

PIPMAGAZINE

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QUALITY & CONFORMITY FRUIT & VEGETABLES

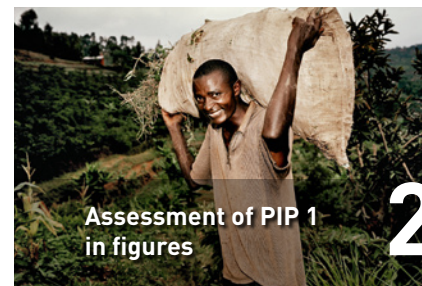
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Final evaluation of the PIP

EXTRACTS FROM THE FINAL EVALUATION REPORT

THE ORIGINAL VERSION OF THE REPORT IS IN FRENCH



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www.coleacp.org/PIP



EDITORIAL

In this special issue on 'The Technical Evaluation of the First Phase of the PIP' (from mid-2001 to mid-2008), we give the floor to the experts who evaluated the programme. For reasons of integrity, we have moved away from our usual format and instead have chosen to quote verbatim a number of extracts from two documents* that provide an in-depth analysis of the activities of the PIP over the past 7 years.

The first and most frequently cited is the report of the final evaluation of the programme (Final Evaluation of the PIP Programme/June 2008) assigned by EuropAid (CE) to the company Italtrend. Following the 'project cycle' methodology, the report assesses to what extent the objectives have been achieved, as well as the impact and efficiency of the programme, before putting forward a number of recommendations for PIP Phase 2.

The second report is the result of a comparative analysis of 6 selected SPS Technical Assistance Programmes in terms of 'Good Cooperation Practices'. The study was conducted by Canada's University of Guelph for the Standards and Trade Development Facility (STDF). This is a global programme that aims to strengthen technical capacity and technical cooperation, established by the Food and Agriculture Organisation of The United Nations (FAO), the World Organisation for Animal Health (OIE), the World Bank, the World Health Organisation (WHO) and the World Trade Organisation (WTO).

A final evaluation also entails a page being turned. At this pivotal moment, the PIP team and the Coleacp continue to demonstrate an upbeat dynamism that is expressed here in a brand new look for PIP MAGAZINE.

Enjoy your read.

Guy Stinglhamber
PIP Director

*The two reports are available on the PIP website (www.coleacp.org/PIP). These reports reflect the views of the authors alone and do not necessarily represent the views of the organisations that commissioned them.

Close to 100 % of the budget implemented

Assessment of PIP 1 in figures

The final evaluation of the performance of the PIP programme was conducted using (pre-defined) indicators of the predicted results. Below are key points extracted from the evaluation, giving the actual results against each indicator. Surveys were needed to support some of the analyses, and the findings of these are given in detail in a separate data sheet as an Annexe to this PIP MAG (Satisfaction survey of the programme's beneficiaries).

The market shares held by ACP in the European Union were maintained

The analysis shows that the market shares of all of the ACP countries in Europe for the range of fruit and vegetables remained virtually stable (going from 6.1 to 6.2%) between 2001 and 2006.

The programme's coverage reached 80 %

80 % of the export flows of the exporters having taken on a risk control methodology. Furthermore:

- the companies having set up a traceability system through the PIP represent 60% of the flows exported by the ACP countries.
- the companies having received training in terms of food safety represent 69% of the flows exported by the ACP countries.

Crops that represent over 90% of exports are covered by crop protocols in compliance with European regulations

The crops for which the (PIP) component was able to develop itineraries compliant with

the MRLs or for which it could obtain import tolerances, represented 91% of export flows. We can thus conclude that the (PIP) component has fully achieved its objective (which referred to 90% of the flow). The (PIP) component also maintained a fruitful dialogue with DG SANCO as well as pesticides producers, and without their cooperation the approach would not have been successful.

Close to 100 % of the budget implemented

If we consider the expenses incurred and the expenses budgeted, the financial operating rate at the time of the final assessment is 96%. The financial projections set up by the programme's management team plan for an operating rate close to 100% at the end of the programme, on 10/7/2008.

