

October 2014

DETAILED CURRICULUM VITAE
for
CONRAD F. FRITSCH

Education: Ph.D., Agricultural Economics/Labor Relations, Cornell University, 1973
M.S., Agricultural Marketing, Cornell University, 1968
B.A. (Summa cum Laude), Political Science, Arizona State University, 1967

Capabilities and Experience:

A senior level institutional and agribusiness development economist and Program/Project Leader with strong communication skills and broad and successful technical, management, and evaluation/assessment experience in commercial agriculture, domestic and export oriented value chain development, business management, micro-finance, farmer/producer organizations, rural training and capacity building, food security, and market based rural development and poverty reduction, with capacity to:

- Lead complex development projects and project evaluations/assessments (Bangladesh, Egypt, Kenya, Kosovo, Latvia, Lesotho, Moldova, Sri Lanka, Swaziland, Timor-Leste, Ukraine, Uzbekistan)
- Develop and implement commercial small-grower agribusiness and rural poverty reduction policies and strategies including producer organizations: associations / cooperatives (Croatia, Egypt, Latvia, Lesotho, Moldova, Swaziland, Ukraine);
- Implement small-grower extension and technical training strategies (Brazil, Egypt, Moldova, Swaziland);
- Implement value chain market based small-grower commercial rural poverty reduction strategies (Croatia, Egypt, Lesotho, Moldova, Ukraine);
- Formulate and implement high value agricultural export and import substitution development strategies incorporating farmer organizations, and value chain production, postharvest handling, and market development approaches (Croatia, Egypt, Moldova, Ukraine)
- Formulate and implement sectoral restructuring strategies addressing FSU food processing, collective farms, and land titling (Latvia, Lithuania, Ukraine);
- Evaluate and assess rural extension training, capacity building, food security, market information, credit and rural poverty reduction programs (Armenia, Bangladesh, Egypt, Kenya, Malawi, Sri Lanka, Swaziland);
- Implement crop and livestock subsector production , processing, marketing and due diligence restructuring assessments (Armenia, Bangladesh, Georgia, Latvia, Macedonia, Ukraine);
- Set up and implement internal project management information systems (Croatia, Moldova, Ukraine).

Objectives: Short and medium term project/component technical, management and monitoring/evaluation assignments from 1 week to three months in duration.

ASSIGNMENTS IN CHRONOLOGICAL ORDER:

2014 – 2010 Short Term Consulting

Team Leader, Kosovo New Opportunities in Agriculture Project Evaluation (January 6 to February 28, 2014)

Led four-person team of American and Kosovar specialists in a mid-term project evaluation to assess project activity impact on import substitution, performance assessment for recommending export and domestic market expansion, employment generation and gender empowerment across more than ten agricultural value chain sub-sectors. Provided team leadership on work plan preparation and evaluation of project impact on domestic and export market development for high value products. Methodology included a desk review of project and related value chain documents and extensive field level formal individual interviews and focus group discussions with beneficiaries at all stages of the respective value chains.

Senior Technical Advisor, Ukraine Local Investments and National Competitiveness (LINC) Project (October 27, 2013 to January 4, 2014)

Provided technical and quality control support to six-person evaluation implementation team in development and preparation of the evaluation work plan, methodology, field survey techniques, and final report.

Team Leader, Timor-Leste COCAR Project Evaluation (USAID: November 21, 2012 to March 31, 2013)

Led eight person team of foreign and local specialists in a comprehensive evaluation of a major commercial agricultural cooperative project, representing more than 20,000 members that is the largest high quality coffee exporter in the country. The evaluation addressed the short and long-term economic performance of various commodity enterprises, the financial structure and long-term sustainability of the cooperative, the technical and financial feasibility of the identified market infrastructures and the impact of the cooperative activities on improving the economic well-being of the farmer members over time leading to recommendations for improving market transportation coordination and improving farmer stakeholder participation in cooperative governance structures. Provided team leadership on work plan preparation and team leadership for assessing the financial impact on stakeholders from project interventions on coffee export market infrastructure. The methodology included extensive field level formal and informal individual interviews and focus group discussions.

Fresh Produce Market Specialist, Ukraine (USAID: May 25 to June 18, 2011)

Led three-person team in assessment of existing Ukrainian national wholesale market development strategy and development process including assessment of linkages needed between local and regional markets to provide efficient market access by mid and smaller scale growers. Developed first ever national fresh produce regional supply and demand balance to identify potential locations for development of new integrated agriculture wholesale markets, technical feasibility assessment of the identified market infrastructures, and detailed review of market designs, financing and implementation plans leading to identification of one new regional wholesale market location with dedicated linkages to primary producers and importers.

