables each day. The market connects approximately 8,000 farmers from across South Africa with an estimated 10,000 buyers daily, fostering a dynamic environment where pricing is driven by supply and demand.

With its transparent pricing mechanisms, the market operates much like a stock exchange for produce, ensuring fair market values for farmers and affordability for consumers.

Beyond its role as a trading center, Joburg Market plays a crucial part in ensuring food security and supporting economic growth. The market directly and indirectly sustains thousands of jobs across the agricultural supply chains. Small-scale traders, large-scale retailers, and exporters all rely on the market's efficient supply chain to maintain business continuity and competitive pricing.

Moreover, the market is pivotal in facilitating the quick turnover of fresh produce, ensuring that excess supply is redistributed efficiently before spoilage. This not only minimizes losses for farmers but also contributes to the affordability of food products in urban and rural areas alike.

As Joburg Market continues to expand and modernize, it remains not only a marketplace but a institution in Africa's food distribution network, ensuring access to fresh produce while driving economic sustainability in the region. ■

In Celebration

Love Your Local Market 2025: markets through photography

The Love Your Local Market (LYLM) 2025 Campaign is the annual initiative supported by WUWM highlights the role of markets in local economies and food systems. This year, the campaign will officially be launch on 9–10 May 2025 in Copenhagen, at the Torvehallerne Market.

We warmly invite all WUWM members and partners to join us for this exciting event.

A key highlight of this year's campaign is the **LYLM Photography Competition**, which invites photographers, traders, and market visitors to capture the spirit of markets through compelling images. With two categories: Retail Markets and Wholesale Markets – participants are encouraged to submit photographs that showcase the character of market life. From bustling retail stalls to the behind-the-scenes logistics of wholesale trade, each image will contribute to a broader narrative about the role of markets in everyday life.

The competition will run from 10 May 2025 (the official launch day) to 5 July 2025 (the official end of the LYLM campaign). Winners will be announced at the WUWM Conference Gala Dinner in Brussels on 7 November 2025.

The campaign aims to promote fresh food markets, raise awareness about their contribution to economic resilience, and strengthen the connection between producers and consumers. It also highlights the role of markets not only as commercial spaces, but as cultural and social landmarks that support small businesses and enhance food security. By engaging local authorities, traders, and communities, LYLM underscores the importance of markets in sustainable urban development and inclusive economic growth.

For full details on how to participate – including submission guidelines, rules, and judging criteria – visit **www.wuwm.org** and follow WUWM on social media. ■

Join the movement: capture, submit, and share!

In Collaboration

WUWM Co-chairs the Food Donation Sub-Group at the EU Commission

The WUWM has been appointed co-chair of the Food Donation Sub-Group within the European Union's Platform on Food Losses and Food Waste (FLW), reinforcing its commitment to reducing food waste and promoting food donation across Europe. Established in 2016, the EU Platform on FLW brings together public and private stakeholders to share best practices and coordinate action against food waste. During its current mandate (2022–2026), WUWM became a permanent member, actively contributing to more sustainable food systems.

The Food Donation Sub-Group advises the European Commission and platform members on safe and effective food donation practices, focusing on overcoming barriers to food redistribution in the EU. Meetings are co-chaired by the Commission and selected experts, with WUWM's new leadership role allowing it to support policy development and promote member-led initiatives. WUWM members are encouraged to share information about their food donation efforts with the Secretariat. ■

In Focus

Innovation at MIN Châteaurenard (Provence, France): Interview with Director Jérémie Becciu

As sustainability and innovation continue to shape the future of logistics and food distribution, the Marché d'Intérêt National (MIN) of Châteaurenard is taking significant steps toward a more efficient and environmentally responsible model. Under the leadership of Director **Jérémie Becciu** and President **Marcel Martel**, the MIN has introduced key initiatives, including the establishment of a Logistics Hub and Decarbonized Mobility, officially launched on November 26, 2024. In this conversation, **Mr. Becciu** shares insights into the vision behind these projects, the strategies adopted to reduce carbon emissions, and the challenges faced along the way.

WUWM: Could you share the primary vision and objectives behind establishing the new Logistics Hub at MIN Châteaurenard? How do you foresee it transforming the regional wholesale market landscape?

