

NAME: **GRACE**, Christopher

SPECIALISATION: Agricultural Produce Marketing

YEAR OF BIRTH: 1950

NATIONALITY: American and British

QUALIFICATIONS: HND, Royal Agricultural College, Cirencester, 1973
B.Sc. Agriculture, Purdue, 1975
M.Sc. Ag Economics, Purdue, 1982
M.B.A, Bath University, 1998

PROFESSIONAL PROFILE

An agribusiness economist with a wide experience in developed and developing countries. A range of sector activities has included: agriculture, non-timber forestry products, organic food and fisheries. Project management has included irrigation schemes, market information systems, funding of SMEs by private and international institutions and the development and marketing of fresh tropical fruit.

EXPERIENCE

- 2009: **Winrock, Nigeria. SME agricultural business advisor.** Developed the single serving of honey either as a sachet or stick for the Nigerian Beekeepers Network. New product to be marketed through hawkers, kiosks, petrol stations and the catering sector. Packaging; clear 2 ply polypro with Nigerian Government quality assurance logo. Preliminary discussions with Intercontinental Distillers to package the product. Recommended retail price of product N20 - N25. Currently on-going.
- 2008/09: **Boswells Ltd UK trader.** Buying and selling in emerging markets of: wheat, rice, maize vegetable oil, fuel oils and scrap metal.
- 2004/09: Joint venture with **CapeSpan UK** - a worldwide distributor of South African fruit. Developed a new concept for eating fresh tropical fruit. Product testing, design of trials and development. Strategic marketing in UK and Ireland through a variety of retail outlets – supermarkets, convenience stores, catering companies and airlines. Cold chain analysis. Financial modelling of the new product. Graphic design of the packaging. Product served on BA long haul flights.
- 2006/08: **Scanagri/Niras, Mozambique.** SME agribusiness advisor responsible for developing agribusinesses in Zambezia province. Activities included value chain analysis identifying bottle necks; feasibility and analysis of public warehouse receipts scheme; screening of business plans, survey of the local business community; facilitating the development of a local business organisation in Mocuba, Zambezia province.

- 2004/05: **United Kingdom, Woodlands Farm, Gloucestershire, Consultant.** Developed the financial model for the commercial development of a farm shop selling locally produced, fresh meat and game, dairy produce, fruit and vegetables. Based on the financial plan, the enterprise was awarded a £250,000 regional grant.
- 2004: **Chemonics Ghana.** Agribusiness consultant. Identification of constraints in the supply chain (infrastructure, transportation, certification and technology) both in the public and private sector for fresh tropical fruit in the European market. Support for Eurogap certification for growers. Bar coding to facilitate traceability in the supply chain from grower to importer.
- 2003: **Woodlands Farm, Cheltenham, UK.** Agribusiness consultant. Developed a financial model and business plan for the development of a farm shop selling locally produced; meat, venison, dairy produce, ice cream fruit and vegetables. Investment totalled £500,000
- 2002/03: **Winrock, Krasnoyarsk and Khabarovsk, Siberia, Russia.** Business advisor. Advised business associations on the labelling, exporting and marketing of non timber forestry products to the European Union and West Coast of the United States. Established contacts with European buyers resulting in the sales of non timber forestry products. Initiated organic certification with IMO in Switzerland.
- 2002/03: **IUCN/IFC Kijani, Gland Switzerland.** Investment officer. Financial review and analysis of biodiversity business proposals. Developed a pipeline of bankable business projects for funding. Review of the European organic market with areas of potential growth. Developed a network of organic buyers to service business clients. Business development work.
- 2001/02: **Aberfoyle Tea Estates, Zambesia province, Mozambique.** Project Director. Responsible for the rehabilitation of an old tea estate after the civil war. Tasks included the writing of a business plan. In depth analysis of the of the domestic and international tea markets. Raised US\$3.5 million to fund the project. Began process of organic certification with IMO Switzerland. Project abandoned due to squatters.
- 2000: **FAO Ghana.** Agricultural marketing consultant. An appraisal of the existing market information service. Recommended the privatisation of the service.
- 2000: **Winrock, Nukus, Karakolpakistan, Uzbekistan.** Marketing and agribusiness consultant. Lecturing to farmers and students at the university of Nukus on the collection, collation and analysis of farm records as the basis of making agribusiness decisions.
- 2000: **Winrock Conakry Guinea.** Agricultural marketing consultant. Carried out an appraisal of the market information service throughout the country. Recommended radio broadcasts in selected areas in the local language together with the posting of products prices in a picture format.
- 1998/99: **Woodlands Farm, Cheltenham, UK.** Agribusiness consultant. Worked with the Conservative Party Agricultural Policy Group, developing an agricultural policy for the European Union. Parts of the policy were adopted and implemented by the EU.

- 1996: **FAO-OSRO** Emergencies Representative. **Bosnia Herzegovina** Responsible for the tendering of contracts and the delivery of seeds and fertilizer to the war torn nation. Responsible for the emergency aid budget.
- 1996/95: **Winrock** Ministry of Agriculture, Tirana **Albania**. Market Consultant. Created the first marketing department in the Ministry of Agriculture. Produced farm budgets for optimal crop mixes for agro-ecological zones. Cost benefit analysis of a small scale village irrigation scheme. Brought about change management in the Ministry of Agriculture
- 1994/95: **FAO** Ministry of Agriculture Tirana **Albania**. Regional Planner. Developed the first agricultural market reporting system for the country that collected collated and disseminated market prices to the public nationwide. Trained market reporters. The result of the system produced temporal and spatial arbitrage of agricultural products
- 1992/93: **Food and Agriculture Organisation (FAO) of the United Nations, Tanzania.** **Principal irrigation economist** advising the Ministry of Agriculture on the location and costing and financial sustainability of irrigation schemes with the sociological impact upon the surround rural population.
- 1990: **Polly Peck International, London Chief Technical Officer.** Large conglomerate involved in shipping, tourism, and fresh fruit. Site investigation with costings for the establishment of banana plantations in northwest Madagascar and a cashew nut cracking facility.

LANGUAGES

	Speaking	Reading	Writing
English (mother tongue)	Excellent	Excellent	Excellent
French			
Portuguese			