


Welcome to our Wholesale Market!



*This blackboard is used
at the auction.
See if you can find it
when you're at the market.*

Takamatsu City
Central Wholesale Market

1. What is the Takamatsu City Central Wholesale Market?

The Role of the Wholesale Market

The Takamatsu City Central Wholesale Market was established in 1967 as the 25th wholesale market in Japan, based on the Wholesale Market Law.

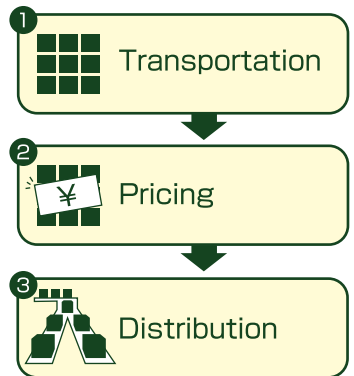
Prices tend to fluctuate because, unlike other goods, produce and flowers are perishable. This makes them difficult to store for very long without losing their freshness.

The wholesale market provides shop space to producers as well as a fixed place for distributors and retailers to conduct business. It also ensures that consumers receive goods speedily, while they are still fresh.

Main Tasks

The Takamatsu City Central Wholesale Market makes sure that the wholesale trade of all perishables and flowers is conducted in a sanitary environment, with efficiency and at appropriate prices.

Tasks involve transporting goods to the Market and then pricing and distributing them on a daily basis.



2. A daily schedule of the market

The Takamatsu City Central Wholesale Market opens at midnight.



This is The Wholesale Market System.

The Takamatsu City Central Wholesale Market

A small blackboard is used for buying produce while hand signals are used for buying fish or flowers.

1

2:00 AM

Goods Arrive

From midnight till dawn, goods arrive from not only Kagawa prefecture but also from all over Japan.

2

4:00 AM

Sorting and Arranging

The goods are sorted and displayed attractively in the Market.

3

5:00 AM

Pre-auction Inspection

Before the auction, buyers look over the products displayed, decide what they want to buy and the price they are willing to pay.

4

6:00 AM

Pricing

The auction begins with the highest bidders purchasing the goods. The auction usually starts at 5:30a.m and ends around 10a.m.

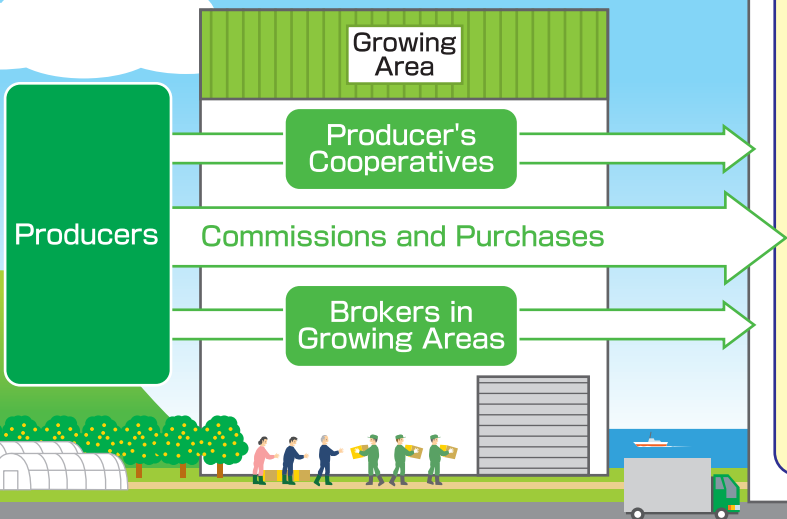
5

8:00 AM

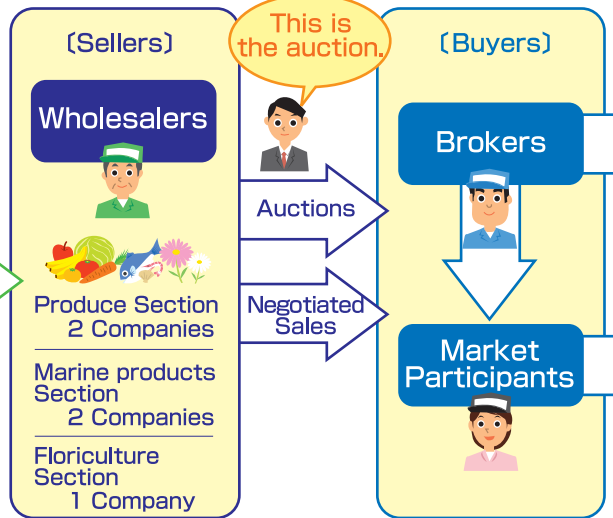
Sales

The buyers take the auctioned goods back to their stores.

