

**EUROPEAN COMMISSION**

DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate C. Economics of agricultural market and single CMO

**C.2. Olive oil, Horticultural products**

Brussels, 27.10.2010

AT - D(2010)

**STUDY ON MARKETING STANDARDS FOR FRUIT AND VEGETABLE  
SECTOR**

<b>Concerning these criteria, the evaluation report is :</b>	<b>Unaccep- table</b>	<b>Poor</b>	<b>Satisfac- tory</b>	<b>Good</b>	<b>Excel- lent</b>
<b>1. Meeting the needs:</b> Does the study adequately address the information needs of the commissioning body and fit the terms of reference?				<b>X</b>	
<b>2. Relevant scope:</b> Are the necessary policy instruments represented and is the product and geographical coverage as well as time scope sufficient for the impact assessment?					<b>X</b>
<b>3. Defensible design:</b> Is the applied methodology appropriate and adequate to ensure a clear and credible result?				<b>X</b>	
<b>4. Reliable data:</b> To what extent is the selected quantitative and qualitative information adequate?				<b>X</b>	
<b>5. Sound analysis:</b> Is the quantitative and qualitative information appropriately and systematically analysed and have the respective tasks been correctly fulfilled?				<b>X</b>	
<b>6. Validity of the conclusions:</b> Does the report provide clear conclusions? Are the conclusions based on credible information?				<b>X</b>	
<b>7. Clearly reported:</b> Does the report clearly describe the problem, the procedures and findings of the evaluation, so that information provided can easily be understood?					<b>X</b>
<b>Taking into account the contextual constraints of the study, the overall quality rating of the report is:</b>				<b>X</b>	

## JUSTIFICATION FOR THE EVALUATION

<p><b>1. Meeting the needs:</b> The contractor has performed all the tasks specified in the Tender specifications. The study adequately addresses the information needs of the commissioning body.</p>
<p><b>2. Relevant scope:</b> The study fully covers the scope defined in the Tender specifications as regards the reference period (different reference periods for the main study and for a case study), product coverage (apples, mushrooms, carrots and melons) and geographical coverage (5 EU Member States: Germany, France, Italy, Poland and UK).</p>
<p><b>3. Defensible design:</b> the applied methodology is appropriate and adequate to provide useful results in relation to the objectives.</p>
<p><b>4. Reliable data:</b> The contractor conducted some valuable surveys and face-to-face or phone interviews with national authorities, statistical services, consumer associations and other operators in 5 EU Member States. The contractor also exploited secondary data from other sources, including analysis of national and European statistics, literature review and an in-depth analysis of the policy framework. In general the information available as regards marketing standards is not abundant; therefore the analysis rests primarily on the work done by the contractor (interviews, surveys). The limits of the data sources are clearly stated in the report.</p>
<p><b>5. Sound analysis:</b> the analysis has been performed according to the requirements set out in the Tender specifications.</p> <p>The different analytical tools used were appropriate, analysing the qualitative and quantitative data in a valid manner. The limitations of each of the analytical approaches and tools are clearly presented and fully taken into account in the interpretation of the results.</p>
<p><b>6. Validity of the conclusions:</b> The conclusions are established in a clearly understandable and sufficiently detailed manner. They are substantiated by the findings, which are drawn from the sound analysis. In general the conclusions are unbiased, balanced and prudent.</p> <p>The conclusions are not isolated but are put in the wider context of the study, including the specificities/characteristics of the fruit and vegetable products, existing regulatory framework and limitations of the study (scope focuses on a limited number of products, analysis conducted shortly after the reform of the regulatory framework).</p>
<p><b>7. Clearly reported:</b> the clarity and style of the report are satisfactory.</p> <p>The report is well structured, written in a clear language and therefore easily understandable. Unnecessary repetitions have been avoided and the written style and the presentation are clear and adapted to different readers.</p>

(signed)  
A. TIGANJ  
Technical manager