Jérémie Becciu: Wholesale markets play a crucial role in agro-logistics by consolidating a wide range of food products, making them accessible to all industry professionals, and ensuring delivery to customers. In the Provence-Alpes-Côte d'Azur region in the South of France, we benefit from a high-quality agricultural production base, supported by sustainable farming practices, and a large consumer market with major cities like Marseille, Nice, and Avignon. The region is home to five wholesale markets: Avignon, Cavaillon, Nice, Marseille, and Châteaurenard, which I have been managing for the past 13 years. Some markets, located in city centers, focus on last-mile distribution for urban areas.

The Châteaurenard wholesale market, situated in the heart of a rich agricultural region and at the crossroads of European trade routes, enjoys an ideal logistical position near the Grand Port of Marseille and major highways. Our strategy involves bringing together over 20 transport and logistics companies around this hub, enabling the collection, consolidation, and distribution of products. We deliver to regional wholesale markets in the south, and to northern destinations, including exports, French central purchasing organizations, notably the Rungis market, and other wholesale markets. Our hub optimizes load management, reduces delivery costs, and increases scheduling flexibility. This is a territorial development strategy centered around the logistics hub. For professionals requiring storage, order preparation, or delivery services, the Châteaurenard logistics hub offers tailored solutions.

What specific measures has MIN Châteaurenard implemented to achieve decarbonized mobility within its logistics operations? Could you provide examples of technologies or practices adopted?

We promote multimodal transport, particularly rail freight. In Châteaurenard, a rail operator runs four trains per day between the South and North from Avignon, and soon from Arles, transporting agricultural and agri-food products for redistribution. However, our main objective is to support the transition of trucks, which account for 90% of land transport in France, towards decarbonized mobility.

Our logistics hub is equipped with energy-efficient facilities and high-level insulation. A single refrigeration unit powers 12,750 m² of dry, refrigerated, and frozen storage, and a system recovers hot water from sanitary facilities to defrost the evaporators. Once the 42,000 m² photovoltaic plant is installed, the site will be energy-positive, generating green energy.

The surplus energy will power electric handling carts, electrified refrigerated trailers, charging stations for light vehicles, and, in the coming months, electric trucks. Our partner companies at the logistics hub will be able to adopt electric trucks. Through the Actium Grand Marché de Provence, we are supporting a transport sector already using B100 fuel, biogas, and electricity, and potentially moving to hydrogen soon, with a mixed-fuel distributor planned nearby.

What were the main challenges faced during the transition to a decarbonized logistics model, and how were they addressed?

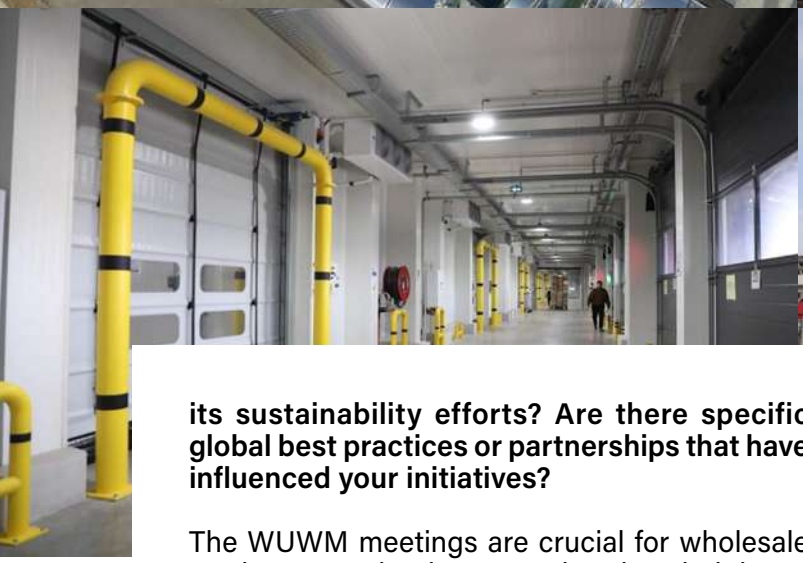
> **Our logistics hub is equipped with energy-efficient facilities and high-level insulation. A single refrigeration unit powers 12,750 m² of dry, refrigerated, frozen storage, and a system recovers hot water from sanitary facilities to defrost the evaporators.**
>
> **Jérémie Becciu**

Undertaking large-scale real estate projects in France is complex, involving numerous procedures and studies before obtaining all necessary permits. Investing in a wholesale market requires creating a long-term infrastructure, which takes several years to develop, while the market is rapidly evolving. It is essential to design these projects with agility, collaborating with industry professionals to understand key trends in their sector.

