

# GFI GUIDE FRESH FOOD MARKETS IN GERMANY



**FRESH IS WHAT WE DO BEST!**

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**2018**

## Freshness, variety and quality from the heart of Europe

Welcome to Germany's fresh food markets. These outlets guarantee a wide variety of top quality fresh produce, especially fruit and vegetables. Fresh food markets may be wholesale or retail operations.

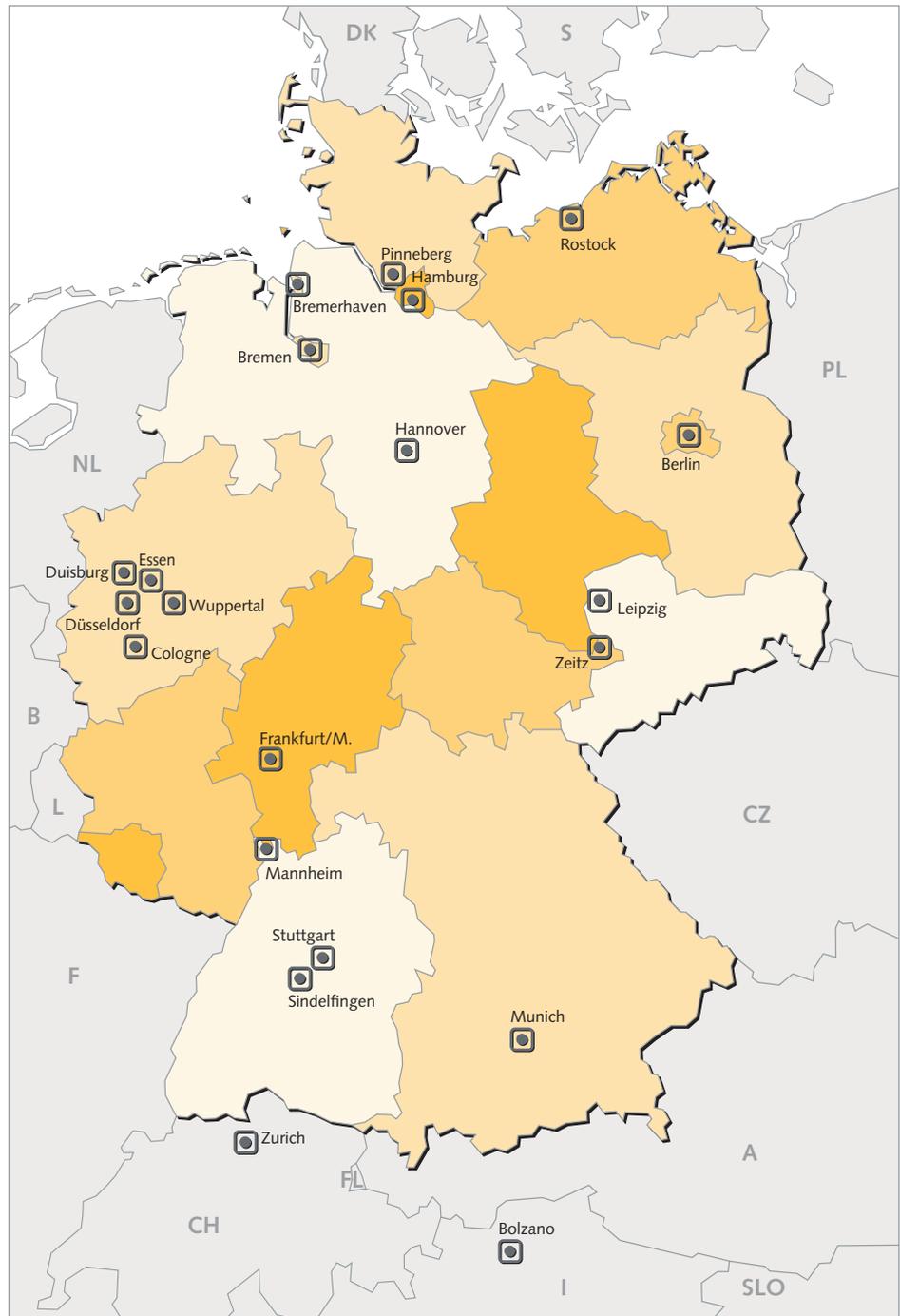
Between them, they ensure the availability of good, nutritious food for around 100 million consumers in Germany and neighbouring European countries.

Our network knows no borders. We maintain relations with all markets in German-speaking parts of Europe.



This guide is designed show you the important role our member markets play; they are organized in the GFI German Fresh Food Markets association.

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## Putting their hearts and minds into Germany's fresh food markets

### About GFI

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 expand its remit.

Advertising, public relations work and informative events are geared to focus consumers' attention on the fact that wholesale markets are important because they ensure that wholesalers, retailers and catering outlets are supplied with a large variety of top quality fresh food.

### Benefits of membership

GFI sees itself as a network of partners and offers its members

- a broad-based communication platform for the exchange of information and experiences relating to all aspects of the trade
- a formalized process of knowledge transfer on key issues of trade management
- nationwide coordination of healthy eating events
- lobby work in political circles, trade chambers and associations
- a public forum in the shape of a joint stand at the Fruit Logistica fair and
- a website – [www.frischemarkte.org](http://www.frischemarkte.org) – with a comprehensive information database



### The GFI Organization: Equipping Markets for the Future

In 2014 GFI restructured its business divisions by trading levels. The “wholesale markets” and “street markets” divisions will focus primarily on matters regarding business, infrastructure, organization and benchmarking. In addition to these moves towards enhancing the efficiency of existing markets, work will concentrate

on the development of effective models for sustainable wholesale and street markets.

Our members practice a lively exchange of information. It is a point of honour to make a personal contribution. All members are committed to putting their experience and expertise into joint efforts to shape the future of Germany's fresh food markets.



### Cooperating partners



## Germany's fresh food markets – a force to be reckoned with

### FRUIT LOGISTICA – the world of fresh produce

FRUIT LOGISTICA is the world's leading trade event for the fresh fruit business. Every February more than 76,000 top decision-makers from over 130 countries meet in Berlin. The 110,000 m<sup>2</sup> of hall space gives 3,000 exhibitors from 84 countries an opportunity to present everything the global fresh fruit trade has to offer.

### GFI: Network and market place for small to medium enterprises

GFI has been exhibiting at Fruit Logistica for 17 years. German wholesale markets share a 300 m<sup>2</sup> fair stand where they demonstrate how very well they function as modern, versatile and high-quality trading and logistics platforms.

