Costa Rica: Wholesale markets of agricultural products face the challenge of innovation

The supply centers in the region are facing major challenges as ensuring the quality and safety of agricultural products, improve services offered to the various stakeholders in the agricultural chain and compete with the big supermarket chains. The development of technical, business and technology is key to creating wholesale markets (MM) of the XXI century.

About 35 representatives from the supply centers in more than 12 countries in Latin America and the Caribbean are trained in the I Hemispheric Workshop on Modern Management of Wholesale Markets, organized by the Inter-American Institute for Cooperation on Agriculture (IICA) and the Latin American Federation of Supply Markets (FLASH).

The activity aims to strengthen the technical, managerial, technological, environmental and social skills of the administrative staff of the MM.

"The commercialization in these markets is an engine that facilitates and contributes to innovation in agriculture, job creation, food safety and the reduction in food waste," said Director of Technical Cooperation of IICA, Salvador Fernández .

Agricultural marketing systems face a number of changes, mainly in the supply of agricultural suppliers and the sale and distribution of fruit and vegetables at the retail level. All this in a context of consumers and customers more demanding.

"Family farming is benefiting in these establishments, but should improve regional integration, distribution and safety, we must also implement new business models," said the specialist in marketing and agribusiness IICA, Frank Lam.

Experts who taught the workshop agree that innovation can modernize and increase the competitiveness and efficiency of the wholesale markets.

Fourth generation markets

The MM XXI century can incorporate new technologies into their distribution systems. Internet shopping and mobile applications are some tools that can increase the value added of this sector.

The technical training and education of administrative personnel supply centers is needed to create more efficient markets. It also requires developing a sustainable infrastructure and niches such as organic farming and local products.

"These markets are not only in charge of feeding the population, but represent our peoples and cultures, so we want these spaces to develop the skills required by the modern market," said the secretary general of flame, Arturo Fernandez.

The workshop lasts three days and takes place this week in Costa Rica. The Ambassador of Mexico in this country, Fernando Baeza Meléndez, participated in the inauguration of the activity.

Source: IICA