

WUWM Contribution to the European Commission Hearing on Sustainable Food

Annex 1: Possible Initiatives for further discussion at the EC Hearing on Sustainable Food

3 October 2012

Initiative	Main Objective	Primary Connection to Sustainability Issues	Stage of Food Life Cycle	Relevant Geographic level	Contact
<p>Food Tender Process / Local Product Promotion</p> <p>We suggest the Commission could assist the possibility for local producers to fairly compete in public tender procedures. This process could be done in such a way as to allow for a more level playing field.</p> <p>To explain: many city and state organisations buy through tender processes that inherently prohibit small producers from competing. Cities are usually the public entities owning markets (markets being a major sales platform for small producers). The market has the experience to answer to tenders using both the producers and the wholesalers on the market, but because tender procedures inhibit the ability for small producers to compete, they inevitably miss out on those sales opportunities and the subsequent promotion of local produce.</p>	<p>Maximise the potential for local food and access to customers for local producers</p> <p>Stimulate Competition</p> <p>Increase Local Produce Consumption</p>	<ul style="list-style-type: none"> - Resilience of SME's - Diversity of food supply - Competitiveness in the supply chain 	<p>Distribution and Sales</p>	<p>All</p>	<p>Michel Escoffier, Secretary General, FFMIN (Federation of French Wholesale Markets), France</p>

<p>Business Development Managers at Wholesale Markets Providing the link and communication route from grower – to market trader – to customer.</p> <p>Business Support for SME's based at wholesale markets (note: NCGM SEEDS Project)</p>	<p>Maximise the potential for local food and access to customers for local producers</p>	<ul style="list-style-type: none"> - Resilience of SME's - Diversity of food supply - Rural diversity 	<p>Growing to consumption</p>	<p>All</p>	<p>Helen Evans, New Covent Garden Market, UK</p>
<p>Retailers for fruit and vegetables are not expected to be skilled when entering the sector. A defined European Diploma for the fruit and vegetable sector to improve the skills of those retailers is necessary. We believe that with Commission support Markets could successfully be given the task to organise and implement such a programme in Europe.</p>	<p>Attracting and retaining employees to this sector</p> <p>Increasing the skills of fruit and vegetable traders</p>	<ul style="list-style-type: none"> - Employment - Resilience of SME's 	<p>Distribution and sales</p>	<p>All</p>	<p>Michel Escoffier, Secretary General, FFMIN (Federation of French Wholesale Markets), France</p>
<p>A key risk for wholesale and retail markets is a lack of new people coming into the industry – is there something that could be done to not only attract new people with the right attitude (more important in this area than academic achievement) and but also prepare them for the job, supporting them through training, culminating in some form of qualification or recognition. This could be split into two initiatives one for traders and one for market managers. Currently in the UK, NABMA are delivering a Diploma of Market Administration and NMTF have developed support programmes for new market traders to help existing traders improve their skills to become more competitive.</p>	<p>Attracting and retaining employees to this sector</p> <p>Increasing the skills of market traders</p> <p>Professionalising market management</p>	<ul style="list-style-type: none"> - Employment - Resilience of SME's - Sustainable economic growth - Competitiveness in the supply chain 	<p>Distribution</p>	<p>All</p>	<p>Graham Wilson, CEO NABMA, UK</p> <p>Maria Cavit, Secretary General, WUWM, The Netherlands</p>

<p>WUWM is reviewing future possibilities to provide European and/or international market management training schemes, as well as to develop both a wholesale market as well as a retail market management guide to complement other initiatives aimed at further professionalising the sector.</p>	<p>Professionalising market management</p> <p>Increasing market management skills, know-how and technical experience exchange</p>	<ul style="list-style-type: none"> - Sustainable economic growth - Competitiveness in the supply chain 	<p>Distribution and sales</p>	<p>All</p>	<p>Maria Cavit, Secretary General, WUWM, The Netherlands</p>
<p>*Raising the profile of markets within local authorities and regional authorities and ensuring their benefits are fully understood and maximised. One option is to encourage market champions within authorities and national organisations to be the focal point for market related issues and opportunities which can be diverse and cross cutting disciplines / government departments.</p>	<p>Ensure the value of markets in delivering a sustainable food supply chain as well as other social and economic benefits (regeneration, tourism etc) are properly taken into account in planning</p>	<ul style="list-style-type: none"> - Competitiveness in the supply chain - Employment - Sustainable economic growth - Food security 	<p>Distribution and sales</p>	<p>All</p>	<p>Graham Wilson, CEO, NABMA</p> <p>Maria Cavit, Secretary General, WUWM, The Netherlands</p>
<p>Supported Pathway for retail market micro businesses on a regional basis to try and encourage new people into the industry – they will need connecting to the supply chains.</p>	<p>Encourage entry and retention of new retail market businesses</p>	<ul style="list-style-type: none"> - Employment - Resilience of SME's 	<p>Retailing</p>	<p>All</p>	<p>Malcolm Veigas, Bolton City Council, UK</p>
<p>Developing a WUWM Seal of Quality (or labelling system) for European wholesale markets.</p> <p>Alternatively, perhaps develop a WUWM Certification System for Wholesale Markets (linked to the EC (2009) adopted Community Guide to Good Hygienic Practice for European Wholesale Markets, as was written and developed by WUWM)</p>	<p>Clearly detail and promote both the quality and the characteristics of wholesale market produce to both industry players and end consumers</p>	<ul style="list-style-type: none"> - Competitiveness in the supply chain - Food safety 	<p>Distribution and sales</p>	<p>All</p>	<p>Torsten Berens Managing Director, Hamburg Wholesale Market, Germany</p>

<p>Data Collection is a key challenge - for both WUWM and its affiliated national market organisations. Not only with regards to obtaining data but also in keeping that information up-to-date (e.g. much of WUWM data is currently from 2008, Nabma 2009, etc). Updated data is vital to the process accurately assessing the role and importance of markets to European food supply and distribution. There is currently the danger that this lack of recognition and information will negatively impact future decision-making to the detriment of many players in the food sector (including SME's, producers, independent retailers, etc), as well as to end consumers.</p> <p><i>This collection process requires finding support as regards collating and comparing national data in order to provide the necessary benchmarks. This information will also help drive the profile and importance of markets with politicians (see point 7*).</i></p>	<p>Ensure there is reliable and comparable data on key statistics relating to the wholesale/retail market supply chain.</p>	<ul style="list-style-type: none"> - Competitiveness in the supply chain - Employment 	<p>Distribution and sales</p>	<p>All</p>	<p>Krys Zasada, NABMA, UK</p> <p>Maria Cavit, Secretary General, WUWM, The Netherlands</p>
<p>Explore the possibility of exchanging data with the European Food Prices Monitoring Tool.</p>					<p>Giannis Triantafyllis, Athens Central Market</p>