Above all, the fair stand serves wholesalers and importers who trade at wholesale

markets as a welcome meeting point, where they can hold in-depth talks and negotiate with clients and suppliers from all over the world.



What counts most for GFI are networking opportunities – and the fair brings everyone involved in the value chain together.



# FRUIT LOGIS TICA

2019

6|7|8 FEBRUARY BERLIN

[fruitlogistica.com](http://fruitlogistica.com)



**FRUITNET**

||| Messe Berlin

# FRUCTINALE

## GFI BRANCHEN EVENT

### GFI Fructinale – they all answer our freshness call

In 2009 GFI German Fresh Food Markets added a whole new dimension to networking. The Fructinale, now one of the largest gatherings for the industry was launched on the fringe of the Fruit Logistica, It is a n unusual event, which has 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: fruit and vegetables.

#### Out-of-the-ordinary locations and superior catering

Out of the ordinary locations and superior catering. Since the Marheineke Market Hall in Berlin had already hosted four successful events, the GFI decided in 2015 that it was time to introduce its guests to one of the many other things Berlin has to offer. The old Berlin Waterworks were discovered as the perfect new event location for the Fructinale. Now everyone is looking forward to the 7th GFI Fructinale in 2019.

#### Varied programme

Well-known national politicians, fascinating show acts and the unique atmosphere combine to produce an entertaining evening. A special highlight of the evening is the presentation of our "Buddy Bear" awards to loyal partners of German fresh food markets.



Sponsored by:









For more information please go to: [www.frischemaerkte.org/fructinale](http://www.frischemaerkte.org/fructinale)

## “Märkte Live”: smartphone app for market fans



The daily round of business at our fresh food markets is a colourfully lively affair. Consumers want to do more than buy fresh

products; they'd like to make fresh contacts, exchange news and chat with people. That means our markets are much more than just places for trade. They are the city's genuine chatrooms, full of real-life tweets.

“Märkte Live” is the first German language app for all market events in the German-speaking area. Users of “Märkte Live” can find all the street markets, market halls, wholesale markets, flea markets or popular festivals happening locally or in the rest of Germany.

“Märkte Live” puts us in touch with one segment of market fans belonging to our future customer base. These customers favour the latest forms of communication as much as they value the shopping experience plus the freshness, variety and quality of the products.

The app is continuously updated and new events and markets added as required, new data is automatically transferred.

All markets and event promoters can access this free app. Market operators and event managers may alter their data and add special campaigns to their profile page whenever they wish.

### Carry the market in your pocket

GFI's Live Markets app may be downloaded free of charge from the AppStore (for iPhones) and Google PlayStore (for Android smartphones).



For more information please go to: [www.frischemaerkte.org/app](http://www.frischemaerkte.org/app)

## The pulsating heart of the retail trade

The international LYLM movement – “Love your local market” – launched in 2012 in England and continues to gather momentum. In 2017 more than 3,000 markets in 17 countries in and beyond Europe took part in the celebrations – a new record.

And German involvement in the campaign, where the local slogan is “Erlebe Deinen Markt” (experience your market), is growing apace. 180 markets in 35 regions are now committed to “Erlebe Deinen Markt”, which has thus become a firm fixture on Germany’s street markets after just 3 years. 220 markets in 40 regions have already announced that they are taking part in 2018.

The campaign delivers a positive message in the context of a powerful international and national network. Our platform supports market players at all levels, giving them fresh confidence and renewed pride. Despite the many challenges that street market traders have to face, the festival weeks focus on fun, enjoyment, the market experience and meaningful personal interaction. Most of the celebration events take place in May and June.

“Love your local market” is Europe’s biggest markets event. The World Union of Wholesale Markets (WUWM) in The Hague initiated the international movement. As a member of the WUWM, our Berlin-based GFI Association of German Fresh Food Markets is the central contact coordinating and organizing “Erlebe Deinen Markt”. In addition to representing the country’s major wholesale markets, GFI also speaks for 80% of the street market operators in Germany’s metropolitan regions.



Are you a market operator or dedicated trade organization? GFI is happy to offer you the opportunity to join our network of markets.



For further information please go to [www.erlebedeinenmarkt.org](http://www.erlebedeinenmarkt.org) and [www.loveyourlocalmarket.org](http://www.loveyourlocalmarket.org)



## Network for traders and marketing partners

GFI is the central point of contact for national and international growers who would like to undertake marketing activities at appropriate, independent food stores. GFI offers these marketing partners individual concepts so they can communicate their brand to the quality-conscious consumer and arrange product tasting events.

All this is possible because many independent retailers are part of the wholesale markets' formidable "Fresh produce network" consisting of attractive street market locations, specialist greengrocer shops and retail market halls; they offer an excellent advertising environment because they focus on advice, service and providing a good shopping experience.

### 400 top locations for promotions and tastings

GFI is the central point of contact for marketing partners wanting to use this platform. GFI undertakes the overall planning and

coordination of campaigns and arranges for national and international PR work involving the press and Internet sites. The wholesale markets take care of the planning details and integrate the local trading partners into the event. They often arrange for local and regional advertising / PR as well, and organize own events in support of the marketing specials.

GFI fresh food markets are also popular places to offer samples of brand name foods, beverages, convenience products, household devices and media products. Use the communication potential of GFI for effective marketing events to promote your brand at the point of sale.





## Germany's wholesale markets – hubs for fresh produce

When most people are still asleep in the cities, the wholesale markets are busy turning night into day. The markets are a hive of activity. Vast amounts of fresh fruit and vegetables from national growers, especially those near the market, and from all over the world are shipped to and from the markets. Whatever the season, there is no shortage here – and everything is of top quality. Other types of food are on offer besides fruit and vegetables, so that retailers can obtain a large part of their range of fresh produce from the market.

### **We are at the centre of freshness**

Wholesale markets are at the centre of the chain of added value for fresh foods and flowers. This is where growers, wholesalers and importers meet the buyers from shops and restaurants who want the best for their customers. And customer relations are very important, because delivering to customers is part of the service where freshness is concerned.

### **Grown around the world, sold in the region**

Regional, national and overseas growers supply produce to the importers and wholesalers based at the wholesale markets. The wholesale market is the

sales channel of choice for growers who attach great importance to the quality and freshness of the produce and value the professional advice and trading skills of the companies at the wholesale markets and their customers.

### **Companies based at the markets**

Most sellers are wholesalers and importers. Possessing great professionalism and experience, they are able to handle large volumes of every kind of perishable food from all parts of the world. Many of the companies trading on the wholesale markets have been owned and operated by the same family for several generations. The entire range of services connected with the produce is available. The market traders are highly competitive because they put the customer first and offer the latest logistics technology and services.

