Aus dem Institut für Marktanalyse und Agrarhandelspolitik

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How to generate an appropriate data base in food processing and marketing : the case of Germany :
Presentation for the 87th EAAE-Seminar
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How to generate an appropriate data base in food processing and marketing - The case of Germany

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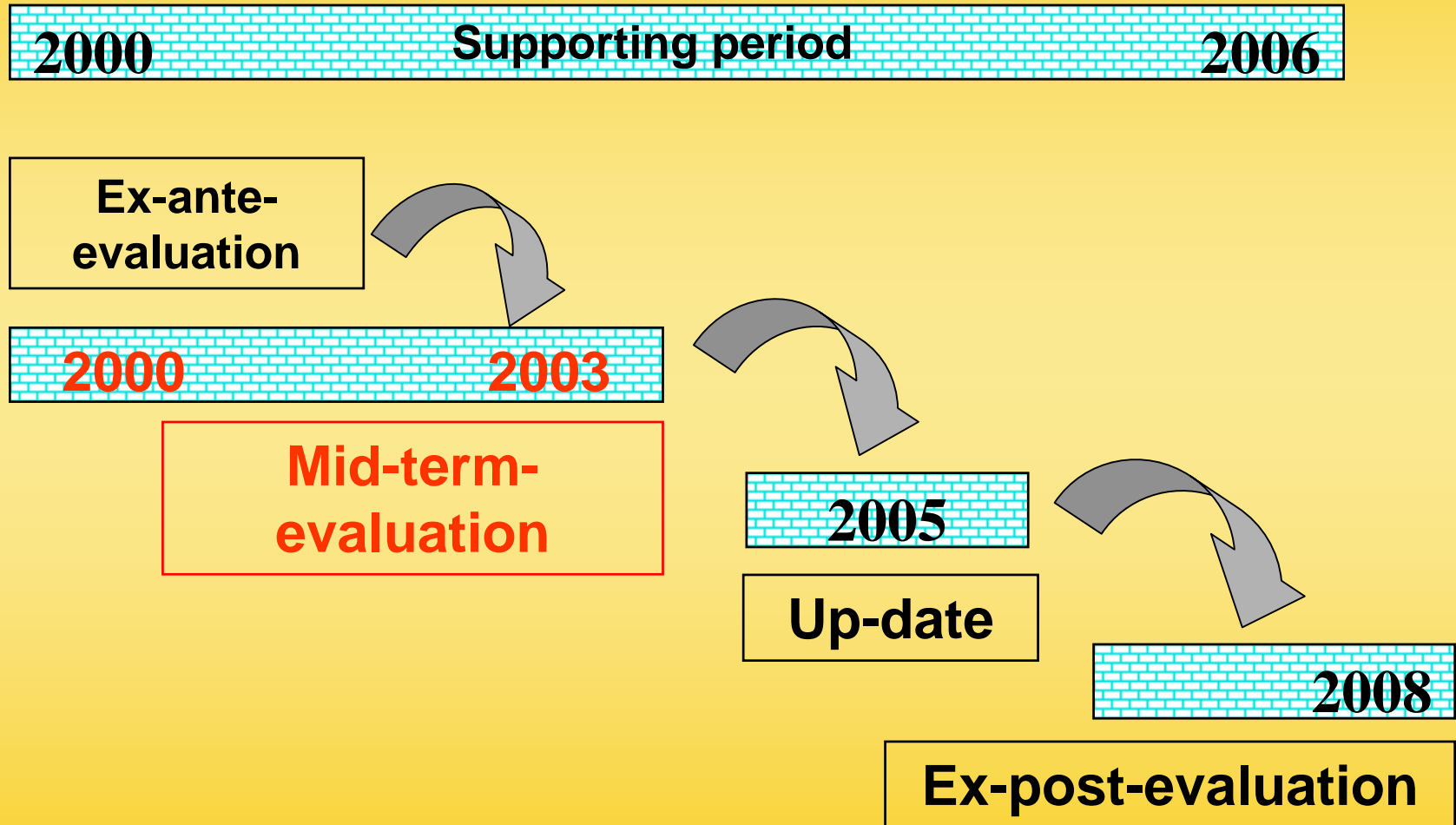Josef Efken
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FAL

Overview

- **Background**

- **The methodological approach**

- **First results**

- **Conclusions**

Time table of evaluation

2000   **Supporting period**   **2006**

Ex-ante-evaluation

2000   **2003**

Mid-term-evaluation

2005

Up-date

2008

Ex-post-evaluation

Mid Term Evaluation
Key Components

- **explain the methodologies applied, including the implications for the quality of the data and the findings**

- **examine first results covering evaluation questions**
  - **relevance and consistency with the rural development plan (revise ex-ante)**
  - **adequacy of the common evaluation questions, criteria and indicators (adjustments necessary?)**

- continued relevance of the objektives in relation to the needs?

- Continued validity of the analysis of disparites, gaps and potentials?

