



FOODY

MERCATO ALIMENTARE MILANO

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“Strategic for the city’s economy, wholesale markets are of fundamental importance for Milan’s growth. The vegetable, meat, fish and floricultural markets, managed by Sogemi, are internationally renowned for the quality and variety of their products. For this reason, it is important for the premises housing them to also be able to respond effectively to new needs.

Ensuring Milan’s markets offer increasingly modern, efficient and functional services means contributing to the city’s growth and vitality.”

GIUSEPPE SALA
Mayor of Milan

“

“Our aim is to create a strategic infrastructure for trade and distribution of agri-food products. Our Food Market represents the food HUB capable of raising the quality and excellence of Italian and foreign food products and meeting the needs of consumers who are increasingly more demanding and conscious of the quality, safety and sustainability of the products they choose.”

CESARE FERRERO
President Sogemi Milan Food Market



Sogemi for the city

Sogemi is the investee company of the Municipality of Milan, owner and manager of the Milan Food Market. It performs a public utility service of general interest for the City, the Province of Milan and Lombardy.

Sogemi operates by pursuing food quality and safety and environmental, economic and social sustainability criteria.

It promotes safe work in its facilities. It is committed to developing innovative programmes aimed at going beyond the traditional food role of Wholesale Markets.

It is a multifunctional centre for integrated services in the food sector, through the creation of innovative structures capable of offering responses to new users, organised distribution and the creation of hi-tech spaces for the storage, processing and transformation of products.

SogeMi
MERCATO ALIMENTARE MILANO



Food quality and safety

Special attention is paid to ensuring both traceability and trackability, the utmost health and hygiene safety, through controls carried out by operators under the HACCP self-control system.



Environmental Sustainability

In line with the objectives of Agenda2030, Sogemi actively promotes environmental, economic and social sustainability through concrete projects in resource management, use of renewable energy, waste disposal and tackling food waste.



Safety at work

Socially respectful of the highest standards of worker safety.



Technological Innovation

Innovation and digitisation applied to logistics and various functions for optimising workflows and increasing productivity.



Foody's numbers

Foody, 4 markets of excellence covering a total land area of 700,000 square metres.

368 permanently established companies of which 141 are wholesalers who daily market **over 25,000 quintals of fresh produce** arriving overnight, for a total of **over 8 million quintals of products marketed in a year**, worth more than EUR 2 billion. 9 logistics platforms with 7 operators specialising in food logistics.

A structure in operation **24 hours a day, 7 days a week** every day of the year, through which approximately 5,000 people pass a day and which serves more than 10 million people.



700,000 sqm

of land area

This area is undergoing an extraordinary redevelopment process

over

2 billion

EUR of food goods traded per year

8 million

quintals of products marketed each year

368

permanently established companies

with sales space under concession



141

**wholesalers
with point of sale**

The market is open to new product categories by welcoming an increasing number of operators

67

**local producers
with point of sale**

A consortium of local producers offering their products

an inflow of

5 thousand

people per day

over

10 thousand

registered
customers

10 million

consumers
served



Foody's markets: a hub for the entire supply chain

Foody Mercato Alimentare Milano (Foody Milan Food Market) is the most important food cityhub in Italy, and among the leading ones in Europe.

Four markets of excellence - fruit and vegetables, fish, flowers, meat and delicatessen - a food hub for Italy and Europe **a distribution, marketing and logistics platform with an offer of over 11 thousand references:** fresh seasonal products, fresh and processed Italian and foreign excellences, safe and quality food.



Fruit and Vegetable Market

It is the largest in Italy in terms of quantity of products marketed; it is characterised by the wide range of products available all year round, both Italian and foreign. The quality, freshness and food safety of this market are recognised as among the highest in Europe.



80,000 square metres of commercial space



97 wholesalers



67 producers



7,500,000 quintals of goods marketed per year

Meat and Gastronomy Market

It receives high quality red meat, white meat, eggs and related products every night, which are processed and handled with care according to EC hygiene regulations and is the only one in Italy specifically dedicated to this type of product.



6,000 square metres of commercial space



14 wholesalers



20,000 quintals of goods marketed per year

Fish Market

It is recognised throughout Italy for the freshness and quality of the fish it markets. It ensures the availability of a wide range of fish products, including fresh, caught and farmed fish, frozen and deep-frozen, preserved and processed fish.



