



**mercabarna**

***Mercabarna, more than just a market***

- **The economic driver of the Catalan food industry**
- **The Food Hub of the Mediterranean**

# CONTENTS

|  |    |
|--|----|
| Mercabarna. Mission statement, vision and values.....              | 2  |
| Shareholding structure .....                                       | 4  |
| Mercabarna in figures .....  | 5  |
| Importance in Barcelona and Catalonia: .....                       | 7  |
| Mercabarna, the economic driver of the Catalan food industry ..... | 7  |
| Importance worldwide: .....  | 9  |
| Mercabarna, the Food Hub of the Mediterranean .....                | 9  |
| Evolution of its area of influence.....                            | 10 |
| Evolution of the type of buyers .....                              | 11 |

## Mercabarna. Mission statement, vision and values

### ▪ MISSION STATEMENT

Mercabarna is a **public company**, set up in 1967 with the objective of guaranteeing the efficient, responsible operation of the fresh food supply chain in the wholesale sector and contributing economic and social value through:

- Infrastructure management
- Promoting economic activity
- Service-provision
- Establishing controls

### ▪ VISION

Mercabarna aims to convert Barcelona into the most important European city in the international fresh food trade. The aim of the food trading estate is to be the **Food Hub of the Mediterranean**, a vast European centre of international importance for the entry of food from all over the world –with a view to selling them, adding value to them or including them with other products and redistributing them to other international markets–, and a leading organisation in promoting business clusters, environmental initiatives and innovation in the scientific, social, logistics and other fields.

### ▪ VALUES

Mercabarna's service calling is based on the following three values:

- Economic driver of Barcelona and Catalonia
- Guarantee of health for citizens
- Social responsibility

#### **Economic driver of Barcelona and Catalonia**

**The leading institution in the fresh food sector** in southern Europe, due to its large concentration of sector-based companies, specialized services, experience and professionalism.

#### **Guarantee of health for citizens**

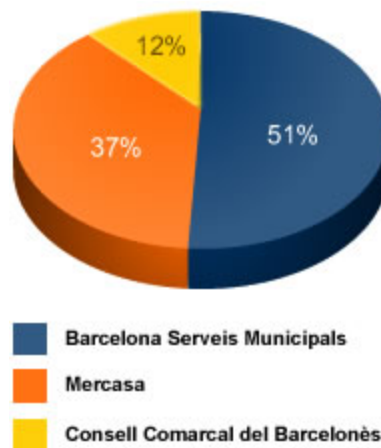
- A special team of 17 vets and auxiliary personnel from the Public Health Agency of Barcelona (Barcelona City Council and Generalitat de Catalunya – *Catalan Autonomous Government*) work together to **guarantee food safety** in Mercabarna.
- Thanks to the concentration of companies that provide fresh food on its premises, there is a plentiful and diverse supply of these foods, which are the basic pillars of the **Mediterranean Diet**.

### Socially responsible

- Since 2002, Mercabarna **has been collaborating with the Food Bank** of Barcelona, providing it with a warehouse on its premises for the collection of food, and constant encouraging the donation of fresh products by the companies forming part of the food trading estate. Every year, the Mercabarna companies contribute 600 tonnes of food to the Bank, mostly fruit and vegetables.
- Mercabarna has been organizing the **children’s campaigns “5 a Day” and “Grow up with fish”** for 16 and 5 years respectively, with the aim of promoting a healthy, balanced diet for children from schools in Barcelona and its metropolitan area. Every year, approximately 12,000 children take part in these programs.
- It also participates in many other **charitable and social initiatives** (La Marató – *The Marathon* - on TV3, Barcelona Magic Line Race organized by Hospital de Sant Joan de Déu, Mediterranean Diet Foundation Congress, and the School Triathlon-Biathlon organized by Barcelona City Council, among others).
- In 2014, it set up the **“Mercabarna Grants”** initiative, through which it finances the temporary recruitment of university graduates and unemployed persons –who receive training in trades related to the agro-food sector from its Training Services- in any of the 700 companies that make up Mercabarna. Apart from promoting employment, these Grants are designed to help improve the competitiveness of the companies by assisting them in the recruitment of university graduates, with the objective of increasing know-how and introducing innovation into those companies.

## Shareholding structure

- **SHAREHOLDERS:** Mercabarna's shareholders are:
  - ➔ Barcelona de Servicios Municipales (whose only shareholder is Barcelona City Council) with 50.69% of the shares.
  - ➔ Mercasa, with 36.79%.
  - ➔ El Consell Comarcal del Barcelonès (*Barcelonès District Council*), with 12.16%.



- Mercabarna is a member of the **MERCASA network**, which is formed by 23 food units or markets distributed throughout Spanish territory.