- examine the actions undertaken in order to launch the programme
  - financial management
  - quality of implementation and monitoring
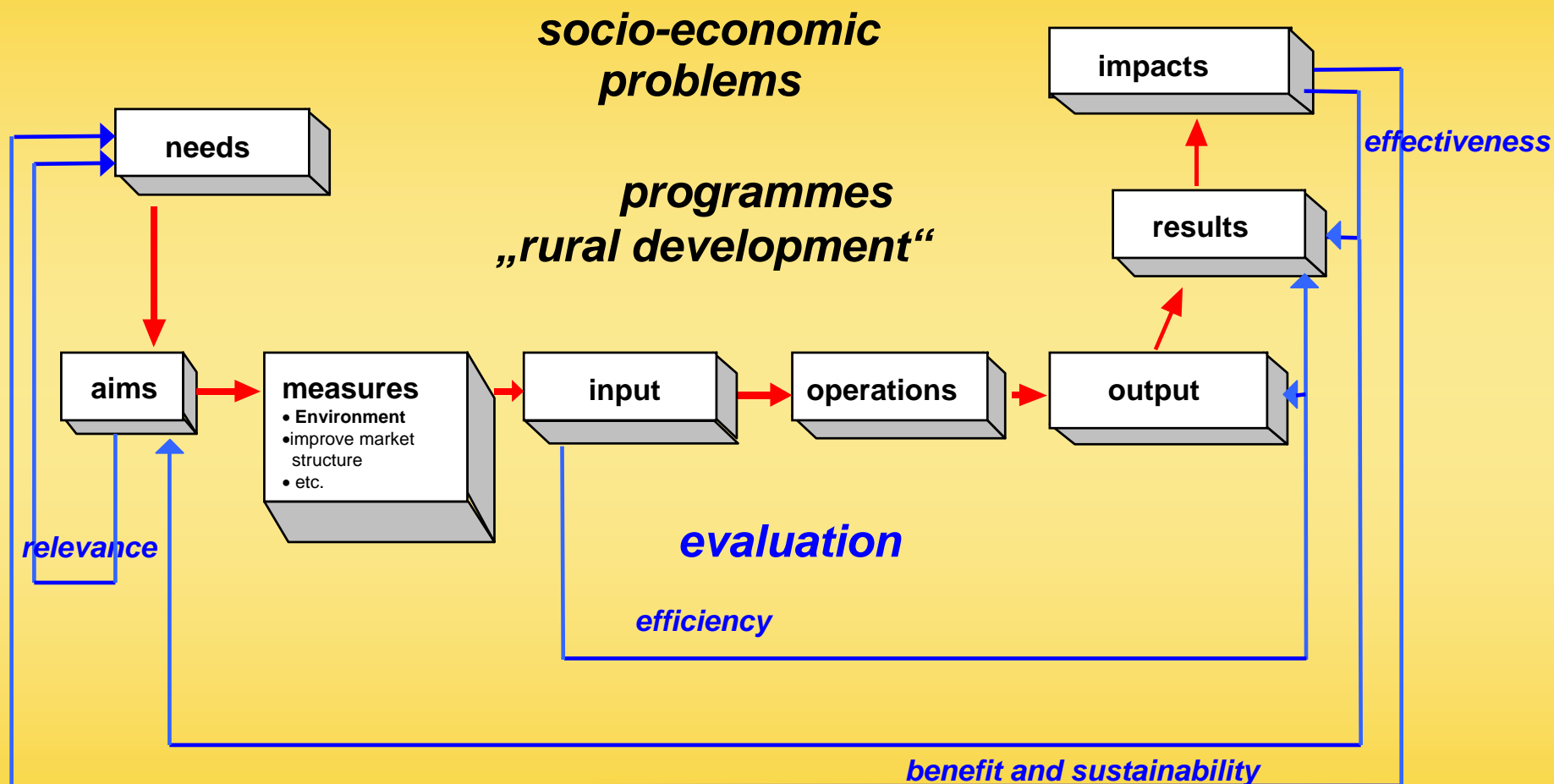
Cross-cutting evaluation questions

- To what extent has the programme helped stabilising the rural population?

- To what extent has the programme been conducive to securing employment both on and off holdings?

- To what extent has the programme been conducive to maintaining or improving the income level of the rural community?

- To what extent has the programme improved the market situation for basic agricultural/forestry products?

- To what extent has the programme been conducive to the protection and improvement of the environment?

