



In action

Joining forces to shape a resilient, sustainable, safe & healthy food system!

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SUMMER 2025



In Foreword

**Dear WUWM Members,
Partners and Friends,**

The Summer 2025 edition of our newsletter reflects the momentum of the WUWM network, following a season filled with global engagement, dialogue, and concrete achievements.

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This issue begins with a look back at the WUWM Conference in Johannesburg, which brought together 450 delegates from 22 countries. Hosted by Joburg Market, Africa's largest fresh produce wholesale market, the conference was a success. With sustainability and resilience as our guiding themes, members from every continent shared insights on the evolving role of markets in ensuring food security and inclusive economic growth – especially on the African continent. I would like to warmly thank our hosts in Johannesburg for their professionalism and generosity.

We are pleased to feature exclusive interviews:

- Bruno Rodriguez, the newly appointed Chairman of ABRACEN, the national network of wholesale markets in Brazil, shares his vision for strengthening Brazil's market infrastructure and building stronger links across Latin America.
- Marie Mbala Biloa, Chairwoman of the Bayam-Sellam association in Cameroon, speaks powerfully about women's leadership in markets and the need for investment in informal and local food systems across Africa.

Our Market of the Season is Torvehallerne, the iconic Copenhagen food market. With its mix of tradition, innovation, and a strong commitment to sustainability, Torvehallerne is a perfect example of a modern urban market that supports local

producers while offering a vibrant space for community life.

We also celebrate the successful close of the 2025 Love Your Local Market (LYLM) campaign, which culminated in early July at Bremen Wholesale Market in Germany. As we move forward, WUWM remains committed to amplifying the voice of markets in international forums, advocating for better policy environments, and strengthening cooperation among our members.

We are also proud to announce the launch of WUWM's new website, featuring a dedicated Members' Area designed to enhance the digital experience of our global community. This new space will provide members with easier access to resources, exclusive updates, and opportunities to connect and collaborate more effectively.

Save the Date: The International Day of Awareness of Food Loss and Waste is observed on 29 September. WUWM is proud to support this important initiative and invites all members to join us in raising awareness and taking action against food loss and waste worldwide.

I invite you to explore this newsletter and stay engaged as we continue shaping the future of food systems together.

With warm regards,

Stéphane Layani
WUWM Chairman



In Insight

Highlights from the 2025 Johannesburg Conference

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The World Union of Wholesale Markets successfully concluded its landmark 2025 Conference in Johannesburg from 14 to 16 May, bringing together over 450 participants from more than 22 countries. This historic event marked the organization’s return to the African continent for the first time in over two decades and firmly placed Africa at the forefront of the global conversation on food systems transformation.

Hosted by the City of Johannesburg and Joburg Market, the conference was held under the theme: *“The African Edition: Shaping the Future of Fresh Produce Markets through Sustainability, Innovation, and Inclusivity.”* Over three days, international delegates engaged in high-level discussions, exchanging ideas and best practices to drive innovation and sustainability in wholesale and retail markets across the globe.

The conference opened with inspiring keynote addresses from leading figures in politics, business, and market development. Cllr. **Nomoya Mnisi**, Member of the Mayoral Committee for Economic Development, called on delegates

to reimagine wholesale markets as dynamic drivers of food security, economic development, climate resilience, and social inclusion. WUWM Chairman **Stéphane Layani** emphasized the critical role of innovation in strengthening market systems and described wholesale markets as engines of inclusivity and employment, as well as foundational pillars of agricultural supply chains.

Cllr. **Sello Morero**, Executive Mayor of Johannesburg, highlighted the city’s commitment to aligning its market modernization strategies with the United Nations Sustainable Development Goals and the African Union’s Agenda 2063. In his remarks, Minister **Parks Tau**, South Africa’s Minister of Trade, Industry and Competition, urged participants to recognize Johannesburg as a catalyst for global food system transformation, stressing the essential role that fresh produce markets play in driving sustainable development and strengthening economies.

