

QUALITY ASSESSMENT FORM

Title of the evaluation:

**EVALUATION OF THE MARKET IMPLICATIONS OF VEAL AND YOUNG CATTLE
MEAT MARKETING STANDARDS**

DG/Unit: DG AGRI, Unit E4

- Official(s) managing the evaluation: Martin Szentivany

Evaluator/contractor: AND International

Assessment carried out by:

- Steering group with the active participation of units C.3, B.3, E.4, E.2, E.3 and E.1 of DG AGRI

Date of the Quality Assessment: November 2014

(1) RELEVANCE

Does the evaluation respond to information needs, in particular as expressed in the terms of references?

SCORING	Poor	Satisfactory	Good	Very Good	Excellent
				X	

Arguments for scoring:

The evaluation examined the relevance and effectiveness of the veal and young cattle meat marketing standards established by Regulation (EC) No 700/2007¹, as well as their coherence with other relevant measures applied under the CAP.

The evaluation adequately responds to the information needs of the commissioning body and fully meets the requirements of the terms of reference. The themes and evaluation questions are fully addressed and the geographical and time scopes of the evaluation are covered.

(2) APPROPRIATE DESIGN

Is the design of the evaluation adequate for obtaining the results needed to answer the evaluation questions?

SCORING	Poor	Satisfactory	Good	Very Good	Excellent
				X	

Arguments for scoring:

The methodology design is appropriate for addressing the evaluation objectives. The methodology for answering evaluation questions combined several approaches:

- a) Quantitative analysis using data from Eurostat, DG AGRI, DG SANCO, national statistics and reports, and professional statistics;
- b) Analysis of information gathered through a field survey (consisting of more than one hundred interviews in eight Member States including national authorities, integrators, slaughterhouses, processors, catering, retailers) and through an email survey of national authorities and another email survey targeting one hundred slaughtering companies;
- c) Analysis of opinions collected through consumer focus groups organised in three Member States.

The combination of these approaches allowed addressing all evaluation questions in a credible way.

¹ Council Regulation (EC) No 700/2007 on the marketing of the meat of bovine animals aged 12 months or less, later integrated into Article 78(a) of Regulation (EU) n°1308/2013 of the European Parliament and of the Council establishing a common organisation of the markets in agricultural products (Annex VII).

(3) RELIABLE DATA

Are data collected adequate for their intended use and have their reliability been ascertained?

SCORING	Poor	Satisfactory	Good	Very Good	Excellent
			X		

Arguments for scoring:

The evaluation used a mix of quantitative and qualitative data:

- a) statistical data from Eurostat, DG AGRI, national statistics, professional statistics, Dutch national FADN data;
- b) results from semi-structured interviews with the representatives of national authorities, integrators, slaughterhouses, processors, catering and retailers in eight selected Member States²;
- c) data gathered through email surveys of the EU-27 national authorities and slaughterhouse companies;
- d) opinions collected through six consumer focus groups organised in three Member States (France, Italy, Germany).

Overall, the evaluators have made an effort to exploit all available data sources. The veal and young cattle meat sector is a relatively small segment of the beef meat sector. Hence, the EU-wide quantitative data on the sector are scarce. The contractor therefore needed to rely many times on national and private data sources.

(4) SOUND ANALYSIS

Are data systematically analysed to answer evaluation questions and cover other information needs in a valid manner?

SCORING	Poor	Satisfactory	Good	Very Good	Excellent
			X		

Arguments for scoring:

The analysis was carried out in a systematic way following established evaluation criteria and indicators. Both the quantitative and qualitative data were exploited. Due to limited availability of EU-wide data on some of the examined aspects (e.g. prices at the different stages of supply chain, costs of production, farm income), the results of some analyses are less robust. Yet, the limitations of each of the analytical approaches and tools are clearly identified and transparently presented. These limitations are subsequently taken into account in the interpretation of findings.

² Germany, Italy, France, the Netherlands, Spain, Portugal, Belgium and Poland accounting in total for 90% of the veal production and consumption and 85% of young cattle production.

(5) CREDIBLE FINDINGS

Do findings follow logically from and are justified by, the data/information analysis and interpretations based on pre-established criteria and rational?

SCORING	Poor	Satisfactory	Good	Very Good	Excellent
			X		

Arguments for scoring:

The findings are based on the evidence provided through the analysis. As mentioned above, in some areas the lack of data made it difficult to formulate clear-cut findings. Opinions from the stakeholders were considered and reflected in a balanced way.

(6) VALID CONCLUSIONS

Are conclusions non-biased and fully based on findings?

SCORING	Poor	Satisfactory	Good	Very Good	Excellent
			X		

Arguments for scoring:

The conclusions are substantiated by evaluation findings, which in turn were drawn from the analysis. They address all evaluation questions. Given the data constraints, they are balanced and prudent.

(7) HELPFUL RECOMMENDATIONS

Are areas needing improvements identified in coherence with the conclusions? Are the suggested options realistic and impartial?

SCORING	Poor	Satisfactory	Good	Very Good	Excellent
			X		

Arguments for scoring:

The recommendations are clear and balanced and are based on the evaluation conclusions. They may be potentially useful for clarifying the legislation on the veal and young cattle meat marketing standards and for improving practical implementation of the standards.

(8) CLARITY

Is the report well structured, balanced and written in an understandable manner?

SCORING	Poor	Satisfactory	Good	Very Good	Excellent
			X		

Arguments for scoring:

The report is clearly structured and well balanced and the key findings and conclusions are well summarised. Yet, the report could have paid more attention to a consistent use of some terms throughout the text.

OVERALL ASSESSMENT OF THE FINAL EVALUATION REPORT

Overall, the quality of the report is assessed to be **good**.

Is the overall quality of the report adequate, in particular:

- Does the evaluation fulfil contractual conditions?

Clearly and fully.

- Are the findings and conclusions of the report reliable, and are there any specific limitations to their validity and completeness?

The findings and conclusions of the report are reliable and clear.

- Is the information in the report potentially useful for designing intervention, setting priorities, allocating resources or improving interventions?

The evaluation provides a useful reference for potential clarification of the legislation on the veal and young cattle meat marketing standards and for improving implementation of the standards.