PIP beneficiaries give a satisfaction rating in excess of 80 % for the programme's information and communication tools

The survey carried out on the beneficiaries (see details in the satisfaction survey leaflet) in relation to the appraisal shows that more than 80% of the beneficiaries who answered (...) consider that the communication tools

The programme's coverage reached **80 %**



implemented by the PIP were of use to them and therefore can be considered as satisfied.

Importers surveyed are aware of the programme

According to the survey carried out on the importers in relation to the appraisal, 74% of the importers who replied declared that they are aware of the existence of the PIP, and 50% know that their suppliers have been supported by the PIP.

(...) 62% of the importers having replied declared that the PIP has had a positive impact on food safety and regulatory compliance, and 56% replied that it has had an impact on the compliance with commercial requirements.

Nine public-private partnership Task Forces were established

The objective of setting up 10 Task Forces on a long-term basis has therefore not been fully reached. However, we note that the 6 countries that have a long-lasting Task Force are among the most important and represent more than 71% of the volume exported by all of the ACP countries.

Has the PIP contributed to maintaining the livelihood of small-scale producers?

(...) the conclusions are mainly drawn from the observations made by the onsite appraisal team, in the Ivory Coast, Kenya and Uganda.

These observations, and the data that the PIP could gather, seem to indicate that the

fear of a mass marginalisation of small producers has not yet come about (...)

It is clear, although difficult to quantify, that the PIP has played a large part, by the compliance methodologies that it has developed for the small producers, in maintaining the latter (...).

TESTIMONY



"Kyome Fresh is one of the companies that have immensely benefited from PIP support. Previously, without certification, we lost many potential customers - as soon as they asked if we were certified, and when we answered no, there was no more business to pursue with them. Since the certification last year, our tonnage has increased from 25 tons a month to an average of 65 - 90 tons a month thanks to PIP. We also have supermarket clients meaning we have also trippled our customers".

KYOME FRESH Ltd, export company, **Grace Mueni**, KENYA

TESTIMONY



"PIP has provided a fantastic service to the growers of Zimbabwe. (...)The capacity training they have offered has empowered us to share our knowledge with smaller growers than ourselves as well as create employment opportunities for the people living in our community".

SELBY ENTERPRISES, export company
Jaime Philp, ZIMBABWE



Has the PIP achieved its objectives?

DG SANCO,
Michael Scannell,
Adviser - Directorate of animal
Health and welfare
Directorate General for Health and
Consumers

“African countries are heavily dependent on access for their fruit, vegetables and plant products to European markets. It is a growing and successful market with important economic benefits, including for smallholders. Nonetheless, meeting the high European standards in this area requires a considerable effort. The European Community has seen the PIP as a key initiative to assist its African partners in this respect. It is an excellent example of a project which brings together technical assistance with public health, economic and development objectives.”

The programme’s global objective was “The market shares in Europe of the ACP horticultural products maintain their value”.

The analysis shows that the market shares of all of the ACP countries in Europe for the range of fruit and vegetables defined above remained virtually stable (going from 6.1 to 6.2%) between 2001 and 2006.

The critical hypothesis has been generally met, in particular thanks to the ACP exporters working to comply with the European commercial standards, with only a few exceptions, in particular the inability for the Ivory Coast to adapt its production of pineapples to the evolution of the demand, increasingly oriented towards the MD2 variety. This led to a fall of 50% in Ivory Coast exports to the benefit in particular of Latin-American exports, and explains the general decline in the market share of the ACP countries for pineapples. This localised loss did however not lead to a general decrease in the market share of the ACP countries, which would therefore have increased if this had not taken place.

As a conclusion, the overall objective was indeed reached and the market shares of the ACP products in Europe were generally maintained, at least during the first 5 years of performance of the PIP.

The specific objective was: “Ensure that the ACP horticultural production for exports meets with European regulations in terms of MRLs and traceability, and enable the ACP operators to better meet with the commercial demands of their clientele”.

Coverage of the flows

The percentage of the ACP export flows towards the EU from operators having taken on

a risk control methodology or having complied with the regulatory requirements may be estimated from the tables monitoring the PIP activities on the companies benefiting from the support, the quantities of exports declared by these companies in their assistance application, and the European import statistics (Eurostat).