2009 – 2006

Chief of Party, Moldova Agribusiness Development Project. (USAID: July 1, 2006 to Sept 30, 2009)

Assumed leadership at a time when this \$12 million Project was undergoing major restructuring involving personnel changes and a shift in long-term program objectives. Successfully concluded the restructuring process and introduced a public/private sector policy dialogue to facilitate a new value chain technology development and training strategy. Successfully expanded HVA exports

to EU markets by improving efficiency of production and postharvest handling technologies designed to lower per unit costs and extend product quality and shelf life of selected HVA products. Introduced small grower production and marketing strategy to expand local HVA production and reduce consumer expenditures on imported fresh vegetable products. Formed two grower managed Producer Marketing Organizations (for apples and table grapes) as legacy organizations to continue post-project value chain technology and marketing activities to expand penetration into high quality EU and CIS markets. Coordinated ADP staff efforts with Moldovan university, research, Academy of Sciences, and government technical staff to develop three national strategy papers: “Rehabilitation of the Postharvest Handling System”, “Rehabilitation of the Greenhouse Sector” and “Development of the Export Table Grape Sector”.

2006

Industry Specialist, Armenia USG Agribusiness Project Evaluation (USAID: April 2006-May 2006)

Participated, as a member of a five-person team evaluating the effectiveness of USAID and USDA agricultural and agribusiness development programs in Armenia. Assessed market and credit sub sectors and developed recommendations for expansion of commercial credit to the agricultural production sector.

Team Leader, Egypt AERI Evaluation (USAID: January 2006-March 2006)

Led a five person team in a six week assignment to evaluate the complex Agricultural Export and Rural Incomes Project that addressed a wide range of components including trade association development, university capacity building and improvement of public-private sector coordination, biotechnology research, smallholder export horticulture and dairy/livestock production and marketing, and business development services. The team provided recommendations for improving implementation effectiveness.

2005 - 2003

Cereal Grains and Oilseeds Specialist/Georgia (USAID: October 2005-November 2005)

Reviewed status of Georgian cereal grains and oilseeds production and marketing, and provided recommendations for future development of these sectors as part of a USAID effort to develop a comprehensive country agricultural policy agenda.

Deputy Chief of Party/Policy Advisor, Agribusiness Competitiveness Enhancement (ACE) Project: Croatia (USAID: January 2003 – July 2005)

Developed and managed Project Monitoring and Evaluation System, prepared short term technical assistance work plans, and coordinated Short Term consultant activities for a four-year \$10 million complex agribusiness market linkage project. Provided technical advice to Croatian technical staff and private sector firms engaged in high value horticultural production, processing, and marketing activities and reviewed grant proposals prepared by Project partners. Coordinated Study Tour Program dealing with Croatian accession to the European Union that addressed topics including: EU accession negotiating strategies, animal welfare standards, monitoring and control systems for foot and mouth disease, and implementing a Farm Accounts Data Network (FADN). Wrote several policy guideline papers addressing EU accession issues including rural development, land reform, and milk price adjustment mechanisms and advised technical staff in the Ministry of Agriculture Policy Unit on these issues.

2002 - 2001

Agricultural Economist, Evaluation of USAID/Malawi Increasing Agricultural Incomes Program for the period 1993 - 2001 (USAID: October 2002-December 2002)

Responsible for evaluating three components of the USAID agricultural incomes development program over the period 1993 –2001: Regional Livelihood Security program, SARRNET cassava and sweet potato and ICRISAT ground nut and pigeon pea multiplication programs, and the Famine Early Warning System network (FEWSNET).

Chief of Party, Agricultural Technology Utilization and Transfer (ATUT) Project: Egypt (February, 2001-September 2002)

Managed day-to-day activities of highly successful \$25 million complex USAID Project providing production, postharvest, export trade promotion, and farmer and trade association institutional development activities to guide the expansion of Egyptian horticultural export subsector. All objectives were met or exceeded. Managed team of seven foreign specialists and 40 Egyptian technical and administrative support staff involved with forming private sector business and trade associations and linking growers with domestic and export buyers. Activities included management of technical staff responsible for negotiation of transportation regulations and standards and the facilitation of contract negotiations between Egyptian grower-exporters and supermarket buyer representatives. Provided trade and transportation policy analysis for Minister of Agriculture leading to successful Egyptian/Italian intergovernmental trade and transportation agreements including a framework for addressing phyto-sanitary regulations and inspection procedures. Facilitated discussions between foreign patent holders, Egyptian growers, and Government officials leading to implementation of international IPR protocols regarding the importation of improved fresh produce planting materials. Facilitated linkages between small-scale growers and established exporters, thereby increasing the net income of participating growers by more than 40 percent over incomes realized from domestic sales alone. Negotiated Project extension through September 2002 from original project termination date of September 2001.