- To what extent have the implementing arrangements contributed to maximising the intended effects of the programme?
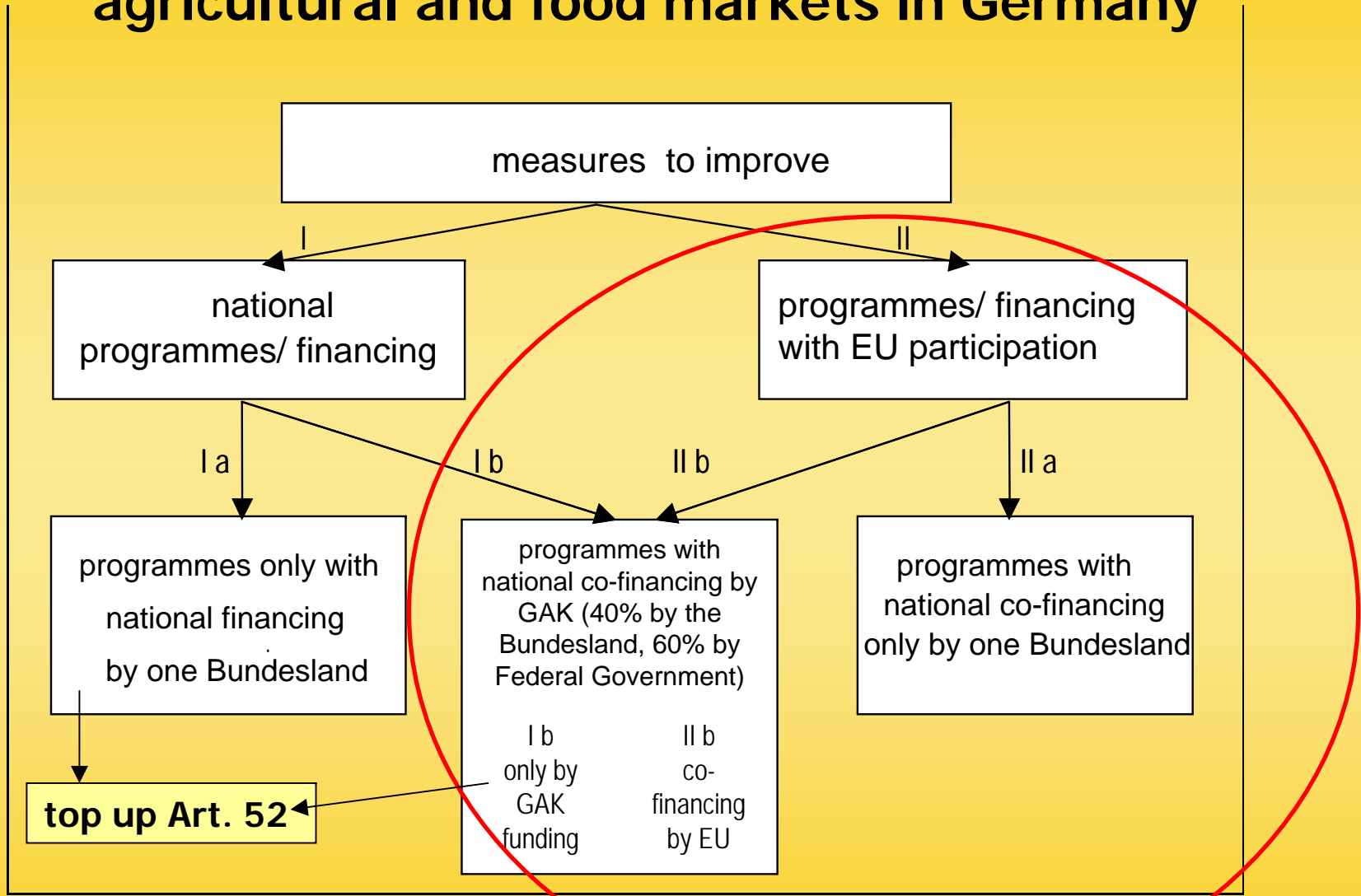
Chapter specific questions
Chapter VII: Improving processing procedures and marketing of agricultural products

- To what extent have the supported investments helped to increase the **competitiveness** of agricultural products through improved and rationalised processing and marketing of agricultural products?

- To what extent have the supported investments helped to increase the added value and competitiveness of agricultural products by improving their **quality**?

- To what extent have the supported investments **improved the situation** of the **basic agricultural production sector**?

- To what extent have the supported investments improved **health** and **welfare**?

- To what extent have the supported investments **protected** the **environment**?

The logic of intervention

socio-economic problems

programmes „rural development"

impacts

needs

effectiveness

results

aims

measures
- Environment
- improve market structure
- etc.

input

operations

output

evaluation

relevance

efficiency

benefit and sustainability
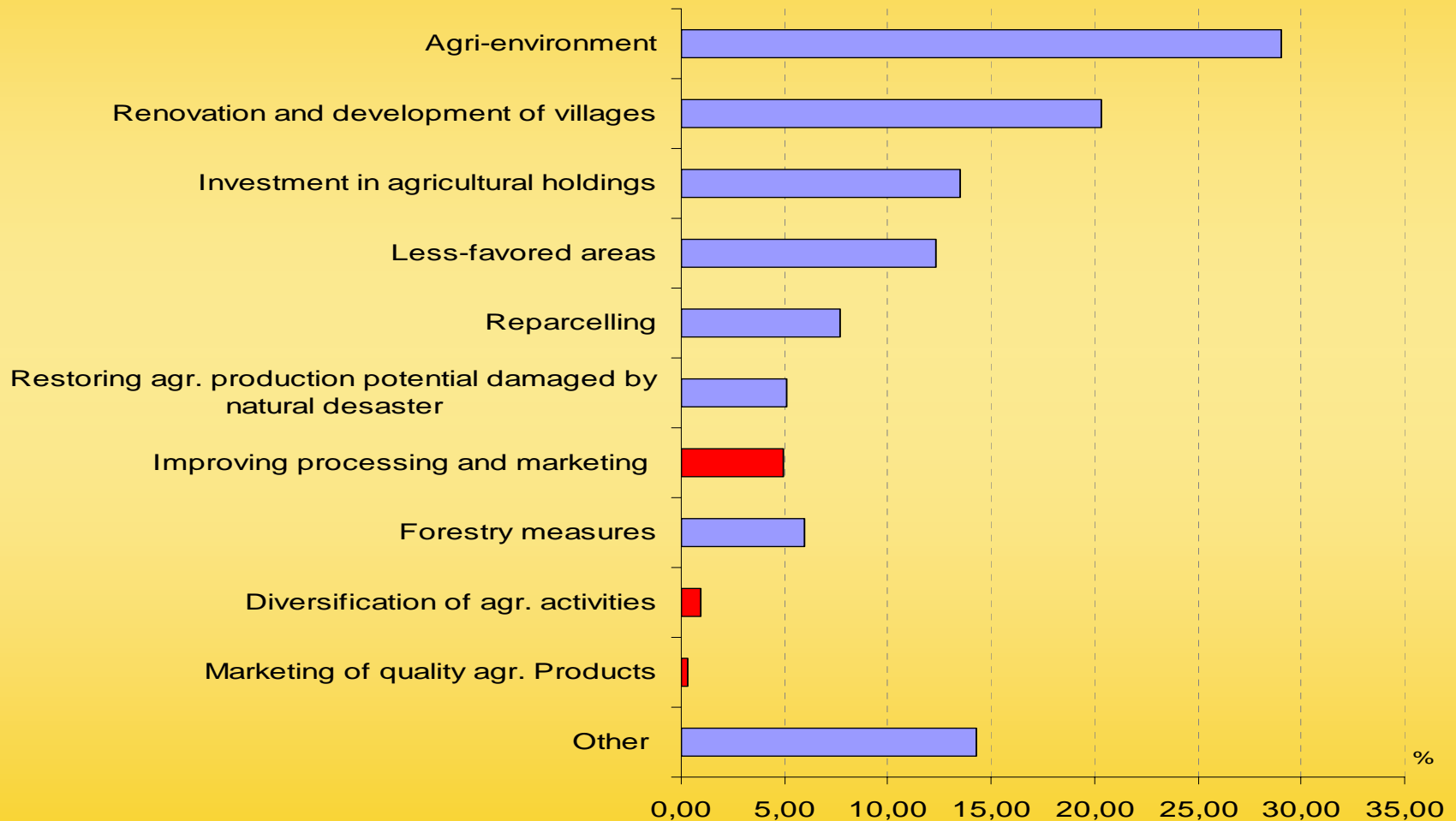
Financing schemes to improve the structure of agricultural and food markets in Germany