The analysis shows that:

→ the flows exported by the companies with which the PIP worked through a process represent 74% of the flows of fruit and vegetables exported by the ACP countries

→ the companies having set up a traceability system through the PIP represent 60% of the flows exported by the ACP countries.

→ the companies having received training in terms of sanitary quality represent 69% of the flows exported in the ACP countries.

If we include the support provided by programmes other than the PIP, we can consider that compliance actions have been carried out on companies representing a volume of export flows close to 80% towards the EU, and that the objective is reached at least as regards the regulatory requirements.

However, the companies with which the PIP worked sufficiently intensively to ensure that the fact that production meets with the commercial requirements is demonstrated, represent, regardless of the criteria, less than 50% of the flows. It is therefore possible to conclude that the PIP has reached its objective in terms of regulatory requirements, but that in all likelihood, a significant number of companies still need continued and increased support in order to be able to comply with the commercial standards (Globalgap standard).



OECD, Linda Fulponi, Senior Economist, Directorate for Trade and Agriculture

"The PIP programme is, in my view, among the most successful projects in the area of technical assistance of Aid for Trade because of its ability to provide practical solutions for enabling small and medium firms to integrate into export supply chains... Their inclusive approach, which takes into account of the needs and expectations of the export industry as well as of the specific assistance requirements of producers, has enhanced market access opportunities for numerous players in the fresh product export chain in Africa. It is important to continue to build upon the already laid groundwork in the provision of technical assistance."



Satisfaction of the importers

The survey carried out on the importers in relation to the appraisal only received a low number of replies (34 replies from around one hundred questionnaires sent), which is hardly surprising, as the importers did not benefit directly from the support of the programme. However, according to the replies sent, 62% of the importers having replied declared that the PIP has had a positive impact on the sanitary quality and regulatory compliance, and 56% replied that it has had an impact on the compliance with commercial requirements.

We can therefore conclude from the survey that more than half of the importers recognise an improvement in the compliance of the ACP products with the European market's requirements and recognise that the PIP is largely responsible for this, even if a part of them believe that there is still room for more improvement in order to comply with the commercial standards.

TESTIMONY



"As far as I am concerned, the PIP programme has provided local consultants with much-needed tools and resources for training, raising publicity in the region and in short to become more professional."

**BNA, Olga Kouassi, Consultant,
IVORY COAST**

TESTIMONY



"Training methods, manuals and aids were then developed that were both original and added value to Real IPM's interactive and participative training style. Since the implementation of PIP, the programme has provided a launch pad for Real IPM to work with the private sector in many African countries. A major benefit of PIP is that it has helped establish a service provider that is sustainable, profitable and works actively for the benefit of the private export sector."

**REAL IPM, Henry Wainwright,
Consultant, KENYA**

TESTIMONY



**AMA (Agribusiness Management
Associates Ltd),
Fred Ssango, Consultant,
UGANDA**

"This provided an opportunity to AMA staff to offer high class trainings to the clients. As said by a Technical Advisor to one Dutch-owned flower company: "I did not expect that skills development training could be offered by Ugandans. I was planning to hire trainers from Holland but what I have seen, there is no need".

As a result of PIP interventions, many companies exporting to the EU fresh fruits and vegetables are now implementing a traceability system. ... The interventions, though they were export orientated, have had far reaching outcomes for the local market especially on food safety at the farm through the use of Good agricultural practices (GAP). Tomatoes with less dithane are being sold to the local markets, which never used to be the case.

We service providers are now more confident as we provide the trainings as a result of the support in capacity building offered by PIP."

Evaluation of the impact of the PIP



DG for Development, European Commission,
Bernard Petit, Deputy Director-General

“...the results obtained in support of the private horticultural sector ... could never have reached the level of quality if it had not been for the support of the COLEACP.”

