

RÉPUBLIQUE DU CAMEROUN

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CONCOURS CAMEROUNAIS DES  
PRODUITS DU TERROIR



REPUBLIC OF CAMEROON

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CAMEROONIAN CONTEST OF LOCAL  
PRODUCTS

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## RULES AND REGULATIONS

### Cameroon Competition of Local Products (1<sup>st</sup> Edition)

#### PREAMBLE

The Agricultural Institute of Obala (IAO) wishes to contribute, alongside the Government, to the promotion of Cameroonian local products through some ad-hoc initiatives intended to make them discover and enhance them at the national and international level. The National Development Strategy 2020-2030 (SND30) "aims to carry out the structural transformation of the economy by making fundamental changes in economic and social structures in order to promote endogenous development". One of the ways to meet this challenge is to boost the value and consumption of local products. Inspired by the experience of the "Fondation Rurale Inter jurassienne (FRI)", initiator of the concept of the National Competition of Local Products in Switzerland, the IAO wishes to promote the Cameroon Competition of local Cameroonian products, as a tool for sustainable development, effective for the fight against poverty in rural areas. The adverse effects of COVID-19 and the war in Ukraine on food security in several African countries, including Cameroon, consolidate the determination of the IAO to carry out this project, with the participation of national and international actors interested in the development of local products.

#### Art. 1. OBJECTIVES

The objectives of the competition are to:

- 1) Highlight the best products of the Cameroonian territory, through promotion of the brand image of typical products among consumers, at the level of national and international purchasing centres, and the media;
- 2) Encourage the improvement of quality and increase in added value of local products, while respecting the ecosystems and food heritage of the Cameroonian cultural spaces;

- 3) Develop and strengthen links between producers of local products, distributors and consumers;
- 4) Contribute to the creation of inter - professional synergies;
- 5) Contribute to the modernization of local products while keeping their typicality and notoriety;
- 6) Encourage producers to adhere to all improvement, qualification and labeling initiatives useful for the reputation of their products.

## **Art. 2. CONTEST ORGANIZER**

The CCLP is organized by the AGRICULTURAL INSTITUTE OF OBALA (IAO), with the authorization of the Ministry of Agriculture and Rural Development (MINADER), the support of the United Nations Industrial Development Organization (UNIDO), the Interjurassian Rural Foundation (FRI) and experts from several associated national administrations.

## **Art. 3. STAGES OF ORGANISATION OF THE COMPETITION**

The CCLP is organized in 7 main stages namely:

- ✓ Identification and mapping of products;
- ✓ Creating awareness among stakeholders (Sensitization);
- ✓ Registration of producers;
- ✓ Tasting of the products;
- ✓ Awarding of medals;
- ✓ Organization of the market for medal-winning products;
- ✓ The promotion of medal-winning products.

## **Art. 4. MANAGEMENT OF THE COMPETITION**

The competition is managed by two bodies set up by the organizer including: the strategic committee and the operational committee.

### **4.1. STRATEGIC COMMITTEE.**

Composed of 20 members, the Strategic Committee's main missions are to define the main orientations of the CCLP and to approve the planning of the activities of the Operational Committee. It is made up of high-level experts from professional circles, universities and

international and national organizations interested in the process such as UNIDO; the IRF; the Chamber of Commerce, Mining and Handicrafts Industry; the Chamber of Agriculture, Fisheries, Agriculture and Forests.

**4.2. OPERATIONAL COMMITTEE**

Composed of 10 members, the operational committee's main mission is to ensure the administration and implementation of operations related to the processes of organization of the competition, in application of the main orientations of the strategic committee and the validated schedule of activities. It works in collaboration with the MINADER regional relays.

**Art.5. APPROVAL COMMISSION**

Consisting of 10 members, the Product Registration Commission is appointed by the Strategic Committee Coordinator. Its mission is to assess the eligibility of applications for registration and to issue an opinion on any doubts. Their job is to:

- Confirm accepted products;
- Notify the producers of rejected products;
- Rule on the disputed products

**Art. 6. PRODUCTS ADMITTED TO THE COMPETITION**

**6.1. Categorization of (CCLP) Candidate Products**

The map of the categories and subcategories of the products admitted to the first edition of the CCLP is as follows:

**Categories and subcategories of candidate products (CCLP)**

<i>Categories</i>	<i>A) Vegetable Oils</i>	<i>B) Fruit and Vegetable Processing</i>	<i>C) Derivatives of starches and cereals</i>	<i>D) beer and wine</i>	<i>E) / Products of Animal Origin</i>
<b>Produits / Products</b>	<b>A1:</b> Palm oil <b>A2:</b> Groundnut oil <b>A3:</b> Soybean oil <b>A4 :</b> Cocoa oil <b>A5 :</b> Sesame oil <b>A6 :</b> Cotton oil <b>A7:</b> Margarine oil	<b>B1 :</b> Dried Fruits <b>B2 :</b> Jams and fruit nectars <b>B3 :</b> Natural fruit juice <b>B4 :</b> Vinegars <b>B5.</b> Tea ; <b>B6 :</b> Sorrel juice (folere)	<b>C1:</b> Stick <b>C2:</b> mintoumba <b>C3:</b> Minyondo <b>C4</b> Gari <b>C5</b> Porridge <b>C6:</b> Groundnut paste	<b>D1:</b> White wine <b>D2 :</b> Red wine <b>D3 :</b> Palm wine; <b>D4</b> corn beer; <b>D5:</b> Sorghum beer; <b>D6:</b> millet beer; <b>D7 :</b> other beers	<b>E1 :</b> Honey <b>E2:</b> Milk <b>E3:</b> Butter

## 6.2 Trade names

The trade name of the product must not contain:

- Exotic product names, unless they are secondary flavours;
- Place names outside Cameroon unless the link with Cameroon is generally accepted;
- References to a typical product from a region outside Cameroon, especially if there is international protection for that product.