## Mercabarna in figures

- **Premises of 90 hectares**, equivalent to 90 blocks of the Barcelona Ensanche district, located in the Zona Franca area of Barcelona, where **700 food companies** are based.
- **Premises of 4.5 hectares** next to Barcelona Airport, where Mercabarna-flor, its wholesale business centre specializing in flowers, plants and accessories is located, with a total of **45 companies**.
- **Three Wholesale Markets (Fruit and Vegetables, Fish and Flowers), one Slaughterhouse and a Complementary Activities Zone (CAZ)**.
- **Estimated turnover of the Mercabarna companies**: Annual turnover of 4,800 million euro.
- The companies in the food trading estate **export 25% of all the fresh products they sell**.
- Every weekday, on average around **14,000 vehicles and 23,000 people** enter the premises. Of these people, some **6,700 are employees** of the companies and the rest are buyers from retail establishments, from food distribution chains, importers, restaurateurs and others who visit the estate to purchase their supplies.
- **It is similar to a city** and has 24 bars and restaurants, 8 banks, a hotel, a nursery, a pharmacy, an optician, 3 newsstands, 3 petrol stations, a lottery ticket seller, a printing house and an outpatient clinic.
- **It supplies products to more than 10 million people. Its products are shipped all over Spain and to many countries throughout the world**, but its more immediate area of influence includes Catalonia, the northern part of the Region of Valencia, a strip of Aragon, the Balearic Islands, Andorra, southern France and northern Italy.
- The following quantities **are sold each year** In the Central Markets and Slaughterhouse alone (2014 figures):
  - ➔ 1,100,000 tonnes of fruit and vegetables
  - ➔ 72,000 tonnes of fish and seafood
  - ➔ 11,500,000 flower, plant and accessory units
  - ➔ 21,000 tons of slaughtered meat (beef, lamb, goat and horse)
- And, counting the **sales of the companies selling** fruit and vegetables, fish and seafood **operating in the Complementary Activities Zone** (ZAC) of Mercabarna, the sales volume of both sectors increases even more:

- **The fruit and vegetable sector sells 1,700,000 tonnes:** Central Fruit and Vegetables Market (1,100,000 t) + market garden companies operating in the ZAC (600,000 t).
- **The fish and seafood sector sells 192,000 tonnes:** The Central Fish Market (72,000 t) + the cold storage companies from which fish and seafood is distributed from the ZAC (120,000 t).



- It has 800,000 m<sup>3</sup> of cold storage facilities (positive cold and freezers). **It is the largest industrial cold storage facility in Spain.**
- Mercabarna is located in a **strategic privileged site**, in the heart of the main logistics area of Catalonia, close to transport infrastructures (port, airport, international road transport terminal, goods railway station, national and international road links, etc.) and only 10 km from the centre of Barcelona. It should be mentioned that the **quality of fresh products diminishes considerably as the hours pass**. For this reason, and because nowadays the source and destination locations are becoming farther and farther apart, logistics and transport advantages are extremely important.
- In 2014, Mercabarna generated **30 million kilos of waste, equivalent to 100,000 kg per day**. For this reason, Mercabarna has a waste management plan that is the only one of its kind in the world that allows the **recycling of 72%** of all commercial waste generated. This Plan includes a Green Point specially designed for the Mercabarna waste products (containers and organic matter).



## Importance in Barcelona and Catalonia: Mercabarna, the economic driver of the Catalan food industry

- **Mercabarna's success lies in the enormous concentration of companies specializing** in the production, sale, distribution, import and export of **fresh food** (700 companies, 6,700 employees and €4,800 million turnover).
- Mercabarna is a key element in the development of the food retail, gastronomy and restaurant sectors of Barcelona and Catalonia. Consequently, it **contributes to generating wealth in its area and to making Barcelona one of the leading international tourist destinations.**
- Furthermore, this food trading estate is a fundamental element in maintaining the **Mediterranean diet** which receives so much **praise** from doctors and dieticians from all over the world, **for its contribution to people's health.**
- The most important role of a market lies in bringing together in space and time a specific number of buyers and sellers (who compete with each other). This leads to the concentration of **a large and varied offering of products, thereby making prices more competitive for consumers.**
- **One of the competitive edges of Mercabarna compared to other food trading estates is that in addition to its wholesale markets, it has been able to integrate companies that bring added value to both the product and customer service** in order to respond to current commerce and consumption needs. All these companies are located in the Complementary Activities Zone (ZAC) of Mercabarna. Some examples of activities carried out in the ZAC are:
  - ➔ Elaboration of minimally processed product lines (washed, sliced salads; peeled, sliced fruit; flaked, gutted, cut fish; meat and vegetable brochettes, etc.)
  - ➔ Seafood farms and cooking plants
  - ➔ Banana ripeners
  - ➔ Potato operators (cleaning, sorting and packaging)
  - ➔ Importers and exporters of fresh food from all parts of the world



- Modern fruit store chains
  - Companies which supply restaurants and bars
  - Distribution company purchasing platforms
  - Central kitchens for catering firms
  - Large walk-in refrigerators for public use
- Today, these value-added and service activities guarantee the future of **the central markets, which provide us with a large offering of fresh products compared to other countries**, in which wholesale markets have been swallowed up by cities.