2000 – 1995

Team Leader, Agricultural Land Share Project: Ukraine (USAID: October 1995-December 2000)

Team Leader and Policy Advisor of highly successful USAID funded \$18 million complex large farm restructuring, farmland privatization, and farm and agribusiness development project operating in 18 of 25 provinces of Ukraine. Project ended in December 2000 with all major objectives accomplished, targets achieved or exceeded, and Ukrainian private sector institutional structure and technical capability in place to facilitate sustainability. Set up and managed a five person interactive Project Monitoring Unit to supply decision-making support information. Managed a team of five foreign specialists and more than 200 Ukrainian specialists engaged in legal, financial and management restructuring and business and market development of private farm and agribusiness enterprises. More than 900 collective farms restructured into 18,000 new private farms able to operate in an emerging market environment. Provided management oversight to more than 25 independent land survey companies undertaking land survey and geodesic works in 19 oblasts to support the issuance of almost 240,000 individual ownership titles to rural and agricultural land. Provided training to more than 2,000 Ministry of Agricultural Policy (MAP) staff in 373 raions on farm restructuring and land reform technical procedures. Independent farm restructuring and management consulting companies formed in 17 oblasts. The technical specialists for these companies formed an infrastructure of trained Ukrainian land

survey and legal small business organization specialists to support the formulation of comprehensive follow-on USAID and World Bank land reform and farm restructuring initiatives.

1995 – 1994

Business and financial management consultant to newly privatized former collective farms in Lithuania, (USAID: Intermittent during 1994-1995)

Completed four, two-month assignments over the two-year period as part of a USAID project to implement farm management reform practices in a north central Lithuanian province. Activities initiated by conducting an in-depth analysis of farm and labor management and accounting practices of several newly restructured former collective farms. This analysis provided the technical base for preparation of a computer supported systematic farm economic and financial indicators analysis program. Developed a hands-on training program in the use and interpretation of the analysis program for farm managers, provincial agricultural extension agents and banking officials. All farms in the target province were included in this analysis, which was used to allocate available working capital loans to farmers.

Livestock Policy Analyst, Lesotho, (USAID: 1994)

Two-month USAID assignment, to review existing national range livestock policies and strategies for the USAID Mission and prepared a strategy options paper to support the Government of Lesotho policy to better incorporate decentralized village level decision making approaches consistent with the livestock policies being developed in post-apartheid South Africa. In addition, prepared the justification and implementation plans for a national livestock branding program designed to maintain an accurate count of the Lesotho livestock herd.

Commodity Marketing and Labor Adjustment Policy Analyst, Macedonia (World Bank: 1994)

Six week World Bank assignment worked as a small farm commodity and labor adjustment specialist with a team charged with undertaking a due diligence analysis of three agro-kombinants targeted for financial and institutional restructuring. Reviewed the functioning of small farm cooperative input and marketing linkages associated with these agribusiness operations and assessed post restructuring small farmer and labor force options. Prepared an analysis paper addressing transformation of the Macedonian agricultural sector, labor, land tenure, marketing, and privatization issues.

Grain Sector Analyst to Latvian State Grain Bureau, (USAID: 1994)

A six week assignment as Team leader of a two-person USAID assignment team to provide recommendations to complete the grain sector restructuring process initiated during the earlier USAID agribusiness restructuring assignment (see below). Within the legal framework developed in the earlier assignment, this team prepared a detailed program of grain market operations; market information and data needs, and defined the scope of regulatory activities for the newly formed Latvian Grain Bureau.

1993 – 1992

Market Information Program Evaluation, Kenya (USAID: 1993)

Member of a two-person team undertaking final evaluation of a national market information system that was formed within the National Extension Service.

Farm and Agribusiness Privatization Policy Specialist to Latvian Government, (USAID: 1992-1993)

Fifteen month assignment resulted in the formulation of legislation for the dairy and grain processing sectors, and included articulation of industry level privatization strategies. During the period worked closely with Latvian technical specialists in preparing a legislative and regulatory

framework and devising specific agribusiness privatization and restructuring strategies and activities within that framework. At the request of the Latvian Parliament served as part of a Ministry of Agriculture Task Force charged with restructuring the former State Ministry Grain Marketing unit into a western style regulatory body (Latvian Grain Bureau) capable of promoting and supporting development of private sector grain markets.

Bangladesh Rice Research Institute Technical Assistance Program Evaluation, Bangladesh, (CIDA/USAID: 1992)

Team Leader of a three-person final evaluation of the Bangladesh Rice Research Institute rice food security program initiated in the early 1970s. Conducted a comprehensive review and analysis of the National Extension Service applied research and outreach programs designed to introduce high yielding varieties to improve domestic rice food security and self-sufficiency.

