



# THE FRUIT AND VEGETABLE INDUSTRY SERIES



FRUIT AND VEGETABLES SCHEME



## OECD-COLEAD Fruit and Vegetables Industry Series

### Session n°11:

Market dynamics in the F&V industry: The role of supermarkets and large retailers in shaping market trends and prices

Thursday 6 November 2025

9:00-10:30 UTC/10:00-11:30 CET (*time in Paris/Brussels*)

### BIODATA OF THE SPEAKERS

#### Eugenia Boafo, New Product Development (NPD) Lead, [HPW](#), 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 master's programme and also done courses in Food safety, HACCP and ISO 22000:2005

#### 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.

#### Sarah Breitburd, Trade Policy Adviser, [Freshfel Europe](#)



Sarah currently holds the position of trade policy advisor for Freshfel Europe, the European Fresh Fruit and Vegetables association. She focuses mainly on market access issues, import requirements and logistics matters. In parallel, she also follows FTA negotiations, WTO developments and exchanges within the Single Market. Prior to working with Freshfel, she did a Bluebook in DG Trade. She studied European Economics at the College of Europe in Bruges and holds a dual degree in Business Management and Administration from EDHEC Business School and the University

of Alberta.



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### Celine Giner, 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.



### Jeremy Knops, Délégué Général, COLEAD

Jeremy holds a master's degree in Commercial Engineering from the Solvay Brussels School of Economics and Management (SBS-EM) in Belgium. Before joining COLEAD in 2009, he was involved in the daily operations of a farmers' cooperative in Guatemala that exports loquats to the EU and the United States. Jeremy began working at COLEAD as an expert in private standards and certification for fruit and vegetable producers and exporters from ACP countries. He was appointed as the COLEAD's General Delegate in June 2019. Jeremy is also an accredited coach in leadership and professional development.



### Ahoefa Soklou, Project Officer, Networks and Alliances, COLEAD

Ahoefa is a Project Officer at COLEAD, where she develops and implements programmes that foster entrepreneurship, innovation, and sustainability in the agrifood sector across the Global South. She holds a master's in development studies from Senghor University. With solid experience in coordinating leadership and entrepreneurship initiatives, she has supported hundreds of entrepreneurs, particularly women in agrifood in strengthening their skills, expanding market access, and driving inclusive growth.



### Linette Wawira, Founder Jiwa Farm, Kenya

Linette Wawira is the Founder and Managing Director of Jiwa Farm Export Limited, a Kenyan agribusiness specialized in the production, processing, and export of fresh fruits, vegetables, and herbs. Under her leadership, Jiwa Farm has evolved from a small local operation into a GLOBALG.A.P.-certified exporter supplying both local and international markets. Passionate about innovation and women's empowerment in agribusiness, Linette promotes sustainable farming practices, quality compliance, and inclusive value chains that connect small producers to high-value retail and export markets.



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