CORE CONCEPT

Wholesale Market Management Course: Fruit, Vegetable, Fish and Livestock Markets

15 – 19 November 2026
Dammam - Eastern Province five-star

Wholesale Market Management Course: Fruit, Vegetable, Fish and Livestock Markets

Ref: 1990_29427 **Date:** 15 – 19 November 2026 **Location:** Dammam - Eastern Province five-star **Fees:** 19500 SAR

Introduction:

Wholesale market management for fruit, vegetable, fish and livestock markets is a 1-week course for central market operators, auction managers and concession contract teams, ending with a Market Operations and Concession Improvement Plan for a case central market. Central markets lose revenue and trust when lorries jam the gates, absent traders hold stalls, dues go uncollected, auction prices go unreported and cold rooms fail. Nominees already supervise a market hall, trading floor or operating contract and work through case studies on gate counts, stall registers and auction records. CoreConcept Training Center delivers this wholesale market management course.

Course Objectives:

- Assess a central market's catchment role, commodity throughput and site layout against vehicle, pallet and pedestrian flow requirements
- Allocate stalls, sheds and trader licences through transparent registers and set market dues, entry tolls and service charges that recover operating cost
- Run fruit, vegetable, fish and livestock auctions and publish daily price and arrival reports that traders and buyers can rely on
- Operate cold rooms, ice plants and lairage areas and apply HACCP principles and Codex food hygiene principles to market hygiene inspections
- Organise segregation, collection and recovery of organic, packaging and animal waste streams from trading floors
- Structure market governance, user committees and concession or operating contracts with performance indicators and handback terms

Target Audience:

- Managers responsible for the day-to-day operation of central fruit and vegetable, fish or livestock markets
- Trading floor, auction and price information managers responsible for sale methods and daily market reports
- Market hygiene, cold storage and facilities managers responsible for cold rooms, lairage, cleaning and waste contractors
- Revenue and trader licensing managers responsible for stall allocation, dues collection and trader registers
- Concession and contract managers on the owner or operator side responsible for market operating agreements

Course Outline:

Day 1: Central Market Roles, Throughput and Site Baseline

- Market Hierarchy Map of Terminal, Secondary and Assembly Markets
- Commodity Throughput Profile by Produce, Fish and Livestock Lines
- Trader, Commission Agent and Broker Role Matrix
- Gate Count and Peak Hour Arrival Survey Method
- Current-State Site Audit of Sheds, Yards and Utilities

Day 2: Market Layout, Logistics Flows and Design Standards

- Site Zoning Plan Separating Wholesale, Retail and Service Areas
- Vehicle Circulation and Loading Bay Sizing Calculation
- Pallet, Crate and Forklift Movement Flow Diagram
- Fish Hall and Livestock Yard Separation and Biosecurity Zoning
- Space Standards Worksheet for Stalls, Platforms and Pens

Day 3: Stall Allocation, Market Dues, Auctions and Price Reporting

- Stall and Shed Allocation Register With Waiting List Rules
- Market Dues, Entry Toll and Service Charge Schedule Design
- Dutch Clock, English Outcry and Tender Sale Method Comparison
- Livestock Weighing, Sale Ring and Lot Catalogue Procedure
- Daily Price and Arrival Bulletin Compilation and Release

Day 4: Cold Storage, Hygiene, Waste Streams and Market Risks

- Cold Room and Ice Plant Temperature Monitoring Log
- HACCP Principles Applied to Fish Hall Handling Points
- Codex Food Hygiene Principles Inspection Checklist for Trading Floors
- Organic, Packaging and Animal Waste Segregation and Recovery Plan
- Market Risk Register for Fire, Disease Outbreak and Trader Disputes

Day 5: Case Study on a Market Operations and Concession Improvement Plan

- Case Market Governance Charter and User Committee Terms
- Case Concession Contract Indicators and Handback Conditions
- Case Market Congestion and Layout Redesign Proposal
- Case Market Dues Recovery and Auction Reporting Fix
- Market Operations and Concession Improvement Plan Completion

Skills You Will Gain:

- Market Throughput Analysis
- Trading Floor Layout Planning
- Stall Allocation Administration
- Market Dues Costing
- Auction Sale Supervision
- Market Price Reporting
- Market Hygiene Inspection
- Concession Contract Oversight

Why Attend This Course:

- Deliver a Market Operations and Concession Improvement Plan for a case central market to the market owner, board or concession steering committee
- Decide which stalls to reallocate, which dues to revise and which sale method suits each commodity line using gate counts and auction records
- Avoid gate congestion, unreported prices, cold room failures and waste build-up that drive traders away and attract hygiene closures
- Share stall registers, dues schedules, price bulletin templates and hygiene checklists with floor supervisors and contractors

Conclusion:

Back at work, the participant gives the market owner, board or concession steering committee a Market Operations and Concession Improvement Plan that sets layout and flow changes, a stall allocation and dues schedule, an auction and price bulletin routine, cold room and hygiene controls, a waste recovery plan and concession performance indicators. Owners use it to approve capital works and contract amendments, and market managers use it to brief traders. After the first full trading season, the team should review gate times, dues collection, bulletin accuracy, inspection findings and waste tonnage against its targets.

Frequently Asked Questions FAQ:

What should participants know before the wholesale market management course?

Participants should already supervise a market hall, trading floor, auction or operating contract. Bringing a site plan, stall register, dues schedule or recent price bulletin helps them apply the case study work to their own central market.

How does the wholesale market management course differ from an agricultural marketing course?

This course is written for the market operator who runs the site, sets stall dues, supervises auctions and manages concessions. Agricultural marketing courses help growers choose buyers and grade produce, so selling decisions appear here only where they affect market operations.

Why do wholesale market management teams publish daily price and arrival reports?

Daily price and arrival reports let traders, buyers and growers see real market conditions, which reduces disputes, discourages price manipulation and builds confidence in the auction. They also give the operator data for dues setting and layout decisions.

What do participants take back from the wholesale market management course?

Participants take back a Market Operations and Concession Improvement Plan for a case central market, with a layout and flow redesign, stall register and dues schedule, auction and bulletin routine, hygiene checklist, waste plan and concession indicators.