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*Mercado de San Miguel*

**International exchange**

## **“El Dorado for Foodies”: GFI German Fresh Food Markets take three-day study trip to Madrid**

On Wednesday a GFI delegation comprising 25 wholesale and street market managers embarks on the annual study trip to a European market metropolis. Last year the destination was London, this year it is Madrid.

GFI board chairman Uwe Kluge is looking forward to the trip: “This will be an exciting few days full of new impressions and insights. The capital of Spain is famous for its well-developed market culture. Many markets are “must-sees” for tourists and a Dorado for foodies. They offer a unique combination of the trade in fresh food with stalls serving delicatessen snacks.”

The ambitious programme takes in a total of 8 “mercados” representing the entire range of food retail markets. The delegation will visit MERCAMADRID wholesale market on Friday morning; set on a 220-hectare site (544 acres), it is one of the biggest in Europe.

The GFI study trips are designed to promote a meaningful exchange about sustainable market concepts for the future. This year GFI is receiving support from the colleagues at the Spanish wholesale markets organisation MERCASA, with whom we have close ties via the World Union of Wholesale Markets WUWM. They will ensure that the visitors from GFI are shown behind the scenes, learn more about how these markets are managed and collect new ideas to inspire their own work in Germany.

There will be a full report in mid-April.

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## People with markets – markets alive with people

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### About GFI German Fresh Food Markets

GFI Deutsche Frischemärkte e.V. (German Fresh Food Markets) was founded in 2000, initially as a marketing association for German wholesale markets. In 2010 it was decided to open the association to retail markets and broaden its remit. GFI sees itself as a network of partners and offers its members a broad-based, formalized transfer of knowledge about key trade management issues as well as providing platforms for public presentation such as the joint stand at the Fruit Logistica and the website [www.frischemaerkte.org](http://www.frischemaerkte.org). GFI German Fresh Food Markets acts as the central point of contact for any national or overseas growers looking to conduct marketing events through good quality, independent food retail outlets.

### About German Fresh Food Markets

These markets guarantee a wide variety of top quality fresh produce, especially fruit and vegetables. Some are wholesale markets and some are retail markets. But together they ensure the availability of good, nutritious food for around 100 million consumers in Germany and neighbouring European countries.

The **wholesale markets** are central, urban trading platforms where around 2,800 small and medium size wholesalers, importers and growers supply fresh produce, both regional and imported, to more than 56,000 customers in the specialist, independent food retail business such as greengrocer's shops and street markets, and to large-scale caterers and top restaurant chefs. Annual turnover of goods is around 7.95 million tonnes with a total value of roughly 10.6 billion euros.

The **retail markets** include 3,500 street markets and 15,000 greengrocer's shops in Germany. Street markets are the most important sites for selling agricultural produce from local growers. Selling regional products and a great variety of produce from all over the world, the itinerant traders offer their customers a uniquely pleasurable shopping experience in the open air. The specialized greengrocer's shops offer their customers personal advice and service in connection with their carefully selected range. Professional expertise is a prime consideration. A range of produce that changes with the seasons makes the specialist store a must-visit shop for people who look for healthy food with plenty of variety.