



Food Donation initiatives implemented in wholesale markets

FOOD DONATION SUB-GROUP

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NOVEMBER 28TH 2023





The World Union of Wholesale Markets



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10 %
of the global population
is affected by hunger in
2021



1/3
of all food produced is
wasted. This food is
equivalent to the annual
food consumption of 2
billion people.



50 %
of the fresh fruit and
vegetables produced
globally pass through a
Wholesale Market



Objective of this presentation

- WUWM - MIT Research on Food Waste and Food Donation.
 - Results of the survey among WUWM European markets: quantity of distributed food, beneficiaries, partnerships, etc.
 - Example on an international scale.
 - Call to action within wholesale and retail markets.
-



The WUWM and MIT joint Research: Orchestrating the Future of Food Supply Chain

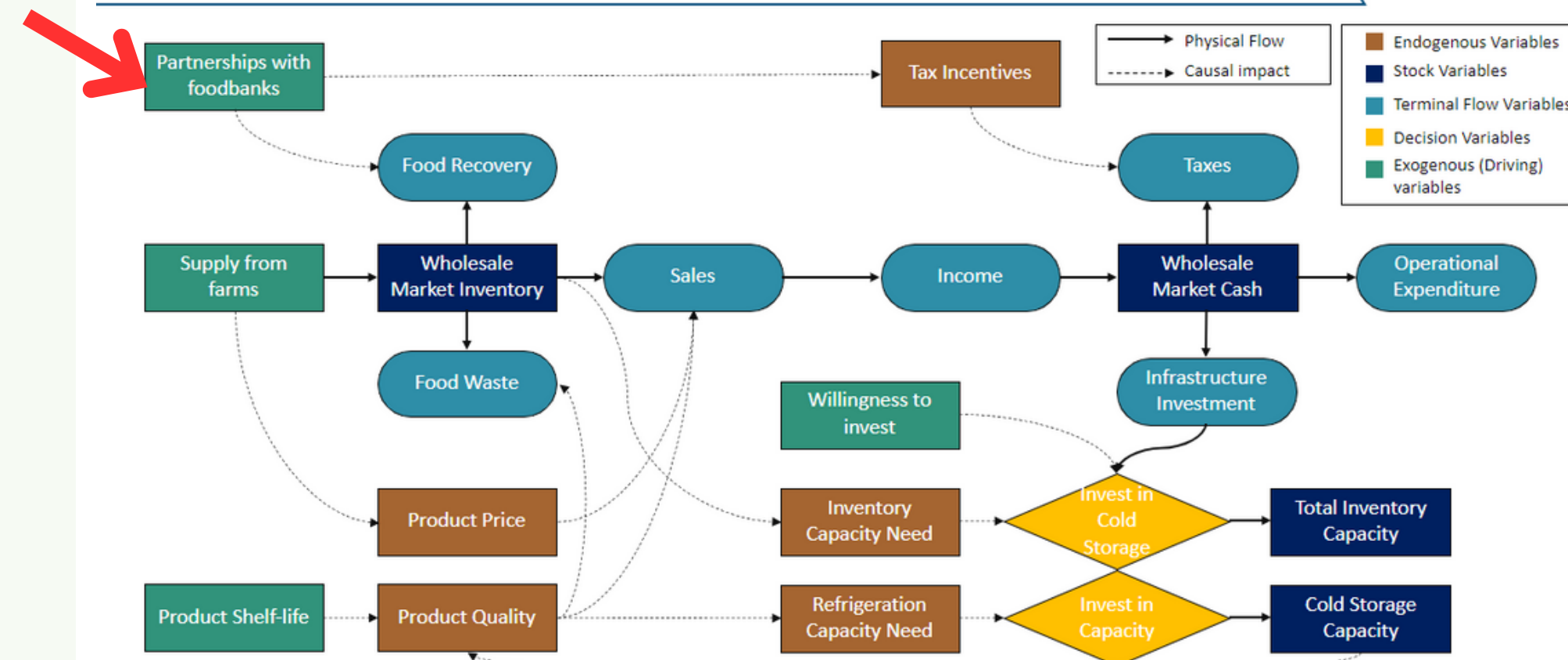



- Collaboration with the MIT Food and Retail Operations Lab
- WUWM as a Key Partner
- Research article is being written.



“How to effectively match dynamic consumption patterns with diverse food sources, ensuring accessibility, affordability, and availability for all.”