Importance of measures in context of Reg. (EC) 1257/1999 in Germany

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Methodology: Preliminary considerations

- **Generation of strong realistic data on a homogeneous basis early enough**

- **answers to common evaluation questions**
  - **chapter specific questions**
  - **cross cutting questions**

- **comparison of firms with and without support**

   --> difficult

- **comparison of results of supported firms before and after support --> envisaged**

- **comparison of results wanted / achieved of supported firms**

   --> envisaged

Questionnaire

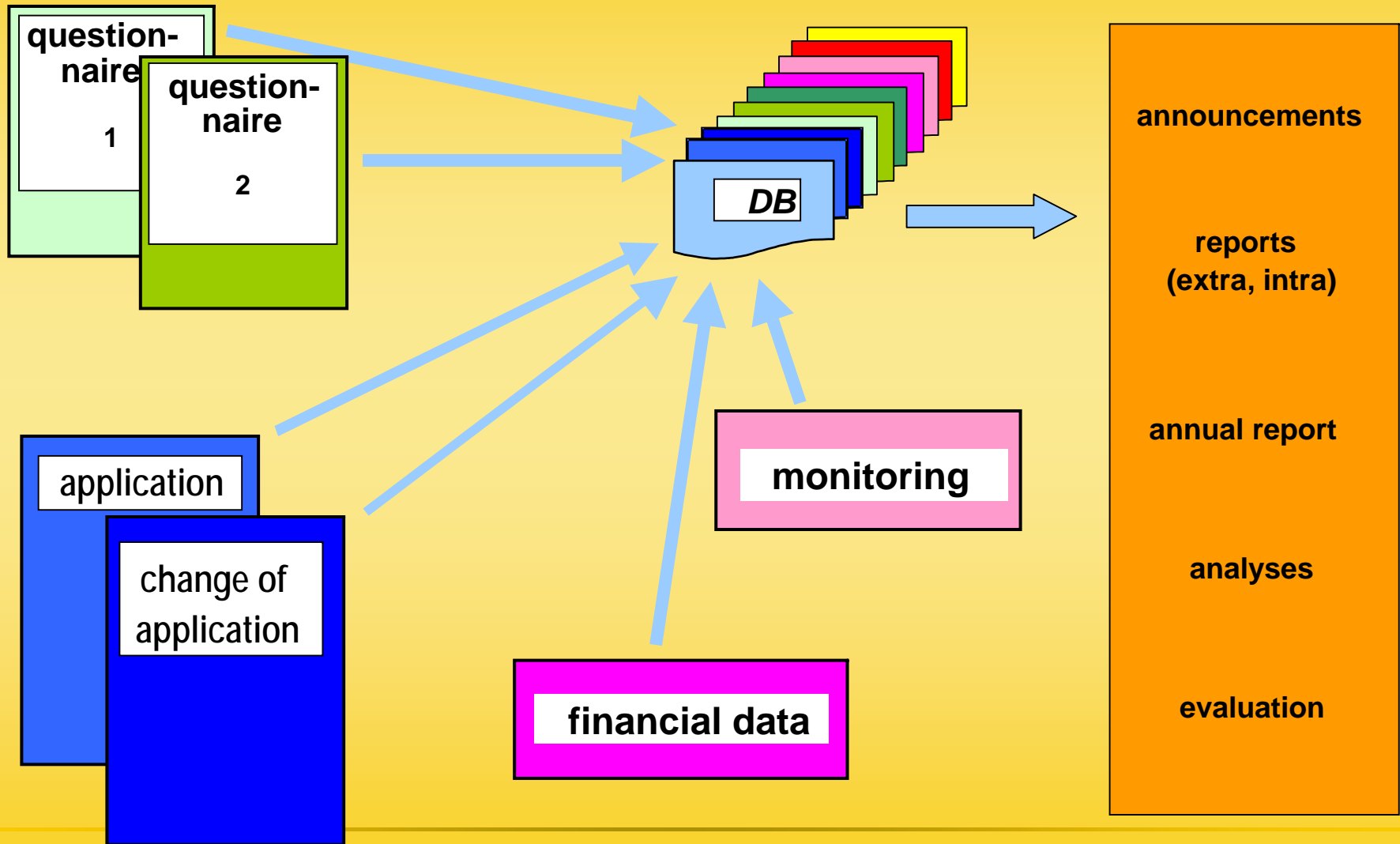- **Who ? Where ? How ?   When ?   What?**