3. The Distribution System for Perishables

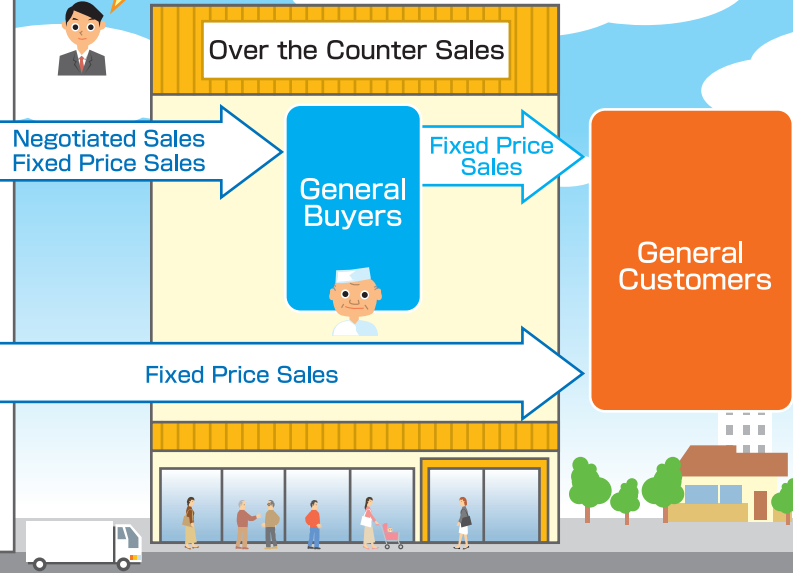


The Takamatsu City Central Wholesale Market



This is the auction.

A negotiated sale is one in which the seller and the purchaser agree on a price through consultation.



4. People Working at the Market

About 2,000 people work here per day.

Market Organizer



Takamatsu City manages the improvement and maintenance of Market facilities, authorizes business activities, and ensures proper business practices are followed.

Wholesalers



Wholesalers sell consignments from producers to brokers and transaction participants at the auction.

Brokers



The term broker refers to the person who purchases a large amount of stock from wholesalers. The broker then sorts the goods for sale at the different stores in the Market where they are sold to Market participants and to general buyers.

Market Participants



Representatives of stores and businesses, such as fishmongers, greengrocers, fruit shops, florists, and supermarkets in the city, participate in the auction. They sell the goods they purchased at the Market in their stores.

Traders



Traders run premises inside the Market, for example restaurants, grocers, banks, etc., for the convenience of Market users.

General Buyers



General buyers purchase goods for use in stores and businesses located outside the Market. They include restaurants, food processing plants, retail stores, caterers, etc.

Please feel free to contact us if you have any questions about the Central Wholesale Market!



Q What time do the workers get up?

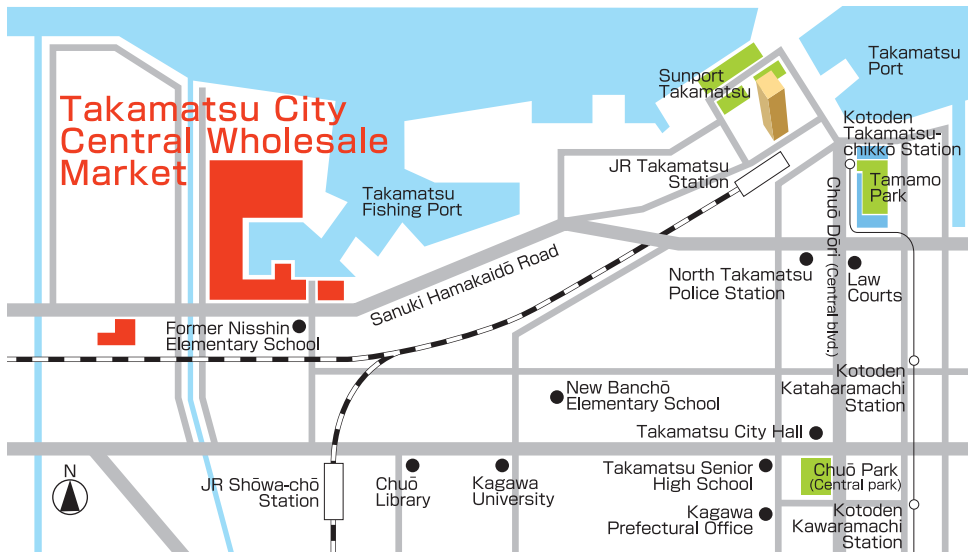
- A The early shift workers get up at 2 am. In addition, some workers are on night shift, managing the goods.

