



THE FRUITS AND VEGETABLES INDUSTRY SERIES



THE FRUITS AND VEGETABLES INDUSTRY: market trends and prospects of a dynamic

Session N°1

14 September 2021, 10h00-12h00 CET

BIODATA OF THE SPEAKERS

Philippe BINARD – General Delegate, FRESHFEL

Philippe Binard joined the fresh fruit and vegetables business in 1987. Since 2002, he is the General Delegate of Freshfel Europe, the European Association representing the interest of the fresh fruit and vegetables sector. Freshfel incorporates more than 200 members (associations and companies) across the fresh produce supply chain from production down to retail.



Philippe Binard is also since 2001 the Secretary General of WAPA (World Apple and Pear Association) which gathers 18 leading apple and pear production countries around the world from both the Northern and Southern Hemisphere. He is also Secretary General of SHAFPE (Southern Hemisphere Association of Fresh Fruit Exporters) incorporating the eight leading Southern Hemisphere countries exporting fresh fruit to world markets.

Isolina BOTO – Head of Networks and Alliances, COLEACP

Isolina is the Head of Networks and Alliances at COLEACP, a non-profit association of private sector operators in the agrifood sector active in the European Union (EU), Africa, the Caribbean and the Pacific (ACP) regions. Isolina has more than 25 years of experience in agricultural development. She started her career with the European Commission, worked with various ACP embassies and NGOs in areas related to food security, rural development and trade. Before joining COLEACP, she was the Manager of the Technical Centre for Agricultural and Rural Cooperation ACP-EU (CTA) Brussels Office (2004-2020) implementing policy initiatives related to the ACP-EU cooperation in the field of agricultural and rural development. She has led trade and agribusiness projects in support of capacity development of small and medium-sized enterprises (SMEs), entrepreneurs and farmers organisations across Africa, the Caribbean and the Pacific.



Emmanuel BOURCELET – Engagement and Marketing Lead, COLEACP

Emmanuel Bourcelet is an agri-development engineer and economist specialised in agricultural and food systems and marketing. He has been working for COLEACP since March 2007, after having been a project manager in a consulting firm and associate director of a marketing and communication agency. He is now Marketing and Engagement Lead at COLEACP and as such a member of the COLEACP Management Committee. Emmanuel is specifically involved in the coordination and development of the organisation's Market Intelligence, Business Development, Information & Communication departments as well as COLEACP's partnerships and HR processes.



Since the beginning of his professional career, Emmanuel has always worked closely with sub-Saharan Africa and the EU on agricultural, economic and development issues involving the private sector.

José BRAMBILA-MACIAS – Programme Manager, Trade and Agriculture Directorate, Agricultural Codes and Schemes, OECD

Dr. José Brambila is the Programme Manager of the OECD Fruit and Vegetables Scheme. He has a strong econometric background with a specialization in development economics. Before joining OECD he worked for the University of Reading, UK, as a Research Fellow and as a consultant for FAO's Trade and Markets Division. Previously he worked for OECD's Statistics Directorate and at the International Monetary Fund in the Western Hemisphere Department. His areas of expertise include panel cointegration, pseudo-panels, quantile regression, generalised method of moments (GMM) and time series analysis.

Yvonne CHILESHE – Expert Commodities and Value Chain Development, OACPS Secretariat

Yvonne, a Zambian national, has over 20 years of experience in trade and development. She has diverse national and international experience including trade negotiations, commodities and value chains development, project management and Trade and Industrial policy analysis. She is expert in Commodities and Value Chain Development for the Organisation of African, Caribbean and Pacific States (OACPS) and coordinates value chains commodity programmes. She served previously as Trade Adviser to the Government of Botswana, Chief Trade Negotiator and Director of Foreign Trade in the Ministry of Commerce, Trade and Industry of Zambia, and Trade attaché at the Zambian Embassy in Belgium.



Yvonne holds a Post Graduate Certificate in International Trade Law, Masters in Economic Policy Management and Bachelor of Arts Degree.

Hubertus GAY – Senior Agricultural Policy Analyst, OECD

Dr Hubertus Gay read agricultural economics in Germany at the Universities of Hohenheim and Kiel, but also studied in Newcastle-upon-Tyne, UK; Wageningen, the Netherlands and Pietermaritzburg at the University of KwaZulu-Natal, South Africa where he gained his PhD.



Dr Gay is a farmer's son from north Germany. In fact, his brother is now in charge of the family farm.

Dr Gay's professional career started with the oilcrops and feed analyst and forecaster Oil World (Ista Mielke GmbH). Then came a spell with the Thünen Institute in Germany in its department for agricultural and environmental policies. He started to work for the European Commission in 2005, first in its Joint Research Centre (JRC) in Seville, Spain, and then in the Commission's General Direction Agriculture and Rural Development (DG AGRI) in Brussels, Belgium, where among his subjects were agricultural market analysis and quality labels. Since 2014, Dr Gay is in the agriculture and trade department of the Organisation for Economic Cooperation and Development (OECD) in Paris, France; specialising in the coordination of the annual OECD-FAO Agricultural Outlook.

