# **QUALITY ASSESSMENT FORM**

## Title of the Study:

EVALUATION OF THE STUDY ON THE POTENTIAL FOR MARKETING AGRICULTURAL PRODUCTS OF THE ACP COUNTRIES USING GEOGRAPHICAL INDICATIONS AND ORIGIN BRANDING (ACP-AGGI)

# DG/Unit: DG AGRI, Unit A.3

• Official(s) managing the evaluation: Jürgen KÖHLER

Contractor: REDD SA

## Assessment carried out by:

 Steering group with the active participation of units A.3, B.3, E.4 of DG AGRI, DG MARKT and DG DEVCO

Date of the Quality Assessment: January 2014

# (1) RELEVANCE

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

SCORING

Satisfactory

Good

Very Good

Excellent

X

#### Arguments for scoring:

The study adequately responds to the information needs of the commissioning body and fully meets the requirements of the terms of reference.

The study examined the potential for marketing agricultural products (cocoa and coffee) in Cameroun and Kenya using geographical Indications (GIs) and origin branding. It assessed and identified successful strategies for the marketing of products based on origin in ACP countries.

# (2) APPROPRIATE DESIGN

Is the design of the study adequate for obtaining the results needed to answer the evaluation questions? Good Excellent Poor Satisfactory

**SCORING** 

Very Good

X

### Arguments for scoring:

The methodology design is appropriate for addressing the objectives of the study within the budget for this tender. As requested by the terms of reference, the assessment started with the scope of the study by examination of the period (2002 until 2012), the geographical coverage (West/Central Africa and East Africa) and the study themes (two case studies: cocoa from Cameroun and coffee from Kenya.

The study has embraced different types of tools for the mobilisation of quality linked to the origin of various products: registered and non-registered protected GIs, as specific intellectual property (IP) instruments or marks, as well as other forms of mobilisation of the origin.

# (3) RELIABLE DATA

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

SCORING

Poor Satisfactory

Good Very Good

X

Excellent

Arguments for scoring:

The study is based on existing data (Comext, Comtrade), existing studies, and two case studies and field work.

Nevertheless, generally there is a lack of new comprehensive data and the contactor made good use of what exists.

The different sources include scientific literature, research reports, available national statistical data, information gathered during interviews and focus group discussions.

# (4) SOUND ANALYSIS

Are the objectives of the study systematically analysed and specific successful strategies identified?

SCORING

Satisfactory

Good V

Very Good

Excellent

X

Arguments for scoring:

The contractor has assessed the potential advantage for the marketing of agricultural products, especially for smallholder farmers in ACP countries. Impediments to marketing by GIs and origin branding with particular reference to producer groups and control- and traceability systems were examined, as well as strategies and initiatives to overcome these obstacles. Recommendations covering the different types of products and the identification of areas for further study were also made by REDD SA.

# (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

Poor

Satisfactory Go

Good

Very Good X Excellent

Arguments for scoring:

The findings are based on clearly-defined evaluation criteria and supported by evidence provided through sound analysis.

# (6) VALID CONCLUSIONS

Are conclusions non-biased and fully based on findings?

SCORING

oor Satisfactory

Good Very Good

Excellent

X

**Arguments for scoring:** 

The conclusions are clear and substantiated through the two case studies, which in turn were drawn from the sound analysis. The suggested strategies and initiatives are appropriate, although presupposing in some cases public financial resources that are questionable.

# (7) HELPFUL RECOMENDATIONS

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 cover the different types of products: The ones mostly consumed locally and the export oriented GIs.

They are addressed to the producers, ACP countries governments and public institutions, as well as the European Commission. The comment as in (6) as presupposition of funding applies.

## (8) CLARITY

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

Poor

SCORING

Satisfactory

Good

Very Good

Excellent

X

Arguments for scoring:

The report is well structured and balanced. The evaluator made an effort to present often complex technical analysis in an understandable manner. The executive summary is presented in a transparent way and findings and presents the conclusions to the reader in a way that are easy to follow.

# OVERALL ASSESSMENT OF THE FINAL EVALUATION REPORT

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

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

Does the study fulfil contractual conditions?

## Clearly and fully.

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

# The findings and conclusions of the study are reliable and clear.

• Is the information in the study potentially useful for future interventions on GIs and origin branding?

This study report can be seen as a very useful reference for any reflection on the future concerning GIs and origin branding.