From the outset, we co-designed our project by listening to transport and logistics companies. The rising energy costs led us to reinforce building insulation and focus on energy efficiency, while the fixed costs faced by businesses prompted us to offer shared facilities and services, such as refrigeration production, meeting rooms, catering, waste management, vehicle parking, and sanitary spaces. The site's architecture was designed for the production and self-consumption of green energy for food transport and logistics activities.

In response to climate change and low-emission zones (LEZs), our transport companies have committed to adopting more environmentally friendly logistics solutions. This enables them to demonstrate to their clients that they operate on a modern, high-performance site that facilitates the transition to cleaner fuels. Finally, the annual *"Decarbonized Mobility of Tomorrow"* exhibition we host in Châteaurenard allows our operators to discover the latest technologies and innovations to stay at the forefront of their field.

As a member of the World Union of Wholesale Markets, how does MIN Châteaurenard leverage international collaboration to enhance



its sustainability efforts? Are there specific global best practices or partnerships that have influenced your initiatives?

The WUWM meetings are crucial for wholesale markets. At the last meeting in Rimini, we exchanged ideas with wholesale markets from Spain and Italy working on European rail freight corridors, sharing best practices on freight, digitalization, and market developments. Recently, Javi Esquillor from Zaragoza (Spain), with whom we collaborated in Rimini, attended the *"Decarbonized Mobility of Tomorrow"* exhibition. In the past, we also visited the wholesale market in Torino (Italy) and discussed with its director, Gianluca Cornelio Meglio, logistics solutions to connect Provence and Piémont through our transport operators.

> **While the WUWM is a global network, our efforts are particularly focused within the European group due to proximity and the existing connections through our operators' activities.**
>
> **Jérémie Becciu**

We also hosted wholesalers from Mercabarna in Barcelona. After the WUWM event in Rimini, an important meeting took place at Rungis with President Layani's team, focusing on the European FreshRail project, with a Dutch logistics operator in charge of the project, aligned with the European Green Deal. While the WUWM is a global network, and it's extremely valuable to draw inspiration from developments worldwide, our efforts are particularly focused within the European group due to proximity and the existing connections through our operators' activities. We are highly active in this group, which works on critical issues for the vitality and future of our wholesale markets.

How have wholesalers and other stakeholders been involved in the development and implementation of the Logistics Hub and decarbonization initiatives? What feedback have you received from them?

Initially, we primarily collaborated with transport and logistics companies, as this infrastructure is designed for them. Wholesalers and distributors entrust them with goods for daily delivery. Soon, the issue of reducing the kilometers traveled by the thousands of trucks connecting Châteaurenard to national, regional, and international markets arose. Bringing together about twenty transport and logistics companies in one location allows farmers, wholesalers, and manufacturers to deliver to a single site for shipping to all destinations, by both rail and road. This leads to time and cost savings, while also reducing the kilometers traveled, benefiting the environment.

Through the Actium Grand Marché de Provence, 100 operators are working together to structure an enhanced service offering. A pilot project has been launched to test decarbonized logistics shuttles (biogas trucks) and establish fixed pickup points. A company comprising 9 transport operators has been formed, with stakeholders from the shipping industry, enabling the reduction of multiple deliveries to Châteaurenard, especially during peak seasons. The goal is to optimize truck loads, avoid empty trips, and

improve the CSR and competitiveness of the food sector. Our wholesalers, in response to CSR requirements from their clients, can highlight a high-performing and responsible logistics operation at Châteaurenard in their negotiations.

Looking ahead, what are the next steps for MIN Châteaurenard in enhancing sustainable logistics and mobility? Are there plans to integrate emerging technologies or expand current initiatives?

The MIN of Châteaurenard is set to launch a green energy production plant with a 4.2 GW photovoltaic capacity, aimed at covering the energy needs of the logistics hub through self-consumption. Charging stations for light vehicles and heavy trucks will also be installed. We aspire to become a Community Gateway (PEC), facilitating customs clearance and simplifying exports to the UK, Switzerland, and outside the EU.

We are currently working on the creation of the second hub: the PRODUCTION Hub, a new space dedicated to the storage, marketing, and delivery of agricultural products. This hub will leverage the logistics hub's experience in energy and water resource management to also become energy positive. It will be operational by 2028.

