ORGANIC DATA NETWORK
HARMONISING ORGANIC MARKET DATA COLLECTION IN EUROPE

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Organic data network: Harmonising organic market data collection in Europe

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The overall objective is pursued by the collaborative project “Data network for better European organic market information” carried out in the 7th Framework Programme of the EU.

RESULTS 1: OVERVIEW

Basic findings of statistical analysis:
- heterogeneous distribution of respondents (most responses from IT and DE)
- most organic market data collected from producers
- only 70% of the respondents applied data quality checks, mostly on production data (volumes)
- most of the organic market data is collected and published annually
- price data are more frequently collected and published on a weekly basis
- most common format for publications: web page

Tab. 1: Most frequently used methods in organic market data collection

<table>
<thead>
<tr>
<th>Collection method (most frequently used)</th>
<th>Production volumes</th>
<th>Production values</th>
<th>Retail sales volumes/values</th>
<th>Farm level prices</th>
<th>Consumer prices</th>
<th>Import volumes</th>
<th>Import values</th>
<th>Export volumes/values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Census</td>
<td></td>
<td>Expert estimates</td>
<td>Consumer/household panel</td>
<td>Telephone survey</td>
<td>Consumer/household panel + telephone survey</td>
<td>Censs</td>
<td>E-mail survey</td>
<td>E-mail survey</td>
</tr>
</tbody>
</table>

RESULTS 2: APPLICATION OF CONCEPT

- Factors determining the performance in each data quality dimension are identified and evaluated to identify “best practice” examples for statistical work
- Approach was used for all dimensions to assess the quality of organic market data collection and processing, and to find possibilities for improvement

Conclusions

- Statistical work is carried out heterogeneously throughout Europe
- ESS quality dimensions are easy to apply for evaluation of organisations’ statistical work (Fig. 1)
- “Best practice” examples can serve as a reference system for other data collectors

Further steps

- Implement the resulting recommendations in the project’s case studies
- Contribute to the harmonisation of organic market data collection by improving country reports
- Communicate the ideas through multimedia presentations