“The support by the European Commission for this programme implemented by the COLEACP has been highly rated and is already being recognised as an innovative and efficacious approach to reinforcing skills and competences. In terms of training and technical support for the operators, the efforts of the PIP have been crucial in helping small farms to adjust to regulations and the mammoth adaptation to the requirements held out by a market that is constantly changing. These conformance efforts have also managed to produce effect with small producers. As such, the programme’s beneficiaries today are estimated to represent over 85% of players involved in ACP horticultural exports, 100,000 of which are family smallholders. But all of this amounts to no more than one step forward in the awareness that European product hygiene regulations are hardly a thing of permanence and are continuing to change, making permanent regulation monitoring a necessity for the ACP countries. Above all, the retailers tend to insist on compliance with increasingly stricter imperative standards and certifications which often go well above and beyond the regulatory requirements from their suppliers.

The actions brought to bear and the results obtained in support of the private horticultural sector of the ACP countries thanks to the PIP could never have reached the level of quality that they have if it had not been for the support of the COLEACP. This association whose members all operate in the horticultural sector in the ACP, is a representative body without equal in the export sector. Which is why, at the request of our partners, steps have been put in place for a follow-up for this programme financed by the 10th EFD. Retaining the highly reactive approach that has enabled the players in the sector to preserve their market shares, the second phase will uncompromisingly pursue the objective of reducing poverty in rural communities. A feasibility study set to be launched very soon will firm up the merits and legitimacy of broadening the range of products concerned over and above the products exported to Europe.

In the interest of complementarity and the coherent development of the private and public sectors, the Commission has already decided to also entrust the COLEACP with the implementation of a programme designed to bolster the services in the area of food safety in the ACP in compliance with the WTO’s SPS Agreements.”

Producers and exporters have retained their market share

The main impact of the programme consists in the fact that it allowed ACP producers to maintain their market share, producers which were in danger of collapsing in the absence of the programme.

The programme has enabled the exporters to adapt much more quickly to the regulatory standards than they would otherwise have been able to do, and especially regarding the commercial standards, which has enabled them to enter the supermarket distribution sector, increasingly dominant in Europe, and to thus maintain their market share.

The impact of the programme is therefore undeniable and very positive.



TESTIMONY

“Thanks to the PIP, our structure now has a number of experts who are capable of efficiently coaching and guiding the fruit and vegetable producers and exporters in the sub-region and everywhere else in Africa for that matter, in terms of adapting their crops and production methods to comply with European regulations and quality standards. The experience gained, and the educational tools that have been developed within the framework of the programme, have served to considerably improve our approach to on-farm training and consultancy.”

Enval, Richard Mea,
Consultant, IVORY COAST

"These interventions have made us to become very competitive on the EU market and has provided us with a platform to make further inroads to the organic world, particularly with our participation at the world organic fair hosted in Nurremburg in 2007 and 2008. This week we have been featured in the TAZ newspaper published in Germany showcasing our modest contribution to provide healthy and safe horticultural fruits to humanity."

ELOC FARMS, exporting company, **James Benjamin Cole**, GHANA



Competitive businesses

The meetings held by the appraisal team with the beneficiary companies reveal a very positive assessment by the latter of the impact of the systems set up with the help of the PIP, especially the traceability and the food safety follow-up systems (in particular the appointment of a quality manager, recognised unanimously as an important progress), which has enabled better control and more regular quality (even beyond the restrictive notion of sanitary quality), and a better planning of the activities. The training provided by or with the methodological support of the PIP is also considered as a major factor in improving the companies' performance.

'More operational local expertise at less than half the cost'

The most tangible effect was the creation of a highly qualified expertise on food safety, more operational, and twice cheaper than the European expertise, which facilitates the adaptation of companies to market requirements and contributes to improving their competitiveness. By training a high number of local high-level consultants (and employing them, at the first opportunity), the PIP has had an important

impact on the quality and cost of the services to companies and has thus contributed to increasing the competitiveness of the latter, helping with their ability to adapt to the evolution of the market demands, and to continue the training efforts with their own funds. The majority of the companies questioned thus confirmed the quality of the local training instructors and service providers trained by the PIP (often considered as more efficient than the international specialists). The cost of the local service providers is generally less than half that of an international expertise, often considered as prohibitive.

