



THE FRUIT AND VEGETABLE INDUSTRY SERIES



Session n°13:

The role of AI in the fruit and vegetable sector

Tuesday 12 May 2026

09:00-10:30 UTC/11:00-12:30 CET (time in Paris/Brussels)

BIODATA OF THE SPEAKERS

Justin Bakoubolo, Founder and AI Researcher, Umbaji



Justin Bakoubolo is the Founder and AI Researcher at Umbaji, a Togolese start-up developing ethical and inclusive AI solutions for African languages. A trained engineer specialising in robotics, big data and artificial intelligence, he works on the creation of FAIR datasets, AI models and APIs for low-resource African languages, with applications in translation, speech recognition, text-to-speech and text generation. Through Umbaji and the Yodi platform, he has contributed to the development of models for languages such as Ewe and Kabyè, while collaborating on GenAI data projects with international partners such as Mozilla and Meta. His work combines technical expertise in MLOps, cloud orchestration and AI model deployment with a strong social impact vision aimed at making artificial intelligence more accessible, representative and useful for African communities.

Mercedes CAMPI, Agricultural Policy Analyst, OECD



Ms Campi is an Agricultural Policy Analyst at the Trade and Agriculture Directorate of the OECD. Her work focuses on innovation, digitalization, and sustainability, assessing the impacts of public policies on innovation and sustainable productivity growth. Her previous work includes examining the effects of intellectual property rights systems on innovation, trade, and development. She has published research in leading academic journals, including *Research Policy*, *World Development*, *Regional Studies*, *Journal of Development Studies*, and *Environmental Research Letters*. Additionally, she has conducted consultancy work for the Inter-American Development Bank (IDB), the United Nations Development Programme (UNDP), and the Economic Commission for Latin America and the Caribbean (ECLAC), and collaborated on various public sector projects in Argentina. She holds a B.A. from the Universidad de Buenos Aires (Argentina), an M.Sc. from the Universidad de San Andrés (Argentina), and a PhD in Economics from the Scuola Superiore Sant'Anna (Pisa, Italy).

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.

Inês Bastos, Head of Networks and Alliances, COLEAD



Inês Bastos has over two decades of expertise in technical assistance, monitoring, network management, and policy development, with a strong focus on agri-food sector development. At COLEAD, she has spent the past seven years coordinating and overseeing technical activities in Eastern and Southern Africa, managing programs/projects in agri-food production and processing, business management, access to finance and network development. Since 2024, Inês has also served as COLEAD’s Gender Focal Point, championing women’s empowerment within the organization’s programs. Additionally, she currently serves as COLEAD Team Leader under contract agreements, providing technical assistance to companies supported by social and impact investors, including the EDFI-AgriFI blending facility. Prior being at COLEAD Inês worked for the Bank “Caixa Geral de Depositos” and “Hay Group - Korn Ferry”.

Elad Mardix, CEO & Co-Founder, Clarifresh



Elad Mardix is the CEO and Co-Founder of Clarifresh formerly Clarifruit an AI-powered quality control platform designed for the fresh produce and broader fresh food supply chain. Since co-founding the company in 2018, he has led its mission to make fruit and vegetable quality control faster, more objective and more consistent, using computer vision, mobile inspection tools and cloud-based data analytics to support growers, marketers, wholesalers and retailers. Clarifresh helps supply chain actors reduce waste, improve quality assurance, limit rejected shipments and make better commercial decisions based on real-time QC data. Before founding Clarifresh, Elad built extensive experience in technology investment banking, including leadership roles at J.P. Morgan in Asia-Pacific and the United States.

Esther Kimani, CEO, FarmerLifeline Technologies, Kenya



Esther Kimani is the Founder and CEO of Farmer Lifeline Technologies, a Kenyan agritech and climate-tech company using artificial intelligence, machine learning, data analytics and solar-powered devices to help smallholder farmers detect crop pests and diseases early. Drawing on her own experience growing up in a farming community, Esther developed an accessible technology that continuously monitors crops, sends alerts to farmers’ phones, and supports timely decision-making to reduce crop losses and improve yields. Her work focuses strongly on underserved rural communities, women farmers, climate

resilience and inclusive access to agricultural innovation. Esther has gained international recognition for her contribution to AI-driven agriculture, including winning the 2024 Africa Prize for Engineering Innovation and being recognised through platforms such as GoGettag and the FAO STI innovation portal.

Nakato Delia, Data Manager, Enimiro, Uganda



Nakato Delia is the Data Manager at Enimiro Products Uganda Ltd, an agribusiness working with over 4,400 smallholder farmers in 21 districts country wide to strengthen agricultural value chains. She holds a bachelor’s degree in information systems and technology and has over 3 yrs experience in data management and analysis to drive operational performance. In her role, Delia oversees the design and implementation of digital data systems, including tools such as SurveyCTO,

PostgreSQL, and Microsoft Power BI, to support real-time monitoring and decision-making. She plays a key role in ensuring that field activities are aligned with organizational goals through data insights and performance tracking. Her interests lie in building scalable, data-driven solutions that enhance farmer productivity, improve accountability, and support sustainable agricultural 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.



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