



Institut Municipal de Mercats de Barcelona
Dpt. d'Innovació, Comunicació i Projectes Estratègics

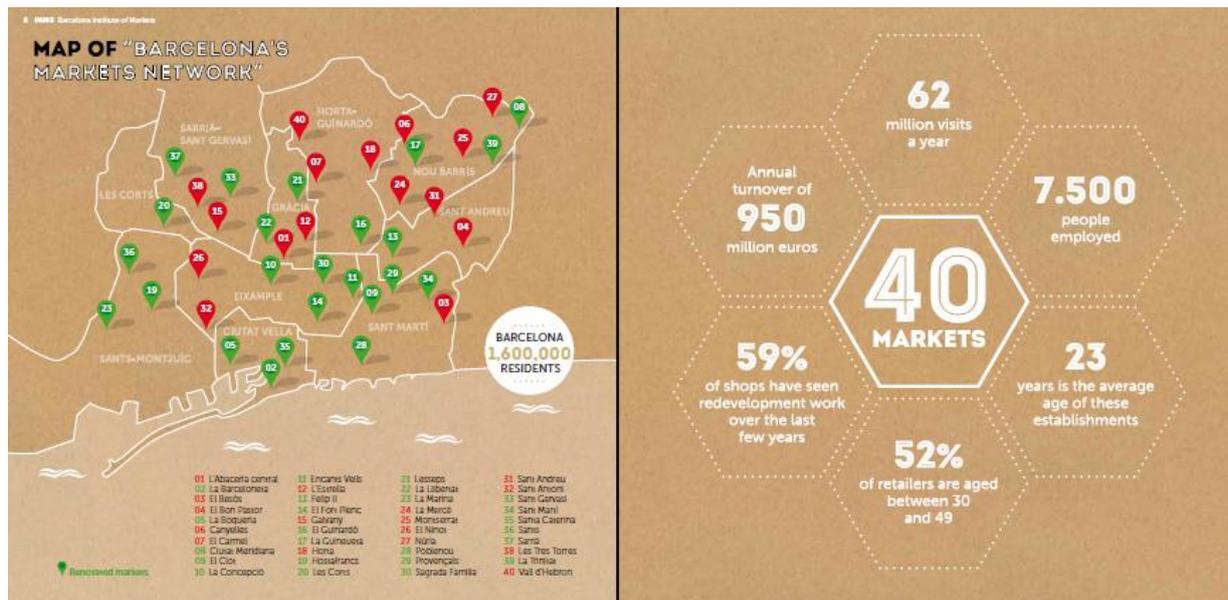
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Closing note on the TRiFOCAL project

1. Overview of organisation/authority

The BARCELONA MARKETS Network is comprised of 39 food markets and 4 special, non-food markets, in 40 buildings. The biggest network of urban food retail markets in Europe. The Barcelona City Council is the owner of the markets which are in turn managed by the Institut Municipal de Mercats de Barcelona (IMMB) in cooperation with the traders, dealers, and vendors, all of whom actively participate in the management of the markets.



The Institut Municipal de Mercats de Barcelona (IMMB) was started in 1991 by the Barcelona Government Advisory Board.

Configured as an autonomous sector under the direct supervision of the municipal market administration, the Institute of Municipal Markets of Barcelona is under the direction of the Government of Barcelona in order to approve ordinances, appoint officials, create and close down markets and to approve large construction. The Administrative Advisory Board is comprised of vendor representatives, politicians, and the municipal city government.

There are currently 72 public employees, 40 of whom assume the management of one of the city's markets. They work closely with the vendor associations to deal with the day to day management as well as the market promotion.

The Institute of Municipal Markets of Barcelona focuses on: managing and administrating the markets, improving the services and infrastructures, creating buying offers and deals, as well as incorporating commercial promotion policies.