We also own the land for the future AGRO-FOOD Hub, focused on food processing, cutting, cooking, freezing, and more, to add value to local products through short supply chains. This will help reduce food waste and support the most disadvantaged groups. The project will include training and employment initiatives, with 37 different professions to secure for the future of the MIN's economic operators.

These initiatives aim to strengthen our region and support the territorial food project for the Bouches-du-Rhône, the agricultural and economic policies of the South Region, as well as the objectives of food, climate, and energy transition laws in France, and the European Green Deal. ■

In Support

PGI certification: MIN de Cavaillon (France) and the Melon de Cavaillon

The Marché d'Intérêt National (MIN) de Cavaillon has played a key role in securing Protected Geographical Indication (PGI) status for the Melon de Cavaillon, officially granted on February 12, 2025. This certification ensures the melon meets strict quality standards, preserving its authenticity and regional identity.

The Melon de Cavaillon is known for its vibrant orange flesh, uniform ripeness, and exceptional flavor—traits rooted in the region's unique terroir and traditional farming methods. Led by **Benoît Mathieu**, President of MIN de Cavaillon, and supported by WUWM, this achievement strengthens the region's agricultural reputation and supports sustainable food production.

Mr. Mathieu notes that PGI status honors local producers' dedication and helps protect the melon's heritage while opening new market opportunities. The recognition also highlights how wholesale markets and global networks like WUWM can support local agriculture and food traditions worldwide. ■

> **Protected Geographical Indication status honors local producers' dedication and helps protect the melon's heritage while opening new market opportunities.**
>
> **Benoît Mathieu**

In Attendance

WUWM at Fruit Logistica 2025

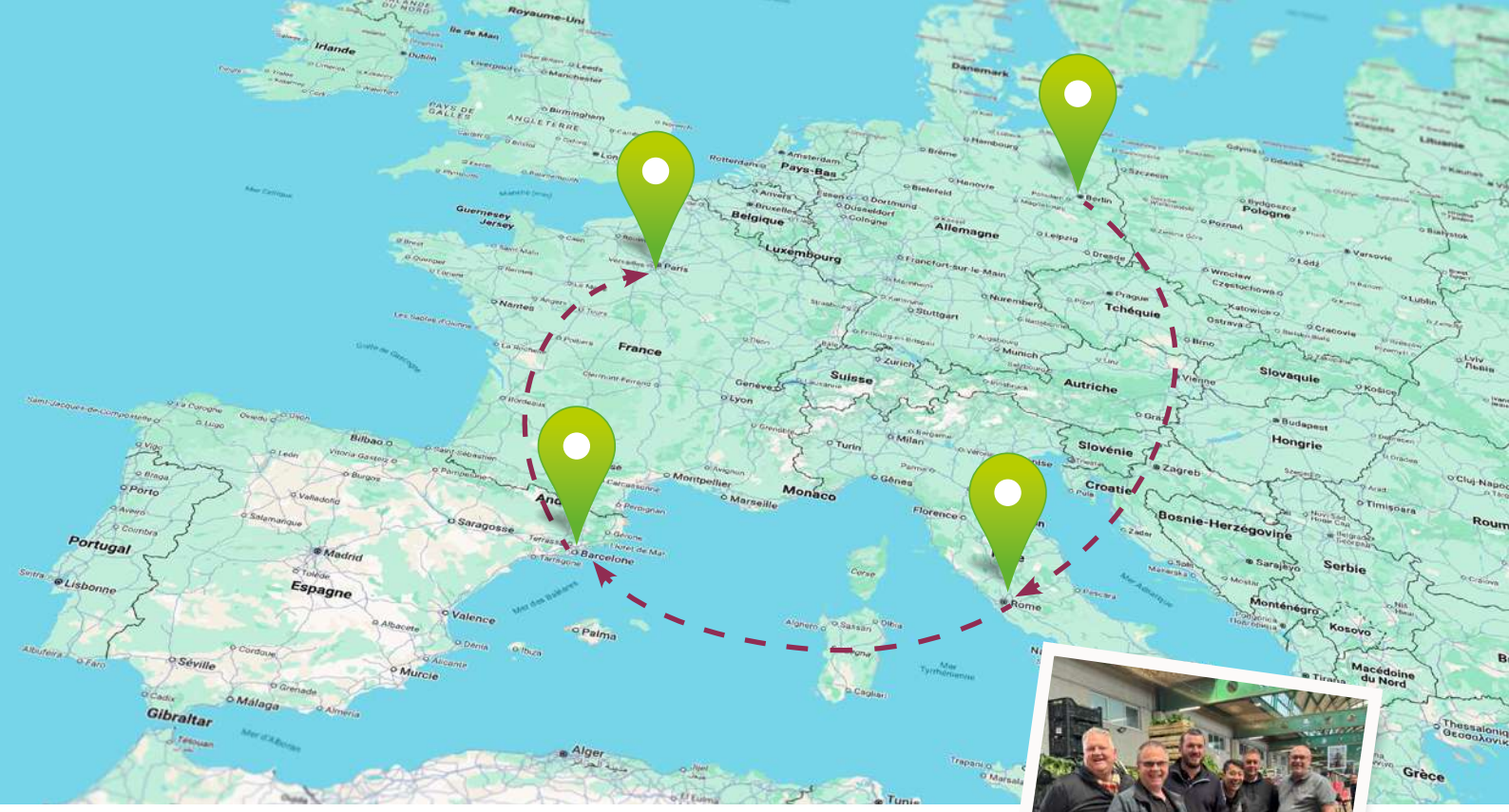
FRUIT LOGISTICA
5|6|7 FEBRUARY 2025, BERLIN

