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Wholesale market representatives in Duisburg

15th GFI members' meeting in Stuttgart **A vigorous association launches into its 10th year**

The 15th regular members' meeting of the development society GFI German Wholesale Markets was held in Duisburg on 10 and 11 November 2009. The agenda awaiting the participants was as packed as always. GFI members have initiated numerous new projects.

Marketing measures for 2010

- ▶ The PR and media work will continue to concentrate on making both consumers and the business and political communities more aware of wholesale markets. Information material has therefore been updated and there are plans for new business PR projects.
- ▶ Germany's wholesale markets will be present at the Fruit Logistica 2010, where for the seventh time they will share a 400-square-metre GFI stand - hall 21, stand F-09. There is a new concept for the fair stand, which is already entering the 3rd generation. It is to be more like a market place, with greater openness and more transparency to express the concept of a joint platform even better.
- ▶ Following the successful premiere of the "Fructinale" this year, it is planned to stage another of these exclusive networking events during the Fruit Logistica 2010 on the evening of 4 February. Some 400 guests from the business community, politicians and media representatives will spend an entertaining and relaxing evening in the Marheineke Market Hall in Berlin-Kreuzberg.



► This year the close, tried and tested cooperation with Zespri and EOS South Tyrol, together with an intensified marketing partnership with Melasí, resulted in more than 60 specials at independent retailers. The three partners successfully used the "GFI Freshness Network" of independent traders, consisting of attractive street markets, greengrocers' shops and retail market halls. For 2010 it is planned to further expand promotions with all three partners. They will be joined by Sopexa and the two new marketing partners, Chiquita and Enza.

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 report and the budget for 2010. The assembled members unanimously voted to renew the mandates of Board members Peter Joppa and Andreas Foidl, who were standing for re-election. Peter Joppa, managing director of Frischekontor Duisburg GmbH, has been a member of the GFI board for 6 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 4 years and is responsible for public relations.

2010: GFI tenth anniversary

Uwe Kluge, managing director of Großmarkt Bremen GmbH and GFI board chairman was pleased at how well the members' meeting went and his summary of what has been achieved so far was positive: "In 2010 GFI will be celebrating its 10th anniversary. We have come a long way and achieved a lot, and we have the enormous engagement of our members to thank for that. GFI is a firm feature of the industry. The marketing partnerships prove that our platform and trading channels are attractive. Our approach, which is to organize events that benefit the consumer and cover the entire value chain from grower to wholesale market to wholesalers and retailers, has proved the right course. We shall continue on this track and develop new ideas."

About German Wholesale Markets. These fresh produce centres guarantee a wide variety of top quality fresh produce, especially fruit and vegetables. At these central, urban trading platforms around 2,600 small and medium sized wholesalers, importers and growers supply fresh produce from the region and all over the world to more than 53,000 customers in the specialist, independent food retail business such as greengrocer shops and street markets and to large-scale caterers and top restaurant chefs. Annual turnover of goods is around 7.4 million tonnes with a total value of roughly 9.8 billion euros. Germany's wholesale markets thus ensure the availability of good, nutritious food for around 100 million consumers in Germany and neighbouring European countries.

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