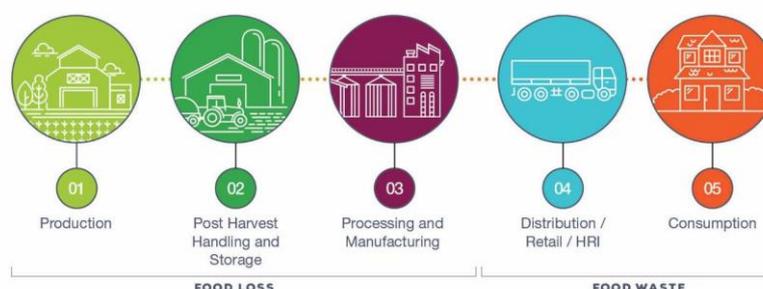
Each Barcelona market has a Vendor Association formed by all of the stallholders in that market. That entity takes care of the daily management of the markets—cleaning, security, etc. in accordance with their municipal responsibilities. Their participation is fundamental to the positive development and supply of the market. It also favours collaboration with the area through actions, campaigns, participation in traditional festivals, etc.

2. How food waste affects Barcelona

Food waste is one of the current issues on which different governments have tried to perform actions to contribute in its reduction. About 1/3 of the food is wasted at global level in the different steps of the food chain. In Spain about 7.7 million tons of food are wasted annually (Hispacoop, 2012; Gobierno de España, 2017) whereas 262,000 tons are wasted in Catalonia (Generalitat de Catalunya-IEC,2018).

In order to solve the problem, it is very important to analyze in which step in the food chain food is lost or wasted. In this sense, food loss and food waste is the lack of use of resources along the value chain that are utilized in the production and distribution of consumer foods and beverages, and foods purchased by consumers though not eaten.

As shown in the diagram below, the term “food loss” is typically used to describe the discarding of food that occurs from production through to processing, while the term “food waste” describes the discarding of food during its distribution to consumers through retail or foodservice and subsequently in the home. Food waste also applies to food and beverages that are donated to food rescue organizations but end up being discarded.



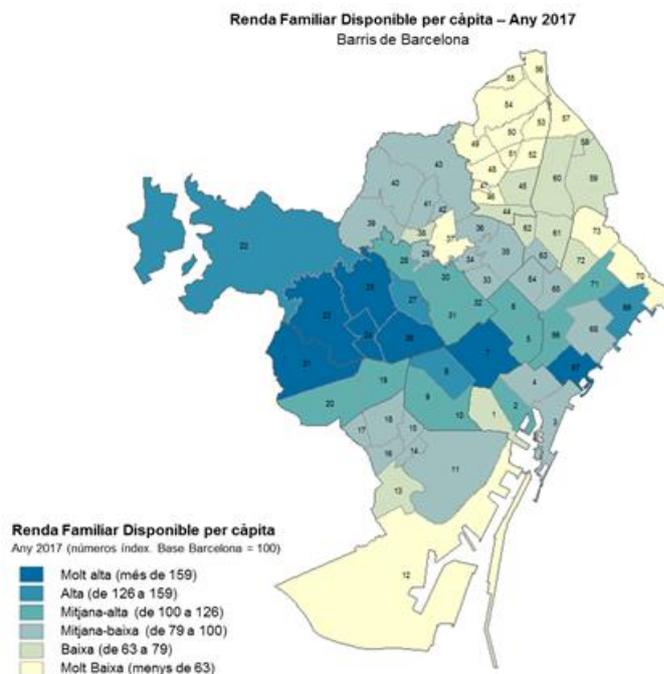
The municipal markets are a strategic commercial activity for Barcelona. In this sense, their situation throughout the city helps to transmit a series of values that goes far beyond the main business activity. Aspects like sustainability, responsible consumption, inclusion or health enlarge positive externalities from the markets that the citizenship recognizes and shares.



At the environmental level, food waste harms the planet and our health, as the food that is wasted increases the volume of rubbish and the associated environmental impacts. However, if we reduce food waste the benefits are multiple. For example, we generate less waste, make efficient use of natural resources and energy, and reduce carbon emissions. Therefore, it is a good way to mitigate climate change.

