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The UK 'Love Your Local Market' (LYLM) Campaign continues to be a great success. This year it attracted 700 markets, involved 3500 events, and introduced 3,000 people to market trading. Particularly encouraging in 2013 was the level of retention of new traders. The UK government continues to support LYLM and is providing financial support to assist the campaign until 2015. Almost £100,000 of government and sponsorship financial support has been achieved in the last 12 months.



Nabma's general relationship with the national government continues to be strong. Raising the professional standards of market officers is a high priority, with the UK Markets Administration Diploma seeing a record number of candidates in 2013. Nabma has also strengthened its training team and discussions are underway with the National Market Traders Federation (NMTF) to establish a training academy in the future.



## GFI Celebrates 20th Member Meeting

Mannheim Wholesale Market recently hosted the German Fresh Food Markets Association (GFI) annual general meeting (*see above photo*).

The market's managing director, Manfred Spachmann, welcomed 25 national representatives of wholesale and retail markets throughout the country coming together to discuss issues relating to the association's by-laws, membership growth, and Fruit Logistica trade fair. Teams from GFI's Market Development; Economy, Infrastructure and Organization; and Marketing units also addressed issues and activities related to cooperation and development within the sector. City market visits were also organized for participants.

GFI Chairman, Uwe Kluge, noted the achievement of a new record for marketing campaigns in independent retail shops, with GFI gaining new partners for strategic cooperation. The association has also widened its long-standing cooperation with international growers Zespri and Enza.

GFI membership continues to expand with GFI welcoming 7 new members in 2013, including the wholesale market of Bolzano, capital of South Tyrol.

"We founded GFI here in Mannheim in the year 2000. We started with 8 wholesale market members and two sponsor members; today we have 22 and 24 respectively. We represent 95% of wholesale markets in Germany and 80% of the street markets in the metropolitan regions of the country. We have every reason to be proud of the way the association has developed, which would not have been possible without the enormous commitment of our colleagues" says Kluge.

Peter Joppa, managing director of FrischeKontor Duisburg GmbH, this year completes 10 years of service to the GFI Board. He was formally thanked by his peers for this work supporting the national market community while meeting in Mannheim.

### What you need to know to contribute to the next WUWM newsletter...

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