

Proposal Evaluation Form

	EUROPEAN COMMISSION CONSUMERS, HEALTH, AGRICULTURE AND FOOD EXECUTIVE AGENCY - Promotion of Agricultural Products	Evaluation Summary Report - AGRI-MULTI-2019
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Call: AGRI-MULTI-2019
Type of action: AGRI-MULTI-TC
Proposal number: 874747
Proposal acronym: FromFarmToFork
Duration (months): 36
Proposal title: From Farm To Fork
Activity: MULTI-D-2019

N.	Proposer name	Country	Total Cost	%	Grant Requested	%
1	INTERPORC	ES		79.33%		79.33%
2	AGRUPALTO -- AGRUPAMENTO DE PRODUTORES AGROPECUARIOS S.A.	PT		20.67%		20.67%
Total:						

Abstract:

Pork activity is one of the most important in the EU's agri-food sector. We are surplus in production which leads to the need to export more than 4 million tonnes to third countries. The competition in the world market is fierce being the USA, Brazil and Canada our main competitors. These countries are far from our strict standards of production quality, not respecting our standards of animal welfare as well as food safety, the best example being the authorization of the use of betagonists (ractopamine) in pig feed. This leads to lower production costs than Europeans, which puts us at a disadvantage on the international market. In our favor we have that importing countries are increasingly concerned about food safety and in this field, we take advantage of the competition, the most important being to show the consumer of those countries our production conditions. It is in this sense that our project goes, boosting in the Chinese market the qualities of our production system. China was the country chosen for this action as it is the world's largest importer, absorbing about 50% of our exports. In this program we will clearly show all our traceability systems that allow us to affirm that we produce the safest meat in the world. Due to many food scandals that have hit China the consumer today has as top priority food safety. The estimated budget is € for three years, € for Spain and € for Portugal.

Due to the food scandals that have plagued China, Chinese consumers are increasingly worried about food safety. That is why our campaign will focus on European food safety, traceability and authenticity of pork. With regard to processed products we will focus on their quality, diversity and tradition.

To better define this strategy the motto of our campaign will be "From farm to Fork".

Evaluation Summary Report

Evaluation Result

Total score: 95.00 (Threshold: 62)

Form information

SCORING

Scores must be in the range 0-5.

Interpretation of the score:

- 0– The proposal fails to address the criterion** or cannot be assessed due to missing or incomplete information.
- 1– Poor.** The criterion is inadequately addressed, or there are serious inherent weaknesses.
- 2– Fair.** The proposal broadly addresses the criterion, but there are significant weaknesses.
- 3– Good.** The proposal addresses the criterion well, but a number of shortcomings are present.
- 4– Very good.** The proposal addresses the criterion very well, but a small number of shortcomings are present.
- 5– Excellent.** The proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

Operational Capacity

Status: **Yes**

If No, please provide a short explanation. In any case, evaluate the full proposal applying below award criteria.

Not provided

Criterion 1 - Union dimension

Score: **20.00** (Threshold: 14/20.00 , Weight: 100.00%)

(a) Relevance of proposed information and promotion measures to the general and specific objectives listed in Article 2 of Regulation (EU) No 1144/2014, aims listed in Article 3 of that Regulation, as well as to priorities, objectives and expected results announced under the relevant thematic priority;

(b) Union message of the campaign;
(c) Impact of project at Union level.

a) The proposal is relevant to the general objective listed in Article 2 of Regulation (EU) N°1144/2014 as it aims at enhancing the competitiveness of the Union Pork sector which accounts for 9% of total EU agriculture production. It also fits well the specific objectives of i) increasing awareness of the merits of the Union pigmeat products and of the high standards applicable to its production methods in the Union (2a) ii) increasing the competitiveness and consumption of Union pigmeat products and to raise their profile in China which has a high growth potential (2b & 2d). The proposal is relevant to the aim of Article 3 (a) as it highlights i) the specific features of agricultural production methods in the Union, particularly in terms of food safety, traceability, authenticity, nutritional and health aspects, animal welfare, respect for the environment and sustainability ii) the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity and traditions. Finally, the proposal is also relevant to the priorities, objectives and expected results announced under the thematic priority and Topic D. Relevant aspects are translated well into the Programme communication strategy and messages.

b) The primary campaign message of "European Pork. Excellence from Farm to Fork" is clearly an Union message as it captures the positive and competitive values of EU agricultural products (food safety, traceability, quality processes, particularly important to Chinese consumers and professionals in a time of African Swine Fever).
Secondary messages convey solid arguments on quality, taste and diversity.
The proposal clearly describes how it will disseminate this information.

c) The Programme is of a significant scale and has potential to increase demand and revert the current downward market trend for EU pork in China. The activity plan is conceived as a cooperative platform open to other EU pig-producing countries. Newcomers from the same sector will be able to take advantage from EU export leading position and will be able to access newer Chinese territories for pigmeat (e.g. Hefei, Wuhan and Chengdu). Last but not least, there will be positive impacts in terms of growth and job creation in Spain and Portugal and a reinforcement of the quality image of EU agricultural products. The proposal shows clear contribution in terms of sustainability, social, economic and environmental aspects. Impact is quantified at the level of Member States.

