

Mercados de Abastecimientos
de Barcelona, S.A.

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mercabarna
The Food Hub of
the Mediterranean-
Barcelona®



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WHAT IS MERCABARNA?

Mercabarna is a food city which operates 24 hours a day in order to provide fresh food to the general public. In total, it houses more than 700 companies involved in the sale, production, distribution, import and export of fresh and frozen products.

These companies sell 2 million tonnes of food each year, reaching about 10 million consumers in Catalonia, Spain and the rest of the world.

This makes Mercabarna one of the main wholesale markets in Europe in terms of both the volume and the variety of products which exchange hands daily and the extent of its influence.



Watch our
corporate video



Mercabarna is noted for making a very significant contribution to the Barcelona, Catalan and Spanish economies. It is a market place where innovation and business opportunities drive its continued growth.

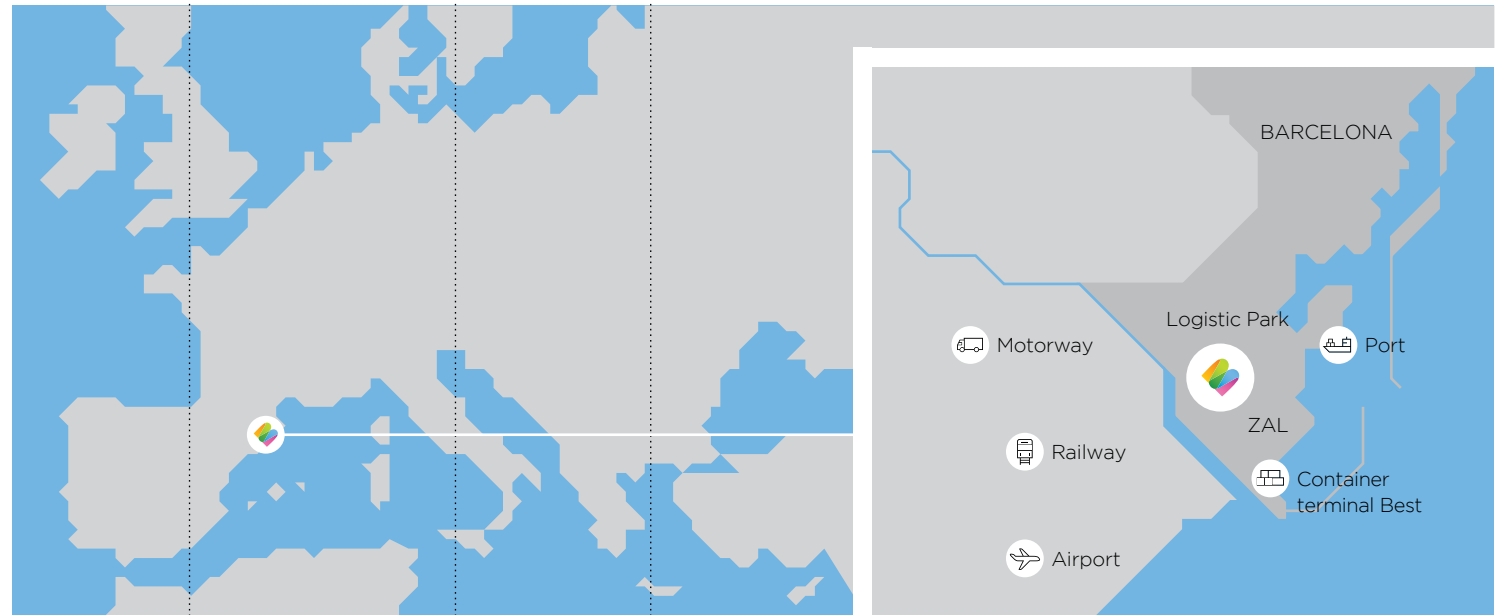
The complex is home to the Central Fruit and Vegetable Market, the Central Fish Market and the Barcelona Slaughterhouse. There is also a Complementary Activities Zone (Spanish initials: ZAC), a space where there are companies which provide added value to the products and offer customer services. There are also specialized service companies (logistics, industrial cooling, workshops, etc.) and other services available to users (restaurants, a hotel, a nursery, a chemist's, etc.). Very close to Mercabarna, in Sant Boi de Llobregat, lies the area where Mercabarna-flor, the flower market, is located.



