Food and Agriculture Organization of the United Nations

FAO COVID-19 Response and Recovery Programme Latin America and the Caribbean



Food systems transformation
Modernization of wholesale markets and building back better food supply systems

The issue

Wholesale markets have played a key role in the processes of improving access and availability of healthy food, however, there are still many challenges in terms of management, marketing and sustainability. In the region it is estimated that there are approximately 294 wholesale markets, which have different sizes and forms of organization. These constitute important economic units in terms of job creation, direct and indirect, that directly contribute to rural and urban development, also playing a significant role in the economy and in the daily life of cities.

By bringing together a large number of producers and commercial agents, wholesale markets can become privileged spaces for the implementation of public policies, specifically those related to rural development, inclusive marketing and food security, creating a place of learning and development for the commercialization of healthy, diverse and culturally important products for the diet of the population.

Within the framework of the memorandum of understanding between the Food and Agriculture Organization of the United Nations and the Latin American Federation of Supply Markets (FLAMA), a regional strategy has been established to modernize and improve the management of wholesale markets to in this way ensure the food supply of the entire population

The action

1. **Design of operational measures to improve the responses of the region's wholesale markets in food supply**
   Identification of measures taken by wholesale markets against COVID 19 and the design of actions to improve the response of wholesale markets.
   Strategic activities:
   - Situational diagnosis of the region's wholesale markets.
   - Meetings with the representatives of the wholesale markets and the technical teams of the FAO Representations to establish alliances and generate agendas in each country to work to improve the efficiency of the markets.
   - Design of implementation strategies adapted to each country and its context.
   - Workshops, demonstrative practices, instructions, others.

2. **Dialogue and strengthen the technical capacities of managers, operators of wholesale markets**
   Strategic activities:
   - Establishment of three "communities of practices of wholesale markets" at the level of a. Brazil; b. South American countries; and c. Central America, Cuba and the Caribbean. These have the objective of promoting the exchange of good practices, information and analysis and discussion on relevant and interesting topics to improve their management among market players.

Budget

USD 20 million

Time frame

2020–2023

SDGs



Related FAO policy briefs

- Urban food systems and COVID-19: The role of cities and local governments in responding to the emergency
- Agri-food markets and trade policy in the times of COVID-19
- Mitigating risks to food systems during COVID-19: Reducing food loss and waste
- Health risks, safety of workers and food safety

- Development of a virtual course for operators of wholesale markets and other channels whose objective is to strengthen the technical capacities of managers, operators and merchants of the markets in the areas of logistics, food marketing, loss and waste management, food security and nutrition and the right to feeding.

3. **Improvement of information management, intelligence and transparency of markets**
   - Improvement of information management and intelligence of markets and logistics through the use of tools such as platforms and information systems that allow better decisions to be made to articulate the supply and demand of food, promote inclusive marketing with the participation of family farmers, e-commerce, others.

4. **Improved governance of wholesale markets to secure food supply**
   - Improvement of decision-making spaces, generation of strategic alliances to mobilize resources, reinforce the work of the actors in the traditional chain. Scale to terms of access, food supply, healthy and diversified food.
   - Strengthening of intersectoral working groups and public-private alliances with the purpose of improving decision-making, generating strategic alliances to mobilize resources, reinforcing the work of market actors.

Impact

Wholesale food markets can be modernized through information generation, logistics, inclusive marketing and good practices.

Expected results

The wholesale markets have multisectoral strategies for local economic development and ensure the supply of food for the population, for this purpose, improve their management, generally good practices and implement inclusive marketing processes with the participation of family farming.

Objectives

- Establish a work strategy between FAO and FLAMA at the regional and national levels, aimed at modernizing traditional markets to ensure efficient food supply.
- Promote south–south cooperation to strengthen the technical and operational capacities of the region's wholesale food markets.

Country focus

Argentina, Brazil, Chile, Ecuador, Honduras, Mexico, Paraguay and Peru

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