Criterion 2 - Quality of the technical proposal

Score: **40.00** (Threshold: 24/40.00 , Weight: 100.00%)

(a) Quality and relevance of the market analysis;
(b) Coherence of the programme strategy, objectives and key messages;
(c) Suitable choice of activities with respect to objectives and programme strategy, adequate communication mix, synergy between the activities;
(d) Concise description of activities and deliverables;
(e) Quality of the proposed evaluation methods and indicators.

a) The market analysis is of high quality and highly relevant. It reviews with detail and accuracy the supply in the EU, the demand in China (from market size and trends to import/export situation, global competitors, local production, pricing, sales channels including e-commerce & trade situation). Data are recent and sources are quoted. The proposal points out in a very clear way current business opportunities on the Chinese pork market due to the African Swine Fever and the US-China trade dispute. Finally, it precisely defines the two target groups of the programme (professionals and consumers). The market analysis is concluded by a pertinent SWOT analysis.
There are clear references to import conditions.

b) The programme defines and quantifies the business and image objectives with supportive calculation details. Economic return (extra sales/market share growth and jobs creation) and informative returns (increase knowledge of the features of EU pork among professionals and consumers) are well explained. The objectives are SMART. The strategy addresses the challenges and opportunities identified in the market analysis and is fully coherent with Programme objectives. Overall and specific messages are in line with the defined strategy and objectives and are well adapted to the target groups.

c) There is a suitable choice of activities aiming at the B2B and B2C target groups. They correspond to programme objectives and strategy. There is an overall synergy among activities within the three years duration of the programme.

d) Each activity is comprehensively described regarding its target(s), timeline, deliverables and budget. The description is detailed enough to allow cost efficiency estimation.

e) There are clear output/result indicators defined for each activity. An independent evaluation body will be selected to supervise data gathering for impact indicators 1 (market data) and 2 (questionnaires towards professionals) and to conduct the consumer awareness and knowledge survey (impact indicator 3). There is a clear planning defined for the impact indicators assessment and a sample size given for the professionals interviews. The questionnaire content is evoked but not detailed enough.
The methodology is in line with the one suggested in Annex III and is aligned with the principles of Article 22 of Regulation EU 2015/1831. Baseline and target values are proposed.

Criterion 3 - Quality of the project management

Score: **9.00** (Threshold: 6/10.00 , Weight: 100.00%)

(a) Project organisation and management structure;
(b) Quality control mechanisms and risk management.

a) The management structure and tools, as well as the roles and responsibilities among the project team are well described.
The selection procedure for hiring the implementing body is fully described and is in line with EU transparency rules. However, the procedure for the selection of the independent evaluation company is not described.

b) Project tasks are monitored by a quality control panel. There is a detailed risk assessment table categorising risks according to their severity and potential impact. For each risk identified, mitigation solutions are proposed.

Criterion 4 - Budget and Cost-effectiveness

Score: **26.00** (Threshold: 18/30.00 , Weight: 100.00%)

- (a) Justification of the overall level of investment;
- (b) Suitable allocation of budget in relation to the objectives and scope of the activities;
- (c) Clear description of the estimated costs and accuracy of the budget;
- (d) Consistency between the estimated costs and deliverables;
- (e) Realistic estimation of costs of project coordination and of activities implemented by the proposing organisation, including number and rate of person-days.

a) The overall level of investment is justified with regard to the business (extra sales), image (awareness) and social (extra jobs) objectives of the programme and with regard to the market potential for EU pigmeat products in China. The Return on Investment calculation is well explained and evidenced.

b) The budget is efficiently split between the various activities, with a justified emphasis on events.

The budget allocated to the different activities is high enough to allow for impactful results in line with described strategy and indicators.

c) For each activity, cost breakdowns are provided. However for some deliverables, the proposal does not provide unit costs (e.g. WP3 and WP4).

There are some minor calculation mistakes.

The detailed budget table is consolidated with the description in Part B, but it does not contain the total figures.

d) The costs of activities are proportional to the description and scope of deliverables.

The unit costs of individual activities are comparable to the usual market rates in the targeted country.

e) The programme coordination costs are realistic. The indicated amount of hours are proportional to the required level of involvement in the programme implementation. Rates are justified.

Overall comments

Budget errors in part B:

- WP 6/Events Subtotal in Budget analysis for CIIE Year1 in page 45 should be [REDACTED] € (not [REDACTED] €)
- WP6/Events-EU pork contest in page 49 total should be [REDACTED] € (not [REDACTED] €)
- WP7/Promotion in retail in page 54 total should be [REDACTED] € (not [REDACTED] €)