

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?

SCORING Poor 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?

SCORING Poor Satisfactory Good Very Good Excellent
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.

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.