The impact in this respect is therefore very positive.

Impact on small producers and rural poverty

The PIP has had an undeniable impact on rural poverty through activities that have ensured the compliance of exports, thus enabling ACP horticultural exports to retain their market share, and leading to a steady growth in real terms. This growth has increased revenues in rural areas, either by the creation of employment within export companies, or by increasing revenues received by

small-scale independent producers who sell their produce to exporters.

(...)this impact is even higher as the share of these small independent producers is high, even though they are threatened by the new regulatory requirements and in particular by the commercial standards. The question of evolution of these producers and of the part that the PIP has played or could play in maintaining them, is therefore crucial as regards the social impact of the programme.

According to the information obtained in the various countries visited by the mission, it would appear that the number of small producers has not decreased over the last few years, either because the commercial certification requirement is still too new to produce all of its effects (case of the Ivory Coast and Uganda), or because the supermarket distribution is tolerant, and accepts that a part of the exporters supplies it with products from uncertified small producers, as long as it has the guarantee that these producers "comply" with requirements, even though they are not certified.

FAO, Anne-Sophie Poisot, Policy and Markets Officer IPM Programme, Plant Production and Protection Division

"The PIP is an interesting programme. Efforts have been made in terms of synergies and collaboration with the FAO in capacity building (of producers and exporters) in several African countries within the framework of our IPM and Good Agricultural Practice programmes.

This collaboration is efficacious and pertinent, and has enabled us to avoid unnecessary duplication and overlap. Thanks to this synergy, the learning curve in the field has been much faster.

The PIP has built up national expertise to a high level, and consultants trained by the PIP have been able to go on and work for the FAO."

TESTIMONY

"I wouldn't know what I could have done without PIP. The help they gave me in training my staff and small scale farmers was overwhelming and the help they accorded was way far beyond my capabilities."

Hill Farm, export company,
Kimani Jakson, KENYA



The PIP cited as an example of good practice in technical cooperation by WTO and OECD

“Of course many needs for capacity-building remain”

Spencer Henson, Professor
Department of Food, Agricultural &
Resource Economics University of
Guelph, CANADA;
WTO/OECD, expert

“Indeed, it is evident that the PIP has had an appreciable impact on capacity across the public and private sectors in a number of the countries where it has worked. Critical to this impact has been the skills and expertise of the project team and the design of the programme, that has enabled the assistance to be directed at the needs of beneficiaries and activities to be modified as needs and priorities have changed over time. Of course many needs for capacity-building remain, and I hope the PIP is able to play an on-going role in building capacity in the future.”

A study* was organized jointly by the WTO SPS Committee, Standards and Trade Development Facility (STDF) and the Organisation for Economic Cooperation and Development (OECD).

The research was based on replies from WTO Members and the OECD Development Assistance Committee Contact Points in response to a request for information on good practice in SPS-related technical cooperation. Members were asked to identify one or more SPS-related technical assistance projects which could be considered as examples of good practice. A total of 24 projects were nominated by 19 organizations. PIP was selected for in-depth analysis as an example of good practice.

* [Good Practice in SPS-Related Technical Cooperation East Africa Region Report / September 2008]

LESSONS LEARNED FROM THE PIP EXPERIENCE

Good practice in project design

Across beneficiaries in the private and public sectors there was strong support for the design of the PIP. The project was seen as addressing a real problem – the potential threat to exports of fresh produce to the EU. While it was recognized that the activities of the PIP were constrained by its design, the PIP was considered more flexible than other projects. One of the recurring themes in discussions with beneficiaries was the level of engagement of the PIP with the private sector; this was considered a positive attribute of the project among respondents in both the private and public sectors. The long duration of the PIP was also considered a strength; the fact that the project had secured funding and a defined schedule of activities for five years was seen as presenting real opportunities for capacity enhancement.