A highlight of the conference was the official visit to Joburg Market, the largest fresh produce market in Africa and one of the most advanced

in the world. Delegates were given a behind-the-scenes look at its modern infrastructure, operational excellence, and ambitious plans for the future. The visit showcased Joburg Market's leadership in market innovation and confirmed its position as a model for modernization across the continent.

In parallel with the conference, WUWM's Board held a strategic meeting and approved 13 new members, bringing the organization's global membership to a historic total of 200 markets and organizations. This growth underscores WUWM's expanding international presence and commitment to fostering a truly global community of wholesale markets. Newly represented countries now include Sweden, Cameroon, Uzbekistan, and Pakistan, reflecting the network's growing diversity and international reach.

Closing the conference, WUWM Chairman Stéphane Layani described the event as a turning point for Africa and for the global food market sector. He noted that the energy, ideas, and ambition shared in Johannesburg will help shape the future of food systems both on the continent and around the world.

WUWM's next international gathering will be held in Brussels, Belgium, from 5 to 7 November 2025, hosted by MABRU, the Brussels Market. Building on the momentum of Johannesburg, this upcoming conference will continue to promote collaboration, sustainability, and innovation across the global wholesale market network.

The Joburg Market, located in Johannesburg, South Africa, is the largest fresh produce market in Africa and one of the biggest worldwide. Covering a surface area of 64 hectares and operating a 75,000-square-meter trading facility, the market handles an average of 1.4 million tons of fresh produce annually. It serves as a critical link in the food supply chain, connecting thousands of formal and informal traders with farmers from across South Africa and neighboring countries. With its strong focus on food security and economic opportunity, Joburg Market plays an essential role in supporting livelihoods, empowering entrepreneurs, and feeding communities. ■



In Interview

Meet the new Chairman of ABRACEN, Bruno Rodriguez

The Associação Brasileira das Centrais de Abastecimento (ABRACEN) was created in 1986 to bring together the different wholesale markets (Ceasas) of Brazil. Today, ABRACEN counts 22 members representing more than 60 wholesale markets across the country.

ABRACEN's mission is to strengthen and optimize the services provided by the Ceasas, promote the fruit and vegetable sector, and encourage healthier eating habits through the consumption of fresh produce. The association also plays an active role in the organization and participation of national and international congresses, as well as technical and scientific seminars, with the goal of advancing knowledge, management practices, and technology in wholesale markets. ABRACEN is member of Flama, the Federacion Latinoamericana de Mercados de Abastecimiento.

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At the heart of this system are the Ceasas – Centrais de Abastecimento – public wholesale platforms that link producers, distributors, and retailers, ensuring food security, efficiency, and affordability while supporting local economies. In this interview, the Chairman of ABRACEN shares insights into the current role of wholesale markets in Brazil and the association's vision for the future.

WUWM: Can you tell us a little about your background and journey to ABRACEN?

Bruno Rodriguez: My journey began at Ceasa Pernambuco, where I took over as president with the mission of modernizing management and expanding the center's strategic role in the state's food security. Over the years, I immersed myself in the challenges faced by Ceasas and gained a practical understanding of the vital role these supply centers play in the lives of the Brazilian population. This experience naturally led me to ABRACEN, where I was able to join forces with managers from across the country and, more recently, take over as president with the commitment to institutionally strengthen our supply centers and prepare them for the challenges of the 21st century.

What are your priorities for ABRACEN in the coming years?

Our priority is clear: to modernize Brazilian Ceasas (Brazilian Food and Agriculture Organizations) and reposition them as key players in national food security policy. This includes the energy transition, digitalization of management, strengthening food banks, greater integration with family farming, and expanding institutional connections with ministries and international organizations. We want an ABRACEN that is proactive, active in Brasília, and connected to global debates on food supply, sustainability, and resilience.

How do Brazilian wholesale markets contribute to food security and national resilience?

Wholesale markets are the invisible – and often overlooked – link between the Brazilian farm and the table. They ensure the fluidity of supply, price competitiveness, and the population's daily access to fresh food. During crises like the pandemic or extreme weather events, the CEASAS have demonstrated their strength in keeping the country supplied. They are spaces that connect millions of producers, intermediaries, and consumers in a system that must be recognized as a pillar of national resilience.