- The **types of buyers** who purchase goods from the Mercabarna companies are quite varied. They include:
  - Small specialist stores (run by immigrants).
  - Small fruit store chains.
  - Distribution chains (supermarket chains, large stores...)
  - Hotel, restaurant and catering industry
  - Spanish wholesalers
  - Importers/exporters
- This large concentration of agro-food activities in **Mercabarna promotes hygienic and sanitary food control**. For this reason, Mercabarna has a team of vets from the Public Health Agency of Barcelona, which works day in and day out to guarantee food safety.
- Mercabarna promotes cooperation among companies to increase competitiveness. In this regard, we should mention that in 2009 the **Barcelona Food Cluster Association** was set up, promoted and coordinated by Mercabarna. This association has more than 40 member firms and institutions connected with the Catalan food industry. The association is a strategic collaboration platform in which members, with the support of R&D institutions and institutes, jointly study and reflect on, implement and manage initiatives that reinforce their competitiveness.
- The **Mercabarna Training Service**, established in 1987, specializes in training professionals from the food industry, including active workers (continuous

training) and unemployed people (professional training). In addition to providing service to the companies on the Mercabarna premises, the Training Service cooperates with the retail sector, contributing to the training of **fishermen, butchers, fruit sellers, florists, supermarket shelf stackers, etc.**

- ➔ In 2014, 850 professionals from the industry (largely employees of companies located on the Mercabarna premises) took part in continuous training courses.
- ➔ With respect to professional training, this element has taken on special relevance during the economic crisis. In 2014, 386 students took part in professional training courses, and 45% of them now have jobs.

### **Importance worldwide: Mercabarna, the Food Hub of the Mediterranean**

- With regard to the management of the Mercabarna premises, **the dynamism and forward-looking approach** applied in providing the maximum number of services to the companies making up this large food trading estate (advanced telecommunications; environmental measures applied to waste management and cleaning; surveillance and safety; training; communication and promotion, etc.) **have transformed it into one of the most important food clusters in the world.**
- Given that the Mercabarna management and operational model is known all over the world, the management department **transfers its experience and know-how** to other markets and organizations through its **international consultancy** service.
- Moreover, **the capacity of the entrepreneurs located in Mercabarna to import products from all parts of the world and export them throughout Europe** has converted Mercabarna into the most important market in the Mediterranean. For this reason, Mercabarna's management aims to position it as the Food Hub of the Mediterranean and as one of the most important international food distribution centres in Europe. In order to achieve this objective, in 2013 the **Mercabarna Export Cluster** was set up to promote the internationalization of the companies located on the Mercabarna premises and contribute to boosting the agro-food sector, one of the most strategic industries in the country.
- **Mercabarna aims to convert Barcelona into the most important city in Europe in the international trading of fresh food,** and the main leading international Mediterranean centre for the entry of perishable food products from all over the world, in order to market them, add value to them or add them to other

products and redistribute them to other international markets. **Mercabarna has all the ingredients for it to become the Food Hub** of the Mediterranean. It has a privileged geostrategic location; 700 agro-food companies competing with each other that concentrate a large and varied offering of fresh products; and facilities and logistics specialized in perishable foods. In addition, 35% of the products currently sold by these companies are imported, and 25% are exported.

### Evolution of its area of influence

Although in the 1970s, the products reaching Mercabarna were mostly consumed by the inhabitants of Barcelona and its metropolitan area, today, Mercabarna supplies more than 10 million consumers and has reached further than the borders of Catalonia. Specifically, the products from all over the world that are sold in Mercabarna are redistributed to the rest of Spain and, above all, to the rest of Europe.

|             | 1970s                 | 1980s                             | 1990s     | 2000s   | From 2010 on                     |
|-------------|-----------------------|-----------------------------------|-----------|---|----------------------------------|
| Source      | Province of Barcelona | Catalonia                         | Spain     | World   | World                            |
| Destination | Barcelona             | Barcelona & its Metropolitan Area | Catalonia | Beyond the geographical boundaries of Catalonia and first exports | Europe and the rest of the world |

## Evolution of the type of buyers

The evolution of trade and food consumption has brought about an increase in the type of buyers visiting Mercabarna to purchase fresh food.

| <b>1970s</b>                             | <b>1980s</b>   | <b>1990s</b>   | <b>From 2000 on</b>   |
|--|--|--|---|
| Retailers from Barcelona<br><br>Peddlers | Retailers from Barcelona and its Province<br><br>Peddlers<br><br>Distribution chains (supermarkets and hypermarkets)<br><br>Wholesalers from Catalonia | Retailers from Barcelona and its Province<br><br>Peddlers<br><br>Distribution chains (supermarkets and hypermarkets)<br><br>Wholesalers from Catalonia and the rest of Spain | Retailers from Barcelona and its Province<br><br>Peddlers<br><br>Distribution chains (supermarkets and hypermarkets)<br><br>Wholesalers from Catalonia and the rest of Spain<br><br>Hotel, restaurant and catering industry in Catalonia<br><br>Fruit store chains<br><br>Importers / Exporters from Europe |