At a social level, in Catalonia, 20% of families are below 60% of average income. In Barcelona poverty continues to increase in 49 out of 73 neighbourhoods below the average family income according to the City Council's own data (Ajuntament de Barcelona-Oficina Municipal de Dades,2017).

Therefore, food waste is a complex problem that goes beyond the environmental field and that, in the economic difficulties we are living, is even more unsustainable.



3. Objectives

Food waste prevention is an important axis in order to stimulate the transition to a circular economy that will promote sustainable development and create jobs. The EU and the Member States have been committed to the Sustainable Development Goals, adopted in September 2015, including the objective of reduce by half food waste per capita in the field of retail and consumer goods per year 2030, and reduce food losses throughout the production and distribution chain.

- Reduce food waste that comes from market activities.
- Make visible the problem of food waste, prevention opportunities, as well as the associated environmental and socio-economic benefits.
- Spread the good practices that the consumers make.
- Increase awareness about food waste and good practices in consumption.



- Influence on consumer habits, promoting attitudes such as buy what they need, storage and cooking tips.
- Contribute to achieving the objectives of reduction of food waste and waste prevention established by European, state and Catalan legislation: circular economy, efficient use of resources, mitigation of climate change, sustainable production and consumption ...
- Involve the very vendors in the campaign and bring together the other actors involved in waste (non-profit organizations, industry, etc.).

On the other way, society is becoming more and more aware of positive effects of a healthy diet and consuming natural, ecological, local produce. Barcelona's City Council and market retailers are involved in promoting healthy eating and local produce and initiative are being organised to encourage people to stop wasting food. These raise awareness with nutritional advice, cooking workshops, dietary tips and interviews with celebrity chefs who act as counsellors.

The aim of participating in the TRiFOCAL project is to apply the TRiFOCAL approach to a market context and share evidence, guidance and examples of campaign materials piloted in the project..

4. Target audience: markets, stallholders and general public of Barcelona

We begin on the premise that the main objective for a Market stallholder and in any business activity is to improve the efficiency of its procedures. In this sense, market stallholders already regularly carry out many food waste prevention and reduction actions in their facilities and stalls. Stallholders are great experts on their own products and they usually have had different generations of their families in the business. That means that butchers, fruit stalls, vegetable stalls or fish stalls keep in mind the freshness of their products to maximise what can be sold. Therefore, they buy what they can sell because that represents a direct cost for their business.

As food "connects" people, markets can also contribute to the integration of different ideas by offering products and giving recipes, tips and tricks in order to avoid food waste. The magnitude of waste in a family, added to the large number of families that exist in a city like Barcelona, causes that any small action of commitment and responsible behaviour to have a positive multiplier effect. The factors that influence food waste in the domestic sector are the following:

- The awareness of what is eaten and what is thrown away and their associated value. Even though environmental concerns have increased, food waste has not been considered as a problem of today's society until a short time ago.
- The economic and demographic conditions. In Catalonia, single-parent or single-person homes generate more per-capita food waste than a four-person family, because supermarket portions are not intended for smaller households. It is also detected that young people tend to consume away from home.
- The lack of planning when shopping: the habit of always finding what you want, added to the fact that less and less purchases are planned, causes an excess of food to be purchase. Accumulated foods remain in the pantry and can be easily damaged.



- Cultural attitudes. There are several psychosocial reasons, which are explained as "culture", which favour waste, such as, for example, the fact that it is not well-regarded to take leftover food from one meal to another. It also adds the loss of culinary culture from generation to generation, as well as some recipes that take advantage of the leftovers from other meals.
- The lack of information and knowledge. Food storage techniques are not well known, nor is there sufficient information about labels or the difference between "expiration/use by dates" and "best before" dates.

