

Mercabarna: Mission, Vision and Values

MISSION

Mercabarna is a public company created in 1967 with the purpose of ensuring the efficient and responsible operation of the fresh-food supply chain at the wholesale level, providing economic and social value. Mercabarna delivers on this challenge through the following activities performed onsite:

- Management of infrastructures
- Promotion of economic activity
- Service provision
- Establishment of checks

VISION

Mercabarna strives to make Barcelona Europe's leading city in the international trade of fresh foods. The food estate aims to become the Food Hub of the Mediterranean, a major European centre and internationally renowned gateway for perishable foods from around the world with the purpose of marketing them, giving them added value or combining them with additional products for redistribution to other international markets, and a benchmark for the promotion of business clusters, environmental initiatives and innovation in the fields of scientific endeavour, social aspects and logistics, etc.

VALUES

Mercabarna's vocation to serve society is based on these three values:

- Economic engine for Barcelona and Catalonia
- Health guarantor for the public
- Social responsibility

Economic engine for Barcelona and Catalonia

- **Leadership in fresh food** in southern Europe for the large-scale concentration of sector businesses, specialised services and experience and professionalism.

Health guarantor for the public

- A dedicated team of 17 veterinarians and support staff from the Barcelona Public Health Agency (Barcelona City Council-Government of Catalonia) works to **guarantee food safety** at Mercabarna.
- The concentration of fresh-food businesses on the estate means that a vast amount and variety of the fresh produce essential to the Mediterranean diet can be found in Catalonia.

Social responsibility

- Mercabarna has **collaborated with the Barcelona Food Bank** since 2002, assigning it a warehouse within the facility and promoting the ongoing donation of food by the companies located on the estate. Mercabarna businesses donate around 600 tonnes of food to the Bank each year, principally fruit and vegetables but also fish.
- The company also engages in many other charitable and social initiatives (the TV3 television marathon, the Barcelona Magic Line fundraising walk organized by Sant Joan de Déu Hospital, the running of the Mediterranean Diet Foundation Congress, Barcelona City Council's School Triathlon and Biathlon and more).
- Mercabarna has been spearheading the **"5 A Day" and "Grow Up With Fish" children's campaigns** for 16 and 5 years respectively to promote a healthy, balanced diet among schoolchildren from Catalonia. Around 12,000 children take part in these programmes every year.
- The **"Beques Mercabarna"** grants initiative began in 2014 and sees the food estate provide funding for the 700 Mercabarna companies to take on university graduates and the unemployed for a limited period of time.