OrMaCode – different data collection approaches

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The OrMaCode gives an overview on possible data collection approaches for the following key indicators:

- area and livestock numbers,
- production volume (including yields) and value,
- price data (farm and retail level),
- domestic market volume and value,
- international trade volume and value.
Area and livestock numbers

✓ Approaches
  ✓ Administrative data sources
  ✓ Governmental data sources

✓ Considerations
  ✓ Use classifications preferably according to Eurostat or existing conventional classification systems in the country and adopt to ones needs
  ✓ Use clear definitions – particularly for livestock
Production volume (incl. yields) & value

✓ Approaches
  ✓ collection of production volumes (yields, products sold) as part of the certification process
  ✓ estimates of production volume using standard yields and area data
  ✓ surveys of market actors/producers.

✓ Considerations
  ✓ Not all products are sold as organic
  ✓ Post harvest losses
  ✓ Carcasse weight and marketable meat ...
Farm level prices

✓ Approaches:
  ✓ surveys of market actors
  ✓ using data from FADN
  ✓ using data from stock exchanges.

✓ Considerations:
  ✓ Ask stable panel of market actors
  ✓ Ask sellers and buyers
  ✓ If possible try to weight prices by sales volume
Retail level prices

✓ Approaches:
  ✓ using household or retail panel data,
  ✓ price surveys in shops.

✓ Considerations:
  ✓ For comparisons of organic and conventional products, use products of similar packaging and quality.
  ✓ For cross-border supply chains VAT must be excluded.
  ✓ Organic retail price index for a certain basket possible to install.
Domestic market volume and value

✓ Approaches
  ✓ household panels,
  ✓ retail panels (multiple retailers, specialist panels of independent/organic shops in some countries),
  ✓ surveys of retailers,
  ✓ surveys of farm shops and farmers’ markets,
  ✓ expert estimates.
Considerations

- Surveys of retailers can be made obligatory (DK and SE)
- Survey of supermarket chains due to long lasting collaboration (UK)
- Expert estimates can be a starting point of a data collection when no panel data is available
- Expert estimates often add missing sales channels
Household panel and trade panel data

- Households scan their purchases at home
- Information about costumers
- Households tend to forget smaller purchases or other household members or get „panel tiered“
- Never 100 % coverage

- Purchases are scanned in the shops with EAN codes
- Information only about participating supermarket chains – for those coverage nearly 100 %
- Loose products are poorly or not represented
- No information about costumers
Coverage of household and retail panels

Trade level

Purchases recorded by private households

Not recorded purchases e.g. tourists, commercial travellers, take aways, institutions

Recorded retailers

Not recorded retailers e.g. Aldi, direct sales, natural food stores

Consumer level

Source: Günther et. al 1998
Domestic market volume and value

✓ Considerations:

Participants:
✓ Which outlets (supermarket chains) take part in the retail panel?
✓ How many households participate in a household panel and how are they selected?

Coverage:
✓ What would the panel institution estimate to be the coverage for the single sales channels (including single supermarket chains)?
✓ What would the panel institution estimate to be the coverage for the different product groups?
✓ What would the panel institution estimate to be the coverage for organic food compared to conventional food?

Organic product classification:
✓ How does the panel institution check whether products are organic or conventional?
✓ Can product classification be mapped against the Eurostat CPA code?
✓ What are the quality control routines?
Difference between trades outside and inside the EU

Approaches:
- using international trade statistics with an organic indicator
- using customs data,
- surveys of importers and exporters.
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Data Network for better European organic market information

Thank you!

www.organicdatanetwork.net