

JOHN PRATT (11 October 2012)

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International professional experience (years)

AFRICA (13)

Kenya (1); Malawi (5); Nigeria (1.5); Swaziland (2); Tanzania (1); Zimbabwe (1.5);

Other Africa (1)

AMERICAS (8; 50% Spanish)

Belize, Costa Rica, and other Central America (7); South America and Caribbean (1)

ASIA (7)

Malaysia (1) ; Northern Pakistan (5); Russia *Volga Region* (1.5)

John Pratt is an independent UK-based trade-and-environment, agriculture, and rural development consultant. He works in project identification, formulation and preparation, programme planning and budgeting, start-up management and mid-term/ex post evaluations. His principal areas of technical expertise are Environmental aspects of Trade, Value Chain Analysis, Marketing Development and Enterprise Economics.

He has spent the last six years on assignments in Tanzania, Kenya, Ethiopia, Papua New Guinea and the Caribbean (CARIFORUM States). He worked in Russia (TACIS 1993-94) on wholesale market development and related food supply chain support. From 1995 to 2006 he was involved in enterprise development initiatives and investment for rural livelihoods improvement in Swat and other Districts in Northern Pakistan (horticulture) and Malawi (honey, tree seed oils, fisheries and aquaculture). He led the start-up and pilot investments phase of a new EC-funded Micro-Projects Programme in the Niger Delta in 2003-04 and since 2006 most of his assignments have been under EC/EU Framework Contracts, including Sugar Reform Accompanying Measures. He is experienced in EDF and BUDGET procedures of the EC.

Adaptable and creative, he is available world-wide as a consultant for assignments of 3 weeks to 3 months and for start-up or interim management for spells of up to 8 months.

1. **Family name:** **PRATT**
2. **First names:** **John Haydon**
3. **Year and Place of birth:** 1952 Bristol, UK
4. **Nationality:** British
5. **Civil status and number of dependents:** Married: 2 adult children
6. **Education:** **Harvard University**, Cambridge, Mass., U.S.A:
Cert. in Environmental Economics & Policy Analysis 1998 (sponsor: Intercooperation);
University of Costa Rica: Cert. in Agro-industrial Development 1982 (sponsor: CDC);
University of Reading, U.K:
BSc (Hons) Agriculture 1976
7. **Language skills: (1 = highest)**

Language	Reading	Speaking	Writing
English		Native	

Spanish	2	2	3
French	3	4	-
Pusho	-	4	-
Russian	4	4	-

8. **Other skills:** Computer literate: MS Office
9. **Present position** **Consultant**
10. **Years of professional experience:** 36
11. **Years within the firm:** 15 as independent consultant
12. **Key qualifications:** **Team Leader/Programme Manager;
Business Feasibility/Marketing Analyst**
13. **Experience with projects financed by international organisations:**
31 years with projects of CDC, DFID/ODA, Netherlands Government, AfDB, CDB, EC, EC/TACIS, SDC, USAID; other periods (5 years) on private sector projects.
14. **Membership of Professional Bodies:**
International Consulting Economists Association, UK
Tropical Agriculture Association, UK see: www.taadirectory.org.uk/cv_pratt.html

15. Specific Developing Countries Experience:

Country	Organisation	Date:	Position	Job Description
Papua New Guinea	Agrotec SpA	06/2012 – 09/2012	Team Leader	Identification phase Rural Economic Development Prog II
Barbados	B&S Europe SA	01/2012 – 03/2012	Agribusiness Planner	Sea Island Cotton agriculture/ginning feasibility planning
Rwanda	SAFEGE SA for EC	10/2011 – 01/2012	Team Leader	Strategic Environmental assessment of Agriculture sector
DR Congo and Ghana (UK base)	MASDAR (UK) Ltd	2011 various	Agribusiness Feasibility Consultant	Masterplan financial projections for Ghana; Oil palm loan finance and smallholder planning/feasibility in DR Congo
Jamaica	Cardno Emerging M.	06/2011 – 08/2011	Team Leader	Citrus industry revival feasibility study
Guyana	SOPEX SA for EC	04/2011 – 05/2011	Expert in trade	Agricultural products export procedures review and recs.
Dominican Republic and 13 CARICOM states	ICON-Institute for Caribbean Forum of ACP States	08/2010 – 12/2010	Trade and Environment Consultant	Situation analysis and programme formulation for deepwater pelagic fishery zone governance and management; solid waste/recycling; legal drafting
Papua New Guinea	B&S Europe for ACP-EC TradeCom	06/2009-07/2010	Trade Institutional Support Advisor	Analysis and formulation of strategies, programme planning, budgeting and implementation.

