

ITALMERCATI

ITALIAN WHOLESALE MARKETS NETWORK

un grande network, **grandi numeri**

Wholesale Markets in the 1970



Problems of Wholesale Markets in the Past

- Located inside the cities causing **high traffic congestion**
- No shared and recognized procedures for **health** and **food safety**
- Considerable problems in dealing with wastes
- **Chaotic organization** of everyday trade
- Huge losses
- Lack of capacity of meeting the demand of an increasingly **more demanding consumer**

Solution

In the mid 1980s, Italy create a **national plan** for reorganizing wholesale markets

The objective was to provide a wide **variety of healthy food** to a growing population of increasingly demanding consumers

A good Basis for meeting new Challenges

The plan provided the basis for meeting **new challenges** during the 1990s up to today such as:

- Demand for **clean management of waste**
- Environmental concerns
- **Climate change** and need of **renewable energies**
- Competition from vertically integrated **value chain**
- Traffic **de-congestion**
- ...

The Evolution of Market in Agrifood Center



Roma



Padova



Verona

The Evolution of Market in Agrifood Center



Bologna



Milano

Who are we?

- **16 main Italian Wholesale Markets**
- **Sales of markets companies direct and indirect: 22 billion euros**
- Shareholding Structure of Wholesale markets: **mixed public-private**
- Consolidated turnover of managing companies: **75 M euros**
- **Platforms tonnage: 5 million of tons**
- **130 Logistic platform**
- **700 Farmers**
- **23000 direct jobs**
- Modern infrastructures: **built after 2000**



Ortofrutta **81%**



Ittico **18 %**



Carne **1%**



Our Targets

- Common development of the national **distribution system**
- Knowledge **sharing**
- Sustainable development
- Constant **renovation** of infrastructures
- Innovation on products **tracking**
- Innovation in **green energy**
- **Reduce** food waste



Solar Energy for an environmental sustainability



Solar Energy for an environmental sustainability



A solution for food waste

The presence inside the market of a food processing implies **no food waste**

In this case in collaboration with a no profit organization for **helping people in need**



Some photo of our internal structures



Daily fresh collection of products



Fruits and vegetables pavilion



Fish market

Some photo of our internal structures



Meat processing platform

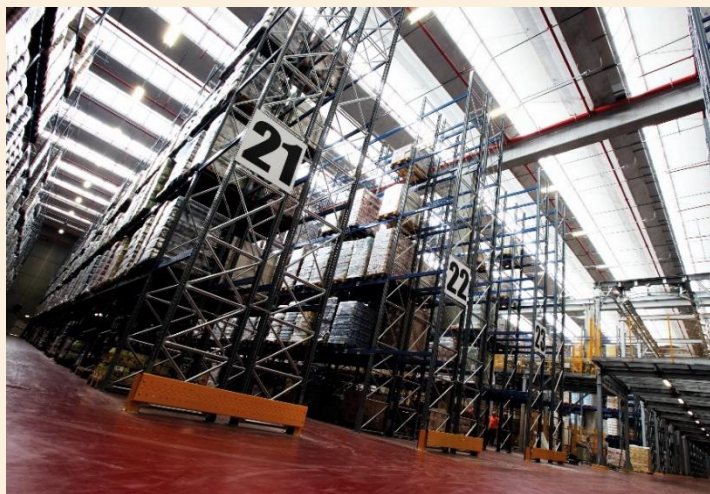


Flowers market



Organic platform

Some photo of our internal structures



Supermarket platform (only dry food)



Cooking school



Logistics Platform

Some photo of our internal structures



Meeting, conference and training room



Beverage Platform



Refrigerated Logistics Platform

Our stakeholder and shareholder

Shareholders of a singular Agrifood center are different but is is generally a **mixed between public and private**.

We find inside single markets a **number of companies** such as:

- Farmers
- Wholesalers
- Logistics
- Supermarkets
- Transport
- Quality
- Engineering
- financial consultancy
- Law firms
- customs brokers,
- Marketing and communication
- Etc..

Some services offered inside our structures

Every centre has evolved in order to respond to a continuous supply of products as well as of **services for distribution and sales**.

New Wholesale Markets offer a range of services:

- Traditional small farmers production support development
- Promotion consumption of health diet
- Logistics and delivery systems
- Refrigerated Platform for cold chain
- Quality control on Companies, Farmers and products
- Export support for faster processes
- Internal customs
- Prices transparency and tracking products
- Products processing platform
- Packaging platform
- Professional training and education activities
- Etc....

Covid Pandemy: Italian and European Markets worked together for setting up new best practices

Italian markets have already entered a new circular, decarbonated and digital economy and the COVID health crisis - which we are all going through - is only accelerating **new consumption patterns**. The consumer demand favors an economy that is more socially responsible and more sustainable. **During the Covid crisis they collaborated to develop:**

- **Additional safety protocols** were implemented in the market for trading and logistics areas.
- **Information and communication** on food nutritional properties as well as on healthy and proper diet
- **Health procedures** provision in the retail markets.
- **Assistance** in the creation of delivery platforms for providing last mile delivery services
- **Connection with food banks** for supplying fresh products to the people who can afford such quality products.



