

Berlin, 8 November 2007



*Wholesale market representatives in Munich Wholesale Market hall*

## **12th General Meeting in Munich** **GFI German Wholesale Markets:** **New marketing projects for 2008**

The 12th regular General Meeting of the development society GFI German Wholesale Markets was held in Munich on 6 and 7 November 2007. This year, as in past years, members had a packed agenda to work through. GFI members have initiated numerous new marketing measures.

### **Marketing measures for 2008**

- ▶ The PR and media work will continue to concentrate on making the business and political community as well as consumers more aware of wholesale markets. Apart from producing new information material that offers a wealth of background knowledge about Germany's fresh produce centres, some specific projects have been planned to arouse interest among economics and business affairs editors.
- ▶ At the Fruit Logistica 2008 Germany's wholesale markets will be making their 5th joint presentation, sharing a 400 m<sup>2</sup> GFI stand at a new location in hall 21. The fair stand concept was reviewed in 2007 and the improved design illustrates even better than before how modern and important Germany's fresh produce centres are.
- ▶ Following the success of its first such event at this year's trade fair, GFI will be organizing an evening panel discussion at the Fruit Logistica 2008 on 7 February; this time the topic will be "Regional food – the renaissance of old trading structures." The recipe is unchanged; contrasting views on the topic will be debated by prominent people representing agriculture, wholesaling, retailing, consumers, politics and associations. The venue is the Ludwig Erhard Haus, where Berlin's Chamber of Industry and Commerce is located.
- ▶ Next year there will be greater focus on new marketing partnerships in the form of cooperation between international growers and marketing organizations. In 2008, for example, the first "Pink Lady" promotions for the independent retail trade will be held in cooperation with Sopexa. Sopexa is thus following the example of Zespri to become the second major marketing

Berlin, 8 November 2007

partner of the “GFI Freshness Network” consisting of independent retailers at popular street markets, in greengrocery shops and covered markets.

### **Peter Joppa and Andreas Foidl re-elected to the Board**

Apart from the marketing projects, items on the agenda included those required by the statutes, such as the Board’s progress report and the budget for 2008. The assembled members unanimously voted to renew the mandates of Board members Peter Joppa and Andreas Foidl. Peter Joppa, managing director of Frischekontor Duisburg GmbH, has been a member of the GFI board for 4 years, responsible for the website, 5 a day, and events for members. Andreas Foidl, managing director of Berliner Großmarkt GmbH has been on the GFI board for 2 years and is responsible for public relations.



*The “old and new” board of GFI: Andreas Foidl, Uwe Kluge and Peter Joppa – seen here at the 2007 Fruit Logistica*

At the end of the event, Uwe Kluge, managing director of Großmarkt Bremen GmbH and chairman of the GFI board, said how very pleased he was with the course of the event. “Among GFI members we have created an exceptionally amicable and constructive atmosphere. All members are looking forward to starting the new projects and doing everything they can to help the association, by implementing the schemes in their local areas and making their contribution to the efforts of the two working groups, one for marketing and one for public relations.”

The next GFI General Meeting will be held in November 2008 in Stuttgart.

### **About GFI**

GFI German Wholesale Markets is the primary point of contact for national and international growers seeking to market their produce through quality, independent food retail channels. GFI offers its members a forum for the structured exchange of information and insights on ways to market wholesale markets; it also offers public platforms such as a joint stand at the Fruit Logistica and its own website, [www.grossmaerkte.org](http://www.grossmaerkte.org)

**Contact:** Andreas Foidl, GFI Deutsche Großmärkte, c/o Berliner Großmarkt GmbH, Beusselstraße 44 N-Q, 10553 Berlin, Telephone +49 (0) 30

## PRESS RELEASE



Berlin, 8 November 2007

39896112, Fax +49 (0) 30 39896124, e-mail  
andreas.foidl@grossmaerkte.org, Website [www.grossmaerkte.org](http://www.grossmaerkte.org)