

Anil Chopra's Biography

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Anil Chopra is a fresh produce retail, market linkage and value chain expert based in New Delhi, India. He also writes on fruit and vegetables matters on his own blog at www.anilchopra.com. He occasionally tweets on all things fresh from 'vegfru', his twitter handle which is followed by hundreds of followers across the World. He shares a large network with 950 plus industry professionals over LinkedIn in India and abroad.

He was associated with major organizations and retailers like NDDDB, Mother Dairy, Reliance Retail, Subhiksha, Safal Market, Safal, REI Agro as Business Head and various other positions for over 30 years in sourcing and marketing across various locations in India.

His responsibilities were in all phases of the fruit, vegetables and dairy supply chain operations including Strategic Planning, Business Development, Sourcing, Crop Planning, Retail Operations, Wholesale Markets, Cold Chain, Frozen Foods, Merchandising, Procurement, Warehousing, Logistics, Quality, Postharvest, Training, Marketing & Advertising etc.

As a present day perishable food supply chain and retail consultant, he is active in Developing, Managing and Turning Around Fresh Produce Supply Chains and Retail Operations for numerous Retail Chain Companies, Prospective Retailers, Growers, Shippers, Packers, Distributors, NGOs and Govt Institutions in the Europe, Middle East, Asia, besides India, his home base.

Besides managing consulting assignments, his other interests include directing a fruit and vegetable processing company. He is also a Director with a software export company that has customers like Microsoft, AMD, GE, Symantec, Groupon, Foursquare, Makemytrip etc in 75 countries.

His personal mission is to deliver messages from the field to the entire fresh produce business about the real world of produce and its future direction in his own provocative way. In a way he is engaged in exponential multiplication of his expertise, knowledge and beliefs in transformation of primitive, traditional agricultural marketing systems anywhere into a modern, transparent and efficient platform thereby significantly contributing to the economies he works in.

His expertise is in produce knowledge, motivation, training seminars, speaking, presentations, marketing strategies, and writing etc.

He is an active member of IFAMA (USA) - International Food & Agribusiness Management Association and an empaneled consultant with many organizations.

He likes Blogging, Social Media, Gadgets, Food, Books, Travel and Music.