The Know-how and the responsibilities of Italian Markets Operators

As regard food safety and hygiene, when our customers are independent food businesses, the wholesale market management responsibility may include the following:

- **Offering** premises - basically buildings and/or land;
- **Maintenance** of premises;
- Maintenance of **equipment**;
- **Cleaning** of “public” areas;
- **Temperature control**
- **Ventilation** - which includes air conditioning, cooling, refrigeration, heating, etc..;
- **Lighting** of public areas either inside or outside buildings;
- Supplying **basic services**: such as electricity, gas, hot and cold water, drainage, sewerage, etc.;
- **Personal hygiene**: including toilets, wash hand basins, showers, cloakroom facilities, etc., when they are within public areas;
- **Waste disposal** collection and removal;
- **Pest control**;
- **Training**;

For that purpose it is important to apply the internal rules

Innovation for Tracking and prices transparency

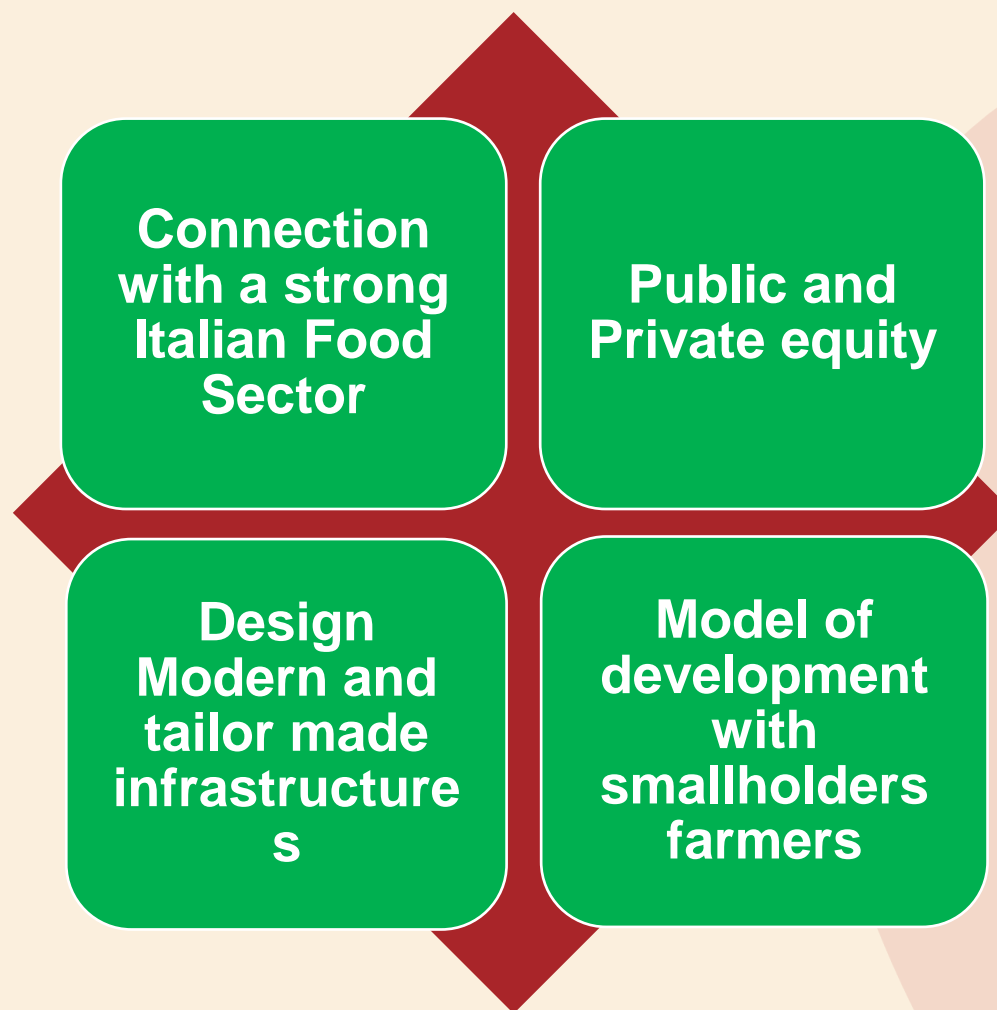
In our Markets we use a digital system for the tracking, the temperature with RFID, to manage remotely the platform, for dry product semi-automatic system etc... But the real innovation is the **sharing of this system with other markets** to create projects that can be used by all members.

- We've created a **New National coding of fish products** and an **App** to see and compare daily prices of different Wholesale Markets
- Daily product pricing (identified through closely monitored offer and demand and using a minimum of 300 references) in partnership with **BMT Borsa Merci Telematic**. Each market on the network sends its information on a series of shared products. This information is processed by forming a national price list.
- We are working to create a **National Marketplace** to support our sellers
- We will soon test a **national credit control system** that can be used by all wholesale markets
- **National Innovation tracking system**



DOWNLOAD APP

Our Strength



Our Expertise

- **Organize food distribution and develop a participatory approach to involve main stakeholders**
 - ✓ Local, national, international issues
 - ✓ Analysis of current operations
 - ✓ New channels adapted to needs
 - ✓ Integrate farmers, traders into the project definition and its operation : a key success for investors
- **Assist investors for justifying investment to the donors procedures**
 - ✓ Impact assessment on farmers
 - ✓ Impact on Value Chains and grower's organizations. Transparency and quality.
- **Design a new wholesale market and/or logistic hub**
 - ✓ Location
 - ✓ Operation principles
 - ✓ Preliminary and Conceptual Masterplan
 - ✓ Business plan
- **Modernize your current facilities**
 - ✓ Logistics adjustments
 - ✓ Food safety, chill chain and fire standards upgrade
 - ✓ Tenants 'commercial impact and productivity
- **Improve market and hub operations and adapt projects to local requirements**
 - ✓ Overall organization
 - ✓ Optimizing operating costs
 - ✓ Operating method
- **Relocation strategy and assistance for opening the new infrastructure**
 - ✓ Setting up the operating company
 - ✓ Setting up the technical services
 - ✓ Training of Managing and technical directors

THANK YOU

Contacts

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