Q How much money moves in business transactions per day at the Market?

- A About 60 million yen each for the marine products and the produce sections, and about 10 million yen for the floriculture section.

Q How many kinds of products are handled per day?

- A Approximately 120 vegetable items, 100 fruit items, 200 marine product items, and 150 flower items.



Access to the Market

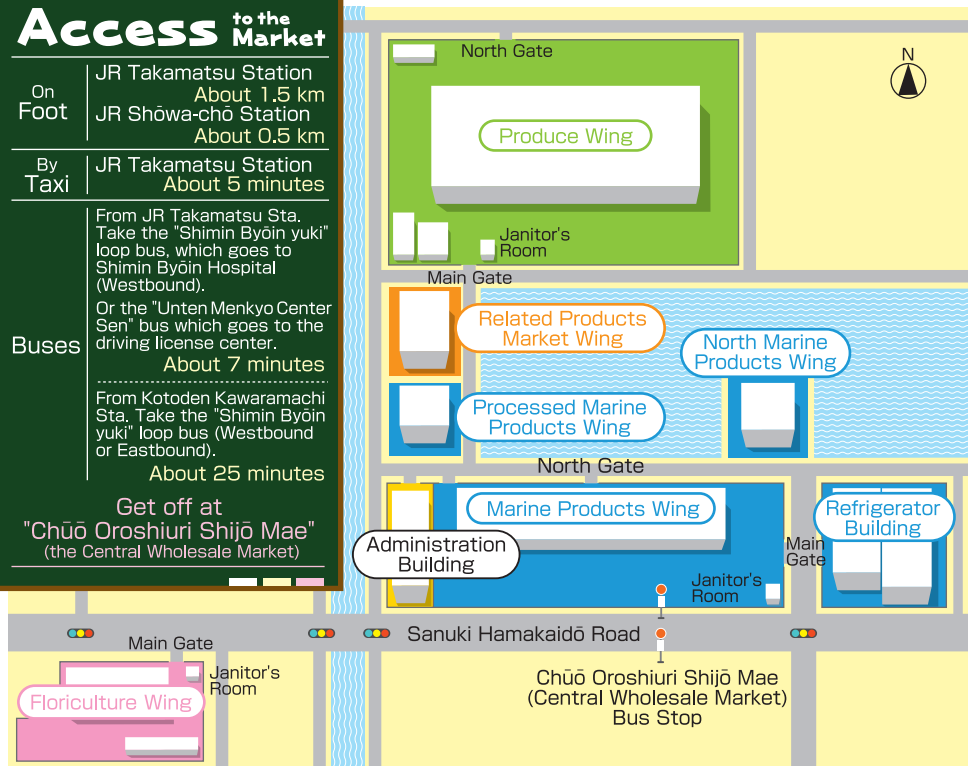
On Foot	JR Takamatsu Station About 1.5 km
	JR Shōwa-chō Station About 0.5 km
By Taxi	JR Takamatsu Station About 5 minutes

Buses

From JR Takamatsu Sta. Take the "Shimin Byōin yuki" loop bus, which goes to Shimin Byōin Hospital (Westbound).
Or the "Unten Menkyo Center Sen" bus which goes to the driving license center.
About 7 minutes

From Kotoden Kawaramachi Sta. Take the "Shimin Byōin yuki" loop bus (Westbound or Eastbound).
About 25 minutes

Get off at "Chūō Oroshiuri Shijō Mae" (the Central Wholesale Market)



Takamatsu City Central Wholesale Market

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