



THE FRUITS AND VEGETABLES INDUSTRY SERIES



INTERNATIONAL YEAR OF
FRUITS AND VEGETABLES
2021



FRUIT AND VEGETABLES SCHEME



OECD-COLEACP Fruits and Vegetables Industry Series

Session 2 - Policies for encouraging healthier food choices: opportunities for the fruit and vegetable sector

29 March 2022 – 10:00-11:30 CET

BIODATA OF THE SPEAKERS

Eugenia BOAFO – New Product Development (NPD) Lead, HPW Fresh & Dry Ltd, Ghana



Eugenia is the New Product Development (NPD) Lead at HPW Fresh & Dry Ltd, the largest dried-fruit producer in Ghana, West Africa. Prior to becoming the NPD lead, she was part of the production management team of the company. She has experience in Airline catering business having worked in the quality assurance department of Newrest Ghana for five years.

Eugenia's educational background is in Consumer Science, Food Quality Management having completed her Masters programme and also done courses in Food safety, HACCP and ISO 22000:2005.

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.



FRUIT AND VEGETABLES SCHEME





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

Dr. José Brambila is the Programme Manager of the Organisation for Economic Co-operation and Development (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.



Céline GINER – Agricultural Policy Analyst, OECD

Céline Giner joined the OECD in 2003 and works as a policy analyst in the OECD's Trade and Agriculture Directorate. She contributed to the OECD report [Making Better Policies for Food Systems](#) which was published in January 2021. Céline is currently working for the Agro-Food Trade and Markets Division on addressing information gaps in food systems and on policies to encourage healthier food practices, as well as food labelling. She is also responsible for the OECD Food Chain Analysis Network, an OECD expert group on food systems.



Guillaume PRIM – Quality & Logistics Manager, SURAL-SACICC sas, France

Guillaume Prim is the Quality & Logistics Manager of SURAL-SACICC sas, a family business created in 1958 that imports certified organic food products from different world regions to supply major retailers in France (Carrefour, Auchan, Cora, Intermarché etc).



Guillaume is an agricultural engineer and joined SURAL-SACICC sas in 2018. He previously was Quality Assurance Manager for dry grocery products at Krüger France from 2003 to 2007, and Quality Manager, later Head of the Grocery & Liquids Quality Department at the central purchasing office of the Casino group (Casino, Géant, Monoprix, Leader Price, Franprix brands ...) from 2007 to 2018.

Guillaume has expertise in the areas of quality, hygiene and food safety, as well as in food product development and food regulations, in particular food product labelling.



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.

Valérie TREMBLAY – Director Quality and CSR, ProNatura, France

Valérie Tremblay joined ProNatura in 1999 and has been its Quality & CSR Director (Corporate Social Responsibility) since 2012. ProNatura is a French company founded in 1987 that markets organic fruits and vegetables in the form of fresh and processed products.



Valérie holds a PhD in Agronomy and Environment and is committed to the organic farming sector. She shares her expertise as a member of the National Committee of Organic Agriculture of the INAO (National Institute of Origin and Quality, France) since 2010 and as a member of the board of directors of Synabio since 2006.