10,000 square metres of commercial space



21 wholesalers



100,000 quintals of products marketed per year

Floricultural Market

Its privileged geographic position ensures that the Milan Market plays a central role in enhancing and developing the entire Italian floricultural market and adequate integration of the distribution chain of floricultural products in Italy. The choice and variety of the Foody Floricultural Market also relies on the world of events in Milan.



6,000 square metres of commercial space



9 wholesalers



1 million pieces marketed per year



Food quality and safety marks

To guarantee the provenance of the products and to convey the values of quality and food safety that are a hallmark of Foody Markets, Sogemi has created two quality brands.

FOODY
QUALITÀ E SICUREZZA ALIMENTARE



Qualità
e sicurezza
alimentare.

Foody - food quality and safety, which refers in general to all products marketed within the District and **a specific one for the fish market.**

Here, every night, the widest variety of fresh fish arrives from **sustainable fishing methods and from certified fish farms** that are rigorously controlled by an in-house health service that guarantees the highest standards of safety, hygiene and wholesomeness of the products.

The two brands, thanks to the values and guarantees they represent, are a real competitive plus for operators and an important factor of choice for buyers.

Transparency in transactions and legality

- **Cassamercato**: a system designed to manage economic transactions, accounting documents and invoicing.
- **Legality**: respect for the principles of legality and fairness is ensured by the **Protocol with the Prefecture of Milan**, which guarantees all operators an environment of healthy competition.
- **Weekly Market price bulletins** are prepared to promote commercial transparency.

Logistics

- **9 new and renovated logistics platforms**
- **83,000 square metres total commercial area**
- **292 loading bays for TIRs and vans**

The Centralised Logistics System

Sogemi is implementing an advanced centralised logistics system, based on **the complete digitisation of processes.**

All goods passing through the market are tracked, recording the time of arrival, type of goods, quantity, consignee and consignor.

Thanks to a QR code on the label, operators can monitor handling and product-related information at all times. And logistics operators can optimise routes, ensuring a more efficient and timely service for buyers.



More security

This innovative process structure not only optimises the entire logistics process, but makes it possible **to limit the circulation space of handling equipment** in favour of a safer working environment, thus reducing safety risks.



Foody 2025

A total financing plan of EUR 600 million between public resources and private investments that, by 2025, will provide the City of Milan with the largest market infrastructure in Italy and the most modern food hub in Europe.