Ethiopia	Cardno Agrisystems in Agrisystems Consortium – EC FWC Lot 1	01/2009 (26 days) & 04/2009 – 05/2009 (30 days)	Team Leader: Value Chains & Business Feasibility Analysis Expert for 10 th EDF agricultural and livestock marketing support programming	Smallholder agricultural and livestock marketing linkages improvement support programme formulation and documentation (PIF, AF, TAPs, etc) Phase I. Phase II (28 days T.B.A.): assessment of policy and regulatory opportunities and constraints, fine tuning of PIF proposals, detailed planning and budgeting..
Kenya	ECORYS in SCANAGRI Denmark Consortium – EC FWC Lot 1	05/2008 – 12/2008 (144 days)	Technical Advisor: Procedures, Management and Implementation (Coffee sector revival)	Start-up capacity building technical assistance to the Kenya Coffee Research Foundation (CRF) in <i>public indirect decentralised management</i> and application of EDF rules to facilitate CRF establishment and management of the EC-funded Quality Coffee Production and Commercialisation Programme (QCPCP; € million).
UK (for Ghana)	Pioneer Carbon Ltd	04/2007	Forest Products Economist	Web-based investigation and analysis of patterns of forest biomass demand and use and report on official policies and strategies with a forecast of the biomass demand-supply balance.
UK (Eastern/Southern Africa)	Eden Research PLC	03/2007 - 04/2007	Advisor on product development partnerships	Identification of scope to establish African R & D partnerships to develop new products based on environmentally friendly terpene encapsulation for agricultural and horticultural biocidal applications that can replace proprietary chemicals and reduce sprayer-operator risk. The Company specialises in development of intellectual property for commercialization..
UK (for Central Africa)	CGIAR World Agroforestry Centre/ (ICRAF)	12/2007 – 01/2008	Business Feasibility Consultant (Natural Products)	Study into smallholder costs, returns, and labour requirements for existing and new tree-crop based natural product enterprises. Funded by ICRAF.
Kenya	IPP Consultants in IBF International Consulting Consortium – EC F/W Lot 12	09/2007 – 11/2007 07/2008 & 09/2008 (79 days)	Technical Advisor: Procedures, Management and Implementation (Horticultural Exports)	Technical assistance to the Kenya Plant Health Inspectorate Service (KEPHIS) in project management/ performance monitoring and application of EDF rules to facilitate KEPHIS start-up and management of the EC-funded Horticultural Produce Phytosanitary Certification and Quality Assurance Project (HORTICAP; €2.4 million).
Tanzania	DAAS in DAAS Consortium – EC STABEX	08/2007 – 09/2007	Team Leader / Business Feasibility Expert	Consolidation mission to receive further inputs from industry stakeholders and harmonise proposals of other study teams with recommendations below.
Tanzania	DAAS in DAAS Consortium – EC F/W Lot 1	05/2007 – 06/2007	Team Leader / Business Feasibility Expert	Formulation Mission: SUCRE Studies for the EU Sugar Reform Accompanying Measures for Tanzania, period 2007-2010. Funded by EC. Support to development of the Draft Multi Annual Indicative Programme (MIP) for the period 2007-2010; Feasibility Study; Draft Annual Action Programmes (3 years) for the years 2007 (€4 million) and 2008 (€2 million)
UK (for Nigeria)	SOPEX in Italtrend Consortium – EC F/W Lot1	03/2007 – 04/2007	Interim Team Leader: Socio-Economist/Rural Development Expert	Formulation Mission for the Next Generation of Micro-Project Programmes in Nigeria (€45 million): Micro Projects Programme in the Nine States of the Niger Delta (MPP9), Nigeria. Financing Proposal
Malawi	SOPEX in Italtrend consortium	11/2006 – 01/2007	Team Leader & Socio-Economist/ Rural Development Expert	Income Generating Public Works Programme (€25 million) Phase I (2005 - 08) Mid-Phase Review and Trigger Evaluation for Phase II (2008 – 10); Financing Proposal for Phase II. Funded by EC. Roads rehabilitation and maintenance, community forestry and irrigated commercial agriculture.
Malawi Based Blantyre	COMPASS II /USAID DAI	07/2004 – 09/2006	Natural Resources Enterprise Development Specialist	Introduction of new investment in wild NR-based product development and strengthening of existing NR-based value chains: Honey; Aquaculture and Fisheries; Forest products.
Nigeria Based Owerri, Imo State	EC Micro-Projects Programme 6 – Niger Delta	05/2003 – 05/2004	Team Leader	Euro42m start-up and management of PMU & six State Micro-Projects Offices + 50 new micro-projects; trainer in participatory project planning/financial appraisal.
Malawi Based Lilongwe	Washington State University/USAID: Malawi Agroforestry	10/2000 – 07/2002	Marketing & Enterprise Advisor	Multi-partner R&D to identify and establish feasibility of commercial development of cosmetic oils for export from indigenous hedgerow trees.
Pakistan	Intercooperation/	06/99 –	Chief Technical	Restoration of participatory management system:

Based Peshawar	SDC: Project for Horticultural Promotion in NWFP	07/2000 (& see below)	Advisor	review to focus on core competences: project general management; institutional negotiations. Budgeting and planning of new Phase 2000-3.
Nigeria Based Abuja	MASDAR (UK) Ltd/ Petroleum (Special) Trust Fund: Agric. Extension and Farmer Support Programme.	01/99 – 05/99	Team Leader and Marketing/Credit Economist	Design of a national agricultural extension system based on participatory planning and management at Local Government/ Village level. Long term project planning with Federal Ministry of Agriculture & PTF for a nationwide 10-year programme.
Pakistan Islamabad & Swat	PIEDAR (NGO)/ Government of the Netherlands	11/98 & 08/99	Environmental Valuation Consultant/Trainer	11/98: Training of MSc graduates in valuation of tourism resources: Travel Cost +Contingent Valuation Methods. 08/99: Team fieldwork with tourists & communities: data analysis, planning & budgeting.
Pakistan Based Mingora	Intercooperation/ SDC: Project for Hort. Promotion in NWFP	01/95 – 07/98	Marketing & Economics Advisor	Project management; participatory farming systems studies & enterprise planning; economics & budgeting; marketing & produce handling/storage.
Russia (Togliatti, Volga Region)	Produce Studies Ltd/ EU/TACIS	09/93 – 12/94	Economist & Business Analyst	Food supply chain survey; business audits; project identification and preparation for wholesale and retail development. Award-winning wholesale market start-up/modular expansion.
Malawi, Costa Rica & Guatemala	Landell Mills Ltd/ AfDB	02/93 – 09/93	Trade & Marketing Specialist	Worldwide macadamia products demand, quality and marketing analysis and costing of export. Feasibility Study.
Honduras (& Costa Rica)	DFID/ODA project: CUPROFOR	04/93 – 05/93	Marketing/Inst Restructuring Econ.	Financial planning for cost-recovery from provision of services to wood transformation sector + Institutional Development.
Suriname, Guyana, Trinidad, Jamaica, Barbados, Antigua	TDI Group: EC Lome IV Regional Indicative Prog.	03/93 – 04/93	Trade & Industry Development Consultant	Project identification: commercial information exchange systems; industrial upgrading and operative training; trade development.
Tanzania	UNDP: Tanzania Chamber of Comm.	09/92 – 12/92	Horticultural Marketing Consultant	Project i/d and prep for a 5-year export diversification programme with TANHOPE.
Equatorial Guinea	Landell Mills Ltd/ AfDB	06/92 – 08/92	Team Leader & Farming Systems Economist	Livestock Extension/Vet Master Plan: Coordination of project i/d and prep by a team for small ruminants, pigs & poultry. Game meats valuation.
Belize	Landell Mills Ltd/ CDB	04/92 – 05/92	Natural Resources Economist	Socio-economic survey, project i/d and economics of rural access roads/ Toledo's indigenous communities.
UK (for Guinea)	Rural Investment Overseas Ltd: private	08/91	Financial Analyst	Fresh produce export feasibility study
Belize	NRI: DFID/ODA	04/91 – 05/91	Natural Resources Economist	Socio-economic analysis of enterprises and farming systems for national land use planning.
Tanzania	DFID/ODA	01/91 – 04/91	Export Marketing Consultant	Zanzibar exotic produce and spices exports investigation., costing and logistics planning for Europe & Gulf States.
Mexico & EU trade centres	Landell Mills Ltd/EU	11/90 –01/91	Finance & Organisation Consultant	Project identification and prep for EU trade development, incl. horticulture, with establishment of Europe base.
Belize 3 assignments	NRI: DFID/ODA	04/90 – 11/90	Forest Economist & N.R. Economist	2 forest economics/royalty policy studies; 1 study of land resources and farming systems N. Belize.
Belize	Private client	12/89 – 02/91	Project Identification & Prep. Consultant	Pre-feasibility study for citrus groves to supply FCOJ factories; EU horticultural marketing study.

Zimbabwe	Private client	07/88 – 07/89	Project Identification & Prep. Consultant	Horticultural export project production and processing economics for Zimfreezers Ltd deep-freezing venture.
Belize	Belize Holdings Ltd	01/86 – 05/88	Agriculture Development Adviser	Investment projects identification and preparation; agricultural lending by Belize Bank.
Costa Rica, also Honduras, Ecuador	CDC Latin America Office	11/81 – 01/86	Investigations Executive	Agro-industrial projects i/d and prep; investment negotiation; monitoring and supervision. Office admin
London	CDC H.Q.	01/80 – 11/81	Investigations Executive	Agro-industrial projects preparation & investment negotiations for palm oil processing and agric projects.
Swaziland	CDC: Mhlume Sugar Co. Ltd	10/77 – 12/79	Executive Asst. to General Manager	Mill Group Secretary/sugar cane supply; economics investigations. External relations.
Malaysia	CDC: BAL Estates	09/76 – 09/77	Junior Plantation Manager	Oil palm and cocoa plantation establishment, maintenance and harvesting. Field staff management.