- **Who?**
  - ➢ **applicant, beneficiary**
  - ➢ **approval authority**

- **Where?**
  - ➢ **firm / enterprise**
  - ➢ **establishment/ plant**

- **How?**
  - ➢ **manual (printed questionnaire)**
  - ➢ **EXCEL - file**
    - **--> input only on IT-basis**

Current Data Management…
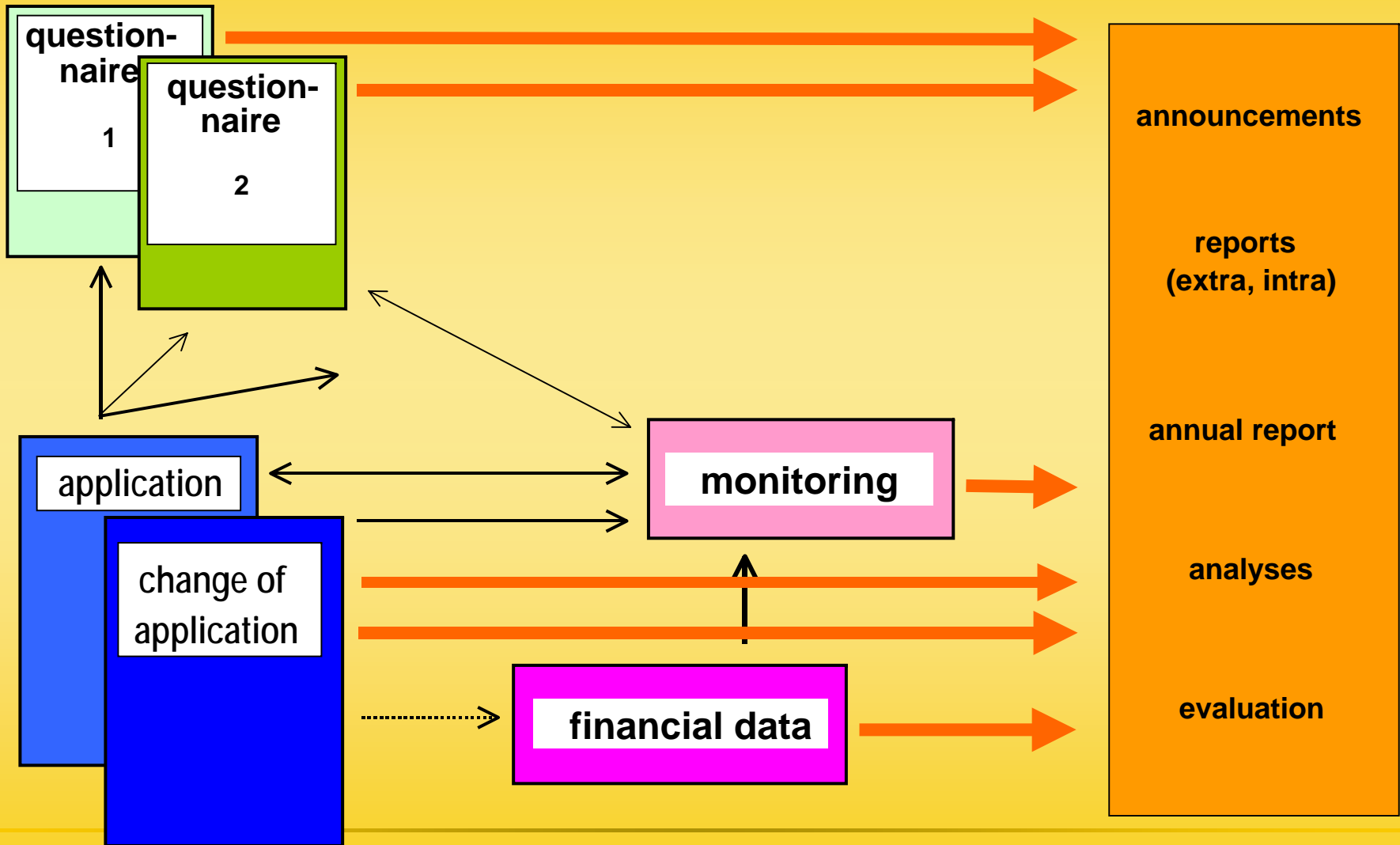
... and Vision for the Future

When?
Dates of data surveying

Alternatives

- **initial situation (one year before application: year "t-0")**
- **effects intended by the investment (completion: year "+1"; t-1a)**

- **results achieved (1 business year) after completion of the investment (completion: year "+1"; t-1b)**

- **effects intended by the investment (completion: year "+3")**
- **results achieved (1 business year) after completion of the investment (completion: year "+3"; initial difficulties, sustainable)**

– Ideal: 3 times data survey "-1" ; "+1" ; "+3"

Example for the structure and content of the chapter specific evaluation questions
(Document VI/12004/00 endg.)

