



German markets out in force

With plans for new marketing partnerships with Chiquita and Enza this year, the importance of Germany's wholesale markets to the fresh produce trade appears greater than ever

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German wholesale markets will be out in force again at Fruit Logistica 2010, where the country's wholesale markets association GFI will also celebrate its tenth anniversary by unveiling a 400m² stand resembling an authentic traditional marketplace.

In addition, following last year's successful premiere of the Fruchtnale networking event, some 400 guests have been invited to the second edition. Taking place on the evening of 4 February 2010 in the Marheineke Market Hall in Berlin-Kreuzberg, the event is billed as a who's who of the German fresh produce trade and will include live comedy from Ingo Oschmann, one of Germany's best-known comedians, as well as an opportunity to enjoy fresh food and networking in a relaxed atmosphere.

GFI board member Andreas Foild is looking forward to the event: "At this summit meeting of wholesale markets we are making a stand for greater freshness and we want to celebrate life's true stars: fruit and vegetables. Industry



GFI's stand will resemble an authentic market

professionals and partners plus friends of the trade are looking forward to good conversations, interesting contacts and a party atmosphere." Sponsors of the Fruchtnale include Fruchthandel Magazine, Weihe, Godeland, van Wyllick and Chiquita.

In terms of fresh produce marketing, 2009 was another busy year for German markets, says GFI marketing manager Frank Willhausen. Partnerships with Zespri and EOS South Tyrol, together with an



German comedian Ingo Oschmann

intensified marketing partnership with Malasi, saw over 60 special promotional events take place 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," Mr. Willhausen tells Eurofruit Magazine. "For 2010 it is planned to further expand promotions with all three. They will be joined by Sopena and two new marketing partners, Chiquita and Enza." ■