## Art. 7. CATEGORIES OF PRODUCERS

Each competitor will have to choose one of the following three categories of producers:

1. **Producer groups:** Organized producers, cooperatives, associations ..
2. **Enterprises:** legal persons enjoying a legal existence and active in the production, processing and marketing of a given local product.

## Art. 8. REGISTRATION PROCEDURES

### 8.1. Registration

- ✓Producers shall register their products by completing the registration form exhaustively and sending it to the Operational Committee **by latest 30 October 2022**.
- ✓Registration is done online on the competition website or at the Regional delegate of the Chamber of Agriculture, Fisheries, Livestock and Forestry.
- ✓The regional delegation is responsible for sending the registration form to the competition.
- ✓For each product, the producer must complete a separate product sheet.
- ✓The producer must send with the registration form, **a specimen of the product label**, attesting to the ingredients of the product transmitted as well as its date of manufacture and the use-by date (DLC) or best before date (DLUO), and **an analysis report attesting to the safety of the product** (if available).
- ✓The accuracy of the information provided by the producer determines the acceptance or refusal of the products. The data provided on the registration form will serve as a basis for the preparation of certificates and other printed material.

### 8.2. Refusal or Rejection

In case of refusal or rejection of a product proposed in the registration form, the approval commission informs the producer by mail.

### **8.3. Selection and confirmations**

In case of acceptance of the products offered in the registration form, a confirmation letter will be sent to the producers. This letter contains all the necessary information regarding the logistics for sending the samples, for tasting and participation in the competition.

## **Art. 9. DELIVERY OF ACCEPTED PRODUCTS AND DEADLINES**

### **9.1. Deadlines for deliveries of samples**

Samples of the products accepted, together with the documents required in the confirmation letter, must be delivered to the Operational Committee.

The producer will be informed by the operational committee of the delivery schedule of the product samples.

### **9.2. Quality and freshness**

- It is the responsibility of the producer to ensure the quality of the products delivered, in particular with regards to compliance with packaging.
- Samples which, upon receipt, show qualitative defects or alterations which may influence the result of the tasting, shall be declared non-compliant and shall be rejected. A letter to this effect will be sent to the producer by the approval committee.
- Rejected or non-compliant samples, as well as untasted samples are not returned to the producer. All samples put up for competition remain the property of the organizer.

### **9.3. Sample volume**

Product samples must be delivered in their original packaging. A minimum of three (03) samples of each product is required to allow tastings as well as possible sampling for quality control

## **Art. 10. QUALITY CONTROLS**

The producer certifies that his product meets the legal requirements. He must at all times be able to ensure the traceability of the ingredients of the product.

**The producer participating in the competition with products of animal** must attach a copy of **the health approval, if it exists. In addition to that,** for the same products, the producer **will also have** to submit the **latest analysis reports for the batch of the product concerned, if they exist.**

The producer undertakes to make available all the information necessary to carry out a qualitative and quantitative control on the production sites, by an inspection body mandated by the Cameroonian Competition of Local Products. In case of non-compliance, the medal may be withdrawn at any time from the producer with penalty of non-participation during the next two editions of the competition.

**Art. 11. JURY AND TASTINGS**

- Juries are formed for each product category (see Article 4.2). Each jury is composed of 3 tasters including: **a specialist, a producer and a consumer.** The jurors are chaired by professionals active in the fields of sensory evaluation. The Organizer ensures a good representativeness of all regions of Cameroon.
- The tasting procedure is the same for each category. It is described in the tasting protocol.
- Tastings are carried out anonymously. In order to ensure the quality of the tasting, double tastings are carried out.
- The samples are scored on a 20-point scale, according to criteria established by the jury presidents and specific to each product category.
- No appeal is possible against the decisions of the jury and the score awarded.

**Art. 12. RESULTS AND AWARDS**

For each product presented, producers receive details of the ratings and the results obtained, together with any qualitative remarks.

**12.1. Ratings and medals**

Each tasting table has a maximum of medals of 30% compared to all the products presented to it. Gold, silver and bronze medals are awarded according to the results obtained.

<b>17 -17.99points</b>	<b>BRONZE Medal</b>
<b>18 -18.99points</b>	<b>Silver medal</b>
<b>19 -20 points</b>	<b>Gold medal</b>

## **12.2. Award of Excellence**

For each product category, the members of the jury award on the basis of a second round of tasting an award of excellence among the products that have obtained a gold medal.

### **Art. 13. SELF-ADHESIVE MEDALS**

The Competition will provide the producer with a limited number of sticker medals during the market. A digital version of these stickers will be given to the producers after signing the **charter of use** which implies the acceptance of all the conditions of acquisition of the stickers of the medal-winning products.

The medal is a protected trademark. It can only be affixed to a product corresponding to the winner of the contest, until the next edition.

### **Art. 14. ACCEPTANCE OF THE CONDITIONS**

By signing the registration form, producers undertake to comply with this Regulation. The Organizer is authorized to eliminate producers who do not comply with the regulations.

For further information:

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