Mercabarna houses the wholesales markets, the Slaughterhouse and the Complementary Activities Zone



STRATEGIC LOCATION



Mercabarna is located in Barcelona's Zona Franca, just 10 km from the city centre

Mercabarna is located in a place where the logistics are of the first order, facilitating the arrival and dispatch of products by land, sea and air.

Its unbeatable location and the wide range of products on offer contribute to the positioning of Mercabarna as a Food Hub of the Mediterranean-Barcelona®, a major distribution centre for fresh products with an international scope.

Mercabarna is also an important channel for local agricultural, fish and livestock products, providing a stimulus to local trade and development.

THE MANAGEMENT OF THE FOOD AREA

Mercabarna S.A. is the company which manages this food area. It is a public limited company created in 1967 whose main shareholders are Barcelona Serveis Municipals, a company belonging to the Barcelona City Council (51%), Mercasa (37%) and the Barcelona District Council (12%).

Mercabarna forms part of the Mercasa network of wholesale markets, made up of 23 food supply centres located all over Spain. In addition, as an institution under public management, it also forms part of various entities and institutions linked to the food industry, logistics, research and social development.

As part of the daily running of the centre, Mercabarna provides a series of basic services which ensure the proper functioning of the Food Unit and the well-being of its users. Some examples of the above are security, cleaning, maintenance of the facilities and refurbishment works.

Food safety is one of the essential elements of the operation of the food area. In order to ensure compliance with health standards, Mercabarna has a team of veterinary surgeons and support staff from the Barcelona Public Health Agency responsible for hygiene and health factors relating to the food products.

PUBLIC-PRIVATE COLLABORATION

The major decisions affecting the operation of the food area are made jointly by Mercabarna and the business associations into which most of the companies in the complex are grouped: the Association of Concessionaires (Assocom), the Barcelona and Province Association of Entrepreneur Fruit and Vegetable Wholesalers (AGEM), the Guild of Wholesalers of the Central Fish Market (GMP), the Association of Mercabarna-flor Entrepreneur Wholesalers (AEM) and the Multi-Purpose Hall Concessionaires' Association.

To a large extent, this model of collaboration between the public and private sectors explains the success of Mercabarna, as it ensures that the various players in the Food Unit are united in terms of understanding and cooperation.



A team from the Public Health Agency takes care of Mercabarna food safety





MERCABARNA IN FIGURES

90

-hectare area

700

companies

2 MILLIONS

tonnes of produce
sold every year

30%

of products destined
for export

10 MILLIONS

consumers are supplied
by Mercabarna

€5.000 MILLIONS

revenues by the
companies of the
complex

23.000

people visit it daily

7.500

workers employed
by firms located in
Mercabarna

14.000

vehicles enter it
daily

800.000 m³

of cold storage, the
largest cooling facility
in Spain





THE FRUIT AND VEGETABLE SECTOR

The Central Fruit and Vegetable Market is one of the few wholesale markets in the world which operates during the day

The fruit and vegetable sector of Mercabarna is made up of around 250 companies which operate in the Central Fruit and Vegetable Market and the Complementary Activities Zone (ZAC). These companies have an annual turnover of more than 1.8 million tonnes of produce, making this section the first European fruit and vegetable market.



THE CENTRAL FRUIT AND VEGETABLE MARKET

Originally located in the old Born Market of Barcelona, it was the first to be established in Mercabarna back in 1971.

With a surface area of 170,000m² spread over seven pavilions, it is the busiest market and also that which generates the most trade in Mercabarna. It has 440 points of sale operated by more than 180 companies, including wholesalers, agricultural cooperatives and farmers.

The average annual sales amount to over a million tonnes of fruit and vegetable products, of which 70% are of Spanish origin. Catalonia, with 19% of the total, is the main supplier to this market. Trade in local produce is also featured, thanks to the local cooperatives and producers who have their own space in the market.

THE ZAC OF THE FRUIT AND VEGETABLE SECTION

A hundred companies operate in this zone, carrying out functions complementary to the activity of the market: handling, maturation, production, packaging, storage, distribution, import and export of fruits and vegetables.

