



Update from the WUWM Chairman



As most of you are now aware, Maria Cavit, our Secretary General for over 20 years, made the difficult decision to leave our organization for personal reasons. I have had the immense

honor and privilege of working side by side with Maria during her entire career with the WUWM and during that time we visited food markets from around the world, and we enjoyed many wonderful meals, conversations and laughs. One of the many and most important of Maria's accomplishments was her significant role and contribution in the effort to transform WUWM into an independent organization. Maria's constant attention to the individual needs of WUWM's members went far beyond what was expected of the Office of the Secretary General, and she worked tirelessly to promote the WUWM as the premiere leadership and networking organization for the world fresh food market industry.

It is difficult at best to find the words that accurately reflect our thanks for all Maria has done for the WUWM, so I will just say that Maria is a one of a kind person that makes the lives of everyone she touched better. I personally will be forever thankful for being blessed with having her a part of my life for over 20 years, and she has made me a better person because of her friendship. Maria, thank you for being you, we will never forget you, and we all wish you and your family the best life ever!

Your WUWM Board of Directors has been working hard on your behalf. At the WUWM Board Meeting in January 2017, the Board spent a significant amount of time working closely with Maria and Natalia on the development of an effective transition plan for the Office of the Secretary General.

We are blessed to have Natalia remaining in the Office of the Secretary General, and she has agreed to take on many of the tasks performed by the Secretary General. In appreciation for Natalia taking on additional responsibilities, the Board elevated her to the position of Executive Secretary of the WUWM.

The Board also empowered Natalia, with assistance from Maria, to hire an administrative assistant to provide some needed internal support. On behalf of the WUWM we welcome Marina Dordic to the WUWM Secretariat and we look forward to working with her.

The WUWM Board of Directors has also formed a search committee to undertake the effort to fill the position of the Secretary General. All

IN THIS ISSUE...



2017 WUWM Events

WUWM Conference
17-19 May
Rome, Italy

WUWM Congress
23-27 October
Melbourne- Sydney, Australia

Visit WUWM at

www.wuwm.org

This newsletter is written, designed and distributed by the World Union of Wholesale Markets (WUWM). For any queries regarding reproduction, content or distribution, please contact the publication's editor and publisher:

Maria Cavit
WUWM Secretary General

Unit 2.5 Noorder Office,
Dr Kuypersstraat 3-5, 2514 BA,
The Hague, The Netherlands

members of the WUWM are encouraged to assist in the search for a qualified candidate for the position of Secretary General. If you have any questions regarding the requirements the WUWM Board is looking for in a qualified candidate please feel free to contact Natalia or myself. The search committee is currently developing a description for the Secretary General position which may be posted on the WUWM website in the very near future. Thereafter the position will be advertised.

The WUWM Board is also evaluating new ways to utilize technology to create additional value for the WUWM membership. We are reviewing the way we collect information during our conferences and congresses and the use of technology to improve membership access to this information when conference attendance is not possible. More information will be provide on the proposed future of WUWM member services and activities during the next meeting of the membership at the WUWM Conference to be held in Rome, Italy from 17-19 May 2017. The website for this event has already been launched (www.wuwmconference.org) so please be sure to register your participation on time. This WUWM Conference is being co-organised with the United Nations Food & Agriculture Organisation (FAO) and is an important joint collaboration for both WUWM and the international market sector.

Please also be aware that the WUWM Board has authorized a small increase in the 2017 membership fees to allow for inflation and increased costs associated with the administration of the WUWM. This small increase of 1-2% (depending on the membership category) is consistent with our policy the last years of stabilizing the WUWM's annual budgets and strengthening our financial base.

The year 2017 will bring unique challenges for the WUWM. Know that your Board of Directors is facing those challenges and is diligently working to make 2017 a very successful year.

Dr Donald J Darnall

WUWM Chairman

WUWM Conference Rome Open for Registration



The website of the WUWM Conference to be held in the city of Rome in Italy from 17-19 May is now open for registration. This conference is being hosted by the Centro Agroalimentare Roma (CAR) Scpa. The United Nations Food & Agriculture Organisation (FAO) is also co-organising the plenary sessions 18 May, involving highly qualified and experienced professionals in order to raise awareness, both on a national and international scale. Around 200 markets professionals will be present at the event, as well as trade organisations, representing a complex but articulate Agribusiness system, ever so fitting worldwide.

The overall theme of the conference is: **“The Fresh Way To Feed The Planet”** and issues regarding access to nutritious food, organic food and logistics of the markets will be discussed. The official languages of the event and the technical inspection will be English, French, Spanish and Chinese.

The early-bird deadline will end on **1 April 2017**.

Tel: +31703611728
Fax: +31703606908
E-mail: info@wuwm.org
URL: www.wuwm.org

Technical markets visits will be made to the Wholesale Market of Rome and to the retail market of Testaccio.

