

## **Education & Training:**

**Date of Birth 15.11.64.**

**B.A. in Economics from Cambridge University (2.1).**

## **Business Experience:**

- Self employed entrepreneur since 1990, working on start ups and businesses in the UK, East Africa, Guyana, Pakistan, India & Burkina Faso. All businesses have stressed their ethical & fair trade focus, and have been centered around the food or branded commodity sectors.
- Skills & experiences around business planning, modelling & execution. Financial requirements, budgeting & strategic development for SMEs.
- Board experience with Out of this World (organic retailer), the Kilimo Charitable Trust (East Africa) and The Ashden Award for Renewable Energy.



## **Computer Programming Experience:**

- Experienced Computer programmer working with: Delphi 6/7, Web/HTML including Dynamic HTML, Client/Server, SQL, DBISAM, BDE, & Paradox Relational Databases.
- Internet based computer technologies.
- Production of CD-ROMs for public distribution onto the Windows operating system.
- Knowledge of mainstream applications including: Word for Windows, Excel, Powerpoint, Access, Illustrator, etc.

**Training skills in workshops & seminars since 1997.**

**Brand development & design skills for food products in the UK market.**

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## **Areas of Expertise**

- Directorship & management (including financial management) of SME food businesses in the UK and several third-world countries.
- Management of SME food business start-ups. I have now participated in setting up food export companies in Uganda, Pakistan, Burkina Faso, Tanzania, Zanzibar & Guyana.
- Design & development of information technology systems for SME food businesses. Including auditing, production tracking, supply chain management HACCP & GMP issues, using client/server database & internet technologies.
- Food Sales & Marketing within the UK 'health food' and wider niche-to-mainstream sector.
- Installation of production systems for the drying of food stuffs on small and medium scale. Specialising in solar drying, with additional knowledge of photo-voltaics & food processing technologies.
- Food processing, hygiene, quality control/quality assurance procedures for food products sold within the EU.
- Food packaging & handling technologies: Design, installation & management of systems for packaging of dried foods including knowledge of form-fill, linear & multi-head weigh systems, auger feeders, semi automated bakery systems, flow-wrappers etc.

- Solar Drying & processing of fruits & vegetables. I have experience since 1990, in these technologies, having set up businesses in Uganda, Pakistan, Zanzibar & Guyana, using them. I have also acted as a consultant advising solar drying businesses in several other countries including Burkina Faso & Kenya.

### **Chronology of work 1987-1992:**

After graduating, I attempted to 'break through' & make a career in the music / TV / theatre world, following up on undergraduate work I had done with Cambridge Footlights, the Mumpers, Sam Mendes & a number of other small-medium scale theatre & dance companies. While there was plenty of work for me in this sector, I found it deeply unrewarding, and eventually decided to try to 'save the world', as one does at the age of 24.

In 1989, I returned to Uganda where I spent my childhood, and worked with various organisations such as ITDG, Nri, an EU Funded Small Business Development Project & others undertaking research and development work in a number of areas of post harvest processing and intermediate technology. Experience centered in the development of solar fruit drying technology. Once I felt I had a good understanding of the technology I traveled again to Uganda & raised funds for the building of Solar Dryers. Under my supervision, Solar Dryers were constructed in several regions of Uganda to produce dried fruit and vegetable products for export to the UK where they were initially bulk marketed by my import company Tropical Wholefoods.

This work was carried out in partnership with international and local aid agencies: Among these are: European Development Fund Micro Projects (EDF), Associazione Volontari Per Il Servizio Internazionale (AVSI), United States Agency for International Development (USAID) and Agency for Cooperation and Research in Development (ACORD).

### **1992 – present**

#### **Fruits of the Nile**

The Ugandan Limited Liability company FRUITS OF THE NILE was formed in 1992, as a partnership between myself and local Ugandans to further promote the development of Solar Drying in Uganda and to handle exports. I own 25% of Fruits of the Nile, and as a director am responsible for its management and development. As I am based in the UK all the day to day running of the business is left in the hands of local staff. Working for Fruits of the Nile in Uganda has given me good inside knowledge about the realities of running a business in Africa.

