

# KATE SEBAG

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*Date of Birth: 05/05/1964*

## **Education:**

- 1991/1992 M.A., African Area Studies,  
School of Oriental and African  
Studies (SOAS), University of  
London
- 1986 B.A. English Literature,  
Cambridge University (1st  
Class)
- 1986 Foundation Scholarship, Samuel  
Taylor Coleridge Prize for  
Literary Studies



## **Current Position:**

*Director of Sales & Marketing FM Foods  
appointed 2001*

## **Areas of Expertise:**

- *Sales and Marketing – with twelve years experience of developing and promoting niche products into the British and European market place. My experience ranges from running street market stalls to running promotional stands at Trade Shows to gaining entry into every British Healthfood Distributors as well as entry into UK multiples.*
- *Development Education – with fifteen years experience of communicating fair trade and ethical development issues to a mainstream audience, as a journalist, as a voluntary sector employee, and as a communicator within the fair trade sector.*
- *Office Management - with twelve years experience of managing a business the turnover of which has gone from start up to a turnover of two million pounds a year, and which has strong support links for three other businesses in the Third World.*
- *Product Research and Development: - with a specialism in ethnic, ethical and organic products sourced from the Third World. My work involves active research into product development encompassing work from stage one of the fresh raw material to the final stages of marketing.*

## **Chronology of Work:**

### **1986-1988 International Institute for Environment and Development:**

*Directly after graduation I worked as an Editorial and Research Assistant on the Human Settlements Programme for the International Institute for Environment and Development (IIED) 3 Endsleigh St., London WC1. The work included, programme administration, copy editing & publishing of programme materials, data research on Aid for Basic Needs - the major research field in the programme at this time. I also organised seminar programmes for the Institute. I was active in compiling an Equal Opportunities Policy for the Institute.*

During this time, I was twice seconded to The Development Planning Unit (DPU) for University College London where I was the assistant on the Gender and Development Course for Overseas Students. My job included compiling bibliographies for students, organising and chaperoning field trips, & general student care.

**1989-1991 Tools for Self Reliance:**

I became Southern Regional Organiser for Tools for Self Reliance (TFSR), Netley Marsh, Southampton, Hants. TFSR is a British Charity which collects and renovates second hand tools for onward distribution to co-operatives & women's groups in Africa; and also carries out development education work. My job involved, volunteer recruitment & support, development education, fund raising in London, the Midlands and East Anglia. In 1990, I also did a 6 week research trip to Uganda to ascertain the viability of starting a "Tools Programme" in Uganda. In the summer of 1991, I returned to Uganda, to follow up my interest in the country.

**1991-1992 School of Oriental and African Studies:**

In 1991, I returned to education to do a Masters in African Area Studies. I took History and Politics, specialising in East Africa, & Kiswahili. My dissertation was on "The History of Gender and Development 1970 to 1990" for which I got a Distinction.

**1992-1993 BBC World Service:**

On completing my Masters, I returned to Uganda where I worked as a Freelance Journalist broadcasting and publishing in BBC World Service (Radio), Africa Confidential & The Sunday Times. My work focuses on the politics and long term development and reconstruction in the country.

**1992-1993 Fruits of the Nile, Uganda:**

In 1992, I jointly formed with Adam Brett, & two Ugandan partners, the fair trade export business: Fruits of the Nile (U) Ltd. FON was designed to promote the development of Solar Fruit Drying in the rural areas of Uganda, to purchase resultant product at fair trade prices, and to handle exports of Sun Dried Fruits from Uganda to the U.K..

From 1992 to 1993, I ran the Kampala office of FON, as well as doing training and development work with rural farmers and local staff in Kampala in business management, solar drying and food hygiene regulations. I worked with international and local aid agencies to enable women's groups, co-operatives and households to acquire solar driers and get training on how to use them effectively and profitably.. The agencies were: European Development Fund Micro Projects (EDF), Associazione Volontari Per Il Servizio Internazionale (AVSI), United States Agency for International Development (USAID), Agency for Cooperation and Research in Development (ACORD), Uganda Women's Finance and Credit Trust (UWFCT), and Kawanda Agricultural Research Station.

**1994-2006 Tropical Wholefoods:**

In 1994, I returned from Uganda and with Adam Brett formed Tropical Wholefoods as a Partnership to sell and market the increasing quantities of Sun Dried Produce coming in from Uganda. Quite rapidly, Tropical Wholefoods became an important small company in the "Fair Trade/Ethical Trade Sector" of the British and European food market. From start up in 1994, we now turn over £2000,000 a year.

*In 1995, I travelled to and researched a solar drying cooperative in Burkina Faso: Cercle Des Secheurs. I started purchasing of established products and initiated new products for CDS. In subsequent years, we have become CDS's major buyer of dried fruits and vegetables and we have established pre-financing arrangements for CDS with the UK ethical loan agency, Shared Interest.*

*In 1995, I organised three series of solar drying seminars in Uganda with the British Natural Resources Institute. This led to the publication of the manual: "Producing Solar Dried Fruit and Vegetables for Micro and Small Scale Rural Enterprise Development". It also hugely increased the number of participants in solar drying in Uganda and the volume of dried fruit purchased by Fruits of the Nile.*

*Following consultancies on solar drying with the Aga Khan Rural Support Programme in Pakistan, we have imported dried apricots and other fruits from the Dried Fruit Project (DFP) in Pakistan. I have arranged and hosted visits from our partner organisations in Pakistan, Uganda and Burkina Faso over the last five years, taking them to buyers, trade shows and technical assistance programmes of use. Outside of visits, I research and disseminate information on relevant areas to all our major partners overseas, for examples on Organic Production Techniques, Ethical Trading Standards, Food Hygiene Regulations. I also produce visual and written material on our overseas partners for publicity and development education in the UK.*

*In 2001, Tropical Wholefoods merged with a Sunderland business, FM Foods ltd. The two companies now trade as one larger entity, with Tropical Wholefoods' fair trade expertise and FM Foods' production and logistical skills.*

***Publications:***

*"Nuestras casas: nosotras mismas – Las mujeres y la vivienda" Medio Ambiente y Urbanizacion March no 22, 1988*

*"Uganda 1992/3" for Africa Review, Walden Publishing Ltd, Essex CB10 1HZ  
"Running A Solar Fruit Drying Business in Uganda", with Joan Tusingwire. For WIAD-ECART Workshop, Accra on "Women and Food Processing in Sub-Saharan Africa" Dec 4th- Dec 9th 1994.*

*'eGuide 2003 Breaking into Mainstream Food Markets in the UK' CD Rom on mainstreaming food products. Co-authored with Adam Brett, Derek Cox, Ian Liddell & Richard Friend.*

***General:***

*Full clean driving licence, with experience of 4 wheel drive vehicles. Good French. Experienced Use of Delphi and Microsoft Word Computer Programmes. With Adam Brett, I have three children.*