### **The buyers**

Among the customers who buy from the varied range at the wholesale market are independent retailers, street market traders, hotels, restaurants, chain store branches and bulk buyers for hospitals, community centres, fast-food outlets and canteens.

### **The experts for healthy eating**

Without the wholesale markets, consumers would find their quality of life diminished, because the people who buy produce at the wholesale market pay close attention to...

#### **• Freshness**

Everything is geared to freshness at wholesale markets. The markets ensure that fruit and vegetables from all over the world and the local region are taken straight to the shops, so the consumer can buy them while they are fresh.

#### **• Variety**

You name it, the market has it. The five continents of the earth rub shoulders in these urban centres, to offer whatever the consumer desires, from A as in apple to Z as in zucchini.

#### **• Regionally sourced produce**

Regional growers have stands at many wholesale markets to sell freshly picked seasonal produce: "From the region – for the region" is the guiding principle, thus cutting transport time and costs.

#### **• Quality**

Here the wholesale markets leave nothing to chance. For good reason.

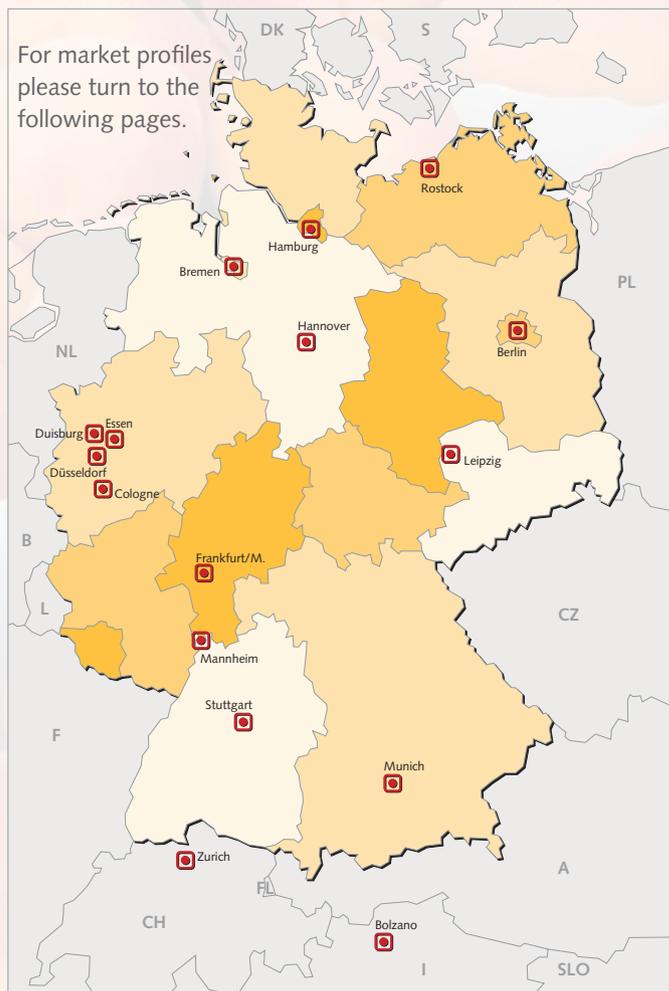
After all, the people who trade here are all proven experts – people who set very high standards and for whom only the best is good enough. That is why freshly harvested produce is first subjected to a number of official inspections.

**When it comes to fresh produce, wholesale markets are at the centre of the value chain**



### Where our GFI wholesale markets are located

For market profiles please turn to the following pages.



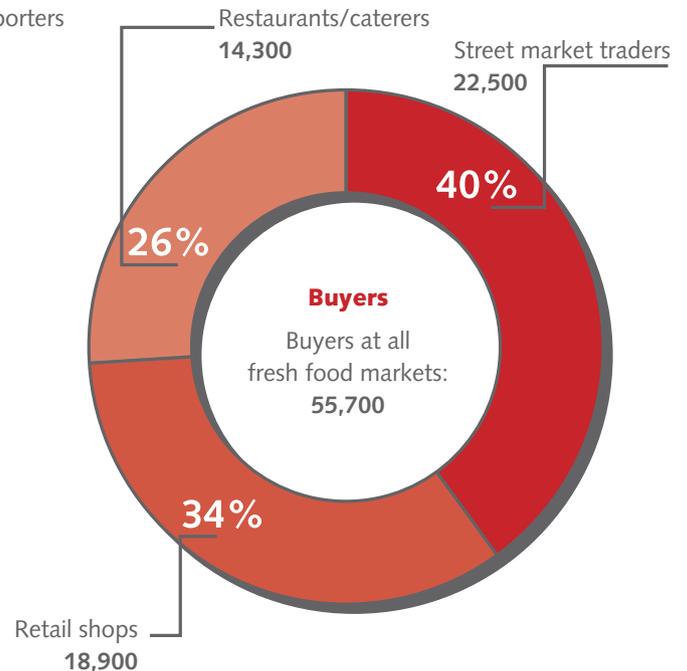
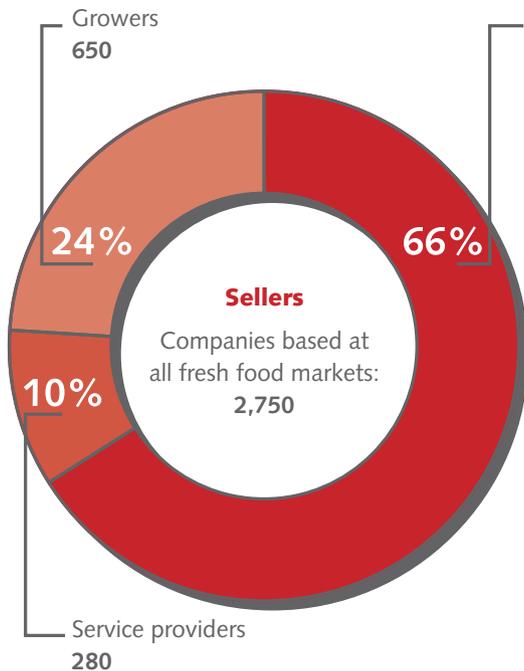
## Facts and figures