Question

➢ **To what extent have the supported investments improved the situation of the basic agricultural production sector?**

Criteria

➢ **Demand for and price of basic agricultural products (assured or improved)**

➢ Co-operation developed between the producers of basic agricultural products and the processing/marketing stages

Indicators

➢ **Trend (in terms of quantity and price) in purchases of raw materials by assisted production/marketing lines**

➢ **Share (within area of programme) of gross sales of basic agricultural products that are sold to outlets safeguarded or created thanks to the assistance (%)**

Carry out workable Indicators to answer chapter-specific Questions

Question: To what extent have the supported investments improved the situation of the basic agricultural production sector?

Indicators proposed by the EU

➢ **Trend (in terms of quantity and price) in purchases of raw materials by assisted production/marketing lines**

➢ **Share (within area of programme) of gross sales of basic agricultural products that are sold to outlets safeguarded or created thanks to the assistance (%)**

Transformation in the questionnaire

➢ **Covering quantity and value of 5 main agricultural raw products**

➢ **Share of raw products under contract**

➢ **Share of organically grown products**

➢ **Supply by producer group / producers' organisation**

➢ **Running time of contracts**

➢ **Shares of raw products with fixed prices, market prices, price markup**

➢ **Quality markup of producer price (in %) y/n**

➢ **Price gap of the average market prices (in %)**

Project Data Forms and their Quality

	Number	Share in all 471 projects
approved Projects, state 31.Dec. 2002	471	
project data forms received and checked, March 2003	125	
of which returned for adjustment	once	120
	twice	35
	triple	9
fully acceptable and suitable for analysis currently	81	17%
not checked until today	346	83%
project data forms received, August 2003	283	60%
of which could be used for this first evaluation	234	49%

Attributes of project data forms in relation to official database
(project data forms; status: August 2003)

	official financial database	analysable data from project data forms	project data forms as part of financial database
	Jan. 00 - Dez. 02	Jan. 00 - Aug. 03	
total investment	900,6 Mio. €	461,5 Mio. €	51%
investment eligible for support (B)	848,7 Mio. €	415,9 Mio. €	49%
public commitments (C)	246,1 Mio. €	117,2 Mio. €	48%
support intensity (C/B)	29%	28%	
number of projects	471	234	49%

Preliminary results: Envisaged objectives
(project data forms; status: August 2003)

Chart showing percentage values (0 to 70%) for objectives Z1 through Z11:

- Z1 (market trends)
- Z2 (new outlets)
- Z3 (ration. marketing)
- Z4 (ration.processing)
- Z5 (presentation)
- Z6 (elemin. waste)
- Z7 (new technology)
- Z8 (innov. investment)
- Z9 (quality)
- Z10 (health)
- Z11 (environment)

Legend:
- Share of the aim on total investment of all projects = 460 Mio. €
- Quotation rate on all projects (234)

FAL
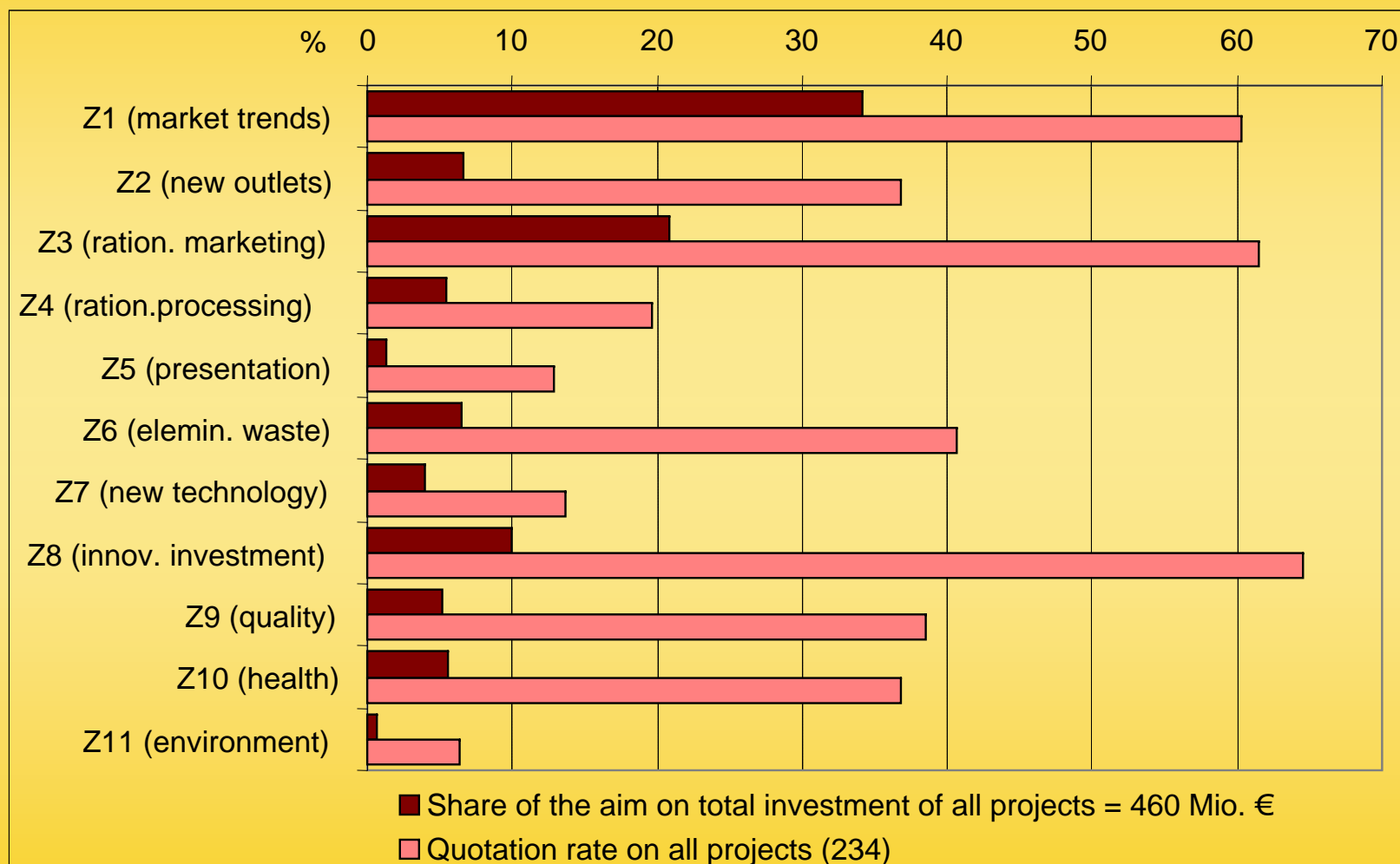
Share of purchases bound to contracts
(t-0 versus t-1a)