There are also purchase centres for food distribution companies and firms which supply the catering industry. 700,000 tonnes of produce per year are distributed from the fruit and vegetable section of the ZAC.



FISH AND SEAFOOD SECTOR

The fish and seafood sector of Mercabarna is made up of about a hundred companies which annually sell and distribute more than 170,000 tonnes of produce from the Central Fish Market and the ZAC.

THE CENTRAL FISH MARKET

This market moved to Mercabarna in 1983 from Wellington Street in the Ciudadela area of Barcelona.

Around sixty companies operate in the market in facilities 24,000m² in size.

The wholesale companies have 80 points of sale equipped with product-handling facilities and areas at suitable temperatures for the sale of frozen food, as well as distribution points (stockpiler stalls).

The market's annual turnover totals more than 70,000 tonnes, of which nearly 60% are of Spanish origin. Catalonia, with nearly 15% of the total on sale, is the second largest supplier of fresh products to the market.



THE ZAC OF THE FISH SECTION

There are more than thirty companies in the fish and seafood sector located in the Complementary Activities Zone (Spanish initials: ZAC), which distribute about 105,000 tonnes each year. These companies include purchasing centres belonging to large food distributors, companies which supply the catering industry and companies which specialise in the handling, packaging, distribution and export of fish as well as seafood nurseries and production companies.





MERCABARNA-FLOR

The floral sector of Mercabarna is made up of around forty wholesale companies, with an annual turnover of more than 10 million cut flowers, plants and complementary items.

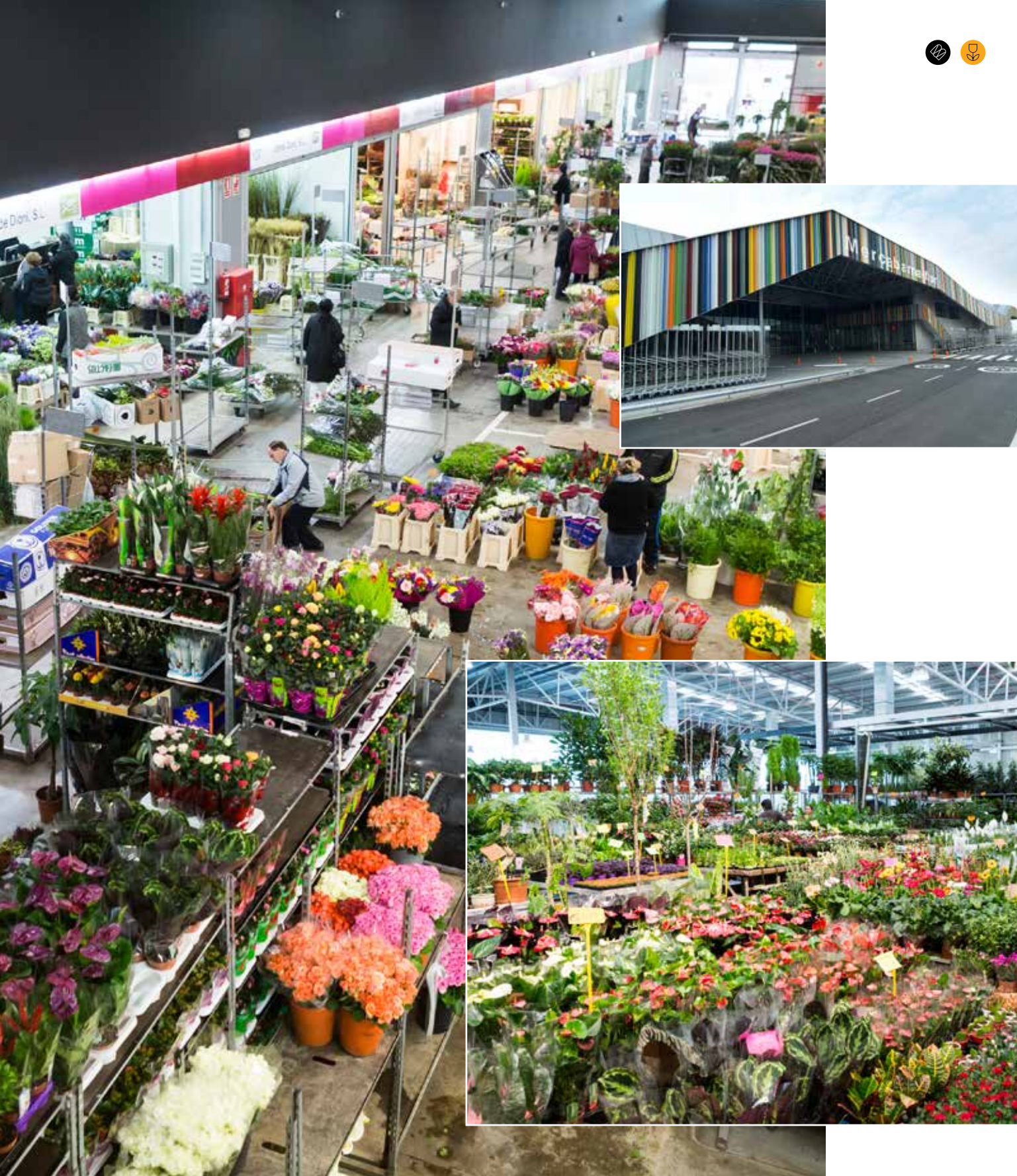
The Central Flower Market moved to Mercabarna in 1984 from its original location in Lleida Street, Barcelona. In 2008, the current Mercabarna-flor building was opened, a unique building adapted to the needs of each product.