### Area

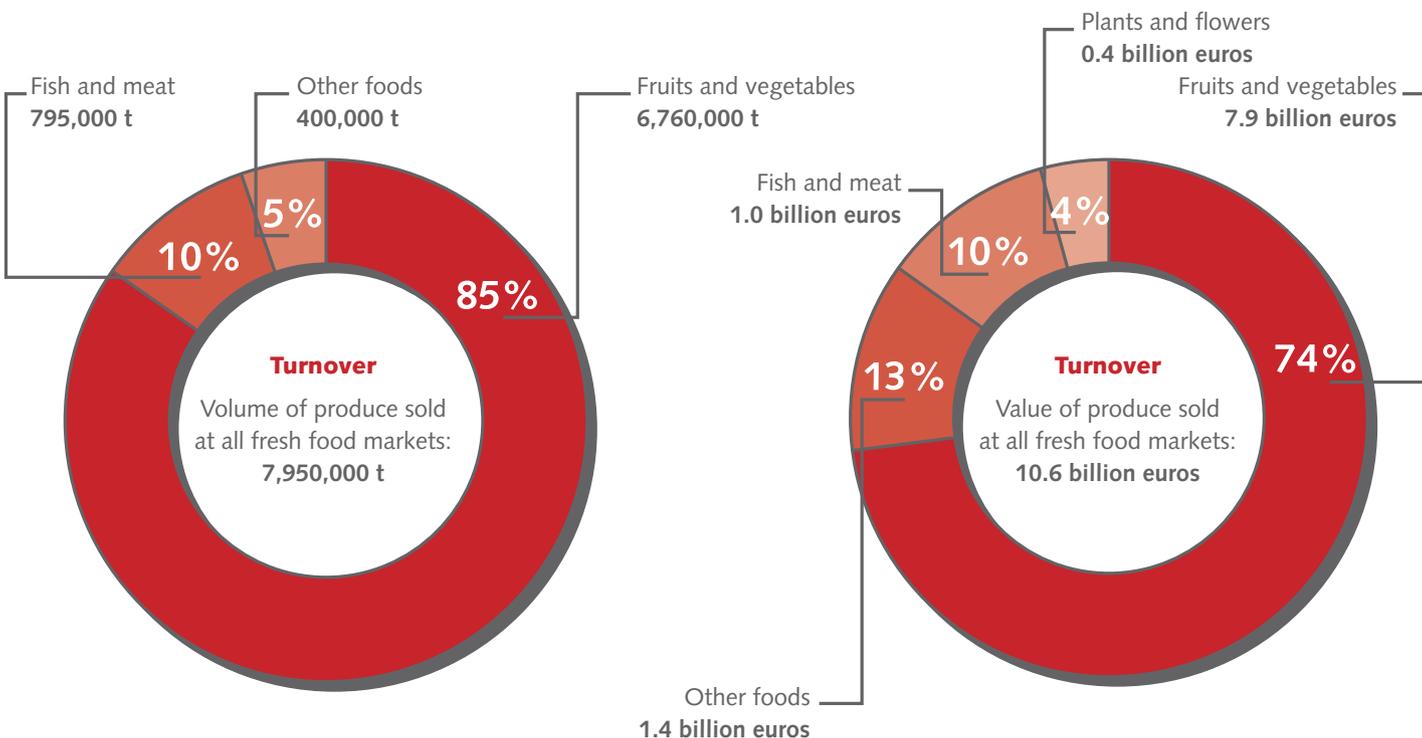
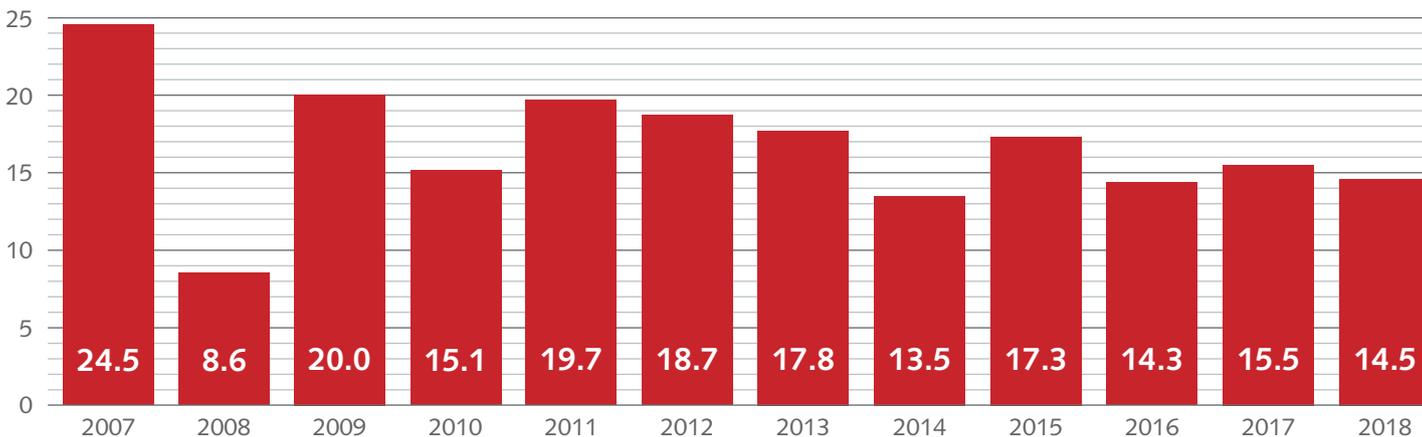
The total area occupied by Germany's wholesale markets is **2,700,000 m<sup>2</sup>**: they handle huge amounts of fresh foods every day.

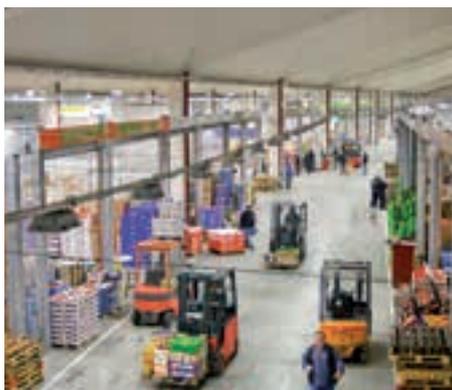
### Employees

Altogether **21,000** people work for companies, service providers and market authorities based at Germany's wholesale markets.



## Investments in millions euros





## Fruit market – the natural choice

Berlin Wholesale Market is one of the nation's major centres for the trade in fresh produce. Set on a site of 330,000 m<sup>2</sup> the market offers a range of superior quality fruit, vegetables, meats & sausages, fish, seafood, dairy and convenience products that is unrivalled in Germany, plus a wide choice of top quality cut flowers, plants and florist supplies. In the Fruchthof hall (total area 29,000 m<sup>2</sup>), which was radically refurbished in 2007, wholesalers occupy a sales area of 21,000 m<sup>2</sup> where they offer their customers a wide range of goods and a whole new shopping experience.

