

Strengthening Urban-Rural Linkages through Local, Traditional and Farmers Markets

29 July 2025 | 13:00 EAT | Conference Room CR-3

Organizers:

Resilient Local Food Supply Chains Alliance, Italy, UN-Habitat, Global Alliance for Improved Nutrition (GAIN), HealthBridge, ICLEI - Local Governments for Sustainability, World Farmers Markets Coalition (WorldFMC), UN Food and Agriculture Organization, UN Capital Development Fund (UNCDF), Mediterranean Agronomic Institute (CIHEAM Bari; Re.Food project) and Sant'Anna School of Advanced Studies of Pisa (SSSA; Re.Food project); and with the support of the Zero Hunger Coalition and governments of Benin, Ghana and Cameroon.

Background and objectives

Critically exploring the pivotal role local, traditional and farmers food markets play in consumers' diets, local economic development, environment and resilience in cities, urban-rural networks and territories. As food environments and hubs, markets are strategic entry points for locally-led, inclusive engagement of formal and informal sectors and governance, and can drive regenerative values. With multiple-levers for nourishing, just food systems transformation, intersecting systems from climate to MSMEs and health, markets are routine places of opportunity, co-benefits, and innovative social protection – especially for low income and vulnerable urban residents including women and youth; market access and fair revenue for smallholder and family farmers.

This session aims to:

- **Showcase diverse market models** as global pathways for territorial approaches to food systems transformation.
- **Share experiences** from different regional contexts.
- **Discuss enabling policy** frameworks and multistakeholder partnerships needed for success, replication at scale.
- **Identify investment opportunities**, peer learning, and regional cooperation among governments and stakeholders.

Opening and Welcome

Ms. Anacláudia Rossbach

*United Nations Under-Secretary-General &
UN-Habitat*

Mr. Richard McCarthy

World Farmers Markets Coalition

Representative of the Italian Government Italy

Hon. Dr. Romuald Wadagni Republic of Benin

Moderator

Dr. Ann Trevenen-Jones, GAIN

Panellists

Ms. Nuhad Sheikh

Tripoli Urban Farmers Market

Dr. Ahranjani Behnouch HealthBridge

Mr Mwakoi Sililo Lusaka City Council

Ms. Balance Phala ICLEI World Secretariat

**Dr. Giaime Berti Resilient Local Food Supply
Chains (RLFSC) Alliance**

Fireside Chat

National Country Convenors (selection thereof)

Closing Remarks

Dr. Corinna Hawkes FAO

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Expected outcomes

- Increased awareness of different local, traditional and farmers market models around the world and their scalability and resilience.
- Shared policy and practice recommendations for implementation and market governance.
- Explicit recognition of local governments as key actors in shaping food environments, and supporting local, traditional and farmers markets.
- Increased awareness on the value of strengthening interconnections between the different forms of short food supply chains at territorial level.
- Approaches and frameworks for scale-up from shared experiences, and strengthened collaboration across regions and institutions.

Programme

- 13:00** Opening and Welcome
- 13:15** Panel 1: Urban Rural Linkages, Cities Governments and Markets
- 13:45** Fireside Chat with NCCs
- 13:52** Floor: Q&A
- 14:10** Closing Remarks

Organizers



Ministero degli Affari Esteri
e della Cooperazione Internazionale



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