WUWM exhibited at Fruit Logistica 2025 for the second time, marking another important milestone in its ongoing efforts to promote its members and the role of wholesale markets. Held from 5–7 February in Berlin, this year's edition of the world's leading fresh produce trade fair welcomed over 91,000 industry professionals from around the globe.

To kick off its participation, WUWM, in partnership with Semmaris – Rungis International Market, GFI Frischemärkte Deutschland e.V., and FMGF – Fédération des Marchés de Gros de France, hosted an exclusive cocktail reception. The event featured opening remarks by **Mr. Stéphane Layani**, Chairman of WUWM & President of Rungis International Market, and **Mr. Uwe Kluge**, Chairman of GFI Frischemärkte Deutschland e.V. & Managing Director of Duisburg Kontor GmbH. Both speakers highlighted the importance of collaboration within the wholesale market sector, underlining how these markets drive economic growth, support local producers, and ensure the supply of fresh, high-quality produce to urban populations.

Throughout the event, WUWM engaged with members and visitors from around the world, including representatives from Australia, Brazil, China, France, Germany, Greece, Italy, Poland, Serbia, Spain, the UAE, Uruguay, and beyond. These interactions strengthened WUWM's global presence and provided a valuable platform for exchanging best practices, building new partnerships, and discussing the evolving challenges facing wholesale markets.

With a strong and successful presence at Fruit Logistica 2025, WUWM reaffirmed its position as a leading voice for wholesale markets worldwide. ■



In Perspective

Bridging continents - What australian Wholesale Markets learned from Europe's fresh produce hubs!

FMA European Study Tour

In February 2025, a delegation from the Melbourne and Brisbane Wholesale Markets, representing Fresh Markets Australia (FMA), undertook a European Study Tour encompassing the Berlin Fruit Logistica conference, and then subsequently visiting the Berlin, Barcelona, Rome and Paris Markets between 5 and 13 February.

Travel stages

- **Berlin Fruit Logistica:** 5-6 February
- **Fruchthof Berlin:** 7 February
- **Centro Agroalimentare Roma:** 10 February
- **Mercabarna Markets:** 11 February
- **Rungis Marché International:** 13 February

Leaders in the fruit and vegetable industry in Australia

FMA, the national industry organisation whose mission is to represent Member Chambers and Market Wholesalers from around Australia has a commitment to the Central Markets System and the fruit and vegetable industry. FMA represents some 320 Market wholesaling businesses across the five Central Markets in Australia, with throughput of over some AUD $7 billion annually.

The delegates' primary goals on embarking on the visit was to gain current insights into the fruit and vegetable industry in Europe, understand current trends in relation to operations, safety, innovation and ownership structures of Central Markets. The delegation was also interested in understanding the levels of uptake of technologies, including insights into the usage of packaging/pre-packs and robotics. The study tour also provided insights and exposure to the countries and companies engaged in trading arrangements and to promote recognition of Wholesale Markets in Australia.

