


CHRISTOPHE PELLETIER – BIO

Diligent	Versatile	Professional	
Perseverant		Efficient	
Integrity		Determined	
Practical		Honest	
Service-minded		Solution-oriented	
Analytical		Good listener	
Intuitive		International	
Punctual		Empathetic	
Versatile		Adaptable	
Pragmatic		Creative	Results-oriented

The advantage for you is:




- A flexible partner, whose primary objective is your satisfaction
- You receive tailor-made work, specifically for your needs
- You get quality work delivered quickly and timely, therefore cost-efficient for you
- All business is carried out in full confidentiality
- You receive honest and straightforward opinion, feedback, dialogue and co-operation
- You get a balanced and realistic opinion between short and long term
- You have access to actual extensive and successful field experience in food value chain management

PROFESSIONAL EXPERIENCE

December 2002 - Present: **Owner of The Happy Future Group Consulting Ltd**

- Since 2009: focus exclusively on the food and agriculture sector
- Creation of **The Food Futurist** Blog
- Publication of Future Harvests – The Next Agricultural Revolution ★
- Public speaking on the future of food and farming to businesses, non-profits and universities ★
- Organizing and leading seminars on strategy and leadership related to all aspects of the future of food and farming ★
- Strategic Foresight: Research and Forecast of Food Production Sectors ★
- Business consulting in the sectors of food, agriculture, aquaculture and fisheries ★
 - Business plans
 - Business reviews
 - Marketing strategy
 - Financial improvement strategy
 - Feasibility studies
- March 2011: joint-venture with SeaAgra Seafood Ltd for consulting of seafood projects
- The highlight will be the 10 year anniversary of the company in November 2012
- Initially (December 2002): provided general business consulting and project management ★
 - Presentations in the fields of Sales & Marketing, Business Organization, Leadership and Career Development
 - Business articles published in the Vancouver Board of Trade (VBOT)'s monthly newspaper
 - 2003-2006: Active within the VBOT's Small Business Council and Greater Vancouver Regional District Task Force
 - Mentored students in their University's final year, as part of the VBOT Leaders of Tomorrow program
 - Created Personal Development programs, in particular the "Three-Year Life Plan" ★

May 1999 – November 2002: Director, Processing & Sales for Nutreco Aquaculture salmon farming operations (Vancouver, BC, Canada)

- Set up the plan for margin improvement and P & L for processing and sales of salmon. Sales in the USA, Canada and Japan
- Customers included Safeway Inc., Albertson, Fred Meyer (Kroger), Costco Wholesale, Longhorn Restaurants, US Foodservice, leading wholesalers West Coast USA, Mitsubishi, Nichirei
- Coordination of activities in Chile and Canada
- Set-up and start-up of a very highly successful sales department
- Set-up of a planning department and of a quality control department
- Within 1 year: 100% of production sold directly, vs. the expected 3 years (originally there was no sales organization; all the fish was sold on consignment through a third party  broker)
- Outperformed sister companies and competition within 18 months. From last in class, the Canadian unit generated a gross margin per kg more than 40% higher than other Nutreco salmon units (Chile, Norway, Scotland) 
- Reduced costs from farm to warehouse by 25% 
- Actively involved in the salmon farming M&A process (1999: Purchase Marine Harvest; 2000: Purchase Hydro Seafood, 2001: Review for possible purchase of PNG and Heritage Salmon)
 - Member of the Sales & Marketing Task Forces
 - Member of the Fish Processing Task Forces
 - Member of Quality Task Forces
 - Member of Communication Task Forces
 - Member of Corporate Image Task Forces
- Set-up and successful management of salmon processing and logistics in the Kitsoo First Nations community (Klemtu, B.C., Canada)
 - Setting up the plant (no budget had been allocated by previous management!)
 - Recruiting from local workforce (village of 400 inhabitants), which suffered from high

- unemployment, little professional experience, many social issues and poor health.
- Training the workforce
 - Within a month, productivity rose from 10% of a regular fish processing plant to 80%. After 3 months, productivity was comparable with a regular plant. ★
 - Managing the plant
 - Organizing logistics for perishable products in very adverse conditions (isolated island in highly adverse weather area (no road connection, irregular ferry connections, many storms).
 - Never missed a delivery to customers, and never had a complaint on product quality. ★