What are the main challenges your members face today?

Currently, the main challenges include aging infrastructure, high operating costs, technological lag, and a lack of specific public policies for the sector. Furthermore, there is an urgent need to modernize physical structures and adopt more sustainable practices, without losing the essence of warehouses as democratic and accessible spaces. We also face regulatory obstacles and the need for greater coordination with federal entities to ensure long-term investments.

What are your expectations regarding the collaboration with WUWM?

WUWM represents an essential bridge with the world. We have much to learn from international experiences and, at the same time, we have much to offer. Brazilian CEASAS operate on a scale and diversity unique on the planet. Our expectation is to strengthen technical cooperation, share best practices, actively participate in global agendas, and bring international visibility to the transformations we are promoting here in Brazil. WUWM is a strategic partner in this journey.

“ WUWM represents an essential bridge with the world. We have much to learn from international experiences and, at the same time, we have much to offer.”

Bruno Rodriguez

What message would you like to send to the global wholesale market community?

I would like to say that the world's wholesale markets are more than just centers of commerce; they are guardians of food security and human dignity. In a challenging global scenario, with climate change, geopolitical crises, and growing inequalities, we need to act together, share solutions, and promote a more integrated and human vision of supply. ABRACEN is open to dialogue and committed to this collective mission. ■



FAO Publications - Latin America and the Caribbean

The Publications section of the FAO Regional Office for Latin America and the Caribbean website provides access to a wide range of key documents for policymakers, professionals, and the public.

Highlighted resources include the Regional Overview of Food Security and Nutrition 2024, and the 2023 Annual Publications Bulletin, compiling the main reports of the year.

The portal also offers thematic collections, such as the 2030 Series, focused on food systems and rural development, and FAO-FLAMA bulletins on wholesale markets, including their response to COVID-19.

This platform serves as a practical tool to access research, policy notes, and technical guidance that support sustainable agri-food systems and contribute to the 2030 Agenda and the SDGs.

→ www.fao.org/americas/publications/es

In Support

Meet Marie Mbala Biloa, Chairwoman of Bayam-Sellam

ASBY Bayam Sallam brings together more than 2 million women traders and processors who drive Cameroon's food markets. Active in what is often called the informal sector but which is in fact vital and structuring, they ensure the daily supply of fresh and affordable products. As the Ministry of Commerce explained to the WUWM General Secretariat, without the work of these women and the support of the association, Cameroon could not effectively or sustainably feed its population.

WUWM: Could you introduce Bayam-Sellam including the history and its mission in Cameroon?

Marie Mbala Biloa: Before answering the questions, let us briefly introduce the Association of Bayam-Sellam of Cameroon and the Diaspora (ASBY). ASBY was created in 2004, registered with OAPI in 2006, recognized as being of public utility by presidential decree in 2016 under no. 478/2016. It has over three million members across various professions (Bayam-Sellam farmers, livestock breeders, fish farmers, artisans) and other small trades. The association is present in all 10 regions of Cameroon and in the diaspora, with 80% of the members being women who are very under-educated, work seven days a week without social security, and most live on less than 2 euros per day.

How does Bayam-Sellam support food system actors?

The association is structured with regional, departmental, district, village, and market branches. We contribute monthly or semi-annually to create microcredit funds. We also offer member insurance in the event of the death of a member or a family member.

“ We need a bit of everything: logistics, funding, tractors, utility vehicles, construction of storage facilities...”

Marie Mbala Biloa



We seek financing from microfinance institutions, even though the interest rates are usurious. We also look for public-private partnerships and development organizations such as the United Nations and the African Development Bank – for example, for the construction of our modern and ecological market, ASBY Market. We are also looking for international partners, especially to organize exchange visits for experience sharing.

What are some of the key challenges facing markets in Cameroon?

After 21 years of existence, our main problems remain the lack of a budget to support our social activities and the lack of logistics. Rural women still work with rudimentary tools like hoes and machetes – no equipment or tractors. Production areas are often too remote. We lack utility vehicles to transport food to cities. The association tries to work with development partners to address some of these issues. However, the lack of support limits the empowerment and development of our women members, who bear 75% of family responsibilities – rent, health, school fees for children. There is also insecurity in markets, as many Bayam-Sellam arrive at night and sleep outside – sometimes they are assaulted, raped, or even killed.