In August 2017 the Fruchthof was instrumental in founding an interest group for Berlin's fresh food cluster – Interessengemeinschaft Lebensmittel- und Frischecluster Berlin (IG LFC Berlin). The organization is working to acquire a leasehold right (Erbbaurecht) for the entire wholesale market site. More efficient buildings and improved infrastructure at a thoroughly modernized location are planned to enable the traders to make an even better and more effective contribution to supplying the citizens of Berlin.

<b>Built</b>	1965
<b>Modernized</b>	2007
<b>Area</b>	85,000 m <sup>2</sup>
<b>Firms on site</b>	78
<b>Customers</b>	2,500
<b>Volume turnover</b>	225,000 t / year
<b>Value turnover</b>	325 million euros / year
<b>Catchment area</b>	6 million customers
<b>Range sold</b>	Fruit, vegetables, mediterranean deli products, eggs, dairy products, beverage, other foods

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**E-mail** info@fruchthof-berlin.de

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**Contact** Dieter Krauß, executive board member





## South Tyrol – Good Food Country

Bolzano-Bozen wholesale market hall is run by a consortium that is majority-owned by public institutions and the site is used by a variety of firms selling the following products: organic or conventionally grown fruit and vegetables, fish, flowers and a large selection of foods, wines and beverages. They play a major role in supplying retailers and itinerant traders. Moreover, a large number of restaurant and hotel managers buy all their provisions at the wholesale market.

The wholesale market hall is a large, modern distribution centre where all the requisite controls relating to hygiene, health and quality are in place in order to comply with currently valid EU regulations for all fresh produce. Bolzano wholesale market is also committed to promoting greater awareness of typical food products from the region, to providing space and opportunity to sell local fruit and vegetables when they are in season and letting consumers “know what they’re eating”.

**Built** 1962

**Area** 15,250 m<sup>2</sup>

**Firms on site** 46

**Customers** 500

**Catchment area** 0.5 million customers

**Range sold** Fruit, vegetables, fish, other foods, flowers, green plants

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I-39100 Bozen

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**Contact** Paolo Peroni, managing director





**Grossmarkt Bremen**  
das frische centrum



## The fresh food centre

Bremen Wholesale Market, in the middle of Bremen's Überseestadt district, operates a purpose-designed centre which is one of the most modern facilities for fresh produce in Europe. The wholesale market is in the old docklands, now the Überseestadt redevelopment area. Close to the city centre and served by good trans-regional traffic infrastructure, this location is set to thrive and prosper. The site is about 16.3 ha and its centrepiece is a classic wholesale market hall offering more than 22,000 m<sup>2</sup> of floor space. The market hall is divided into three wholesale trade sections –

for flowers, grower-marketers and the traditional fruit and vegetable wholesalers. There is also an 8,000 m<sup>2</sup> hall for a huge range of speciality products to complement the classic selection.

In September 2012 the EDEKA C+C wholesale market MIOS opened for business at Bremen Wholesale Market. It is planned to build a retail and service centre with a gross floor area of about 17,600 m<sup>2</sup> on a site covering some 10,000 m<sup>2</sup> at a total cost of more than € 30m. Completion is scheduled for 2020 or thereafter.

<b>Built</b>	2002
<b>Area</b>	163,000 m <sup>2</sup>
<b>Firms on site</b>	40
<b>Customers</b>	2,800
<b>Volume turnover</b>	250,000 t / year
<b>Value turnover</b>	316 million euros / year
<b>Catchment area</b>	1.5 million customers
<b>Range sold</b>	Fruit, vegetables, fish, meat, bakery products, other foods, non-food, flowers, plants

**Address** Großmarkt Bremen GmbH  
Am Waller Freihafen 1  
28217 Bremen

**Phone** +49 (0)421 536 820

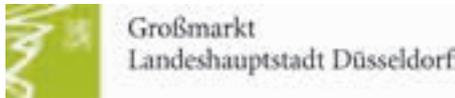
**Fax** +49 (0)421 536 8220

**E-mail** kontakt@grossmarkt-bremen.de

**Web** www.grossmarkt-bremen.de

**Contact** Uwe Kluge, division manager





### The region's modern trading centre

The wholesale market in Düsseldorf, the capital of its state, now occupies an area of some 115,000 m<sup>2</sup>. It is a trading centre that meets all the demands of a major produce-handling site, offering halls for buying and selling, store-rooms with and without refrigeration, offices and loading bays. 100 traders operate in the dedicated sales, storage and refrigeration area of somewhat more than 20,000 m<sup>2</sup> and in the flower hall measuring some 10,000 m<sup>2</sup>.

Their regular customers number around 4,800 and are buyers for retail shops, street markets, wholesalers, restaurants, hotels and canteens.

Located in the northern part of Düsseldorf with easy access to the airport and several motorways, the wholesale market is ideally situated for customers based in the city or the surrounding districts and is convenient for suppliers too.

<b>Built</b>	1936
<b>Area</b>	115,000 m <sup>2</sup>
<b>Firms on site</b>	100
<b>Customers</b>	4,800
<b>Volume turnover</b>	300,000 t / year
<b>Value turnover</b>	500 million euros / year
<b>Catchment area</b>	3.5 million customers
<b>Range sold</b>	Fruit, vegetables, fish, meat, dairy produce, other foods, flowers, plants

<p><b>Address</b> Landeshauptstadt Düsseldorf          Amt für Verbraucherschutz          39/1 Verwaltung und Marktmanagement, Ulmenstraße 275          40468 Düsseldorf</p> <p><b>Phone</b> +49 (0)211 8997964</p> <p><b>Fax</b> +49 (0)211 8929126</p> <p><b>E-mail</b> grossmarkt@duesseldorf.de</p> <p><b>Web</b> duesseldorf.de/verbraucherschutz/marktmanagement.html</p> <p><b>Contact</b> Cordula Rütten, Head of the Administration</p>		
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## At the intersection of three regions; Ruhr, Rheinschiene and Lower Rhine

27 importers, growers, wholesalers, caterers and the producers and sellers of convenience goods use the 7,000 m<sup>2</sup> of sales floor area to serve a large number of customers from the independent food retail trade, such as greengrocers and street market traders, and buyers for restaurants and eateries.

Duisburg Wholesale Market is an important regional institution blessed with an intact,

modern infrastructure and can look back on more than a century of trading history. A special feature of the site is its good international connections, e.g. via nearby Duisburg airport; and the Dutch border is a mere 50 km down the road. The wholesale market's immediate catchment area is the Lower Rhine region and the western Ruhr district, where some 1.5 million consumers live.

