

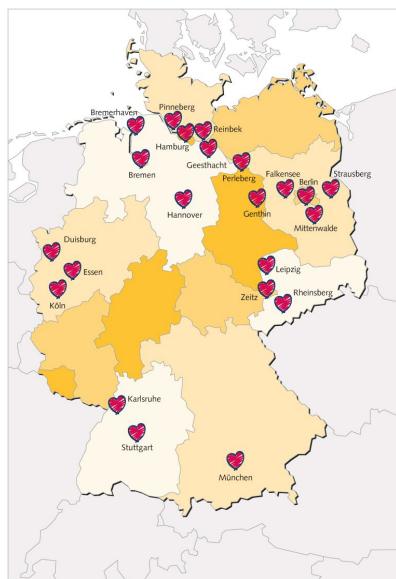
GFI-INFORMATION FOR THE MEDIA - Berlin, 21 April 2017



Love your local market – Erlebe Deinen Markt 2017

Generation fresh: local markets campaign targets young Europeans

Festive weeks for the international “Love your local market” community • Europe’s biggest markets event • Focus in 2017: “Generation fresh” • 180 markets across Germany arrange activities and events • Launching in Essen on 9 May • In cooperation with the FAO, the United Nations agency for food and agriculture



The international LYLM movement - “Love your local market” - was launched in 2012 in England and is still growing. In 2017 more than 3,000 markets in 17 countries in and beyond Europe are taking part in the celebrations - a new record. Uwe Kluge, chairman of the GFI board and managing director of Bremen Wholesale Market, is pleased to report that, “The German campaign, whose slogan is ‘Erlebe Deinen Markt’ (Experience your market), is growing steadily.” “180 markets in 35 regions are now committed to “Erlebe Deinen Markt”, which has thus become a firm fixture on Germany’s street markets after just 3 years.”

The celebrations will be concentrated in May and June 2017. The European launch of “Love your local market” is on 3rd and 4th May in Madrid and the German “Erlebe Deinen Markt” campaign starts in Essen on Europe Day, 9th May. Consumers may look forward to many colourful programmes and informative events at their local market.



Borrowing from the central LYLM slogan for 2017, “Markets for the new generation”, the German campaign concentrates on the “Generation fresh”. “That means focussing our efforts on children and young people.” Uwe Kluge insists that, “It is our responsibility to communicate to young people what makes shopping at the local street market so special in economic, social and cultural terms.”

Planned cooperation with the FAO world food organization is another special feature of the 2017 “Love your local market” campaign and really highlights the role that wholesale and street markets play in food supplies.



Partner 2017:





About “Love your local market” and “Erlebe Deinen Markt”

“Love your local market” was started in 2012 by the National Association of British Market Authorities (NABMA). In 2017 more than 3,000 markets in 17 countries in and beyond Europe are taking part in the celebrations. This makes “Love your local market” the biggest event for European markets.

The WUWM World Union of Wholesale Markets in The Hague initiated the international movement. German activities are coordinated by the GFI Association of German Fresh Food Markets in Berlin.

The success of the campaign stems from its high-profile publicity. “Experience your market” delivers a positive message in the context of a powerful international and national network. The platform supports market suppliers and operators at all levels, giving them fresh confidence and renewed pride. Despite the many challenges that street market traders have to face, the festival weeks focus on fun, enjoyment, the market experience and meaningful personal interaction.

For further information please see:

- >> www.erlebedeinenmarkt.org
- >> www.facebook.com/erlebedeinenmarkt
- >> www.loveyourlocalmarket.org

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