How can organizations like WUWM support networks like yours?

As I mentioned earlier, we need a bit of everything. We need logistics – of any kind. Funding for our projects, especially for processing local food products. Construction of storage facilities to avoid post-harvest losses. Tractors for farmers to boost production. Support for livestock farmers. Bayam-Sellam need utility vehicles to transport goods to urban areas. Support for strengthening their businesses. We have a 2,120 m² plot in the city for the construction of a multifunctional complex. Many of our members are digitally illiterate, yet everything is digital today. We are also seeking opportunities for international exchange and partnerships.

What future do you expect for wholesale and retail markets in Cameroon?

We are asking for the recognition of a professional career path, possibly with retirement benefits. This lack of support leads to fewer wholesalers and more retailers. What we really need is

funding and logistics. We must invest more in the transformation of our local products to sell them at higher value. We also hope for the creation of an online store called ASBYASSO.com to facilitate remote sales – sell more, travel less.

The Minister of Trade of Cameroon told us that if Bayam-Sellam went on strike, the country would face food shortages within a week. What is your reaction to this statement?

The Minister's statement is very telling – if Bayam-Sellam go on strike for even one day, the people would go hungry. These women wake up at 3 a.m. every day, rain or shine, working day and night, seven days a week, to find food for the population. Yet their work is not valued. ■

“ We are also seeking opportunities for international exchange and partnerships.”

Marie Mbala Biloa





In Spotlight

Market of the Season: TorvehallerneKBH, Copenhagen

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As summer settles over Copenhagen, TorvehallerneKBH comes alive in a particularly vibrant way. Located just steps from Nørreport Station, this dynamic urban marketplace is where tradition meets innovation – and where approximately 110,000 visitors each week come to taste, shop, and soak up the season’s finest.

Outdoors, the energy is palpable. Visitors relax in the sun-dappled seating areas while enjoying fresh pastries, local delicacies, or just a good coffee. Flower stalls spill over with summer blooms, and colourful produce stands burst with seasonal vegetables and fruits sourced from local farms.

Inside the two light-filled market halls, summer flavours from around the world are on full display. TorvehallerneKBH is home to over 60 independent vendors, offering everything from fresh seafood and artisanal cheeses to handcrafted kitchen tools and vegan cream puffs. Whether it’s a Spanish tapas lunch, a freshly handmade pasta, or a chilled glass of wine with Nordic open sandwiches and freshly made salads – there’s something here for every palate.

But TorvehallerneKBH is much more than just a place to eat. It’s a model of sustainable urban food retail where local Copenhageners come and

buy their daily food and groceries. Many vendors are deeply involved in the sourcing, preparation, and presentation of their products, with a strong focus on organic produce, local supply chains, and culinary craftsmanship. The result is an experience that feels both personal and premium – a celebration of seasonality and quality.

Since its development by Jeudan and opening in 2011, TorvehallerneKBH has become a cornerstone of Copenhagen’s food culture and a benchmark for modern market infrastructure in Europe. Today, it continues to serve as a meeting place for local food lovers, chefs, families, and tourists – and a prime example of how urban markets can thrive year-round while reflecting the best each season has to offer.

This summer, TorvehallerneKBH invites you to slow down, explore, and enjoy the taste of Copenhagen – one stall at a time. ■

- Frederiksborggade 21, 1360 København K
- www.torvehallernekbh.dk
- Opening hours:
 - Monday – Friday: 10:00–19:00
 - Saturday & Sunday: 10:00–18:00



In Collaboration

Welcome to our new Premium Member: Kingold Group



The World Union of Wholesale Markets is proud to welcome the Guangdong-Hong Kong-Macao Greater Bay Area Agricultural Produce Trading Center, developed by **Kingold Group**, as its newest premium member. This landmark project strengthens fresh food supply infrastructure in one of China's most dynamic regions.