The delegation consisted of delegation leader, **Mr Shane Schnitzler**, FMA Chair, President of Fresh State and owner of Produce Time, a leading Wholesaler in the Melbourne Markets, **Mr Andrew Young**, FMA Executive Director, Director of Perth Markets Group Limited, CEO of Brismark and Managing Director and CEO of Brisbane Markets Limited (BML), **Mr Jason Cooper**, FMA Executive Director and Managing

Director and CEO of Fresh State, **Mr Matthew Spencer**, FMA Non-Executive Director, Director of Brismark and fourth generation wholesaler at Carter and Spencer, **Mr Brett Collins**, Director of Fresh State and General Manager of Southern States, Perfection Fresh Australia and **Mr Thanh Truong**, "the Fruit Nerd", who was crowned Fresh State's Young Marketer of the Year in 2024 and Wholesale Personality of the Year in 2025.

First Stop: Berlin Fruit Logistica (Germany)

Berlin Fruit Logistica is seen as the most important trade fair exhibition for the fresh produce industry in the world and a "must do" destination for professionals serious about the fruit and vegetable industry. The delegation spent two days exploring the fair which was attended by over 91,000 industry professionals from around the world.

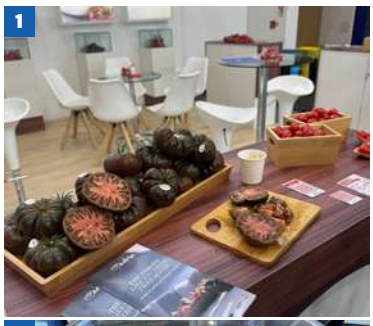
The conference shone a light on the increasing role of technology throughout the supply chain. Group delegate and CEO of Fresh State, Mr Cooper said *"the use of innovative technology was on full display at the conference, which highlighted the many ways that the agriculture industry is able to leverage technology to meet the future demands of consumers".*

Sustainable packaging solutions for the fresh supply chain were a highlight in addition to the number of products available. This included the number of new varieties of product available on display at the conference, with a particular focus on expanding and segmenting the market for products, such as white strawberries, new tomato varieties, the extended range of mushrooms, etc.

> **"BML has been a member of WUWM for more than 20 years, and the cocktail event was a great opportunity to catch up with the WUWM team and to meet and network with other WUWM members who share the same passion for the industry as we do"**
>
> **Mr Jason Cooper**

On Thursday, 6 February, the delegates took the opportunity to attend the WUWM Welcome Cocktail Event which promoted the importance of wholesale markets in food supply chain. Mr Young, Managing Director and CEO of BML said, *"BML has been a member of WUWM for more than 20 years, and the cocktail event was a great opportunity to catch up with the WUWM team and to meet and network with other WUWM members who share the same passion for the industry as we do"*, he said.

1. New varieties of tomato's on display **2.** An impressive mushroom display **3.** Andrew Young, Shane Schnitzler, Matthew Spencer, Jason Cooper and Brett Collins *(L to R).*



1. Central trading area **2.** Products on display **3.** Andrew Young, Brett Collins, Jason Cooper and Nils Doerwald *(L to R).*

Second Stop: Fruchthof Berlin (Germany)

The delegation's first Market visit as part of their study tour was Fruchthof Berlin. The delegation was met by Mr Nils Doerwald, the Chair of Fruchthof Berlin who spent the morning with the delegation. Mr Doerwald spoke to the many varieties of fruit and vegetables on offer at Fruchthof Berlin through the fifty wholesalers at the site. The delegates were happy to know that this included mangoes imported from Australia when in season!

Mr Doerwald provided a detailed overview of the operation of the Fruchthof Berlin which handles around 220,000 tonnes of produce each year. Of particular interest to the delegates was the centralised electric forklift battery changeover facility which delegate, Mr Spencer noted was *"a great example of efficiency in relation to the charging and exchange of batteries in a safe and effective manner".*

Mr Doerwald also spoke to the delegates in relation to options for future growth and innovation within the Markets. The visit was a fantastic opportunity to see how Fruchthof Berlin operated and noted the generosity of Mr Doerwald during the site tour which was insightful and informative and a great way to start their European tour.

Third Stop: Centro Agroalimentare Roma / CAR (Italy)

In Rome, the delegation met with Mr Fabio Massimo Pallottini, the Managing Director and CEO of Rome Markets, who is also the European Leader of WUWM and his team, which included Giorgia Pelliccia, CAR's International Assistant and Giulia Vaccarecci, CAR's Agronomist. The delegation spent a great morning undertaking a behind the scenes tour of the Markets.