Good practice in project implementation

Overall, the implementation of the PIP was evaluated positively by beneficiaries, indeed it was considered to stand out as an example of good practice. In particular, efforts to engage with a wide range of stakeholders across the public and private sectors and at both the individual and collective levels were lauded. Further, activities had been adjusted over time according to ongoing learning processes and identified (and revised) priorities. The PIP employed a demand-driven approach which enabled the support provided to be adapted to the needs of particular beneficiaries, who were also able to play a role in designing the assistance they received. At the same time, the fact that beneficiaries had to apply for support and write formal applications meant that there was some upfront cost and effort that eliminated those who did not have the basic minimum level of pre-existing capacity. Support to industry task forces and the development of local service provider capacity was also seen as positive.



"As a result of the PIP support, 31 society members were certified on 18th May 2008 for compliance with Global GAP systems. The society and her members were very happy and motivated to work harder. One of the growers by name of Kahwa had this to say " the external auditor saw that I carryout Good Agricultural Practices, observe all hygiene and food safety procedures at my field. I now want to increase hot pepper production from 0.2 to 0.4 ha so that I can pay school fees for my children, buy a new bicycle and renovate my house."

AKMFCS, export company, **Deo Munyazikiweye**, UGANDA



'The PIP has had the capacity to be very responsive to change thanks to the particularly positive and reactive attitude of its institutional partners, the European Commission and the ACP Group of States. In addition, the institutional anchoring of PIP as part of a private sector association (COLEACP), and the formula of an « ex post » grant contract, have combined to facilitate this adaptability and effectiveness.'

Guy Stinglhamber, Programme Director

Good practice in project outputs and impacts

The direct focus of the PIP was to enhance food safety capacity. Of all of the case study projects, the PIP is the most comprehensive and is the only one directed at capacity building in the public and private sectors.

It is also unique in the scope of the interventions employed. The most immediate and wide-ranging impact of the PIP has been to create awareness regarding the importance of food safety to export competitiveness and the need for enhancement of capacity directed at compliance with regulatory requirements and private standards in the EU. It not only disseminated information on emerging issues and changes in regulatory requirements and private standards on an ongoing basis, but was also active in translating this information into practical guides that could be implemented by exporters and their suppliers. The PIP has been instrumental in developing specific elements of food safety capacity in the public and private sectors, including the first private certification service provider in the region, enhancement of regu-

latory systems for the approval and control of pesticides, upgrading of exporter food safety systems and implementation of good practices in testing laboratories. Many beneficiaries pointed to the fact that these initiatives had been translated into better and more rigorous food safety controls.

'One of the major challenges has been to manage '450 personalised action plans', involving the development of tools, methods and activities which could only be covered on a collective basis. The centralised 'all-ACP' management allowed difficulties faced by the various categories of beneficiaries, which are often shared, to be addressed using generic and affordable solutions.'

Guy Stinglhamber, Programme Director

EuropAid, Raul Mateus Paula,

Head of the "ACP Countries centralised operations" unit

'The PIP is a paragon of success. It has managed to take due consideration of, and incorporate in a duly constructive manner, all of the technical and human parameters at issue: the quality of the products involved but equally a due respect for natural resources, the living environment, and the human players. Reconciling the interests of European consumers by promoting and improving the product output of ACP countries has been a considerable challenge, a challenge which the PIP has taken on with success. We hope that the programme's accomplishments can be sustained over the years to come.'





New requirements create new **needs**

Improving for the future

New requirements create new needs

(...) the companies with which the PIP worked sufficiently intensively to ensure that the fact that production meets with the commercial requirements is demonstrated, represent, regardless of the criteria, less than 50% of the flows. It is therefore possible to conclude that the PIP has reached its objective in terms of regulatory requirements, but that in all likelihood, a significant number of companies still need continued and increased support in order to be able to comply with the commercial standards (Globalgap standard).

(...) more than half of the importers recognise an improvement in the compliance of the ACP products with the European market's requirements and recognise that the PIP is largely responsible for this, even if a part of them believe that there is still room for more improvement in order to comply with the commercial standards.

Sustainability of Task Forces

As a conclusion, the action's efficiency fell slightly below the initial hopes, mainly due to the fact that few sectors meet with the basic conditions for a Task Force to be able to work, i.e. the existence of a sufficiently organised profession to be able to take part usefully in such forum, a will of the public authorities involved to listen to the needs of the profession, and sufficiently inspiring economic stakes.