contract share in %

Legend: Share of contracts t-0 (blue), Share of contracts t-1 (dark red)

Categories: MI (36 pro.), F&P (3 pro.), E&P (10 pro.), ME (21 pro.), CE (33 pro.), PO (18 pro.), F&V (41 pro.), Other (15 pro.), S&P (6 pro.), W&A (50 pro.), Total (234 pro.)

MI = Milk; F&P = Flowers and plants; E&P = Eggs and poultry; ME = Meat; CE = Cereals; PO = Potatoes; F&V = Fruit and vegetables; S&P = Seeds and plants; W&A = Wines and alcohol
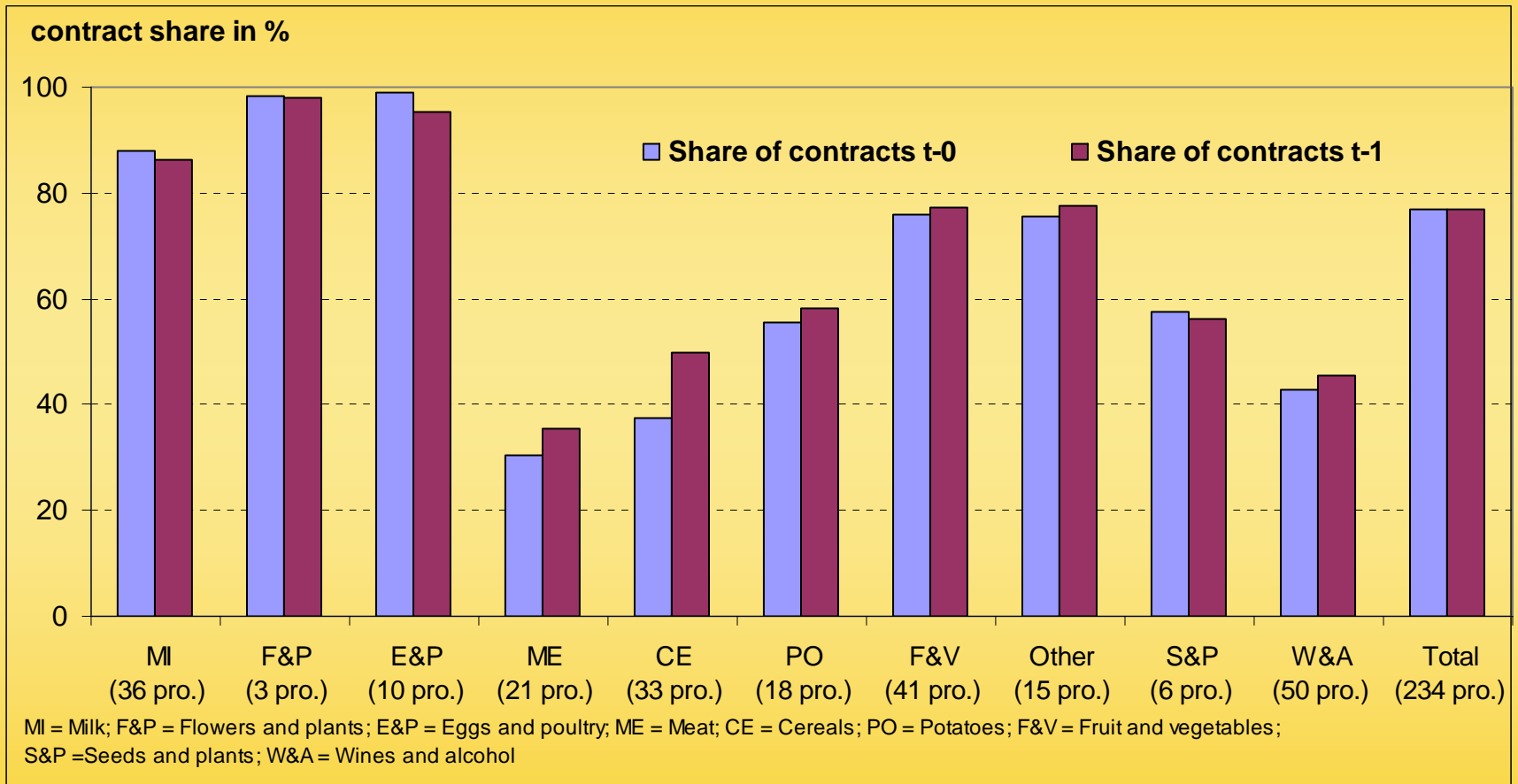
Ranking criteria with respect to competitiveness

(project data forms; status: August 2003)

criteria		valuation
→ positive employment trend	=	1
→ positive trend in value added	=	1
→ use of quality management systems	=	1
→ make use of newly developed products	=	1
→ investment in obj. 7 (new technique) and or obj. 8 (innovation)	=	1

Source: Own composition.