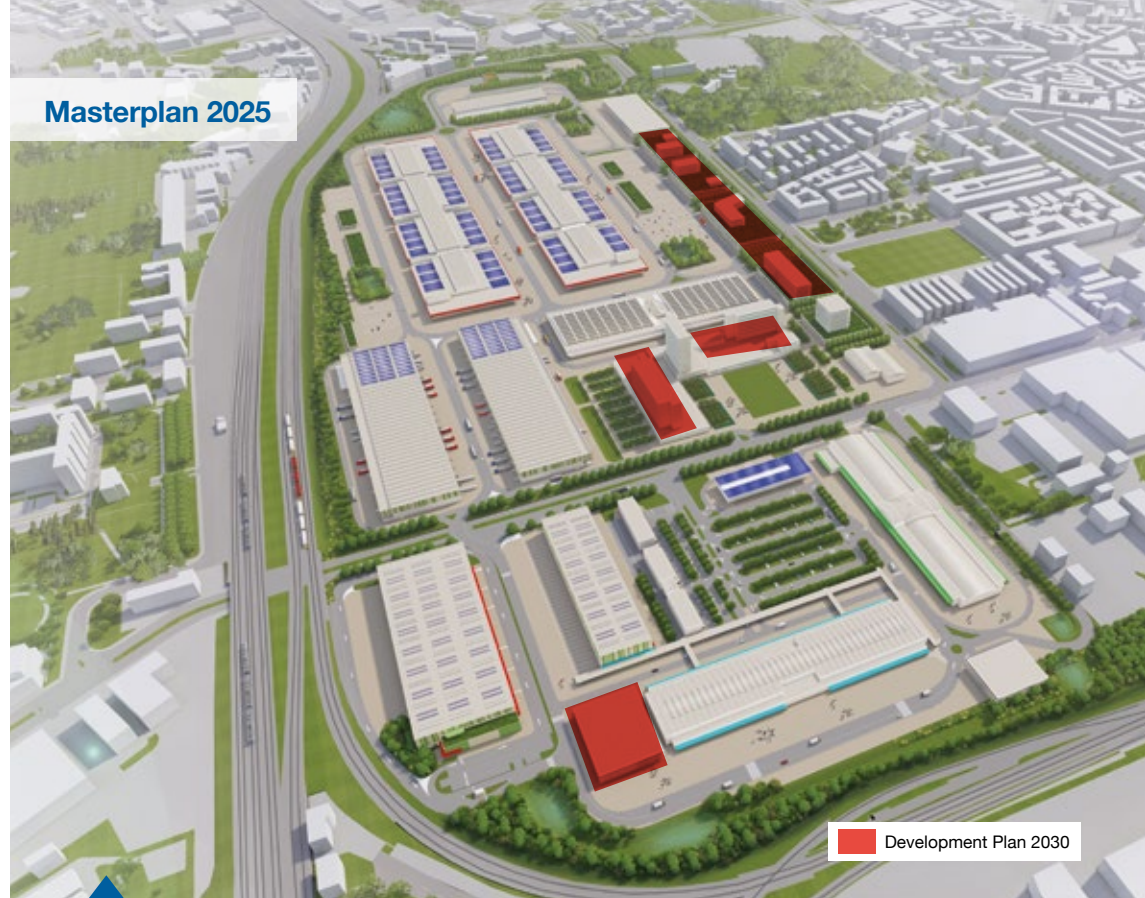
Foody 2025 has made provision for:

- A completely renovated **Fruit and Vegetable Market** with two twin pavilions covering 42,000 square metres and housing 102 points of sale and 160 loading bays each
- **9 logistics platforms** with 7 operators specialising in food logistics
- A renovated **Business Building** with a business centre and a service centre for events, meetings and training activities
- The relocation of **Milano Ristorazione** with the construction of a new dedicated pavilion
- **Redevelopment of the southern area** of the District overlooking Via Bonfadini to ensure a more optimised flow of incoming and outgoing heavy vehicles

All new buildings are constructed and operated according to current sustainability standards. The new Fruit and Vegetable Market Pavilions are equipped with photovoltaic panels and benefit from a renewable energy plant for sustainable management in line with the Sustainable Development Goals.

Infrastructure that in terms of size, operational capacity and environmental impact will be a reference for the entire food industry.

Masterplan 2025



Development Plan 2030

The redevelopment of the Food Market represents the largest area redeveloped since Expo2015.

220,000 square metres of new construction out of a buildable area of 350,000 square metres; two logistics platforms opening in 2023; the first of the two new pavilions of the Fruit and Vegetable Market operating from April 2024.



Sogemi and Sustainability

Thanks to the Foody2025 plan, Milan Food Market is an infrastructure that meets the main sustainability standards.