Simplified SD Model for Wholesale Market Operations



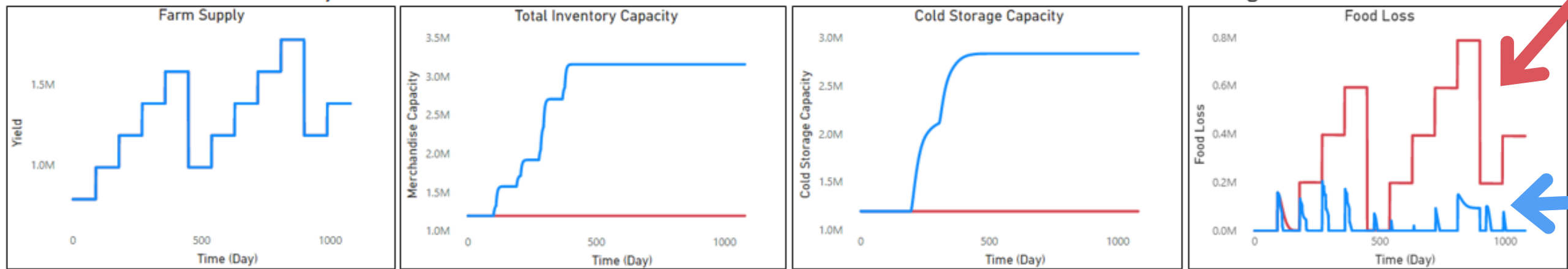
Partnerships with foodbanks  NO

Product Shelf-life  2-10 d

Willingness to invest **LOW**
Willingness to invest **HIGH**


Supply from farms 

Simulation run over 1000 days



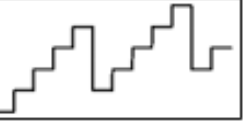
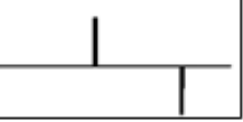
No infrastructure investment and no partnership with food banks cause a significant amount of food loss.

High infrastructure investment and no partnership with food banks cause a amount of food loss.

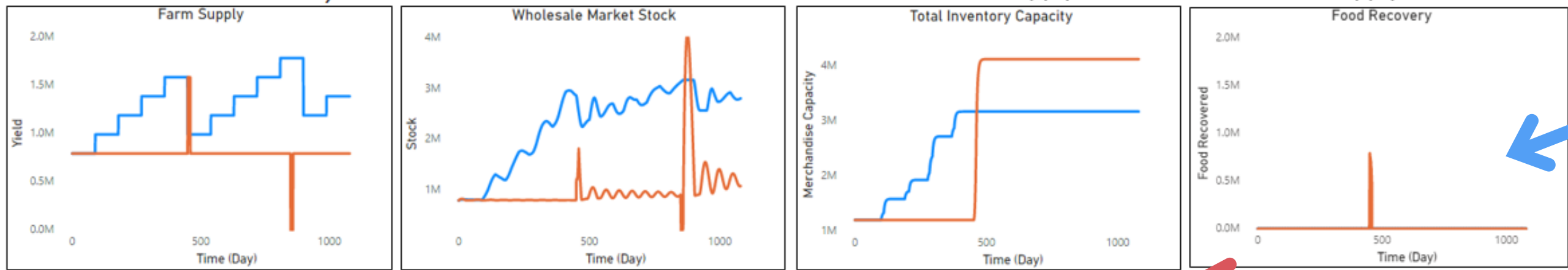
Partnerships with foodbanks  YES

Product Shelf-life  2-10 d

Willingness to Invest **HIGH**

Supply from farms 
Supply from farms 

Simulation run over 1000 days



High infrastructure investment and partnership with food banks cause a minimum of food loss in case of seasonal supply

High infrastructure investment and partnership with food banks cause a few amount of food loss in case of intermittent supply

Key insights for wholesale markets to reduce food loss:

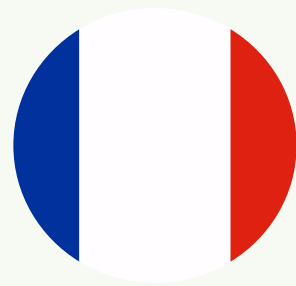
- **Partnerships with foodbanks**
- Proactive infrastructure investment
- Strategic management of supply & demand

WUWM has asked European Wholesale Markets about their food donation initiatives

This survey was conducted within the framework of the EC - Food Donation Subgroup, **receiving responses** from various parts of Europe.

The WUWM has published a PDF document on its website for the 29th of September, **International Day of Awareness of Food Loss and Waste (IDAFLW)**.





Rungis Wholesale Market: “La Cabane à Don”

Throughout 2022, a total of 1,571 tons of food products were donated to 44 associations within Rungis WM.

'La Cabane à Don' initiative is an effort to revolutionize food donation logistics. Collaborating with ANDES, “la Cabane” aims to provide traders with the opportunity to donate consumable food items at the end of their shelf life, thereby reducing waste and making significant strides in the fight against food waste.