5. Participation in Barcelona’s International Markets Week

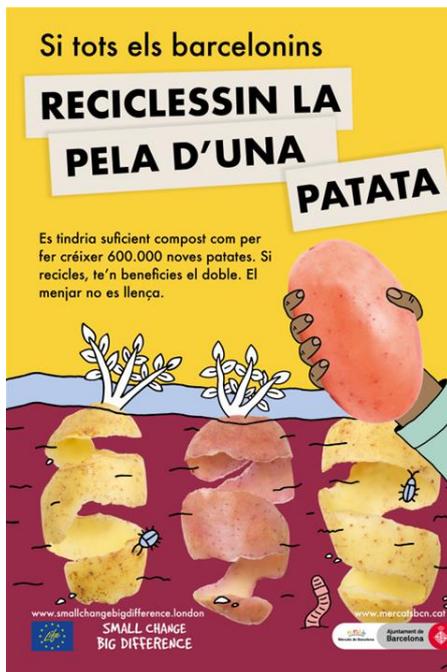
Barcelona’s municipal markets were organising activities with other markets from around the province from 15 to 31 May 2018 for the sixth edition of International Markets Week, under the international “Love your market” campaign. The event was aimed at promoting healthy, quality and locally produced food, as well as highlighting markets as conveyors of these ideas, social centres and the heart of our neighbourhoods. “Markets: close to your heart” was the main idea behind the 2018 edition where markets opened to the public with food events, conferences, cooking demonstrations and other cultural activities.



The aim behind the event was to raise the profile of markets (retail and wholesale) through festive and recreational activities and thereby give recipes, tips and tricks to more citizens and, above all, young people. It stresses the role of markets as centres for healthy eating. Emphasising that Markets are places where anyone can buy fresh food and inspire about food waste with music shows, jams making workshops and show-cooking.



6. Awareness campaign



In mid-September 2018 the Department of Innovation, Communication and Strategic Projects of the IMMB began an awareness campaign about food waste inspired by the TRIFOCAL elements.

It consists of the dissemination of relevant information regarding the impacts and actions that neighbours can carry out to fight food waste.

According to the council, food is a valuable resource that must be managed and consumed with the utmost care and responsibility and that is why it is necessary to introduce a change of behaviour and attitude.



7. Dissemination Seminar in Barcelona's Mercat de Mercats Fair

Barcelona has been organising an annual initiative since 2010 that features market food and produce: the Mercat de Mercats fair. This annual festival is held in the centre of Barcelona. There are market retailers exhibiting their wares, local restaurateurs preparing dishes (tapas), and guest food producers and wine growers. The fair is visited by 260.000 people in a single weekend.



In October 2018, the fair "Mercat de Mercats" took place, offering the best of the market's products and gastronomy to the public. Between 18th and 20th October 2018, the Avenue of the Cathedral of Barcelona was the venue for this great celebration of the municipal markets of the city. This annual Market is the perfect place to see everything that Barcelona's markets have to offer, featuring fresh, colourful and scrumptious offerings, both sweet and savoury, and top chefs are on hand as well.

Once again, the founding philosophy of the event was be reflected – to highlight the value of the territory's products and to advance the great challenge that represents sustainability as the only tool for a better future. The fair featured recyclable dishes, wooden booths and recyclable





materials, and talks on food reuse and organic farming, among others.

The fair featured:

- Market stalls, where visitors could find the best produce of each stall
- Area of market artists, where visitors could learn about the tricks and tips of the stallholders
- Tasting area, where visitors could try the Tapas made by stallholders with market products
- Family area with children's activities of all kinds
- Market classroom, where there was a series of talks, conferences and cooking demonstrations.



The TRiFOCAL dissemination seminar also took place during the fair.



8. Conclusions

A multitude of agents and organizations of all kinds are working everywhere for the prevention and reduction of food waste. The different degrees of detail and focus of each of the agents have given rise to the current diversity of food waste definitions. In spite of the differences, all the approaches converge to emphasize the scale and urgency of the problem. The existence of multiple conceptual frameworks indicates the need to better understand the root of the problem and determine the most effective ways to face it.

The analysis also highlights the importance of communication between the different agents in the food chain. This indicates the importance of establishing collaboration among the maximum possible number of organisations to achieve more sustainable and responsible systems of production,

distribution and consumption in a way that promotes objective 12.3 of the UN's sustainable development goals.