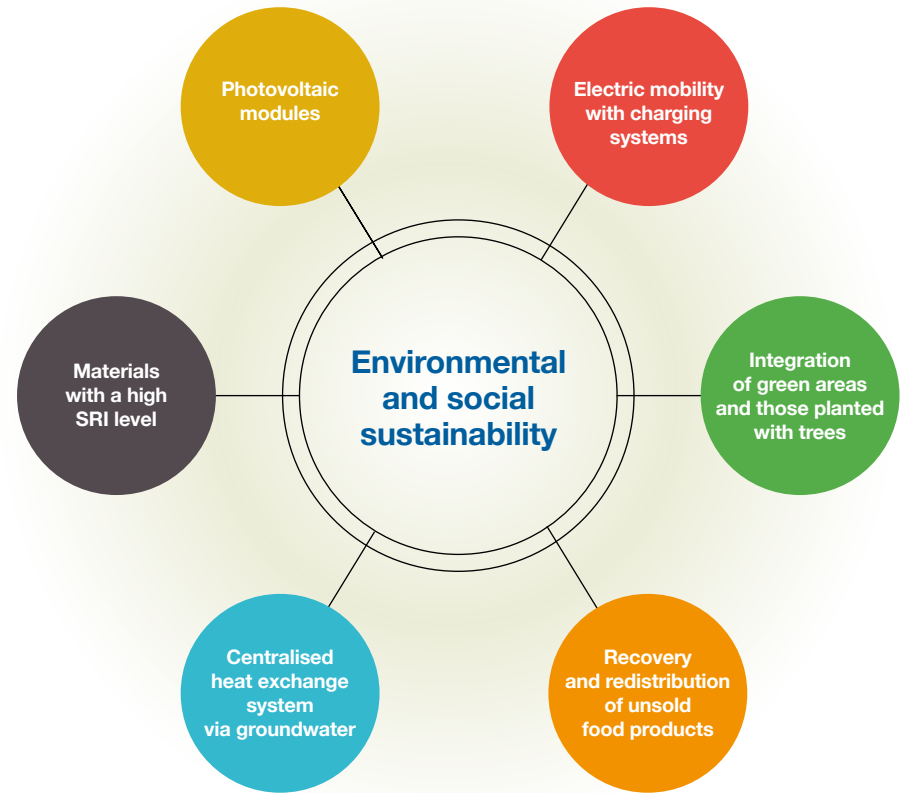
Renewable Energy

The large roofs of the new Fruit and Vegetable Market buildings were used to install **photovoltaic systems**.

In Fruit and Vegetable Pavilion 1, the energy produced is used by the cooling system operated by A2AEnergia.

Other systems are installed on the Orto 2 Pavilion and on the fruit and vegetable logistics platform that meet the district's energy needs.

In total, the plant has a capacity of 2.6 MWp and **represents a benchmark for the City of Milan Green**.



Rational water management

To avoid wasting water, a fundamental resource for refrigeration and food preservation, Sogemi, together with A2A Energia, has developed a **centralised heat exchange system** which, on the one hand, uses groundwater to serve the refrigeration systems and, on the other, allows heat to be recovered from thermal waste for heating rooms during the cold season.

Sustainable Mobility

As part of the Foody2025 plan, a **charging station for electric vehicles** was built in collaboration with Atlante for the promotion of sustainable mobility.

Integration of greenery

Completion of the project will see the following: **the integration of green areas** and those planted with trees, soil de-sealing initiatives and the use of permeable/draining pavements, where possible, to reduce the amount of waste-water. And finally, the use of **materials with a high level of SRI (Solar Reflectivity Index)**.

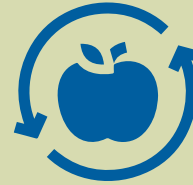
Social Sustainability

One of the key objectives of the Wholesale Markets is to control the prices of basic necessities and to make fresh, quality food accessible to all sections of the population, simplifying distribution processes, training sector consumers and operators, collaborating with citizens and social partners.

It is with this in mind that Sogemi has actively contributed to the Milan Food Policy project, which from the pandemic onwards has initiated and implemented a network of neighbourhood hubs, **a system of recovery and redistribution of unsold food products** that would only increase food waste.

The hub inside the Fruit and Vegetable Market, which is active thanks to the work of third sector associations, volunteers and the contribution of wholesalers and producers, allows us **to save 1,500 tonnes of food from being wasted each year**, saving approximately 600 tonnes/year of CO2, avoiding production and disposal of surpluses.

The vision behind Foody2025 is **to create a truly sustainable ecosystem** that positively influences the environment, the community and the local economy, i.e. that has the ambition and capacity to become **a cultural model for the whole city**.



