

CURRICULUM VITAE

Professor David Hughes

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Current Employment – 2002 to-date:

Company directorships, international advisory board memberships; consultant to food industry firms and organisations; Emeritus and Visiting Professor; international speaker.

Previous Employment:

1992 -2001 - Professor of Food Marketing, Centre for Food Chain Research, and Emeritus Professor from 2003 and on, Imperial College London (University of London).

1986-1991 – Marketing Director Herbonics, Inc., Homestead, Florida, U.S.A., and international development project director (for USAID, IBRD, IFAD, FAO, CIDA etc.).

1980-1986 – Director of Deloitte, Haskins & Sells (now, Deloitte & Touche) Management Consultants Canada, based in the Caribbean, East Africa and South East Asia.

1975-1980 – Director and co-owner of Broadwith, Hughes & Associates Management Consultants Canada (acquired by Deloitte *et al* in 1980).

1974-1975 – Director of Research for the Food Prices Review Board, Federal Government of Canada, Ottawa, Canada.

1973-1974 – Food Policy Analyst with Agri-Food Canada, Federal Government of Canada, Ottawa, Canada.

Academic Qualifications:

B.Sc. (Hons.) Agricultural Economics, University of Reading, U.K., (1966-69).
M.Sc. Agricultural Marketing, University of Newcastle-upon-Tyne, U.K. (1969-70).
(Ministry of Agriculture, Fisheries and Food Scholarship).
Ph.D. Food Marketing, University of Newcastle-upon-Tyne, U.K. (1971-73).
(Meat and Livestock Commission Fellowship).

Career Background and Current Commercial Involvements:

David is: a non-Executive Director of KGG Limited, a farmer-owned and Europe's largest fresh berry business (turnover US\$ 260 million in 2006); and co-owner and Director of a small property development business in Canada. He is a frequent keynote speaker at major national and international food industry seminars and conferences around the globe. He works closely with food industry firms on the development of marketing strategies, building partnerships in the food industry, and with governments on food policy formulation. He is a proponent of building strong vertical alliances – partnerships – in the food industry; between consumers and agribusiness, the farm sector, manufacturers, food service and retail. He has many articles/chapters published in notable national and international journals and books and is a Visiting Professor at the University of Kent Business School and a Visiting Professor at the Royal Agricultural College, Cirencester, U.K.

Professor Hughes is an international advisory board member of Rabobank, the principal international food and agribusiness bank; the U.K. Red Meat Industry Forum; LEAF Marque U.K. (Linking the Environment And Farming), an innovative environmentally-friendly commercial farming initiative; and several U.K. organisations and initiatives that focus on socially-responsible and consumer-friendly aspects of food production and marketing.

In October 1991, David returned to the U.K. after 20 years of professional work undertaken outside Europe and became the inaugural Sainsbury Professor of Food Marketing at Wye College (now, Imperial College), University of London. He directed the Food Industry Management Group (now, Centre for Food Chain Research), which offered a range of under- and post-graduate degrees in business subjects, and completed research projects on a wide range of food industry issues.

Prior to taking up his university appointment, Dr. Hughes spent four years establishing a fresh produce business in the USA. The firm produced and marketed fresh herbs to supermarkets in the Eastern USA and was sold in 2002. In the mid-80's, he was Project Director of a USA Government initiative to establish an Agribusiness and Food Venture Capital Trust in the Caribbean – the Trust sought and took equity positions in growth-orientated agribusiness and food firms in the Caribbean region. In the first half of the 1980's, he established regional offices for (then) Deloitte, Haskins & Sells Canada in the Eastern Caribbean and East Africa, and was responsible for directing the design and implementation of development projects in Third World countries in both hemispheres of the globe. In the latter half of the 1970's, living and working in North America, David established with a partner a

management consulting firm and agribusiness market research firm (both sold to Deloitte *et al* in 1980). These firms were market leaders in agribusiness and food consultancy in Canada. Arriving in Canada in 1973, David was an food policy analyst with the Federal Government, then, Director of Research for the Food Prices Review Board – an influential Federal Government Commission that represented the consumers' interests in food and food policy during the turbulent high inflation years of the early-to-mid 1970s.