



**Name:** Freda E. Asem, Ph.D.

**Title:** Associate Director of the West Africa Horticulture Innovation Hub and Senior Lecturer

**Expertise:** Agricultural and Resource Economics, Development Studies, Agricultural Marketing, Agribusiness, and Agri-Food Systems.

**Institution:** University of Ghana in Accra, Ghana.

**Contact:** [fasem@ug.edu.gh](mailto:fasem@ug.edu.gh)

**Bio:** Dr. Freda E. Asem holds a PhD in Development Studies from the University of Ghana, an MSc. in Agricultural and Resource Economics from the University of Alberta, Edmonton, Canada, and a BSc. in Agricultural Economics from the University of Ghana, Legon. Freda is a Senior Lecturer at the University of Ghana. She is an agricultural economist by training and a researcher with over 20 years of experience in the agricultural sector. Her research focuses on agricultural marketing, agribusiness, agri-food systems, and agricultural value chain analyses and their implications for improving the livelihoods of all value chain actors, most importantly, smallholder farmers. Her overall goal is to contribute significantly to improving African food systems to enable smallholder farmers to benefit greatly from their businesses. She has led and co-led numerous regional agricultural projects, notably as Principal Investigator for initiatives promoting food security through indigenous crops, value chain, agribusiness, and has significantly contributed to research, capacity building, and policy development in agri-food systems across West Africa.