

Christophe Pelletier

Futurist and Strategist, Food and Agriculture

Christophe Pelletier is one of the world's experts on the future of food and agriculture. He wrote two books on how to feed the world's growing population and published more than 200 articles. His services include strategic foresight, future scenarios, business training programs, and speaking engagements, with a special focus on how to anticipate, adapt, and thrive in the coming decades. His style is pragmatic, practical and straight to the point. His clients include businesses, non-profits and government agencies.

Pelletier combines extensive knowledge with practical hands-on business experience. He worked on farms and he has held P&L responsibilities in large corporations. He is a versatile individual who has filled a wide diversity of positions ranging across scientific and technical support, planning, supply chain, quality assurance, traceability, food safety, sales & marketing, plant management and senior executive level. He has conducted business internationally, on four continents, and negotiated multi-million deals with farmers, traders, wholesalers, leading retailers and food processors. He has been involved in many sectors of food and farming. He has lived in three countries and he speaks five languages.

Pelletier obtained his Master of Science degree from the Institut National Agronomique Paris-Grignon in France (now renamed AgroParisTech), where he specialized in Economy and Development of Animal Production.

He started his career within BP Nutrition, which later became the Dutch-based agribusiness multinational Nutreco. He started as a pig production expert supporting the Dutch feed company team of technical extension specialists. He reviewed the use of feed ingredients and investigated new alternatives for pig nutrition. He developed new husbandry systems, developed the company's activity of piglet export from the Netherlands, and worked as a liaison between the Dutch, French and Spanish animal feed companies. He then moved to the Dutch poultry processing division where he worked in sales. He became Vice President Sales and successfully restructured sales in Germany. He initiated the ISO 9000 certification of the plant and set up a coordinated European sales approach including the Dutch, Belgian and Spanish plants, leading to major performance improvements. He then moved to the salmon farming division to restructure all post-harvest activities in Chile and in Canada. He determined a new sales strategy, implemented harvest planning and quality control procedures in the processing plants. The results were substantial cost reduction and stronger sales revenue.

In his leadership positions, he set up and led multicultural teams that consistently outperformed their peers and competitors. He always fosters a stimulating and exciting atmosphere for his teams and he is a strong believer of clarity, simplicity, talent and delegation.