1991 – 1989

Economic Policy, Institutional Analyst and Production Economist, Commercial Agricultural Production and Marketing Project, Swaziland, (USAID: 1989-1991)

Recurring short-term consultant for a two-year period, conducting cost of production analyses and undertaking a review of interventions needed to establish private sector market linkages for an emerging group of small-scale growers of horticultural produce. Conducted a comprehensive review of the Ministry of Agriculture and Cooperatives and prepared recommendations for Ministry organizational restructuring to promote development of a private sector commercial horticultural production and marketing sector.

Team Leader, Sri Lanka Mahawheli Agricultural Development Project, Evaluation (USAID: February-March 1991)

Team leader for a two-month comprehensive evaluation by a six-person team that reviewed all aspects of production and marketing being undertaken in the complex Mahawheli Agricultural Development Project in southeast Sri-Lanka.

Prepare World Bank country agricultural development strategy for the Kingdom of Lesotho, (World Bank: 1989)

Two-month assignment was the culmination of the analysis completed in the earlier FAO and USAID activities (see below). Draft recommendations were incorporated into the Bank Country Strategy development activity.

Sectoral analysis to determine benefits from privatizing state owned agribusiness operations in Lesotho, (FAO/USAID: 1989)

Three-month assignment built on activities initiated under the long term USAID Agricultural Planning Project. Working under the guidance of the Minister of Agriculture and Cooperative Marketing prepared in depth commercialization and privatization strategies for restructuring the horticulture, grain milling, dairy, poultry and red meat subsectors.

1988 – 1982

Chief of Party and Policy/Statistics Advisor, Agricultural Planning Project: Lesotho (USAID: March 1982-December 1988)

Supervised project activities of four foreign advisors and wrote policy briefs on agricultural pricing, marketing, credit, crop diversification, livestock production, and rural employment generation as advisor to the Ministry of Agriculture Planning Unit. Trained counterpart staff in data analysis and policy formulation. Strengthened crop forecasting and data analysis activities to support policy formulation process and project development activities; prepared five-year development plan for the agricultural sector and coordinated inter-ministerial task force to evaluate progress toward achieving national economic goals.

1981 – 1971

Senior Economist, Congressionally Mandated Minimum Wage Study Commission, Washington, D.C. (1979-1982)

Responsible for the methodology, design, and supervision of the Commission's research program on all exemptions from the Fair Labor Standards Act (FLSA). Presented monthly briefings to commissioners, congressional staff, the general public, and representatives of agricultural trade organizations; advised commissioners on policy options.

Economic Research Service, United States Department of Agriculture (1974-1979)

- **Data Coordinator, Economics, Statistics, and Cooperative Service, USDA, Washington, D.C., 1978 –1979.** Coordinated data needs with other statistical agencies of the US Government including USDA Statistical Reporting Service and Census Bureau. Evaluated data requests with respect to need, availability of alternative data sources, cost, and appropriateness to stated research and policy objectives. Served as a member of the Presidential Task Force to reorganize the federal statistics system.
- **Project Leader, Acting Program Leader, Manpower Studies Program, ESCS, USDA, Washington, D. C., 1976 – 1978.** Designed and Implemented agricultural manpower research programs. Developed labor policy position papers and represented the USDA on farm labor policy issues. Conducted the first major review of the USDA hired farm labor statistical programs, leading to the revision of the ESCS publication “Hired farm Work Force”. Coordinated USDA and American Agricultural Economics Association review of rural and farm employment data requirements.
- **Staff Economist, Economic Research Service, USDA, Washington, D.C., (1974 – 1976)** Carried out agricultural labor policy research. Determined cost implications from extending occupational health and safety regulations on US agribusiness sector. Led department task force to identify the US agribusiness sector and assess economic viability of sectoral components.

Assistant Professor, Texas A&M University, College Station, Texas (1971-1974)

Director of major US Labor Department survey research projects designed to determine costs and benefits of extending unemployment insurance provisions to hired farm workers and estimate the long run employment potential for the state agribusiness sector.

1964 – 1962

Peace Corps Volunteer Leader Northeast Brazil (US Peace Corps: 1962 – 1964)

Provided technical and administrative leadership for 8 Peace Corps Volunteers engaged in implementing a 4-H Youth Agricultural Extension Program over four Northeastern Brazilian states while implementing own program in the state of Rio Grande do Norte. During this period gained full fluency in technical Portuguese.

1961 – 1954

Self-employed dairy farmer

PERSONAL DETAILS:

Languages: Native (FSI 5): English
Conversational German (FSI 2)
Rudimentary Portuguese

Citizenship: United States (UK resident status)

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