The Markets has throughput of around 1 million tonnes of produce annually. The delegation was impressed to note that around 19% of the sites power requirements were generated by solar energy, which is similar to the percentage

1. Thanh Truong, Shane Schnitzler, Brett Collins, Giulia Vaccarecci, Fabio Pallottini, Jason Cooper, Andrew Young and Matthew Spencer *(L to R).* **2.** Tomatoes on display in the central trading area.

achieved by the solar array installed at the Brisbane Markets. Mr Pallottini said the Markets were focused on growth, with the site incorporating services and infrastructure to meet the needs of its stakeholders, which included transporting and logistics service providers.

The delegation described the Centro Agro-alimentare Roma as a bustling, vibrant community with two pavilions covering a cumulative area of around 140 hectares. Fresh State Director, Mr Collins said, *"the site is vast,"* but what impressed him was the *"270,000m² of logistics platforms, purpose-built to meet the future needs of the industry"*, he said.

Fourth Stop: **Mercabarna** (Spain)

In Barcelona, the delegation met with Mr Pablo Vilanova General Manager and Director General of Mercabarna Markets and Ms Ingrid Buera, Marketing and Institutional Relations Director of Mercabarna Markets, and undertook a tour of the Barcelona Markets.

> **"The array of local product for sale was fantastic to see, with around 17% of products originating from within Spain"**
>
> **Mr Thanh Truong**

The Mercabarna Markets has around 130 wholesalers with annual throughput of around 1.2 million tonnes and is an economic driver of the Catalan Food industry and the food hub of the Mediterranean. The Markets supplies fresh products to many countries throughout Europe, reaching around 10 million consumers. The Market is seeing further growth through servicing customers in Europe, which highlights the role of Markets as distribution hubs. Like Centro Agroalimentare Roma, the Mercabarna Markets generates around 25% of the site's power through solar energy.

The delegation was impressed by the way that the Markets supported its local farming community by providing a space for direct sales from local farmers. Fresh State's Young Marketer

1. Central trading area **2.** Andrew Young and Ingrid Buera **3.** Products on display.

of the Year, Mr Truong, who is a passionate fruiterer said, *"the array of local product for sale was fantastic to see, with around 17% of products originating from within Spain"*.

Another area of interest for the delegates was in relation to an entity jointly owned by wholesalers which provides an onsite porterage and loading service. The visit was a great success with delegates again impressed by the hospitality shown by the team at Mercabarna Markets.

Fifth Stop: Rungis Marché International (France)

In Paris, the delegation was honoured to meet with WUWM Chairman, Mr Stéphane Layani. This meeting was a key moment of the tour, allowing for a meaningful exchange on the importance of ensuring continued Australian representation within WUWM. The delegation also had the opportunity to speak with Ms Valerie Vion, General Secretary of WUWM and Agriculture Counsellor to the CEO of Rungis Market.

Ms Hermine de Nantois, WUWM Policy Advisor and Mr Mayeul Coquard Frasson, Project Officer of the French network of wholesale market, spent the morning showing the delegates the sights and sounds of Rungis Market.

Rungis Market has around 150,000 different products for sale, with most of the products originating from within France, with the more exotics fruits imported from around the world. The delegates had the opportunity to tour the entire site, but with a particular focus on the Fruit and Vegetable pavilion. Mr Cooper said, *"the fruit and vegetable hall is on a massive scale, with an incredible array of produce available"*, he said.

> **"The fruit and vegetable hall is on a massive scale, with an incredible array of produce available"**
>
> **Mr Jason Cooper**

The delegation said that the tour of Rungis Market offered a sensory overload from the vibrant atmosphere, the bustling activity and the smell of fresh produce, as the "Belly of Paris". The delegation was appreciative of the time spent by Ms Vion and particularly Ms de Nantois, who were so warm and accommodating, and also very knowledgeable, which made the visit to Rungis Market a real highlight of the European Study Tour.