The market is situated in a complex covering an area of 4.4 hectares in the Sant Boi de Llobregat district, near to the terminal 1 of Barcelona airport and the main land transport.

The wholesale companies conduct their business here, with an annual turnover of almost 10 million cut flowers, more than 500,000 plants and around 200,000 complementary items, of which more than 40% are of Catalan origin.

A BREEDING GROUND FOR NEW IDEAS

Apart from the sales activity in the market, the commitment to training, innovation and creativity forms an essential part of Mercabarna-flor. For the above purpose it has a floral art school and, throughout the year, the market organises professional training seminars and flower demonstrations enabling attendees to stay abreast of the latest developments in the industry and to acquire further knowledge.



THE MEAT SECTOR

The meat section of Mercabarna houses the Slaughterhouse and a dozen companies specialising in the handling and sale of meat products. The average annual turnover, including slaughter and distribution, totals more than 50,000 tonnes.

THE SLAUGHTERHOUSE

The Slaughterhouse has been located in Mercabarna since 1979, when it moved from the city's old slaughterhouse, located in the Joan Miró Park in Barcelona, next to Plaza España.

With an annual slaughter volume of some 22,000 tonnes of beef, lamb, goat and horse meat, it provides a slaughter service for the centre's meat companies.

The facility, which occupies an area of 30,000m², has two slaughter lines, one for cattle and horses and the other for sheep and goats, as well as pens for the livestock, a blood drainage area, cooling chambers for meat storage and an offal room.

RITUAL SLAUGHTER

Since 2004, the Slaughterhouse has performed ritual sacrifices of lamb and cattle which comply with the precepts of the Muslim religion and are certified by the Halal Guarantee Standard, granted by the Halal Institute of the Islamic Board of Spain.

More than 70% of the lambs sacrificed in accordance with the Halal method are exported primarily to France, Algeria and Italy, while 10% of the Halal beef is exported to Algeria.



MULTIPURPOSE PAVILION

In the Multipurpose Pavilion there are ten companies which sell processed and semi-processed products.

The Slaughterhouse of Mercabarna slaughters beef, lamb, goat and horse

Built in 1983, this equipment houses the wholesale companies that distribute all kind of products: frozen and dairy products, salted fish, preserved food, beverages, wines, eggs, cheese, spices, lunch meat, etc.

These products complement the purchase of fresh product made in the Central Markets by catering companies and retailers, such as the corner shops.



INTERNATIONAL Mercabarna



Mercabarna drives some initiatives in order to promote itself abroad

Mercabarna enjoys a good international positioning in terms of both trade and institutional recognition. With regard to trade, this is reflected in the volume of exports of the companies in the complex, amounting to around 30% of the total amount of produce sold.