<b>Built</b>	1927
<b>Area</b>	32,000 m <sup>2</sup>
<b>Firms on site</b>	27
<b>Customers</b>	1,200
<b>Volume turnover</b>	100,000 t / year
<b>Value turnover</b>	120 million euros / year
<b>Catchment area</b>	2.0 million customers
<b>Range sold</b>	Fruit, vegetables, fish, dairy produce, other foods, catering

**Address** Duisburg Kontor GmbH  
Großmarkt, Auf der Höhe 10  
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**Kontakt** Peter Joppa, managing director  
Brigitte Heinecke, market





## The best of what's good

Essen Fresh Produce Centre is known as the place to go for quality and freshness. It was opened in 1981, a result of the merger between the wholesale market and the abattoir, which was privatized in 1976. It is managed by three operating companies, the Grossmarkt Essen GmbH, the meat cooperative FVE Fleischversorgung Essen eG and the butchers' cooperative Gilde Frisch-Markt Rhein-Ruhr eG.

More than 50 companies operate on the 94,000 m<sup>2</sup> site, offering trade buyers a complete range of fresh foods. Attached to the market is an educational facility where courses cover a comprehensive range of commercial and technical subjects.

**Built** 1981

**Area** 94,000 m<sup>2</sup>

**Firms on site** 52

**Customers** 4,000

**Value turnover** 130 million Euro / year

**Catchment area** 1.5 million customers

**Range sold** Fruit, vegetables, fish, meat and sausages, groceries, deli products, dairy produce, restaurant supplies

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Lützowstraße 10  
45141 Essen

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**E-mail** info@fze.de

**Web** www.fze.de

**Contact** Rolf Strobel, managing director





## The modern trading platform

Frankfurt Fresh Produce Centre opened in June 2004. The site covers 13.3 hectares and offers a modern exchange facility where sellers and retailers meet to trade their wares. The innovative overall concept is the result of careful planning, making the fresh produce centre one of Germany's most modern sites for wholesaling fresh food. Key features are the highly functional facilities, the latest technology, time-saving layout and a wide range of produce.

Some 100 food wholesalers, importers, regional growers and sellers of specialities offer a "one-stop" opportunity to buy a comprehensive and varied range of fresh produce.

Vital pre-conditions to guarantee the freshness and quality of the goods traded are that the market is very easy to reach and is close to Frankfurt airport.

<b>Built</b>	2004
<b>Area</b>	133,000 m <sup>2</sup>
<b>Firms on site</b>	100
<b>Customers</b>	3,000
<b>Volume turnover</b>	460,000 t / year
<b>Value turnover</b>	800 million euros / year
<b>Catchment area</b>	4.8 million customers
<b>Range sold</b>	Fruit, vegetables, fish, meat, other foods, flowers, plants

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**Contact** Silke Pfeffer, managing director





## A variety of fresh food every day

Hannover Wholesale Market was founded in 1958. Located on a 23-hectare site, the wholesale market has become an indispensable, central supplier to the food retailer businesses, street markets and restaurants in Hannover.

Hannover is in the centre of Lower Saxony, Germany's prime agricultural state, giving the market an important competitive advantage. The short distances between regional growers and market guarantee the freshness and good quality of the many

different fruits and vegetables offered. Apart from fruit and vegetables grown in the region, specialities from all over the world, including fish, processed meats and poultry, dairy produce, flowers, plants, packaging materials and office supplies are on sale.

To complement the wide range of services offered at Hannover Wholesale Market, a filling station, 50 t weighbridge, motor vehicle workshop and recycling point are available.

<b>Built</b>	1958
<b>Market roof built</b>	1998
<b>Area</b>	230,000 m <sup>2</sup>
<b>Firms on site</b>	70
<b>Customers</b>	1,200
<b>Volume turnover</b>	450,000 t / year
<b>Value turnover</b>	500 million euros / year
<b>Catchment area</b>	3 million customers
<b>Range sold</b>	Fruit, vegetabl., meat, fish, dairy produce, eggs, deli products, intern. foods, flowers, plants

**Address** Großmarkt Hannover GmbH  
Am Tönniesberg 16/18  
30453 Hannover

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**Web** [www.grossmarkt-hannover.de](http://www.grossmarkt-hannover.de)

**Contact** Jörn Böttcher,  
managing director



GROSSMARKT  
HAMBURG



The green heart of the city

The wholesale market for fruit, vegetables and flowers was first built at its current site in the Hammerbrook district of Hamburg in 1962. Thanks to its wide range of goods and central location, the wholesale market's catchment area extends beyond Hamburg into Schleswig-Holstein and parts of Lower Saxony and Mecklenburg-Western Pomerania; it also includes West Poland and South Scandinavia.

a further 55,167 m<sup>2</sup> of outside space available for handling produce, of which some 28,360 m<sup>2</sup> is privately owned. The entire range of services connected with the distribution of food is available. The firms based at the market are highly competitive thanks to their customer-friendly attitudes and the latest standards in logistics and services. Hamburg Wholesale Market has DIN EN ISO 9001 (quality management system) and ISO 22000 certification (HACCP principles of hygiene management) and is a certified *Ökoprofit* enterprise.

The site covers 273,464 m<sup>2</sup>. The market hall offers 64,991 m<sup>2</sup> of wholesaling space with

<b>Built</b>	1962
<b>Area</b>	273,000 m <sup>2</sup>
<b>Firms on site</b>	425
<b>Customers</b>	4,500
<b>Volume turnover</b>	1,500,000 t / year
<b>Value turnover</b>	2.0 billion euros / year
<b>Catchment area</b>	10 million customers
<b>Range sold</b>	Fruit, vegetables, other foods, flowers, plants

<b>Address</b>	Großmarkt Obst, Gemüse und Blumen Hamburg Auf der Brandshofer Schleuse 4 20097 Hamburg
<b>Phone</b>	+49 (0)40 428 54-3121
<b>Fax</b>	+49 (0)40 427 31-3351
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<b>Contact</b>	Eliane Steinmeyer, managing director