#### **Tropical Wholefoods / FM Foods ([www.tropicalwholefoods.com](http://www.tropicalwholefoods.com) [www.fmfoods.co.uk](http://www.fmfoods.co.uk))**

In 1992 I also formed **Tropical Wholefoods** as a sole trader. The company is now an important small company in the "Fair Trade/Ethical Trade" sector of the British & European food market. Tropical Wholefoods is my "full time" job. As a partner I am now able to delegate much of the day to day work of the business to other people.

The company became a partnership with Kate Sebag in 1993, and currently has a turn over of about £2m, with 40% year on year growth. Both Kate & I have extensive knowledge of the workings of the British and European health food industry.

Tropical Wholefoods now import, pack for retail and market a range of exotic and tropical foods to the British Healthfood and Delicatessen market, about 40% of which are sourced from Uganda via Fruits of the Nile. The remainder are imported from Burkina Faso, Pakistan, Zambia & Tanzania. All Tropical Wholefoods products are marketed under a "Natural/Organic" label, and where sourced from developing countries, a "Fair Trade" label.

In 2001 Tropical Wholefoods **merged** with Sunderland business FM Foods Ltd. The two companies now trade as one larger entity, with Tropical Wholefoods' fair trade principals and FM Foods' production & logistical skills. FM Foods employs about 35 staff in Sunderland.

### **Out of this World ([www.ootw.co.uk](http://www.ootw.co.uk))**

In February 2000 I joined Out of this World, an ethical supermarket chain, as a non-executive director. This work brings me into contact with board-of-directors activities in a small PLC (ootw is in fact an independent & provident society, with shares and shareholders, not a true plc), including activities at AGM's, governance processes & many other new areas of knowledge. During my time as director the business has moved from losses to trade profitably for the first time in its history (though I can't claim sole responsibility for this change!).

### **Ashden Award for Renewable Energy ([www.ashdenaward.org](http://www.ashdenaward.org))**

Since 2001 I have been on the judging panel with 5 other judges for this high profile international award for organizations, businesses & individuals, giving out a total of more than £120,000 per year in prize money to winners from all parts of the world. Working for the award has increased my skills as an interviewer, panelist & participant in boards that have to make complex choices. The award has also exposed me to hundreds projects & businesses working world wide in the area of renewable energy.

### **STEP ([www.step.co.uk](http://www.step.co.uk))**

Growing out of a DFID Project, STEP (Strategic Tools for EnterPrise) is a small informational business start-up. The creation of Adam Brett & Derek Cox (a former employee of the Nri with 30 years experience of agricultural and food related businesses), it aims to provide informational solutions through IT, training & consultancy for third world food businesses, helping these businesses to grow & develop.

### **Kilimo Trust**

In late 2004 I was invited to join the board of the Kilimo Trust. "Kilimo" is the Swahili word for agriculture. An East Africa based charity with £6 million of funds, Kilimo seeks to find market-based interventions that can reduce poverty among East Africa's rural & agricultural communities. Typical interventions include funding work to reduce disease risks for staple food crops, or train farmers in methods of improving crop productivity.

### **Publications**

- 1995: Producing Solar Dried Fruit and Vegetables for Micro and Small Scale Rural Enterprise Development - a 4 part manual on all aspects of Appropriate Solar Technology, co-written with the NRI's Robert Simmons and Graham Anstee. (NRI Publications).
- 1996: Articles on Solar Drying of fruit & marketing issues (Food Chain & Science, Technology & development Journal).
- 2000: Manual on Fish and Vegetable drying in the Caribbean. ( Commonwealth Science Council Publications).
- 2002: "Into the Mainstream, a business e-Guide" CD-ROM on mainstreaming food products (published by NR International). Co-authored with Derek Cox, Ian Liddell & Kate Sebag & Richard Friend.
- 2004: The first STEP Publication, entitled "AFA Business eGuide" a CD-ROM on food businesses in Africa, co-authored with Derek Cox & numerous African participants as part of the DFID project "eToolbox for Africa".

