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Erlebe deinen Wochenmarkt

Love your local market – Erlebe Deinen Markt 2018

Local markets close to your heart

Festive weeks for the international “Love your local market” community • Europe’s biggest markets event • Focus in 2018: Keeping markets “close to your heart” • 200 markets in Germany are staging an exciting range of special events • Kick-off on Europe Day, 9th May in Hannover



Let’s go! More than 200 markets in 40 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 4 years. In 2018 more than 3,000 markets in 17 countries in and

beyond Europe are taking part in the celebrations - a new record.

“To reflect the global LYLM motto for 2018 which is “close to your heart” the German campaign is titled “Herzensangelegenheit” (also meaning affair of the

heart or labour of love)” says Uwe Kluge, chairman of the GFI board and divisional manager at Bremen Wholesale Market. “Because local markets really are close to our hearts. And the events are designed to focus attention on the aspects we love - the variety of stalls out in the open, the personal interaction between dedicated traders and their customers, and the freshness, variety and quality of the locally-sourced produce. This is a package of extras that supermarkets and discounters cannot offer.”



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 2018. The European launch of “Love your local market” is on 5th May in Athens and the German “Erlebe Deinen Markt” campaign starts in Hannover on Europe Day, 9 May. Consumers may look forward to many colourful programmes and informative events at their local market.

Partner 2018:





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 2018 more than 3,000 markets in 18 countries in and beyond Europe are taking part in the celebrations. This makes “Love your local market” the biggest event for European markets.

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

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

>> www.facebook.com/erlebedeinenmarkt

>> www.loveyourlocalmarket.org

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