

In the latest in our monthly series on the international wholesale scene, the World Union of Wholesale Markets (WUWM) turns the spotlight on Germany



German markets hold 50 fruit promotions



and featured posters and a competition, with the first prize of a week's holiday on a South Tyrolean fruit-growing estate.

GFI also organised 10 Zespri promotions in 10 cities – Bremen, Hamburg, Duisburg, Düsseldorf,

Cologne, Mannheim, Karlsruhe, Stuttgart, Munich and Leipzig – from the end of May to July.

The GFI board and Zespri marketing manager Jean-Louis Warnimont have agreed to increase advertising and press promotion to publicise their activities at specialist retail outlets.

During the promotions, a professional chef at the market conjured up Zespri snacks using fresh produce from the street market. He also showed eager gourmets his favourite kiwifruit recipes, answered their questions and gave tips on how professional chefs work in the kitchen.

Kluge believes there is still a great deal of potential in the marketing partnership strategy. "There is no sign of the promotion boom ending," he said. "The increasing popularity of our fresh produce network enables producers and marketers to implement their brand strategy without restrictions. We'll be having more promotions in the autumn."

GFI organises events at street markets, greengrocers and covered markets for their partners and brands. The association takes central responsibility for the overall planning and co-ordination of the promotions and member wholesale markets plan the details of the campaign within their city, involving the marketing partner in the event. ○

GERMANY'S WHOLESALE market association GFI held 50 fruit promotions at street markets, in greengrocer shops, and retail market halls between May and July.

The project was carried out with its marketing partners EOS, which is Bolzano Chamber of Commerce's South Tyrolean export organisation, and Zespri International Ltd.

Uwe Kluge, a board member for GFI Marketing, is delighted that 2008 set new records. "Including the Pink Lady promotions we organised with Sopexa in February, we have already held 100 specials for quality conscious shoppers this year, and we have more planned for the autumn," he said.

GFI organised 20 parallel promotions for EOS in six cities – Hamburg, Berlin, Leipzig, Cologne, Stuttgart and Munich – in May. The marketing partnership, which previously involved wholesale promotions, was agreed during Fruit Logistica 2008 in talks between the GFI board and Dr Paul Zandanel.

The result was that EOS plans for national sampling events were extended to include street markets, in order to communicate the values of origin, quality and taste to quality-conscious shoppers at speciality shops and markets.

Marketing initiatives centred around the catchphrase 'Enjoy Me',

viewpoint

DAVID SMITH, CORPORATION OF LONDON



WE MUST START TO VALUE OUR MARKETS

WE ARE rightly proud of our wholesale markets in the UK. They have an illustrious history of providing fresh food to our local communities for centuries. The history of many runs for hundreds of years and the 'six and two-thirds mile rule', enshrined in Common Law, can be traced right back to the Middle Ages.

But the sad fact is that numbers are diminishing and many local authorities seem to have neglected their markets, being content to take rent without re-investing in modernisation. There are pockets, such as in the City of London, Manchester, Western International and at Borough Market, where modernisation has happened, but they are few and far between. A study by the Greater London Assembly, published in 2007, reckons that there are about 180 retail and street markets in London, but it could not identify precisely how many, or how many were food-orientated, how much investment there had been in them in recent years, or even who within many boroughs actually took responsibility for their management.

One of the striking things one notices when attending meetings of the World Union of Wholesale Markets (WUWM) around the world, and especially in Europe, is just how different things are in other countries, where both wholesale and retail markets thrive, where they are an important part of the social fabric of towns and cities, and are valued by their municipal authorities for creating employment. Many of us travel to France, Italy, Spain, Portugal, and Germany either on business or holiday and cannot fail to notice the prosperity of their markets and wonder why, at home, markets are something of a Cinderella industry.

This has led to us in London deciding to take an active role in raising the profile of wholesale markets and communicating their role in the food supply chain more strongly, which ties in well with the objectives of the London Food Strategy, at a time when fresh food, especially if produced locally or regionally, is becoming increasingly important on the political agenda. From this, the idea of having a Wholesale Markets Month developed, spanning parts of September and October this year, so as to publicise them in conjunction with a number of already planned food events, such as British Food Fortnight, the Restaurant Show and the National Fruit Show.

The publicity will aim to remind disparate audiences – ranging from political leaders in the London boroughs, to foodservice and catering firms, hotels, restaurants, independent retailers, and retail and street markets – just how much wholesale markets contribute to the supply chain and the community as a whole. The month will culminate with a symposium, to which the Mayor of London, who visited a number of markets during his election campaign, has been invited to give the keynote address. From this, we hope to re-invigorate the Association of London Markets as the mechanism by which the markets can work together to promote themselves more positively. We look forward to working closely with the National Association of British Market Authorities (NABMA) as part of a joined-up national campaign. ○