



THE FRUIT AND VEGETABLE INDUSTRY SERIES



FRUIT AND VEGETABLES SCHEME



OECD-COLEAD Fruit and Vegetables Industry Series

Session n°7 – Factors affecting consumer choices for fresh fruits and vegetables

Thursday 20 June 2024

08:00-09:30 UTC / 10:00-11:30 CET (*time in Paris / Brussels*)

BIODATA OF THE SPEAKERS

Isolina BOTO – Head of Networks and Alliances, COLEAD

Isolina is the Head of Networks and Alliances at COLEAD, 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 COLEAD, 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.



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.



Funded by
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Dr. Frans FOLKVORD – Associate Professor, Tilburg University, the Netherlands

Frans Folkvord is a professor (associate) at Tilburg School of Humanities and Digital Sciences at Tilburg University, the Netherlands. He is also co-founder and partner of PredictBy, a research and consultancy company located in Barcelona, Spain. Furthermore, he works as an external expert for the World Health Organization (WHO), the European Commission and the United Nations International Children's Emergency Fund (UNICEF).



His research focuses on the psychological mechanism explaining the role of food marketing on eating behavior and how we can use these lessons to improve our eating behavior and make it more sustainable and healthier.

Frans has been actively involved as a project manager and researcher in several European (e.g., H2020, Horizon Europe, Innovative Health Initiatives) and national projects (e.g., Veni, National Research Grants) focused on the effectiveness of tailored interventions to promote healthier lifestyles.

Dr. Michał GAZDECKI – Researcher, Agri-food Market Analysis and Research Team, Poznań University of Life Science, Poland

Dr. Michał Gazdecki is an economist and market researcher, currently employed at the Faculty of Economics, Poznań University of Life Sciences, Poland. His primary research interests revolve around distribution systems in the food and agricultural markets, with a particular focus on the application of network and relational approaches to the food sector. Additionally, he is actively involved in studying consumer behaviour and sustainable consumption topics.



Michał also holds the position of project leader for the "Food Markets" project, which was established in 2012 and aims to address contemporary issues in food markets through the organization of scientific conferences.

Michał holds membership in several professional organizations such as the IMP-Group, Polish Scientific Society of Marketing, and Polish Association of Market and Opinion Researchers. He demonstrates active involvement in a diverse range of research projects centred around the food and food-services markets, making valuable contributions to the progression of knowledge within these fields.

David MU YA – Director, The Fresh Approach, Kenya

David Muya is the Managing Director of The Fresh Approach Ltd. He has some 20 plus years of experience in the fruit and vegetable industry, having grown up at the family farm located in Machakos, Eastern Kenya. His mother started a company called Kibwezi Growers and exported produce mainly to the United Kingdom (UK). David and his sister (late) joined the family business and changed the name to The Fresh Approach Ltd.

The Fresh Approach has experience in the supply of fruit and vegetable in the European countries such as France, UK, Germany among others and they supply their customers year-round. The company also supplies fruit and vegetable in the local market. They grow their produce on 3 farms and have a strong out grower base.



Karan NARCHAIL – Category Manager, Wealmoor United Kingdom

Karan Narchail recently joined Wealmoor as a Category Manager. In this role, he delivers actionable insights across various business categories while providing unbiased analysis to customers. With over four years of experience in the Fast Moving Consumer Goods (FMCG) sector, Karan specialises in category strategy, data analytics, and client management. Previously, he worked as a Category Executive, managing the ready meals and desserts business for a branded business.

Karan holds an MSc in Management from Cranfield University, England, and a Bachelor's in Mechanical Engineering. His passion lies in driving growth and innovation in the food industry through strategic insights and effective category management.



This event was organised by the Fit For Market Plus programme, implemented by COLEAD within the framework of Development cooperation between the Organisation of African, Caribbean and Pacific States (OACPS), and the European Union (EU).

This publication has been produced with the financial support of the EU and the OACPS. Its contents are the sole responsibility of COLEAD and can under no circumstances be regarded as reflecting the position of the EU or the OACPS.