“La Cabane à Don” is inside of a Wholesale Pavilion

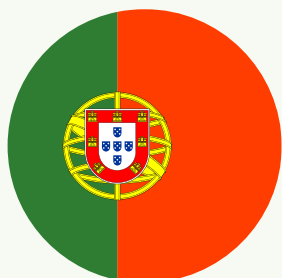


Italmercati : "Frutta che Frutta Non Spreca"

In 2020, over 8,000 tons of products were collected solely at C.A.R., earning its operators the prestigious "Food Heroes 2020" award from the United Nations.

The "Frutta che Frutta" project at Centro Agroalimentare Roma (C.A.R.) uses a non-profit-managed lab to transform and package recovered, unsellable edible products into items like canned goods, sauces, jams, and juices. These contribute to a solidarity circuit, aiding those in need.

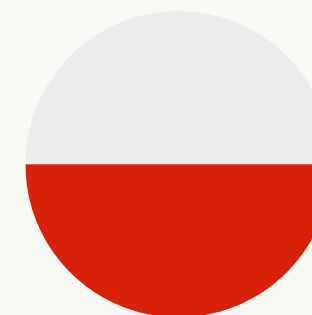




SIMAB and Banco Alimentar Contra a Fome

Since its creation, the four markets of the SIMAB group (MARB, MARL, MARÉ, and MARF) have collaborated with Banco Alimentar Contra a Fome (BACF) in Portugal

Key actions include providing facilities (**refrigerated space**) for daily collections of surplus fresh fruits and vegetables by BACF and supporting campaigns in Wholesale Markets.



Polish Wholesale Markets Pre-Christmas food collections



The Polish government implemented a regulation based on the Act on Food Waste Prevention in July 2019

Warszawski Rolno-Spożywczy Rynek Hurtowy S.A., Poland's largest wholesale market, has a partnership with Food Bank SOS. They organize pre-Christmas food collections, gathering 10 tons, which is distributed to aid facilities, benefiting homeless individuals, large families.

Over the past three years, Food Bank SOS has supported nearly 1.5 million people in challenging situations.





Mercabarna

“The Feedback Project”

Foodback started in 2022, and in the final stage of development for this project, Foodback will recover 4,000 tons of food every year.



- **Maximize food recovery and the reduction of organic plant-based waste** through an integrated waste management system in the Food Unit.
- Involve wholesale companies in **the joint fight** against food waste.
- Guarantee the traceability of the management of surplus products (from reception to distribution) and food security.
- Guarantee **the distribution of the recovered food items** to benefit vulnerable individuals.
- **Contribute to the 2030 Agenda for Sustainable Development Goals.**



MABRU

“The DREAM Project”

DREAM, a multifaceted social project launched in 2022, is championing several key objectives, including food recovery, professional reintegration, waste reduction, and efficient distribution through a dedicated delivery service.



Approximately **2 tons of fresh produce** is collected daily from participating merchants.

Merchants from Mabru contribute 20% of the total donations collected by DREAM.

Including **8 full-time workers** provided by the social assistance service of the City of Brussels.

DREAM's initiatives underscore the collective efforts of Belgian wholesale markets in combating food waste and addressing food insecurity.



Thessaloniki Central Market's "Social Plate": A Pioneering Food Donation Project Making a Difference

This national initiative significantly impacts by combatting food waste, supporting vulnerable communities, and promoting sustainable practices.

- **Collecting non-marketable** fruits and vegetables from Thessaloniki wholesale traders
- **80 stakeholders** : Social Grocery Stores, Non-Governmental Organizations, Church Soup Kitchens, and Collectives
- **8,000 to 10,000 beneficiaries**
- **1,210 tons of fruits and vegetables collected and 884 tons per year redistributed**, the project aligns with the principles of a circular economy
- EU's European Regional Development Fund
- Aligned with UN SDGs, esp. Goal 12





Example of Food Donation initiative at an international scale : Hunt Points Terminal - the New York Wholesale Market on Youtube



8 millions views

Mr. Beast, with over 210 million subscribers on YouTube, is the most-subscribed individual on the platform. He utilized a Wholesale Market to create a Food Donation initiative.

The WUWM is seeking the support of the European Commission to develop food donation initiatives within European wholesale markets.



Responding to the Horizon Europe call on "**Preventing and reducing food waste to reduce environmental impacts and to help reach 2030 climate targets.**"

The application deadline is set for 22 February 2024.

2024 WUWM Rimini Conference
sheduled 30 October - 2 November 2024
themed : **reducing food waste and losses within
wholesale markets**



Thank you !

**Food Donation initiatives
implemeted in wholesale markets**

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