Salads from  
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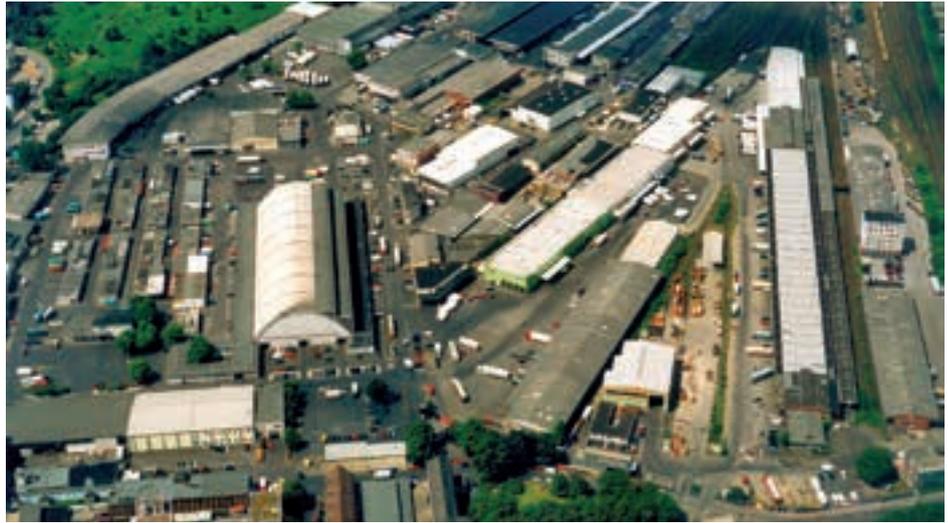


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## International trade relations

Cologne Wholesale Market is one of Germany's largest markets. The wholesale market hall is an impressive structure, it is listed for preservation as the construction method is especially interesting.

Since its opening on 1st November 1940, the wholesale market has spread out over privately owned and municipal land, growing in size from 70,000 m<sup>2</sup> to 230,000 m<sup>2</sup>.

Since the late 1950s most growth has been in the import business. International business relations guarantee the variety and excellent quality of the produce sold. The catchment area covers the region within a 200 km radius of the market.

It is planned to relocate the wholesale market to the western part of Cologne in 2020. A modern centre for fresh produce is due to be built there.

<b>Built</b>	1940
<b>Area</b>	230,000 m <sup>2</sup>
<b>Firms on site</b>	220
<b>Customers</b>	5,000
<b>Volume turnover</b>	300,000 t / year
<b>Catchment area</b>	2.5 million customers
<b>Range sold</b>	Fruit, vegetables, fish, meat, deli products, other foods

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<b>Contact</b>	Reiner Ströbelt, head of department, market affairs	





## The wholesale market in central Germany

Leipzig Wholesale Market opened at its new site in 1995 and is the major such market in central Germany, specialized in fresh produce and the provision of logistics services in connection with the distribution of all types of goods.

Leipzig Wholesale Market is part of the Central Freight Terminal Leipzig (GVZ), the region's most prosperous industrial estate and is situated at the crossroads of traditional European trade routes (Berlin-

Munich / Halle-Dresden). In the immediate neighbourhood are the airport, the parcel post and freight centre/DHL, Porsche and the new trade fair complex, and so the market stands at the logistics hub of greater Leipzig. This central location gives us access to clients within a roughly 100 km radius. Exemplary infrastructure guarantees, moreover, rapid access to any destination in the trade-fair city of Leipzig.

<b>Built</b>	1995
<b>Area</b>	68,500 m <sup>2</sup>
<b>Firms on site</b>	26
<b>Customers</b>	550
<b>Volume turnover</b>	100,000 t / year
<b>Catchment area</b>	3.0 million customers
<b>Range sold</b>	Fruit, vegetables, fish, processed meats and sausages, Asian foods, other food-stuffs, flowers, packaging, beverages

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<b>Contact</b>	Thomas Olek, managing director





## The fresh produce centre for the Rhine-Neckar metropolitan region

More than 80 wholesalers trade on the 146,000 m<sup>2</sup> site which opened on the Fahrlach industrial estate in 1961. A wide range of produce is sold – fruit, vegetables, citrus fruits, mushrooms, potatoes, eggs, meat and fish products; sections are also reserved for the sale of potted and decorative plants, horticulturalists' and florists' trade supplies, dry foodstuffs and non-food items.

50 wholesalers provide their customers from the Rhine-Neckar triangle with a huge variety of fresh, top quality fruit and vegetables from all over the world.

The Mannheim wholesale market lets space to the Mannheim wholesale flower market, a cash and carry store selling food and nonfood items and Deutsche See, sellers of fresh fish.

**Built** 1961  
**Area** 146,000 m<sup>2</sup>  
**Firms on site** 80  
**Customers** 1,100  
**Volume turnover** 250,000 t / year  
**Value turnover** 287 million euros / year  
**Catchment area** 1.8 million customers  
**Range sold** Fruit, vegetables, fish, meat, other foods, flowers, plants

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 Gottlieb-Daimler-Straße 14  
 68165 Mannheim  
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**E-mail** info@gmm.de  
**Web** www.gmm.de  
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## Munich Markthallen – a wholesale market with potential

Located in the heart of Europe, this international hub for handling fruit and vegetables covers an area of 310,000 m<sup>2</sup>. 400 importers and wholesalers from all over the world trade here – and they sell not only fruit but flowers, delicatessen products and wine too. Fruit trading agencies arrange to ship goods to other European countries. A glance at the figures soon reveals the economic importance. In the wholesale market hall, which forms part of the Munich

Markthallen, some 415,000 tonnes of produce are traded every year. The estimated turnover of all the companies based in the wholesale market hall is 1.5 bn. euros. This strong market position derives from its enormous catchment area, ranging from Munich and its surrounding region across much of South Germany and into Austria. Every day around 5 mil. people have access to produce from Munich Wholesale Market.

<b>Built</b>	1912
<b>Area</b>	310,000 m <sup>2</sup>
<b>Firms on site</b>	400
<b>Customers</b>	approx. 10,000
<b>Volume turnover</b>	415,000 t / year
<b>Value turnover</b>	1.5 billion euros / year
<b>Catchment area</b>	5.0 million customers
<b>Range sold</b>	Fruit, vegetables, fish, meat, deli products, wine, flowers, plants

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## Modern trading centre

Rostock wholesale market is a modern trading centre in an easily accessible part of the Hanseatic city of Rostock. New premises were built in 1994, allowing the market to move to the central freight terminal which is very convenient for the wholesalers' customers and suppliers since it is ideally situated close to motorways 19 and 20.

A total hall area of 8,500 m<sup>2</sup> is dedicated to the sale of fruit, vegetables, meats and sausages, flowers, plants and florists' supplies. In the flower hall interesting demonstrations of e.g. binding bouquets or making decorations attract large numbers of trade visitors on a regular basis.

