

Anil Chopra Fresh Produce Value Chain Expert



[Anil Chopra](#) is a Founder Director of [Vegfru](#), an ambitious web platform where anyone can freely trade products and services related to fruit and vegetable trade irrespective of geographic, cultural, regulatory, or logistical boundaries.

In the past Anil has managed Fresh produce & Dairy value chains for organizations like [NDDB](#), [Safal](#) and [Reliance Retail](#) at leadership positions and gained rich insights into perishable food value chains besides getting hands-on experience on functions like Sourcing, Logistics, Quality, pre/Postharvest Ops, Crop Planning, Retail Operations, Wholesale Markets, Cold Chain, Frozen Foods, Merchandising, Procurement, Warehousing, Processing, Training, Exports, Sales & Marketing, Strategic Planning and Business Development etc.

As a perishable food value chain and retail specialist, Anil has worked with organizations in many developing countries like Serbia, Vietnam, Bangladesh, Sri Lanka, Egypt, Oman and Nepal besides many states in India, to capture attention of their leaders, sell them ideas and move their people to action in developing, managing and turning around their value chains, exports & retail operations.

Besides creating Vegfru and handling agribusiness consulting assignments, Anil is also a Founder Director @ [Wingify](#), a Marketing Technology SaaS product company whose products [VWO](#) and [Pushcrew](#) serves to customers like Microsoft, GE, eBay, Lenovo, Symantec, Mitsubishi, ICICI Bank and retailers like Target, Dominos, and Sears across 100 Plus countries. He oversees Finance, Accounts, Legal, Commercial and Admin functions at Wingify and Wingify, Inc, its US Subsidiary.

After donning various hats within and outside the organizations he served, Anil has over the years metamorphosed into a value chain specialist, a company director, a professional manager, a trainer, a consultant, and a tech evangelist.

His 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. His current focus has been shaped by his hands-on involvement in the fresh produce business at multi-levels, as well as the intellectual pursuit of thinking about how the B2B technology companies operate and how training and technology could do better to change the agribusinesses forever.

In a way, he is engaged in exponential multiplication of his expertise, knowledge, and beliefs in the transformation of primitive, traditional perishable food marketing systems in developing countries into a modern, transparent and efficient value chains thereby significantly contributing to the economies he works in.

Anil lives in New Delhi, India. He is married to Sunita and has two kids, including a [son](#) who has been one of the Forbes 30 under 30. Anil loves to volunteer, share his knowledge / expertise and learn besides indulging in pastimes including but not limited to Travel, Reading, Blogging, Music and Social Media. He is a Gadget and food freak.

Anil also occasionally writes on fruit and vegetable matters on his own blog at [anilchopra.com](#). He shares a large worldwide network with 3000 plus industry professionals over LinkedIn.