Jeremy KNOPS – General Delegate, COLEACP

Jeremy holds a Master's degree in Business Engineering from the Solvay Brussels School of Economics and Management (SBS-EM), Belgium. Prior to joining COLEACP in 2009, he was involved in Guatemala with the daily operations of a farmers' cooperative exporting loquats to the EU and the US. He started to work for COLEACP as an expert in charge of matters related to private standards and certification for ACP producers and exporters of fruit and vegetables.



Jeremy is an accredited coach for leadership and professional development. He has been appointed as General Delegate of COLEACP in June 2019.

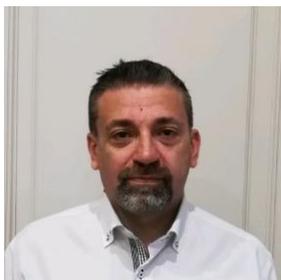
Lee Ann JACKSON – Head of the Agro-food Trade and Markets Division, OECD

Lee Ann Jackson is the Head of the Agro-food Trade and Markets Division in the OECD's Trade and Agriculture Directorate. Based in Paris, she leads the work examining the links between policies and outcomes on food and agricultural markets, including specific analysis related to modelling medium term outlook for commodity markets, understanding policies from a food systems perspective, and enhancing the transparency and predictability of agricultural trade. She has over 20 years of experience working in the area of trade and agriculture, including 16 years working at the World Trade Organization (WTO), where she served as the Secretary to the Committee on Agriculture, advising WTO member countries on issues related to agricultural trade policy and multilateral negotiations. She was previously a Research Fellow in the School of Economics at the University of Adelaide in South Australia and a researcher in the Environment Division of the International Food Policy Research Institute in Washington DC, USA. Dr Jackson completed her PhD in applied economics at the University of Minnesota, USA; and has a joint master's degree in public policy and environmental studies from Yale University, USA.



Jeff MAHINTACH – Director Fruit & Vegetable, Flower & Plants sectors, U-Enseigne / FCD, France

An agronomist by training, Jeff has always been attracted to trade and more particularly to the fresh produce professions. He joined large-scale distribution 28 years ago, first in store operational functions within the Auchan group and then with Casino. He subsequently moved to sales management positions for the Géant brand before moving to fruit and vegetable purchasing.



Jeff is specialized in the fruit and vegetable purchasing sector and has over 20 years of experiences in mainland France, overseas and Southeast Asia. He is the Director of the fruit and vegetable sector within the U cooperative for two years.

Timothée PELISSIER – Sales and Marketing Director, CFAO Retail Côte d'Ivoire

Timothée is Sales, Marketing, Communication and E-Commerce Director for CFAO Retail-Carrefour Côte d'Ivoire since 2018. He is in charge, among others, of the creation and management of the commercial structure (commercial strategy, purchasing and recruitment, training, processes, organisation of teams and missions, reporting) and manages multifunctional projects (legal, logistics, IT). From 2014 to 2018, Timothée was Senior Category and Purchasing Manager for CFAO Retail-Carrefour Sèvres, France, after several experiences with major retail stakeholders.



Timothée holds a Master 2 in Negotiation and International Business from the Novancia Business School/ School of the Paris Chamber of Commerce and Industry, France. In addition to his current position at CFAO Retail-Carrefour Côte d'Ivoire, he has been a marketing lecturer at the Institute of Preparation for Administration and Management (IPAG) campus in Abidjan, Côte d'Ivoire, since 2020.

Tahina RANDRIARILALA – Manager Quality and Sustainable Development, LECOFRUIT, Madagascar

Tahina is an agricultural engineer with a specialisation in agricultural and food industries from the Higher School of Agronomic Sciences (ESSA) of the University of Antananarivo, Madagascar. She has been working for nearly 17 years in the vegetable processing sector. She joined LECOFRUIT in 2010 by integrating the quality department. As LECOFRUIT is a supplier to the European retail and industrial sectors, she has led the implementation of new standards within the company as the requirements of European customers have evolved. This includes simple quality standards, social and environmental requirements, as well as sustainability expectations. As Quality and Sustainable Development Manager, Tahina is currently in charge of the deployment of the Corporate Social Responsibility (CSR) approach, which has become a strategic axis for the sustainability of LECOFRUIT's activities.



Frédéric ROSSENEU – Corporate Business Development Manager, Greenyard

Frédéric Rosseneu is Corporate Business Development Manager at Greenyard where he coordinates the group's sustainability and innovation efforts.



Prior to joining Greenyard in 2014, he was food Quality & Sustainability Director at Freshfel, the European fresh produce association.

He obtained a Master's degree in bio-engineering from the Ghent University, Belgium; followed by a Master's degree in General Management from the Vlerick Business School, Belgium.

Marie RUSSEL – Senior Programme Officer, Trade and Agriculture Directorate, Agricultural Codes and Schemes, OECD

Dr Marie Russel is a Senior Programme Officer at the OECD in Paris, France. She coordinates the activities of the OECD Fruit and Vegetables Scheme. Before joining the OECD she worked at the French National Centre for Scientific Research (CNRS) and the French National Institute for Agricultural Research (INRA) on research management and European cooperation in the fields of sustainability and resilience of ancient and contemporaneous agricultural and food systems.

She holds a food science and engineering degree (MSc) from the French National School of Agronomy and Food Industries (ENSAIA) in Nancy, France, and a doctorate in historical archaeology of food from the University of Provence at Aix-en-Provence, France.