The European Market for Organic Food
Assessment of data quality

Biofach 14/02/2013
Overview

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• Data providers and collection methods
• Data quality dimensions
• Data quality
• Key data collectors
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• Conclusions
Introduction

• Analysis of organic market data collection methods
• Survey on current situation in Europe
  • Broad overview on active stakeholders
  • Identification of methodological approaches
• Overall evaluation in terms of coverage and comprehensiveness
• Quality assessment of data collection methods
  • Use of data quality dimensions
  • Exemplified for key data collectors in Europe
• Aim: elaboration of reference system (harmonised, consistent, and comprehensive)
Organic market data providers and data collection methods

Type of organisation 1)

- government body: 38
- control/certification body: 27
- other type of organisation: 25
- producers’ organisation: 9
- private market research institute: 8
- university: 7
- trade organisation: 4

Data collection methods across all data types 1)

- e-mail surveys: 84%
- census: 72%
- expert estimates: 68%
- telephone surveys: 68%
- face to face surveys: 61%
- other panels: 35%
- consumer/household panels: 33%
- retail panels: 20%
- online surveys: 13%

1) Multiple responses possible
Data quality dimensions (ESS standard)

- **Relevance**
  - To which degree do statistical outputs meet end-users’ needs?
  - Is the data complete? To which extent?

- **Accuracy**
  - How close are the estimates to the true values?
  - Are there inconsistencies and errors in the methodological approach?

- **Comparability**
  - Is the data comparable over time and across regions?

- **Coherence**
  - Are there any differences in concepts and methods?
  - Do the reported differences have an effect on the output values?

- **Accessibility/Clarity**
  - Is it simple and easy to access data? Obstacles?

- **Timeliness/Punctuality**
  - Is data available promptly after occurrence of the event?
  - Is there a time lag between release and target date of publication?
## Data quality

Survey questions from WP2 allocated to quality dimensions

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<tr>
<th>Relevance</th>
<th>Accuracy</th>
<th>Comparability</th>
<th>Coherence</th>
<th>Accessibility/Clarity</th>
<th>Timeliness/Punctuality</th>
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<td>Main focus of organisation</td>
<td>Data sources</td>
<td>Methods of data collection</td>
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<td>Voluntary or obligatory data provision</td>
<td>Frequency of data collection</td>
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<td>Methods of data collection</td>
<td>Disaggregation of data</td>
<td>Publication of data</td>
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<td>Details of analysis</td>
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Key data collectors

→ identified from survey dataset due to advanced data collection

- **Eurostat**: covering EU 27, Switzerland and Norway
- **Agrarmarkt Informations-Gesellschaft mbH (Germany)**: wide range of market data types and collection methods, large sample, application of quality checks
- **Statistics Denmark**: wide range of market data types, many different data sources
- **Soil Association (UK)**: wide range of market data types and collection methods, annual organic market report
- **Agence Bio (France)**: wide range of market data types and collection methods, large sample, application of quality checks
- **BioSuisse**: wide range of market data types, retail data from many outlets
Conclusions

Reference system: AMI and Agence Bio

• Comprehensive methodological approach: extensive data collection, advanced analysis and use of quality checks
• Long-time experience
• Large sample
• Published data is easily accessible
• Annual collection and publication