1500 tonnes of food saved from waste each year

600 tonnes of CO2 saved each year

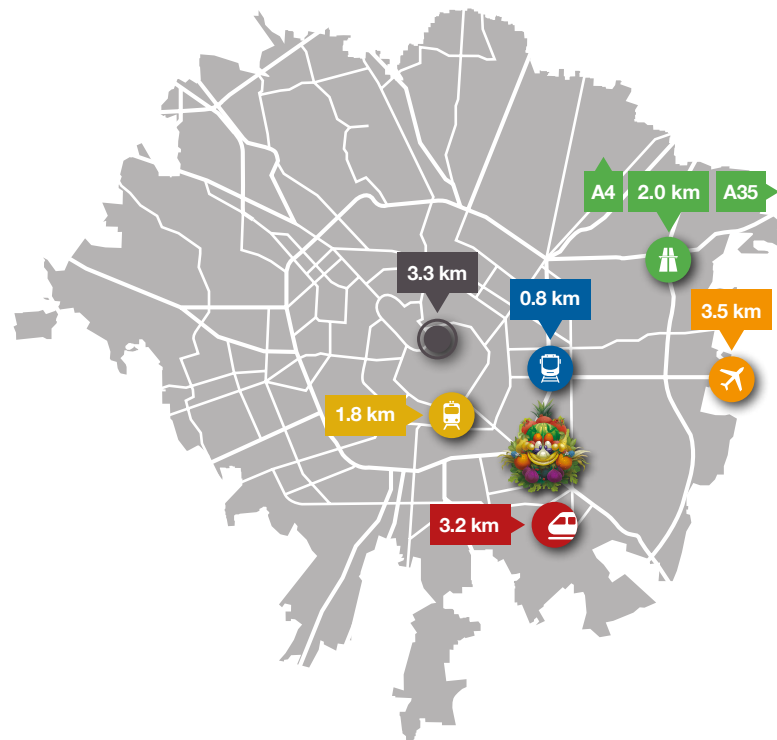


The transformation of the agri-food markets in Milan represents not only a step towards modernisation of the infrastructure, but also a tangible commitment to the active promotion of environmental, economic and social sustainability.



A strategic position in the heart of the city and Europe

The geographical location, at the centre of northern Italy and the main international transit corridors, together with the wide range of products, available all year round, and the excellence of the quality of the products marketed **ensure the Milan market enjoys a leading position** in the distribution of fruit and vegetables in Italy and other European countries.



The Milan Food Market is located a stone's throw from the centre and, at the same time, outside the most congested areas of the city.

In addition, within a radius of 3 kilometres you can reach all the most important mobility hubs: high-speed train, motorways, underground, airport, underground railway link.



MOTORWAYS

2.0 km Forlanini junction
1.5 km Mecenate junction

Quick access to the motorway network:

A4 Turin - Trieste
A 1 Milan - Naples
A35 Brebemi



AIRPORT

3.5 km

Linate

Proximity to a major airport



HIGH SPEED

3.2 km

Rogoredo Station

A few minutes away is the high-speed train station and the rail link to Malpensa



UNDERGROUND

1.8 km

Porta Romana M3

Stop of the M3 Yellow line for rapid connection to the city centre and central station



UNDERGROUND RAILWAY LINK AND BUSES

0.8 km

Porta Vittoria

Underground railway link and buses can be reached on foot in a few minutes



CITY CENTRE

3.3 km

Piazza del Duomo

A 20-minute drive from the historic centre of Milan

Foody for everyone

Opening for professionals

Foody is a wholesale market that works at night.

Wholesalers arrive at midnight to open and set up their points of sale.

Buyers and transporters arrive from 4 and products are already on sale in city shops or in restaurant kitchens from the early hours of the morning.

Opening for the public

Foody also opens its doors to consumers on dedicated days and times.

More than 5,000 people attend on Saturday mornings when all 4 markets are open to the public, who choose Foody as it offers a wide choice of top quality products at affordable prices. At the Saturday opening, Foody often hosts **complementary events and markets** to further enrich the offer to its customers.

Fruit and vegetable Market	Fish Market	Flower Market	Meat and Gastronomy Market
Professionals Monday/Friday 5-10 Saturday 5-8	Professionals Monday/Friday 4-10 Saturday 4-8	Professionals Monday/Friday 5-16 Saturday 5-16	Professionals Monday/Friday 4-17 (Wednesday 3-17) Saturday 6.30-13
Public Saturday 9-12.30	Public Saturday 9-12.30	Public Saturday 9-12.30 Monday/Friday 10-12.30	Public Saturday 9-12.30 Monday/Friday 10-12.30





