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A strong team returns in 2017: representatives from Germany's fresh food markets at the GFI joint stand

GFI at the Fruit Logistica 2017

Germany's fresh food markets a firm fixture at the Fruit Logistica for past 16 years

In 2017, on its 25th anniversary, the FRUIT LOGISTICA set yet another record. From February 8 to 10 around 75,000 professional visitors from over 130 countries came to Berlin to look and learn at the biggest trade gathering in the fair's history. Over 3,100 exhibitors from 84 countries presented a comprehensive survey of the market for fresh fruit.

GFI German fresh food markets - a firm fixture at Fruit Logistica

Germany's fresh food markets have now been a firm fixture at the Fruit Logistica for 16 years, recommending themselves to visitors as reliable business partners. At the GFI joint stand they showcase their expertise in the task of providing modern, diversified and top-quality hubs for the trade in fresh produce.

This year Uwe Kluge, chairman of the GFI board and managing director of Bremen Wholesale Market, once again returned a positive verdict on GFI's participation. "Public response once again proved how important our stand is as a platform where our many wholesalers and importers can communicate with us and others. It offers a real marketplace for in-depth talks and negotiations with customers and suppliers from all over the world. Our 5-year old stand design "Diversity in Unity" has proved so effective that we shall be using it again."

As before, the GFI stand had numerous programmes tailored to specific target groups. Once again, the large info counter gave visitors to the fair a central point to head for when in search of information and new contacts. In the exclusive “Partners’ Section” Elbegarten, Don Limón and Port International, companies operating at Hamburg Wholesale Market, presented a wider range of produce and generated a steady stream of visitors to the stand.

Important topics for the future

Wholesale market representatives from every metropolitan region in Germany were available for talks with potential partners. They discussed important topics such as viable market concepts for the future, expanding the customer base and range of produce and the unabated demand for regional products.

Experience your market 2017

As was to be expected, networking paid off for GFI itself. In particular the European street market campaign “Love your local market” which GFI is organizing for Germany as “Erlebe Deinen Markt” (experience your market) was the topic of in-depth talks. Uwe Kluge says, “This year we will be bundling existing and new marketing partnerships inside this successful campaign. Zespri is taking part and there have been very promising talks with Chiquita, Pink Lady and Jaffa.”

“7th Bavaria Meet” - traditional supper

The nutrition cluster, alp Agency for Bavarian Foods, Munich Market Halls and the Bavarian State Agricultural Corporation (LfL), joined forces to organize the “Bavaria Meet” at the GFI stand on 09 February 2017. It was the seventh time in succession that this popular trade get-together had been held during the fair, which makes it something of a tradition already. This year, as before, the platform was eagerly used by many companies for talks about different aspects of food retailing and the growing, processing and conditioning of fruit and vegetables.

6th GFI Fructinale 2017

On the evening of 9th February 2017 GFI German Fresh Food Markets once again staged its Fruit Logistica event Fructinale. The who’s who of the fresh food industry gathered for this major event in the old Berlin Waterworks for a relaxed evening of networking. Once again, to the delight of the 300-strong audience, the event offered a unique mixture of exciting show performances and dining on fresh food in an unusual location. The traditional highlight of the evening was the presentation of the three GFI Buddy Bear awards to friends and partners of the fresh food markets community.

Impressions



Franz-Josef Holzenkamp, Member of the Bundestag and the Committee for Food and Agriculture, Joachim Rukwied, President of the German Federation of Farmers, Bertram Fleischer, Secretary General of the ZVG Federation of Market Gardeners and Wilhelm Böck, Vice-President of the ZVG in conversation with GFI board member Uwe Kluge (from left to right).



Rolf Strobel, associate member of the board with GFI board members Boris Schwartz, Uwe Kluge (chair) and Peter Joppa (left to right).



Platform: Germany's fresh food markets have exhibited at the Fruit Logistica since 2002, and since 2004 they have used the large GFI joint stand.



300 people joined us for the 6th GFI Fructinale in the Old Waterworks Berlin Wilmersdorf - one way people dedicated to fresh produce network.

Photo credits: Fruchthandlungsmagazin (1,3), Messe Berlin (4,5)

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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.