<b>Built</b>	1994
<b>Area</b>	20,000 m <sup>2</sup>
<b>Firms on site</b>	8
<b>Customers</b>	700
<b>Catchment area</b>	0.3 million customers
<b>Range sold</b>	Fruit, vegetables, meat, flowers, plants

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<b>Web</b>	www.grossmarkt-rostock.de
<b>Contact</b>	Inga Knospe, managing director





## A sound partner for a sound region

Handling 520,000 tonnes of produce a year, Stuttgart wholesale market is one of the nation's largest in Germany. Every day more than 1,430 tonnes of fruit and vegetables arrive at the market. More than 100 growers, 85 flower traders and gardeners sell regional products. Additionally, 110 wholesalers cooperate with countless suppliers from all over the world. An Italian commercial bakery rounds off the wide range. Some 4,000 traders, restaurant buyers, caterers and top chefs in the region

place their faith in the quality assurance procedures.

The sales floor occupies 197,000 m<sup>2</sup>, where the wide range of fresh produce is attractively presented in a clearly laid-out setting. The infrastructure serving the wholesale market on the banks of the river Neckar is good and guarantees rapid access to all parts of the region for an optimal supply service.

**Built** 1957  
**Area** 197,000 m<sup>2</sup>  
**Firms on site** 295  
**Customers** 4,000  
**Volume turnover** 520,000 t / year  
**Value turnover** 630 million euros / year  
**Catchment area** 12 million customers  
**Range sold** Fruit, vegetables, fish, meat, bakery products, other foods, flowers, plants

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**Contact** Hans Eisele, avauthorized officer





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## The freshest wholesale market in Switzerland

Zurich wholesale market is the source of fresh food, above all fruit and vegetables, for a large section of the population. The market sells produce to retailers, bulk consumers, commercial processors and the restaurant trade. The market is ideally situated in Zurich West, a booming "in" district very close to the city centre. The west and north ring roads also link the wholesale market with the national motorway network and the international airport Zurich-Kloten is just a short drive away. The potential consumer pool for fresh

produce from this excellent service provider numbers up to 3 mil. people in the German-speaking part of Switzerland between Basle, Lake Constance, Graubünden region and the Bernese Alps (Berner Oberland). Every day some 40 importers and wholesalers plus a good dozen domestic producers use the market as their trading platform for a wide, good quality selection of the freshest goods available. Over 700 registered buyers are totally satisfied with the unique services provided by Zurich Wholesale Market.

<b>Built</b>	1980
<b>Area</b>	65,200 m <sup>2</sup>
<b>Firms on site</b>	60
<b>Customers</b>	700
<b>Volume turnover</b>	250,000 t / year
<b>Value turnover</b>	290 million euros / year
<b>Catchment area</b>	3 million customers
<b>Range sold</b>	Fruit, vegetables, other foods

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**Contact** Michael Raduner,  
managing director



## Fresh is what we do best

Visit any one of Germany's 3,500 or more street markets, its 15,000 or so greengrocer's shops or one of the many market halls and you will find experts for fresh foods selling a huge variety of produce.

### Street markets – Oases of freshness

From the region for the region! Street markets are the most important sites for selling agricultural produce from local growers. Supplying 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.

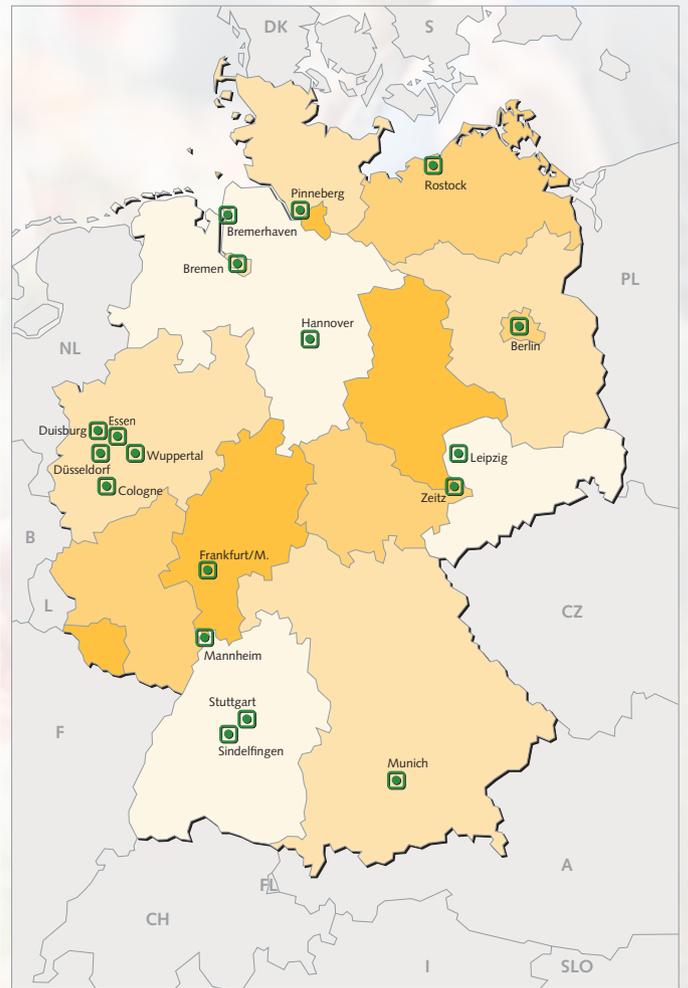
### Greengrocer shops – the experts for fresh produce

Plenty of variety whatever the season! The specialist greengrocer shops offer their customers personal advice and service in connection with their carefully selected range. They make it their business to know all about their goods. 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.

### Market halls – distinctive historic buildings

Many of the market halls are over 100 years old and their unique architecture provides a welcome break from the uniform look of town shopping centres. These covered market places for gourmets sell regional, national and imported fresh produce and deli foods. A wide range of eateries and many other services combine to deliver a satisfying shopping experience. In a nutshell: a uniquely pleasant atmosphere for people to whom quality matters

## Where our GFI fresh food retailers are located





## Our partners

GFI's sponsoring members are recruited from trade and service companies as well as associations and thus represent the entire spectrum of the value chain. They are exceptionally committed to promoting their sphere of industry and

use their innovation skills to meet the challenges faced by mid-sized companies ("Mittelstand"). Our supporters have this in common: they promote cooperation and profit from diversity, integration and change inside the fresh food market.



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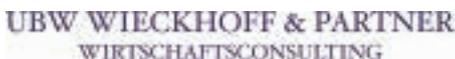
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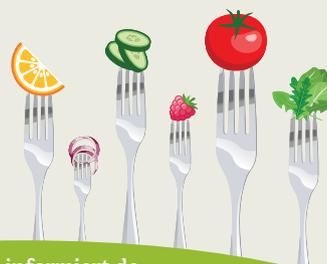
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