Participants will have the opportunity to enjoy the closing dinner and the WUWM 2017 Market Awards Ceremony in the Palazzo Barberini, an beautiful Baroque building that houses the Galleria Nazionale d'Arte Antica, the National Gallery of Ancient Art.

Please visit www.wuwmconference.org to learn more about how to participate in this event, the website is currently available in English and Spanish.

WUWM 2017 Market Awards Open for Submission!



Is your market a WUWM member? Can your market offer examples of “Excellence in activities promoting healthy eating”? Why not enter your market in WUWM’s 2017 Market

Awards? It’s easy to apply... see the brochure attached for entry details and contact the WUWM Secretariat if you need further information.

This year’s theme is: **“Excellence in activities promoting healthy eating”**

The deadline for submissions is 29 March 2017. These awards will be judged in early April and announced at the closing dinner of the WUWM Rome Conference in 19 May.

Award Judging Panel

The following persons will judge this year’s WUWM Awards:

- Trudy Wijnhoven, Nutrition Officer, Nutrition and Food Systems Division (ESN), FAO Rome, Italy
- Jose Augusto Ramos Rocha, Honorary WUWM Chairman, Lisbon, Portugal
- Timo Taulavuori, former WUWM Board member and former Managing Director of HelsinkiMarkets, Finland

Please be sure to contact the WUWM Secretariat if you have any queries about submitting your market to these awards.

Join us and participate in the LYLM 2017 Campaign!



The global 'Love Your Local Market' (LYLM) campaign is an annual event celebrating wholesale & retail (street or covered) markets. It is held in the month of May, now known as the

Month of Markets! LYLM Global is supported & coordinated by the World Union of Wholesale Markets (WUWM) since 2014.

Please join with WUWM markets from all over the globe in the biggest markets event ever seen! In 2016 over 2,500 markets from 16 countries participated in the campaign during the month of May (both wholesale and retail)- and we hope to expand that number in 2017!

The theme for LYLM Global in 2017 is: **“Markets for the new generation”**. The campaign will focus on youth not only to attract young customers but also new and young traders (markets are a job

incubators).

The campaign is primarily social media driven to get consumers actively talking about their local market. With that, traders need also to be active in social media with their customers and make use of this campaign to apply special offers, discounts, etc during this period. Some activities that can be organised are cooking workshops, local entertainment, arts and crafts, discounts, raffles, etc. Every market participating is urged to arrange for special entertainment/activities during the campaign to create a fun atmosphere and to try and get as much local community active on the market(s) in that period as possible.

The last meeting of the LYLM 2016 Committee Meeting took place 24 January in Paris, France, hosted by Groupe Geraud, France. Minutes from that meeting are available from the WUWM website member-only section.

What are the goals of LYLM?

- a. To promote the unique relationship between markets with every kind of people;
- b. To promote the general profile and role of wholesale and retail markets nationally, regionally and globally;
- c. To support the retail market presence towards decision-makers at all levels of government everywhere, especially the European Commission and associated funding partners;
- d. To strengthen the wholesale and retail market position in the local government agenda - both nationally and regionally in Europe.
- e. To strengthen the important linkages between wholesale and retail markets in all communities.

If you would like to join the 2017 global Love Your Local Market (LYLM) Campaign, please contact the WUWM Secretariat!

Please follow us in Facebook

<https://www.facebook.com/loveyourlocalmarketglobal/> and

Twitter <https://twitter.com/WUWMarkets>

Mercabarna take step forward in the fight against food waste



Mercabarna and its associated businesses are committed to reducing to a minimum the amount of waste from excess food left over every day in the market, which at present stands

at 0.5% of total sales.

Mercabarna's "Strategic Plan for Food Use", establishes the steps of action to take to reduce food waste, improve waste treatment and promote responsible consumption.

The project kicked off with the signing of the "Manifesto for the reduction of food waste" by Mercabarna, the concessionary business association (Assocome) and the main wholesale syndicates for fruit and vegetables (AGEM) and fish (GMP). The agreement sets out the grounds for this endeavor and expresses what is, in the words of Montserrat Ballarín, President of Mercabarna, and a clear commitment to "handling food more efficiently and making the supply chain more sustainable and responsible".

In Mercabarna 0.5% of the 2 million tons of food sold every year is wasted. Even though this figure is well below that of other markets, shopping centres and homes, it still means that 9,400 tons of food does not reach the consumer.

Mercabarna is aware of the social, financial and environmental implications of this situation, and is designing a new waste treatment system for the Central Fruit and Vegetable Market. The work currently under way to modernize this market includes insulating the point-of-sale areas as a means of creating better condition for preserving fresh produce.

In addition, a Centre for Food Use is being set up in order to optimize the selection of food fit for sale and to enable its distribution among the social organizations that work to help people with few resources. Finally, there will also be environmental education campaigns to raise awareness among market wholesalers and employees, and the 6,000 children who visit Mercabarna every year as part of the "5 a day" campaign.

Photo Caption: The signatories of the manifesto for the reduction of food waste

