



## Planning for LYLM 2016 Underway



Planning of the international celebration of the 2016 Love Your Local Market Campaign (LYLM2016) is now underway. A meeting will be held in the WUWM Secretariat offices

in The Hague on 13 November 2015.

Last year more than 2,000 markets from 16 countries joined the LYLM campaign and the expectation is to have over 3,000 markets participating in 2016. The campaign will be celebrated in May, the month of markets, with most activities occurring in the second-half of the month.

WUWM Retail Chairman, Jean-Paul Auguste has urged both wholesale and retail markets to get behind the campaign, which last year saw significant benefits for those markets participating.

The minutes resulting from the last meeting of WUWM members participating in LYLM are available on-line in the WUWM website member-only section. These minutes reflect the benefits received from markets as described in an evaluation session of LYLM2015 which was held in The Hague in early September. If you would like to participate in the next meeting for the LYLM2016 campaign you are welcome. This will be held in The Hague on 13 November, please contact the WUWM Secretary General.

## GFI Markets Meet in Switzerland



The GFI Association of German Fresh Food Markets met on 1 and 2 October 2015 in Zurich, Switzerland, hosted by the city's wholesale market. Michael Raduner, managing

director of the Zürcher Engrosmarkt AG welcomed around 25 representatives of German wholesale and street market operators, who had gathered to discuss the work of the business units and talk about network projects.

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Uwe Kluge, GFI chairman and managing director of Bremen wholesale market, was pleased with the annual general meeting. "Our report is entirely positive. GFI draws its vitality from exchange and constructive collaboration between colleagues" he said.

The first day of this meeting was dedicated to association business, developing the membership, crisis management, the Fruit Logistica trade fair, and the work of the GFI business units. On the second day of the meeting members turned their attention to marketing topics and issues of international cooperation, especially with the World Union of Wholesale Markets (WUWM). GFI membership is growing steadily: two organizations from the German street market sector have joined - the Markets Authority Leipzig and the Gakenholz und Gellesch GmbH from Berlin/Brandenburg.

During this event deputy works manager at Munich Market Halls, Boris Schwartz, was elected to the GFI board. He will take over from Andreas Foidl at the end of the year. Mr Foidl, managing director of Berlin Wholesale Market, is leaving the market to take up a new challenge on the Berlin real estate market, ending his term on the board after 10 years.\*

The GFI business units have been investigating issues of efficiency at existing markets and the efficacy of future markets. This year the "Street Markets" unit has generated many new suggestions for independent retailers. Promotions and samplings were held in cooperation with marketing partners such as Enza, Zespri and Nordzucker and reached wide audiences. New partners were gained when GFI attended the "Mein Wochenmarkt" (my street market) trade fair at the end of August in Essen. For the first time, GFI also participated in the international "Love your local market" campaign (German slogan "Erlebe Deinen Markt" i.e. experience your market), laying the foundation for supra-regional and publicity-attracting specials in 2016.

*\*More information on Andreas Foidl's departure from Berlin Market will be included in the next edition of this WUWM Newsletter.*

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## WUWM Market Awards Launched



In follow-up to the recent FAO-WUWM collaboration on food waste, and in response to the recent WUWM member survey where the most significant topic of interest was

indicated as being 'reducing food loss and food waste on the market', the WUWM 2016 Market Awards were recently launched to the theme: **'Effectiveness in Reducing Food Loss & Food Waste on the Market'**.

A judging panel of three has been agreed for these awards: Torsten Berens (Germany), Michel Ganneau (France), and Jorge Fonseca (FAO Rome). The major areas to be evaluated include:

- creative and innovative techniques used in the programme to