In order to further position itself as the Food Hub of the Mediterranean-Barcelona® and boost exports, trade missions are organized for contacting companies from the complex and international potential buyers.

With the same aim of breaking into new markets, Mercabarna also participates in national and international fairs within the food and logistics industries.

A MODEL TO EXPORT

Furthermore, thanks to the international recognition Mercabarna enjoys, numerous institutions and professionals from all over the world are interested in learning about the Food Unit's management model. In order to attend to these requests, Mercabarna has a Consultancy Service which provides guidance in the field of the development and modernisation of wholesale markets.



COMPETITIVE Mercabarna



One of the distinguishing features of the Mercabarna management is its ongoing commitment to enhancing the competitiveness of the companies in the Food Unit. In this regard, it promotes different initiatives:

MERCABARNATRaining SERVICES

Created in 1987, these courses have set a benchmark with regard to training in the food and agriculture industry. They specialise chiefly in teaching trades linked to the handling and sale of fresh produce. By means of the above training, this centre provides job opportunities for the unemployed and also contributes to updating the skills of the active workforce of the companies in the complex. Nearly 200 courses are held every year, attended by some 2,000 trainees.

FOOD CLUSTER OF MERCABARNA-BARCELONA

This Mercabarna service aims to stimulate the creation of synergies among the companies in order to develop strategic projects in the fields of export, foodservice, retail and logistics.

MERCABARNA TREND OBSERVER

A service which studies and analyses emerging and future trends in the trade and consumption of fresh produce, generating new business opportunities for the companies in the complex.

MIXED COMMITTEES

Mercabarna and the business associations in the complex cooperate in their support for joint projects which help improve efficiency in areas such as energy, telecommunications, mobility and job security.

Mercabarna has its own training centre, which is specialised in the food industry



SUSTAINABLE Mercabarna

Since 2002 Mercabarna has had its own environmental policy with specific infrastructures —the recycling station (Green Point), compactor bins for the markets and a waste-water treatment plant— guaranteeing the proper treatment of the waste generated in the complex. This system, which has set a sustainability benchmark for wholesale markets around the world, enables the complex to recycle over 70 per cent of the total waste generated by its daily activities.

Mercabarna is also firmly committed to cleaner energy. Examples of the above are its efforts to promote the use of electric vehicles in the professional sector and the search for new energy sources to reduce CO₂ emissions.



The Green Point of Mercabarna is a specialised collection facility for separating organic and inorganic waste

CARING Mercabarna

Mercabarna is committed to the needs of society as a health guarantor and a promoter of the Mediterranean diet and good eating habits, as well as social values linked to job creation and the fight against food waste.

FIGHT AGAINST FOOD WASTE

Mercabarna is firmly committed to the struggle against food waste. With this in mind, Mercabarna is implementing new measures to further minimise the volume of food waste in the daily activity of the complex, based on the study of the Autonomous University of Barcelona (UAB) and the Plataforma Aprovechemos los Alimentos (Let's Make Use of Food Platform, PAA).

FOOD BANK

Since 2002 Mercabarna has provided this entity with a warehouse which serves as a centre for the collection, sorting and distribution of the food donated daily and altruistically by the wholesale companies. These firms donate more than one million kilos of fresh produce each year.

MERCABARNA SCHOLARSHIPS

This is a financial aid programme launched by Mercabarna in 2014 to encourage companies in the complex to take on the unemployed and new graduates, two groups of people which have difficulty finding job opportunities.

CAMPAIGNS FOR CHILDREN

Mercabarna and the Wholesaler Guilds of the food complex organise educational campaigns in order to promote healthy eating habits and encourage respect for the environment. More than 12,000 boys and girls participate every year in these three initiatives:

- “5 a day”: to raise awareness among young ones and their families of the virtues of eating five servings of fruits and vegetables a day and to discourage food waste. www.5aldia.es
- “Grow up with fish”: to educate the general public regarding the health benefits of consuming fish and seafood. www.centreininteractiudelpeix.org
- “Flowers and plants every day!”: to focus on the contribution of flowers and plants to people's emotional well-being.



