

GFI-INFORMATION FOR THE MEDIA - Berlin, 29 April 2018



**Love your local market – Erlebe Deinen Wochenmarkt 2019**

## **Europeans celebrate their colourful, vibrant street markets**

International “Love your local market” festival fortnight • Europe’s biggest markets events • The theme is once again “Markets close to your heart” (Herzensangelegenheit) • 250 markets in Germany with visitor activities and special events • National launch on 10 May in Leipzig on the market square in front of Leipzig Town Hall • International festival event on 16 May at Belgrade’s night market

Let’s go! More than 250 markets in 45 regions will be participating in the “Erlebe Deinen Wochenmarkt” (experience your local market) campaign starting in mid-May. This is the German sector of an international movement called “LYLM - Love your local market” and it has been a firm fixture on the street market calendar in Germany for the past 5 years. In 2019 more than 3,300 markets in 19 countries in and beyond Europe are taking part in the celebrations - a new record.

“This campaign, organized by our national association GFI German Fresh Food Markets, will focus on our colourful, vibrant street markets, the personal

interactions between dedicated traders and their customers, and the freshness, variety and quality of regional produce,” says Jörn Böttcher, member of the GFI board and managing director of Hannover Wholesale Market. “Overall, these are all benefits that supermarkets and discounters cannot offer.”

Following the very positive response in 2018, the global LYLM campaign has decided to keep to the theme of “Markets close to your heart.” For 2019 the national theme, derived from this international message, is therefore also unchanged - ‘Herzensangelegenheit’ (an affair of the heart). Once again, customers may look forward to many visitor activities and events.



*Focussing on the matters that are “close to (y)our heart” (Herzensangelegenheiten) the campaign posters show the many advantages of shopping at local markets.*

The celebrations will be concentrated in May and June 2019. In Germany the “Erlebe Deinen Markt” campaign will be launched on 10 May on the market square in front of Leipzig Town Hall with a colourful and informative programme of events. A week later, 16 May, the international community will be holding the annual “Love Your Local Market Celebration Event” at Belgrade night market - a popular venue for food and live music.



The street market in front of the old Leipzig Town Hall is the biggest urban market in the city. For decades up to 100 market-stall holders have gathered twice a week to sell fresh regional produce.



With around 200 providers offering food, artwork and entertainment, BNM Belgrade night market attracts 20,000 visitors and is Serbia's most popular festival of music and gastronomy. This year it is being held for the 20th time.

Partner 2019:



**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 2019 more than 3,300 markets in 19 countries in and beyond Europe are taking part in the celebrations. This makes “Love your local market” the biggest event for European markets.

NABMA placed this successful initiative in the hands of the WUWM (World Union of Wholesale Markets) in The Hague. Since

2014 the WUWM has coordinated the event in Europe and, in recent years, worldwide, as part of the “WUWM International market celebration.” The Union supports and promotes national campaigns and supplies tools that all participating countries can use.

As a member of the WUWM, the GFI Association of German Fresh Food Markets which represents almost all of the country’s wholesale markets and 80% of the street market operators in its metropolitan regions, is the point of contact for local organizers of the “Erlebe Deinen Markt” events. Under the leadership of GFI the “Love your Local Market” has been a very successful campaign since its German launch in 2015.

The primary aim is to spotlight how very important buying food at the local market is in terms of the economy and from the social and cultural point of view.

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](http://www.erlebedeinenmarkt.org)

>> [www.facebook.com/erlebedeinenmarkt](https://www.facebook.com/erlebedeinenmarkt)

>> [www.facebook.com/loveyourlocalmarketglobal](https://www.facebook.com/loveyourlocalmarketglobal)

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