

GFI German Fresh Food Markets in Berlin 2019

Fruit Logistica and Fructinale: wholesale markets introduce the new 'Vitamin G' campaign



A strong team returns in 2019: representatives from Germany's fresh food markets at the GFI joint stand



Relaxed networking in an unusual location - the 7th GFI Fructinale was enthusiastically received by 300 guests from the business, political and media communities

Germany’s wholesale markets have made a roaring start to the year 2019. Playing on the German for Wholesale market, ‘Grossmarkt’, the national association, GFI German Fresh Food Markets, has launched a campaign to proclaim ‘Your city needs vitamin G - G for Grossmarkt’; this message rang loud and clear at the Fruit Logistica, at the GFI joint stand, at the Fresh Produce Forum and at the evening event for the trade, ‘Fructinale’.

With this campaign, wholesale markets in the German-speaking world aim to draw attention to their significant role in supplying the populace with fresh food. Vitamin G stands for healthy food, variety and the sustainable trade in natural produce, for urban diversity, vibrant markets and, all in all, for a city that takes its residents’ quality of life very seriously.

Uwe Kluge, chairman of the GFI board and managing director of Duisburg Kontor GmbH, returned an especially positive verdict about the wholesale markets’ time at this year’s Berlin fair: “The response to the campaign and the many talks held at our rejuvenated fair stand offered renewed confirmation that our trade and logistics platforms are truly important.”



Wholesale markets deliver quality to urban life: the campaign visuals illustrate the “action profile” of vitamin G. A viral video: “Breaking News” reports the sensational find

GFI German fresh food markets - a firm fixture at Fruit Logistica

Germany's fresh food markets have now been a firm fixture at the Fruit Logistica for 18 years, recommending themselves to visitors as reliable business partners. At the GFI joint stand they showcase their expertise in the task of providing modern, diversified, top-quality hubs for the trade in fresh produce.

The stand itself serves the markets' resident wholesalers and importers as a platform for communication by providing them with a setting for in-depth talks and negotiation with clients and suppliers from all over the world. Moreover, wholesale market representatives from every metropolitan region in Germany were available for talks with interested parties. GFI focuses first and foremost on national and international partners in the fruit trade and on people in positions of political responsibility.



“Sensational find at wholesale markets”: On the second day of the Fruit Logistica fair, Uwe Kluge presented the “Vitamin G” communication drive at the Fresh Produce Forum. The Fresh Produce Forum is the platform for discussing the topics that most interest the industry. Talks revolve around current challenges and highlight crucial areas and hot spots throughout the value chain.



Platform: Germany's fresh food markets have exhibited at the Fruit Logistica since 2002, and since 2004 they have used the large GFI joint stand. The 2019 fair set yet another new record. From February 6 to 8 around 78,000 professional visitors and business decision-makers from over 135 countries came to Berlin to look and learn at the biggest trade gathering in the fair's history. Over 3,200 exhibitors from 90 countries presented a comprehensive survey of the market for fresh fruit.



European politics: Member of the European Parliament Susanne Melior (2nd on right) talking to Eliane Steinmeyer (GFI board, WUWM board member and managing director of Hamburg Wholesale Market), Frank Willhausen (consultant to the board of GFI), Uwe Kluge (GFI board chairman and managing director of Duisburg Kontor GmbH), Dieter Krauss, president of the German fruit trade association DFHV and member of the board of Fruchthof Berlin Verwaltungsgenossenschaft, a cooperative management society.



International cooperation with colleagues from Italy: Dr. Giulietta Magagnoli (director of Parma Wholesale Market), Dr. Pietro Cernigliaro (president of ANDMI, the association of wholesale market directors), Secretary of State at the Ministry of Agriculture, Ms. Alessandra Pesce, Eliane Steinmeyer (GFI board member, WUWM board member and managing director of Hamburg Wholesale Market), Frank Willhausen (consultant to the GFI board), Dr. Alfred Frei (board of ANDMI), Prof. Dario Caccamisi (University of Parma)

Major event in the fresh food trade: 300 people enjoy the 7th GFI Fructinale

On the evening of the 7th February 2019 the Who's Who of the industry gathered in the old Berlin Waterworks for a relaxed evening of networking with fellow fans of healthy foods.