Ranking of projects according to 5 criteria defined here
(project data forms; status: August 2003)

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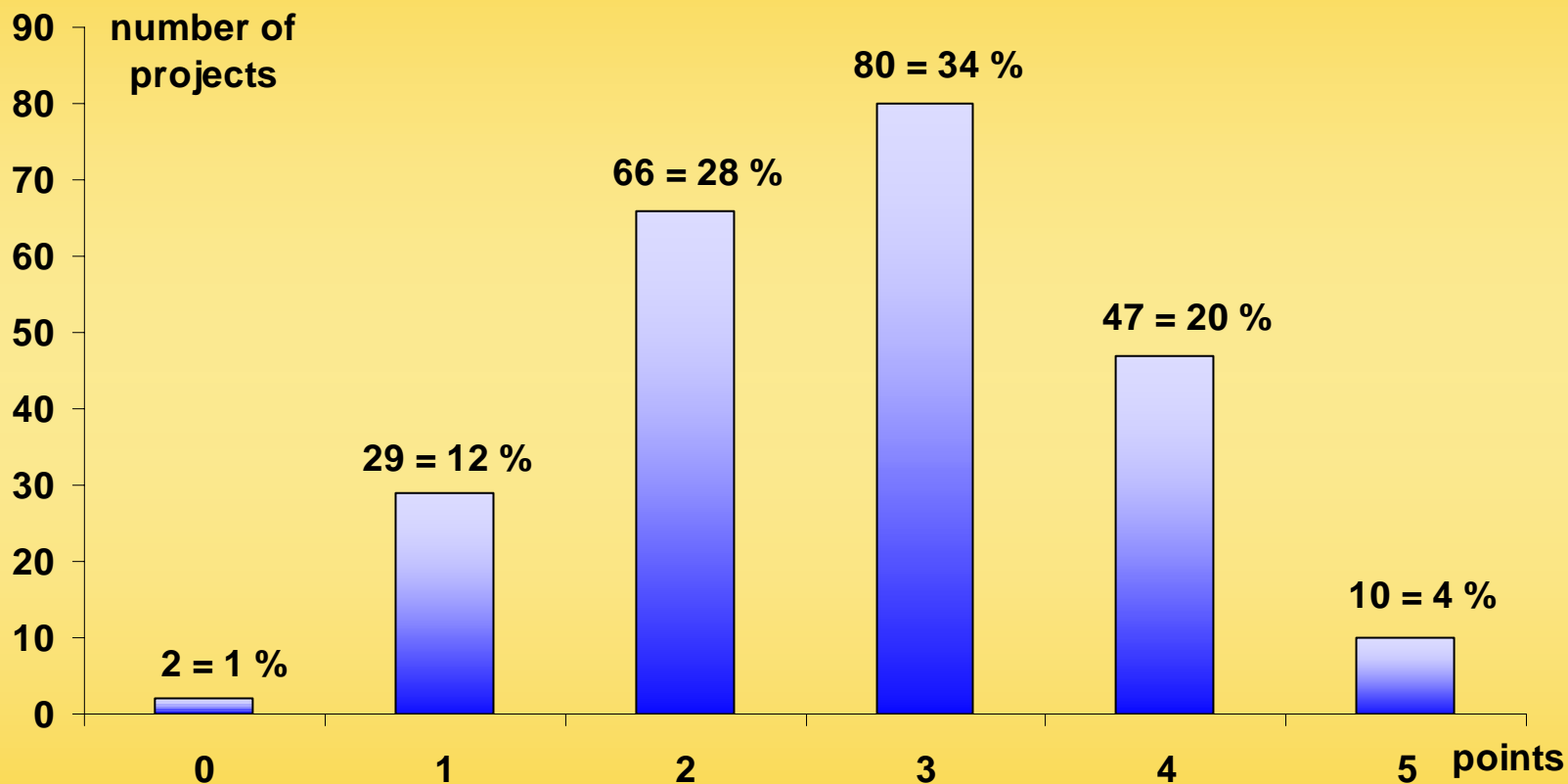
Conclusions

- **Start before support scheme begins !**
- **Assure encouragement of all actors** (facilitate input procedures as far as possible, training, workshops)
- **Don't give up if forms are inadequately filled out**
- **Try to keep cool at least until the end of the support period in 2008 to collect relevant data**

than

- **It is possible to get information of the current support period and also of the second following period which are of considerable value for evaluation. But it is rather difficult to get sufficient information for the subsequent period.**
- **You can get information to answer chapter specific questions** (e.g. objectives of the investments supported, the profit of the farmers)
- **It seems to be possible to develop a benchmarking scheme to make RDP measures more effective**

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Thank you for your attention !

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