The organic sector in the UK recent trends &

Results of a survey of market data collection in Europe

Susanne Padel, ORC

Data network for better European organic market information
Background

• ORC is partner and WP leader in the Organic Market Data Project

• Jointly with the UK partner Soil Association we carry out a study on market data collection in the UK

• The UK is one of three countries in Europe that has experienced problems in the development of the sector and especially the market since 2008
Organic food consumption [€/head]

Source: FiBL, AMI ORC
UK Market Report

- Kantar Worldpanel data
- Author’s survey of multiple retailers
- Survey of independent retailers/box schemes/multiples
- Total sales declarations
- DEFRA statistics

- The 2013 market report is expected on 19th March 2013
# Organic market data collection in the UK

<table>
<thead>
<tr>
<th>Data type</th>
<th>Current status</th>
<th>Who</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production area/number data</td>
<td>Published July for previous year Aiming for earlier publication</td>
<td>DEFRA (Ministry) based on data from control bodies</td>
</tr>
<tr>
<td>Volume and value of production</td>
<td>Not published for UK Annual publications in Scotland &amp; Wales</td>
<td>DEFRA based on estimates SRUC and OCW</td>
</tr>
<tr>
<td>Retail values</td>
<td>Annual publication Regular Trade briefings</td>
<td>Soil Association KANTAR world panel Other</td>
</tr>
<tr>
<td>Import/export data</td>
<td>No recent information</td>
<td></td>
</tr>
<tr>
<td>Farm gate prices</td>
<td>Quarterly estimates Some collection in Scotland &amp; Wales</td>
<td>Soil Association Organic Producer groups SRUC and OCW</td>
</tr>
<tr>
<td>Consumer prices</td>
<td>Ad hoc surveys</td>
<td>Research projects</td>
</tr>
</tbody>
</table>
Different trends in UK nations
- kha fully organic ...
... and kha in conversion
The Organic Research Centre

Total UK area is declining

- Cereals
- Fruit & nuts
- Herbaceous & ornamentals
- Permanent pasture
- Temporary pasture
- Non cropping
- Other crops
- Vegetables (including potatoes)
- Woodland

- Total UK area is declining

2002 2003 2004 2005 2006 2007 2008 2009 2010 2011
Development of sales
[decline of 3.7% from 2010 to 2011]

- Other independent [-4.9%]
- Catering [+2.4%]
- Farmers markets [-1%]
- Farm shops [-3.5%]
- Box schemes/mail order [+7.2%]
- Multiples [-5%]

Source: Soil Association Market Reports
The Organic Research Centre

The most important sectors [% value] and change

<table>
<thead>
<tr>
<th>Sector</th>
<th>2010 to 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dairy</td>
<td>-8.9%</td>
</tr>
<tr>
<td>Fruit &amp; vegetables</td>
<td>-5.1%</td>
</tr>
<tr>
<td>Baby food</td>
<td>+6.6%</td>
</tr>
<tr>
<td>Confectionary</td>
<td>-8.3%</td>
</tr>
<tr>
<td>Eggs</td>
<td>-9.4%</td>
</tr>
</tbody>
</table>

Source: Soil Association 2012 Market Report
UK situation remains challenging

- Lack of confidence among some producers when support scheme period come to an end
- Lack of policy commitment and market uncertainty continues
- Some sectors (mail order, some supermarkets) are doing better than others
  - Mail order and box schemes
  - Some supermarket that actively invest in the sector
- Is the committed organic shopper seeking alternative outlets?
Inventory of organic market data collectors (WP2)
Introduction

- To understand the availability of data on the organic market an online survey of data collectors was developed.

- **112** organisations within the EU, EFTA, the rest of Europe and the Mediterranean responded.
Results

✅ **Data types most commonly collected:**
- Production data (area and volume more than value)
- Followed by price and retail sales data
- Export data are more common in non-European countries.
- Products: meat, dairy, fruit and vegetables.

✅ **Common data collection methods:**
- Surveys
- Censuses are often used to collect production volume data
- Panels for retail sales value/consumer price data
- Catering sales data are collected by surveys

✅ **Data analysis:** compilation or basic analysis (such as averages, and ranges).
Results and Conclusions

✓ The responses about **data publication** suggest low publication rates.

![Chart showing data publication rates across different regions]

✓ The market data collection and publication effort remains varied across Europe.

✓ Without good quality, accurate and timely information it is difficult for stakeholders to make decisions.

✓ We need to better understand why this is the case.