### **Consultancies & Projects**

1990: ACORD Uganda: solar consultancy building 2 large solar dryers in Western and Central Uganda.  
1992: EDF Micro-projects: Solar consultancy building 3 large solar dryers in central Uganda.

## ADAM BRETT CV

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WEB PAGE: WWW.TROPICALWHOLEFOODS.COM

1992: AVSI (Italian Co-operation): solar consultancy building large solar drier in Northern Uganda.  
1994 / 5: NRI: Uganda: solar consultancy, 5 weeks training and development of solar dryer operators, holding a series of training seminars and launching our 1995 publication.  
1996: Traidcraft: Tanzania: solar drying consultancy. Assessment of project viability. Bombay: assessment of business viability of a number of small food projects.  
1996: Commonwealth Science Council. Guyana: Follow-up to initial project, working with Fish Drying. Solar consultancy, holding week long workshop & project assessment.  
1997 Traidcraft: Tanzania 3 day workshop on the Food Export Market for small businesses.  
1997 : Commonwealth Science Council. Guyana Solar Fruit Drying Training, 7 day workshop.  
1998: Traidcraft: Tanzania capacity audit of 7 exporting companies selling products from coffee to canned goods.  
1998: Commonwealth Science Council: Guyana Solar Fruit Drying Training, 21 day programme.  
1998: DFID: Geneva: Visit to and assessment of UNCTAD conference on "vertical integration of food exportation businesses in LDC's"  
1998: Commonwealth Science Council: Solar Drying Workshop, Zanzibar, Tanzania. Feasibility study of agricultural enterprise opportunities on Pemba & Zanzibar islands.  
1998: Fair Trade Organasatze: (Holland) Food export opportunities in South Africa, 2 week consultancy.  
1999: Zambili d'Afrique: (Zambia) 2 week consultancy assessing food export opportunities of businesses run by rural women's groups.  
1999: Agah Khan Rural Support Programme: (Pakistan) 3 weeks consultancy assessing opportunities for marketing dried apricots.  
1999: Fair Trade Assistance (Holland): 1 week seminar on food export for producer organizations from 18 countries in Africa, Asia, Southern America & Europe.  
2000: Commense work for Out of this World.  
2000: DFID, 2 week consultancy writing second phase programme documents for multi-million pound rural poverty project: "The Association for Better Land Husbandry".  
2000: DFID, 1 week consultancy, Gilgit Pakistan, working with small-scale dried fruit export business.  
2001: Commence work with the Ashden Award for Renewable Energy.  
2001: DFID, 2 week consultancy Gilgit Pakistan.  
2002: DFID: Conference speaker Bangkok, Conference on Under-utilized Crops.  
2001-4: DFID, participation in 3 year project developing export entrepreneurship in Zanzibar & coastal Tanzania, which has resulted in the development of an SME Soap factory supplying the local & international market.  
2001-2: Natural Resources International: 9 month project developing research into barriers to trade for small food producers in the third world.  
2002-4: PostHarvest Intertek/DFID: SME eToolBox, project in Kenya, Tanzania, Uganda, & Malawi.  
2004-5: NR International: Working with Step Systems on a information system for 3 African businesses.

### General

I speak basic French, have a full clean driving license, with experience of 4 wheel drive vehicles in off-road conditions. I also hold a full UK motorcycle license for all sizes of motorcycle. I am a qualified life guard, and Qualified PADI Diver to 30 metres with a deep-seated love of the sea.  
In the dim & distant past I worked as a theatre-technician, on sound & lighting systems, giving me skills as an electrician. I touch type at about 70 words per minute. I have 3 children & write contemporary music in my spare time.