March 1998 – January 2000: Director, Business Development Americas for Nutreco Aquaculture salmon farming operations (Puerto Montt, Chile)

- Set up the plan for margin improvement and P & L for processing and sales of salmon. Sales in the USA and Japan.
- Customers included Ahold USA, Wakefern, Costco Wholesale, Nippon Suisan, Towa Foods, Toyo Suisan, Nichirei
- Led turn-around from production-driven to market-driven through integration of the value chain. ★
- Creation of a planning department and of a quality control department.
- Supervised custom processing and reviewed the contracts.
- Achieved costs savings of about 15% within a year. ★


March 1995 - February 1998: Sales Director at Pingo B.V.

- Sales area included The Netherlands, The UK, France and Germany.
- Customers included McDonald's suppliers (L&O in Germany, Cargill Foods France), Moy Park, Marks & Spencer, Sainsbury, Tesco, Buxted, Intermarché, leading wholesalers in France and Germany
- Supervised the Sales Office in Frankfurt, Germany, which we decided to close
- Led the restructuring of German sales and the implementation of the new approach directly from Dutch plant. First year of direct sales into Germany showed a growth of 24% (vs. industry average 2%), after more than 10 years of stagnation. ★
- Expansion of customer base, necessary to face growth and currency risks. ★
 - Expansion of customer base from 4 main accounts to 15
 - Development of Marks & Spencer account that became the main customer
- Initiated and led the ISO 9002 certification of the plant.
- Initiated and led co-ordination with six sister companies in Spain and Belgium for European ★ poultry sales. Within a year:
 - Brought quality standards of Spanish plants to the ones of the Dutch one
 - Developed on-going business for the Spanish plants through Pingo's network
 - Brought the price for Spanish plants to the level of the Dutch unit, this without reducing price of the Dutch products.

September 1990-February 1995: Account Manager at Pingo B.V. (Goor, The Netherlands)

- Sales into the Netherlands, France, the UK
 - Developed higher margin customers and secured the meat balance sales mix ★
 - Consistently generated higher margins than competitors ★

September 1987- August 1990: Pig production specialist and support to the extension services Pig Department at Hendrix Voeders B.V. (Boxmeer, The Netherlands)

- Technical & Scientific activities:
 - Adapted Hendrix Farms Management Systems for a joint Venture with Nippai Feeds (Japan)
 - Conducted an analysis on feed composition and feed nutritional value in order to improve pig feed performance
 - Coordinated between the feed company and the pig processing division a quality analysis on factors influencing pig meat quality all through the production chain, in order to improve and control the quality of the final pork products
 - Updated and wrote the 6-month long technical support in-company training for pig technicians
 - Research on stress by piglets, with emphasis on transport conditions
 - Set up guidelines for handling of piglets during transport and at arrival on fattening farms, in order to reduce stress factors and eliminate related health issues for the animals
 - Prospection for supply of young cattle to import to the Netherlands
 - Prospecting for sales of chicken manure into wine sector in European countries
 - Support to Dutch farmers looking to emigrate to France
 - Served as technical liaison between BP Nutrition feed companies of France, Spain and The Netherlands
- Sales activities:
 - Development of piglets' sales at Hendrix from The Netherlands to France, Italy, Spain, Belgium and Germany through direct contact with farmers
 - Within 3 months, I turned around the business from a 5% loss/sales to a 3% profit/sales 

EDUCATION AND TRAINING

- 1985: Masters of Science in the French “Grandes Ecoles“ at Institut National Agronomique Paris-Grignon (Agricultural University, France) with Specialization in Animal Productions.

Works included:

- Beef Production Systems In The Southern Hemisphere (Argentina, Australia, Brazil, Botswana, Uruguay, New Zealand)
 - Beef Supply Organization: The Rungis Wholesale Market (published)
 - Dairy Production In The Netherlands: Structure And Adaptation To Milk Quotas (published)
- Languages spoken: English, French, Dutch, German, Spanish
 - Other courses:
 - Finance for Managers (Ashridge Business School, UK)
 - Intercultural Management
 - Effective Selling
 - Account Management
 - Commercial Negotiation
 - Management of Personal Growth
 - Public Speaking and Personal Presentation