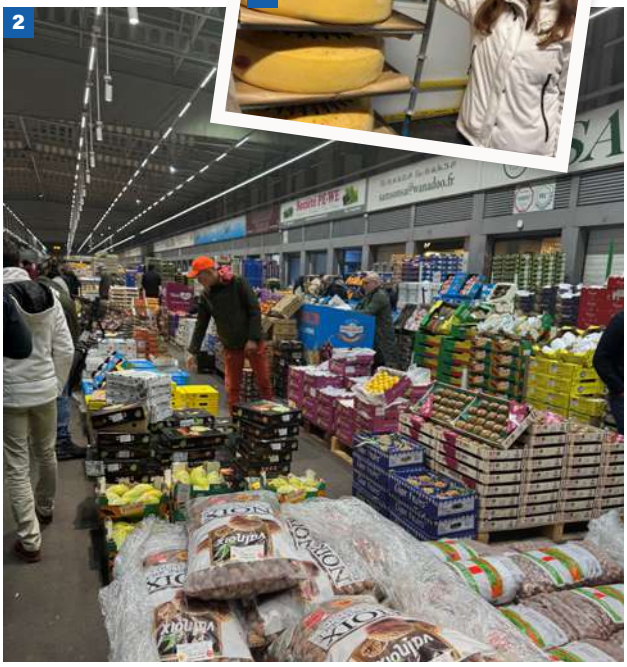
Summary

What was so evident throughout the European Study Tour was the focus by each of the Central Markets in Berlin, Rome, Barcelona and Paris on food culture. It was very evident to the delegates that each of the Markets works very actively with their tenants to meet the needs of the industry and their Wholesalers. A passion shared by the FMA Study Tour delegates.

FMA's Chair, Mr Schnitzler said that *"in each Market we toured, we received such a warm welcome from everyone we met, with a willingness to spend time with us to showcase their Markets. The generous hospitality shown by each Market to us, made each visit unforgettable for the delegation and we are so appreciative for the experience"*, he said.

In particular, the delegation acknowledged the value of being a Member of WUWM, and the incredible assistance Ms de Nantois provided in helping us to arrange and guide our tour of Rungis Market. Mr Schnitzler said, *"Hermine's assistance as a contact point in Europe, particularly in relation to visiting Rungis was invaluable and greatly appreciated by our delegates"*, he said. ■

1 & 2. Rungis Market Fruit and Vegetable Hall **3.** WUWM's Hermine de Nantois.



Inside WUWM's world

February

- **5-7 February**: Fruit Logistica, Berlin, Germany

March

- **12 March:** 2nd Working Group on Urban Logistics (online)
- **25 March:** Participation in Fruit Attraction, São Paulo, Brazil
- **26 March:** Visit to CEAGESP – São Paulo Wholesale Market; Participation in ABRACEN Seminar, Brazil
- **27 March:** Visit to CEASA – Campinas Wholesale Market; Participation in ABRACEN Seminar, Brazil
- **28 March:** Participation in ABRACEN General Assembly, Campinas, Brazil
- **31 March-1 April:** Climate Chance Summit, Marseille, France

April

- **13-17 April:** Explorative mission in Cameroon – Visits to Yaoundé and Douala Wholesale Markets

May

- **May:** Love Your Local Market Campaign
- **7-9 May:** GFI Study Trip, Copenhagen, Denmark
- **9-10 May:** International Launch of Love Your Local Market, Copenhagen, Denmark
- **14-16 May:** WUWM Johannesburg Conference, South Africa
- **31 May:** Submission deadline for 7th edition of the Milan Pact Awards

June

- **5 June:** Food Donation subgroup at the EU commission
- **12-14 June:** Project for Public Spaces (PPS) Conference, Milwaukee, USA
- **18-22 June:** World Food Summit, Lisbon, Portugal

July

- **4-5 July:** End of LYLM Campaign and Photography Competition, Bremen, Germany

September

- **3-5 September**: Asia Fruit Logistica, Hong Kong
- **11-14 September:** International Gastronomy Village, Paris, France
- **30 September - 2 October:** Fruit Attraction, Madrid, Spain

October

- **16-18 October:** IFPA Global Conference, Anaheim, USA
- **14-18 October:** Milan Pact Awards Ceremony, Milan, Italy

November

- **5-7 November:** WUWM Brussels Conference
- **7 November:** 2025 WUWM General Assembly, Brussels, Belgium.

WORLD UNION OF WHOLESALE MARKETS
WUWM

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About WUWM: We aim to facilitate access to healthy diets for everyone in the world by delivering more sustainable, inclusive, and high-quality fresh food supply systems. We exchange ideas, share best practices and cooperate with our partners in international organizations, governments, businesses, and the public.

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