

GFI INFORMATION FOR THE MEDIA - Berlin, 23 April 2018



International exchange

“Sharing is caring”: GFI German Fresh Food Markets take three-day study trip to Athens

On Wednesday a GFI delegation comprising 25 wholesale and street market managers embarks on the annual study trip to a European market metropolis. Two years ago the GFI visited London, last year Madrid, and in 2018 the destination is Athens.

GFI board chairman Uwe Kluge is looking forward to the trip. “This will be an exciting few days full of new impressions and insights. Athens is a vibrant, bustling metropolis - a fascinating fusion of antique monuments and modern life. The cuisine is a mix of Mediterranean specialities and classic Greek dishes. Having a drink together while sharing an array of small delicacies and “nibbles” is a hallmark of Greek hospitality. We are happy to take this idea on board and share our knowledge about what makes European markets successful.”

The busy programme includes visits to two wholesale markets and two retail markets, plus two receptions, one at the Ministry of Economics and Development and one at the German-Greek Chamber of Industry and Commerce.

The GFI study trips are designed to promote a meaningful exchange about sustainable market concepts for the future. This year GFI is receiving support from their Greek colleagues at the Central Markets & Fishery Organization CMFO, with whom GFI has close ties via the World Union of Wholesale Markets WUWM. They will ensure that the visitors from GFI are shown behind the scenes, learn more about how these markets are managed, and collect new ideas to inspire their own work in Germany.

A full report will be available at the end of May.



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People with markets – markets alive with people

About GFI German Fresh Food Markets

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 broaden its remit. GFI sees itself as a network of partners and offers its members a broad-based, formalized transfer of knowledge about key trade management issues as well as providing platforms for public presentation such as the joint stand at the Fruit Logistica and the website www.frischemaerkte.org. GFI German Fresh Food Markets acts as the central point of contact for any national or overseas growers looking to conduct marketing events through good quality, independent food retail outlets.

About German Fresh Food Markets

These markets guarantee a wide variety of top quality fresh produce, especially fruit and vegetables. Some are wholesale markets and some are retail markets. But together they ensure the availability of good, nutritious food for around 100 million consumers in Germany and neighbouring European countries.

The **wholesale markets** are central, urban trading platforms where around 2,800 small and medium size wholesalers, importers and growers supply fresh produce, both regional and imported, to more than 56,000 customers in the specialist, independent food retail business such as greengrocer's shops and street markets, and to large-scale caterers and top restaurant chefs. Annual turnover of goods is around 7.95 million tonnes with a total value of roughly 10.6 billion euros.

The **retail markets** include 3,500 street markets and 15,000 greengrocer's shops in Germany. Street markets are the most important sites for selling agricultural produce from local growers. Selling 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. The specialized greengrocer's shops offer their customers personal advice and service in connection with their carefully selected range. Professional expertise is a prime consideration. 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.