How to improve the organic data collection system

Results of the OrganicDataNetwork project

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The OrganicDataNetwork project

✓ The OrganicDataNetwork is a EU-funded FP7 Collaborative Project targeted to SMEs.

✓ 1 January 2011-31 December 2014

✓ 15 partners in 10 countries (6 SMEs)

✓ DG-AGRI and EUROSTAT permanent observers
• Università Politecnica delle Marche (UPM) Ancona Italy
• Research Institute of Organic Agriculture (FiBL) Frick Switzerland
• Organic Research Centre (ORC) - Hamstead Marshall, Berkshire UK
• University of Kassel (UKS) - Kassel – Germany
• Czech University of Life Sciences Prague (CULS) Prague Czech Republic
• Istituto Agronomico Mediterraneo di Bari (IAMB) Bari Italy
• Agence Française pour le développement et la promotion de l’agriculture biologique (ABIO) - Montreuil sous Bois France
• Agricultural Market Information Company (AMI) Bonn Germany
• Organic-Market.Info (BMI) - Lauterbach - Germany –
• Biocop Productos Biológicos, S.A. (BIOCOP) Lliçà de Vall Spain –
• Ecozept GBR (ECO) - Freising – Germany
• Centre for Ecological Engineering (CEET) Tartu Estonia –
• IFOAM EU Brussels Belgium
• IMO-Control Sertifikasyon Tic. Ltd. Sti. (IMO TR) Izmir Turkey
• Soil Association (SA) Bristol UK
The **OrganicDataNetwork** project aims to *increase* the transparency of the European market for **organic food** through:

- better **availability of market intelligence** about the European organic sector in order to meet the needs of policy makers and market actors involved in organic markets;

- acting as **coordinating centre** between public and private bodies and stakeholders, aimed at establishing a **long-term, permanent network** collaborating on statistical issues regarding organic farming markets.
Previous EU Project European Information Systems For Organic Markets (EISfOM)

“The World of Organic Agriculture” (FIBL)

Mediterranean Organic Agriculture Network (IAMB)
Structure of the Project

WP9 Project coordination and overall management

WP1 Stakeholder integration and coordination centre

WP2 Inventory of organic market data collectors

WP3 Evaluation of existing methods of organic market data collection

WP4 Collection, handling and publication of organic market data

WP5 Development and test of methodologies for data quality improvement

WP6 Case studies on improving data quality in selected countries/regions

WP7 Synthesis and Recommendations

WP8 Dissemination
## Current data availability (2011 & 2012)

<table>
<thead>
<tr>
<th>Category</th>
<th>Number of Countries with Data</th>
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<tr>
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</tr>
<tr>
<td>ANIMALS in numbers</td>
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<tr>
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<td>PRODUCTION volume by product</td>
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<td>RETAIL SALES value by product</td>
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The Code of Practice and the Manual

✓ A toolkit for the initiation and maintenance of good organic market data collection and publication procedures (OrMaCode)

✓ The OrMaCode is intended to help facilitate further progress in the field of organic market data development, production and dissemination in Europe.

✓ The OrMaCode represents a fundamental tool to help establish a long-term partnership among the interested parties
Why case studies?

✓ The project didn’t have the funding to do primary data collection in all European countries, so we only worked with secondary data.

✓ In 5 countries + Mediterranean we engaged in some limited primary data collection connected to establishing/improving organic market reports.