



SOCIAL PLATE

Supporting Social Enterprises in combating poverty
and social exclusion

Kick-off meeting

Thessaloniki,
08/03/2018



LB – Central Market
of Thessaloniki SA

LB – Central
Market of
Thessaloniki
SA
(LB)

Fruit and Meat wholesales Market The Gate to Europe

Central Market of Thessaloniki SA (CMT)



Fruit and vegetable Market



Interreg
Greece-Bulgaria
SOCIAL PLATE
SUPPORTING SOCIAL ENTERPRISES IN COMBATING POVERTY AND SOCIAL EXCLUSION
European Regional Development Fund



Meat Market



THE COMPANY - HISTORY – ROLE (1)

Central Market of Thessaloniki, since 1975, is located at the 7 km of Thessaloniki Athens highway, on a plot of **250 acres**. Facilities include the Fruit and Vegetable market (**280 stores, distributed in 4 blocks of 70 stores each**), the new Meat market (**24 stores**) as well as administrative buildings. Estimated shipping volumes amount to **600 - 800 tonnes of fruit and vegetables** and **80 - 100 tonnes of meat**, while workers with visitors and vehicles are over 5000 and 2500, respectively, per day.

THE COMPANY - HISTORY – ROLE (2)

The absorption of Greek agricultural food products concerns the whole country, while sales of more than 50% relate to exports to foreign countries, mainly in the Balkans.

THE COMPANY - HISTORY – ROLE (3)

CMT, with the application of **HACCP** and **ISO certificates**, ensures the quality of agri-food products, as well as with the daily conducts of quality checks and chemical analyzes by permanent qualified personnel in the agronomic and veterinary departments



THE COMPANY - HISTORY – ROLE (4)

At the same time CMT:

- Ensures the conditions and rules of operation of the free market
- Ensures the conditions for the smooth and unhindered trade of products (fresh fruits, vegetables and meat)
- Contributes to the rationalization and price control with a daily release of a price data-sheet, posted on the CMT's website, www.kath.gr



Management Goals (1)

With financial data of continues positive management and growth, CMT S.A. can successfully cope with today and strategically and dynamically design tomorrow with consistency in its mission as a modern and integrated link of the food supply chain.

The management of the company has set out three axes for development and modernization of the market.



Management Goals (2)

- Modernization of existing facilities and infrastructure and transformation of the market into a business park, “food park”.
- New modern facilities Agro-logistics in Thessaloniki, a project of national scope.
- Reduce food waste and manage organic waste, “save the food” initiative.



Food Park – Business Park

Important goal of the Administration of CMT S.A. is its transformation into a business park.

Among others modernization includes:

- ✓ Renew and modernization of the market's facilities and infrastructure (sewerage, roads, etc).
- ✓ Collection and management of organic waste (currently 5 tonnes per day) in a specially designed area.
- ✓ The creation of a market for processed agro-food products (oil, olives, wine etc) from existing and new enterprises of CMT S.A.

AGRO- LOGISTICS LOGISTICS CENTER

Designing of an **energy-independent** center with **zero emissions of air pollutants**, something pioneering and necessary for the region but also for the type of the products. Taking into account international practice, we expect that the operation of the freight center will contribute to improving the conditions of domestic and foreign trade.

SAVE THE FOOD REDUCE FOOD LOSS (1)

Food loss is a major problem in the world and has been the main subject of the WUWM conference in Rome in May 2017. The members of the association are already committed to taking action and initiatives to achieve this goal



SAVE THE FOOD REDUCE FOOD LOSS (2)

- **5 tonnes per day** of discarded agri-food products (approximately 30% suitable for consumption) in CMT
- Approved **Interreg program ("Social plate")** Greece - Bulgaria for the purpose of reclaiming these foods
- Secured resources of €220,000 for the creation of refrigeration and transport **infrastructures**, distribution of suitable food for susceptible groups, actors of social action, hospitals etc. and part of the operating expenses

SAVE THE FOOD REDUCE FOOD LOSS (3)

Management's objective is the operation of the program to lead to a broader action with the participation of **large central government organizations** (in the framework of corporate social responsibility programs) and volunteer groups, which will contribute to covering operating expenses and other activities of the save the food initiative.



SAVE THE FOOD REDUCE FOOD LOSS (4)

CMT SA, with the contribution of traders of both fruit and meat market, who donated farmed products without commercial value, as well as with the volunteer work of the city's collectives dealing with food aid, organized, with great success the 1st pilot action to save food.

Cooked and distributed over 3000 portions of soup and fruit to people from vulnerable social groups

SAVE THE FOOD REDUCE FOOD LOSS (5)



SAVE THE FOOD REDUCE FOOD LOSS (6)



SAVE THE FOOD REDUCE FOOD LOSS (7)

- <https://www.youtube.com/watch?v=YtRTq4T1F8o>



Thank you for attention!!!