Once again the event was a big hit with the more than 300 guests from the business, political and media communities. The chefs working behind the scenes at the Waterworks created a fresh World Food Buffet, full of variety and culinary delights. Fascinating performers also offered a most welcome change from the stresses of a day in the exhibition halls.

The traditional highlight of the evening was the presentation of the GFI Buddy Bear awards to friends and partners of the fresh food markets community. This year the unique, coveted awards, each artistically decorated, were presented in 3 categories.

Boris Schwartz, GFI board member and manager of Markthallen Munich, remarked on how very successful the evening had been. "It was, as always, a happy event that created a special party mood. Once again, our guests were in overall agreement; a charming location, with a good atmosphere, exquisite catering and a super programme."



Buddy Bear award in the **“Successful wholesale market management”** category - presented to: Peter Hecker, chairman of the board of Grossmarktgilde e.V. and managing director of the Flower Wholesale Market in Düsseldorf – Laudatory speech Eliane Steinmeyer, GFI board member and managing director of Hamburg Wholesale Market.



Buddy Bear award in the **“Successful wholesale market firm”** category - presented to: Jochen Schloemer (right), managing director of Gemüseering Stuttgart GmbH – Laudatory speech Thomas Lehmann, managing director of Märkte Stuttgart GmbH



Buddy Bear award in the “Best street market trader” category - presented to: Horst Zedow, Cologne street markets – Laudatory speech Jörn Böttcher, GFI board member and managing director of Hannover Wholesale Market.



Award winners and presenters together with the GFI board chairman Uwe Kluge (far right)



Show with spectacular acts: LED drummer Robert Jöcks gave the opening turn. Later in the evening, aerial silks artists Petra Tobies and Janine Morell gave a spine-tingling performance.

Photo credits: GFI (2,3,VitaminG,4,5,12,13) | Fruchthandlungsmagazin, Michael Schotten (1,6,7) | ANDMI (8) | fresh plaza, Hugo Huijbers (9,10,11) | Ariadne Földessy Entertainment (14,15)

About vitamin G: Wholesale markets in the German-speaking world have launched a campaign to draw attention to their significant role in supplying the populace with fresh food. Vitamin G stands for healthy food, variety and the sustainable trade in natural produce, for urban diversity, vibrant markets and, all in all, for a city that takes its residents' quality of life very seriously. For further information, turn to

www.Vitamin-Grossmarkt.info | www.facebook.com/Vitamin-Grossmarkt | https://youtu.be/XgM0z1p_nnE



About the Fructinale: 11 years ago, GFI German Fresh Food Markets added a whole new dimension to networking. It was the year that the Fructinale was launched, one of the largest industry gatherings on the fringe of the Fruit Logistica. It is an unusual event, which rapidly turned into an opportunity for the Who's Who of the fresh produce business to meet and refresh networks in a pleasantly relaxed environment. Over 300 guests from the business, political and media communities join for an unforgettable evening to celebrate life's true stars: fresh foods. The mix of entertainment, fresh food, networking and an unusual location makes the Fructinale a unique event. The industry is already looking forward to the 8th GFI Fructinale in 2021.



About wholesale markets. Wholesale markets are urban trading and logistics centres at the heart of the value chain in the provision of fresh food. Some 2,800 small and medium sized market traders are absolute experts when it comes to healthy eating and they supply over 55,000 customers who buy for street markets, greengrocers' shops, hotels, restaurants and canteen operations. But together they ensure the availability of good, nutritious food for around 100 million consumers in Germany and neighbouring European countries.

About GFI Deutsche Frischemärkte e.V. The GFI is the umbrella organization for 16 wholesale markets operating in German-speaking areas and the major street markets in Germany: their aim is to promote freshness, variety and quality in the metropolitan regions. www.frischemaerkte.org

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