Founded in the early 1990s and headquartered in Guangzhou, Kingold Group is a diversified multinational enterprise with core operations in real estate, finance, health, education, hospitality, and media. With over 10,000 employees across China, Australia and Europe, Kingold is recognized for design quality, service excellence, and reliability. It was named among the "100 Star Enterprises Funded by Overseas Chinese" by the State Council's Overseas Chinese Affairs Office.

In line with government directives and community needs, Kingold is developing the Agricultural Produce Trading Center as a vital public infrastructure for fresh food supply. To ensure world-class standards, Kingold has partnered with Semmaris, operator of France's renowned Rungis International Market, bringing international expertise and best practices to the project.

Located in Zhongluotan Town, Baiyun District, Guangzhou, just 8 kilometers from the airport, the Center benefits from outstanding logistics, with direct links to Zhonggang Avenue, the Airport Second Expressway, and the Beijing-Hong Kong-Macao Expressway, ensuring efficient regional distribution.

Covering 133 ha with an investment of more than €2.4 billion, the project will be developed in three phases as a global hub for agri-food distribution. Designed as policy-driven infrastructure, it will secure a safe, stable supply of fresh food for Guangzhou and beyond, while also integrating into global premium agri-food networks. Leveraging its international footprint, Kingold aims to facilitate the import of top-tier agricultural products, enriching the diversity and quality available across the Greater Bay Area.

WUWM warmly welcomes the Greater Bay Area Agricultural Produce Trading Center and Kingold Group into its global network. This membership highlights a shared commitment to innovation, sustainability, and excellence in wholesale market operations, fostering collaboration to strengthen fresh food supply chains worldwide. ■



In Celebration

Love Your Local Market closing event at Bremen

The recent event held in Bremen, Germany, from 4 to 6 July 2025 marked the closing period of the **Love Your Local Market (LYLM)** campaign with a dynamic and engaging programme. Over the course of three days, participants gathered to celebrate local markets and strengthen networks through a series of inspiring activities and discussions.

The programme began early on Friday morning with a visit to the wholesale market at 4:30 a.m., providing attendees with an insightful look into

the scale and operation of food distribution. The day concluded with a dinner at the historic Ratskeller, attended by national and international guests, fostering dialogue and exchange of ideas.

Saturday featured the main event, which included positive discussions with important politicians and decision-makers. The event created an atmosphere of enthusiasm and collaboration aimed at advancing the goals of the campaign and the wider market community.

A notable highlight was the Human Slot Machine activity, which received widespread acclaim due to the engaging and humorous presentation. This activity will be extended to the broader community following its success.

Despite the demanding schedule, including a 19-hour day on Friday, the event was deemed highly successful in terms of networking,

knowledge sharing, and community building. Those unable to attend were missed.

The LYLM photo competition remains open, and contributions are encouraged to continue celebrating the value of local markets worldwide. The momentum generated in Bremen is expected to sustain ongoing efforts to promote and support local markets globally. ■



Inside WUWM's world

June

- **5 June:** Food Donation subgroup at the EU commission
- **12-14 June:** Project for Public Spaces (PPS) Conference, Milwaukee, USA
- **18-22 June:** World Food Summit, Lisbon, Portugal

July

- **4-5 July:** End of LYLM Campaign and Photography Competition, Bremen, Germany

September

- **3-5 September:** Asia Fruit Logistica, Hong Kong
- **11-14 September:** International Gastronomy Village, Paris, France

- **30 September:** Deadline submission Photos Competition
- **30 September - 2 October:** Fruit Attraction, Madrid, Spain

October

- **14-18 October:** Milan Pact Awards Ceremony, Milan, Italy
- **15 October:** Deadline submission WUWM Manager of the Year 2025
- **16-18 October:** IFPA Global Conference, Anaheim, USA

November

- **5-7 November:** WUWM Brussels Conference
- **7 November:** 2025 WUWM General Assembly, Brussels, Belgium.



wuwm.org

About WUWM: We aim to facilitate access to healthy diets for everyone in the world by delivering more sustainable, inclusive, and high-quality fresh food supply systems. We exchange ideas, share best practices and cooperate with our partners in international organizations, governments, businesses, and the public.

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