Financing infrastructures for small companies?

It is appropriate to highlight that the type of support intended did not meet fully with the needs



of the smallest companies, whose compliance also requires investments in infrastructures; the programme could not supply such support, considering the resources at its disposal. This situation was, in some countries, a source of frustration for the small companies (as the programme noticed in Uganda, a country with a predominant number of small companies), and often explains the delay in progress made in certain agreements.

Smallholders still in danger

The commercial standard of the Globalgap certification, which is becoming generalised, (...), raises the specific problems of the small companies and small producers supplying the exporting companies:

→ For the small companies, it raises the problem of financing that the PIP was not there to solve, and requires an undoubtedly more extensive accompaniment than the one that the PIP could set up.


→ This observation applies all the more to the small producers, that generally the PIP was only able to reach indirectly and selectively, despite the targeting involving them, through the companies. The same applies to the small producer relays, complementary to the companies, but whose efficiency is more difficult to improve, considering the management and technical problems with which these organisations, generally partly state-controlled, are faced.

In a nutshell, the problem of compliance of the small producers is now better known, and the companies are better equipped to face up to it, but there is still undoubtedly a lot of progress to be made to ensure that they are not largely excluded due to the commercial requirements.

Shortcomings in the efforts with the Professional Organisations

The small level of cooperation of the PIP with the majority of the national professional





organisations constitutes one of the weak points of the programme, as it is true that the appropriation by these organisations of the food safety problems is a condition of the programme's benefits being long-lasting. The need to reconcile a good level of cooperation with the professional organisations and to contribute to their reinforcement with the need, in order to be as efficient as possible, for a direct support to the operators, while managing to avoid going through their associative structures, constitutes one of the challenges with which the PIP was faced, without always finding (except for Kenya) the means to solve it. This problem should be raised when preparing the new programme.

However, relations between the PIP and the professional organisations have been complicated from the start due to the desire of some of them to act as compulsory intermediaries between the programme and the private operators, and their fear, which would appear unfounded, that establishing direct relations between the PIP and the operators would weaken them.

TESTIMONY

"...in the export world we consistently need the support of PIP to continue improving our practices as without its support many of us would probably have been elbowed out of business due to the many requirements that were unachievable....."

KYOME FRESH COMPANY Ltd,
export company,
Grace Mueni, KENYA



“Today, European consumers have new concerns of an ethical or environmental nature and commercial and regulatory requirements are constantly developing. The Centre is duty-bound to respond to these new expectations, and the support brought by the PIP is sorely needed, now more than ever.”

CTHT, Christophe Andréas, consultant, Madagascar



Sir John Kaputin,
Secretary-General of the ACP Group of States

“This result would never have been achieved without the valuable technical support of COLEACP.”

The final evaluation of the Pesticides Initiative Programme in 2008, following completion of their first phase, was very positive. It highlighted the fact that the objectives of supporting ACP suppliers to meet new MRL and traceability requirements were met, but also that the PIP had exceeded its original remit by addressing broader issues of market access facing the ACP horticultural export sector. The PIP has been instrumental in enabling ACP players to retain their access to the EU market. This result would never have been achieved without the valuable technical support of COLEACP.

Recent reviews conducted in East Africa under the WTO STDF research into good practice in SPS-related technical cooperation identified many elements of the PIP approach as good practice. It has been implemented in accordance with key elements of the Paris Declaration on Aid Effectiveness.

Within the context of the EPA negotiations, in 2007 the ACP-EU Joint Parliamentary Assembly adopted a resolution on poverty reduction for small farmers in ACP countries, focusing in particular on the fruit, vegetable and flower sectors. Export horticulture provides important (and one of very few) opportunities for income generation in rural areas. Much remains to be done to meet the Millennium Development Goals, and increasing rural poverty is a critical problem in many ACP countries. The ACP Secretariat is committed to the continued support of programmes such as the PIP that facilitate and enable the rural poor to participate in the trade of high-value horticultural crops.

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