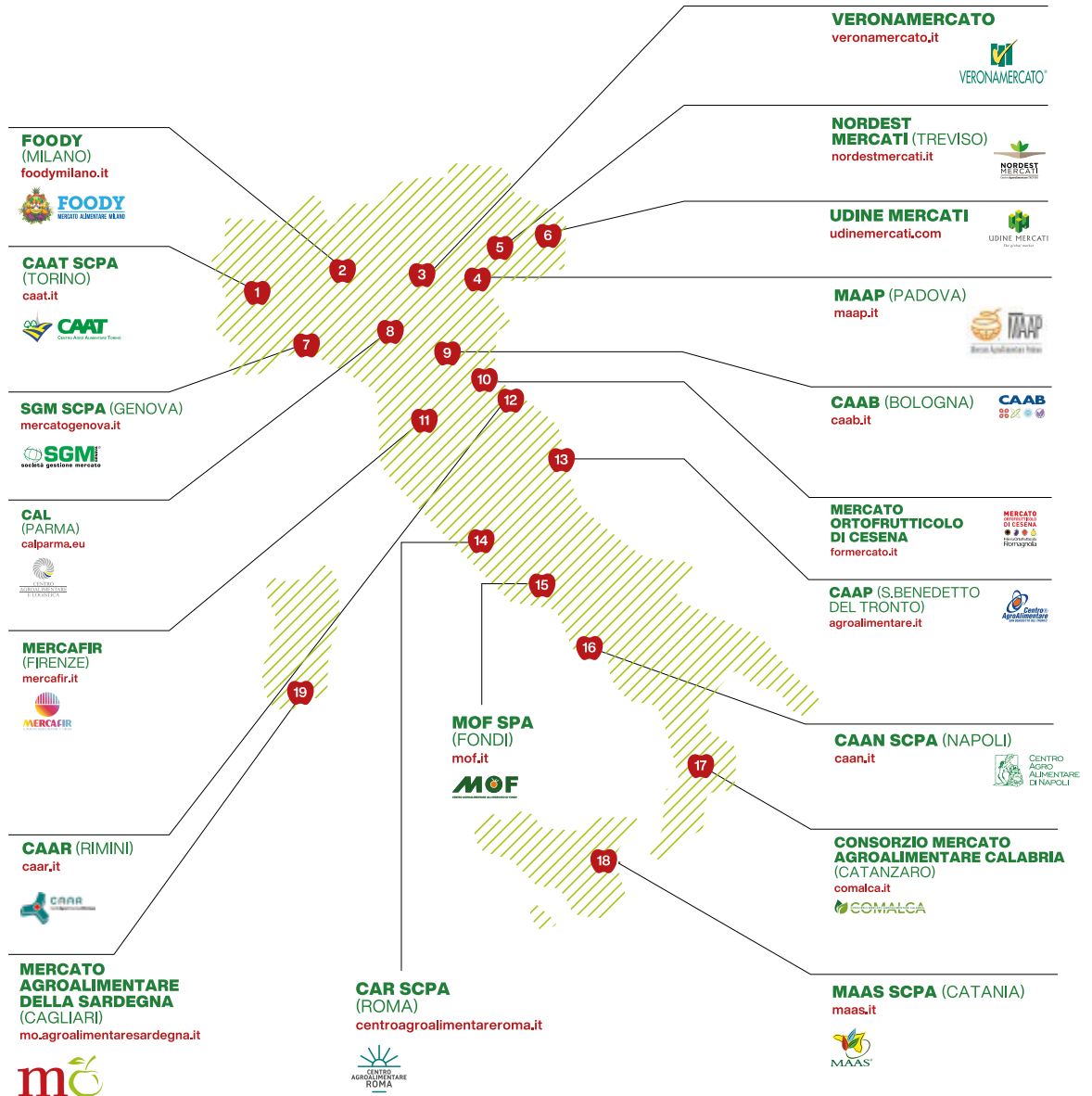
JOINS

ITALMERCATI

ITALIAN WHOLESALE MARKETS NETWORK

Footy, Mercato Alimentare Milano (Milan Food Market) is part of Italmercati, the network of enterprises that aims to enhance the strategic function of food markets in the national and international food and distribution chain.

Altogether, Italmercati sees over 3.6 million tonnes of goods sold each year, has 1,520 in-house companies and records more than 4 million visitors a year.





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The author apologises for any incorrect or outdated data.



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