Organic market data collection and publication procedures: the Code of Practice of the OrganicDataNetwork (OrMaCode)

Prof. Raffaele Zanoli
Coordinator
OrganicDataNetwork
The Project

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

✓ Duration: 1 January 2012 to 31 December 2014

✓ Partnership: 15 partners (6 SME) in 10 countries
✓ 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.
Background and expected Outcomes

- FP5 Project “European Information Systems for Organic Markets” (EISfOM)
- FIBL’s “The World of Organic Agriculture” Network
- CIHEAM-IAMB’s Mediterranean Organic Agriculture Network (MOAN)

- Long-term, Permanent OrganicDataNetwork
- Code of Practice and Manual
- Enhanced data collection methods
- Enhanced Database
Aim of this workshop

✓ To illustrate the new online database of organic market data
✓ To present the lessons learned in the six case studies aimed at improving the organic market data in various countries
✓ To present and discuss the **Code of Practice and a Manual** for organic market data collection (OrMaCode), aimed at providing guidance and support to organic market statistical information providers.
Programme

✓ The OrganicDataNetwork online database
  ✓ Helga Willer, FiBL – Switzerland
  ✓ Diana Schaack, AMI – Germany

✓ Improving organic market data: results of six case studies
  ✓ Susanne Padel, ORC – UK

✓ OrMaCode: the Code of Practice and the future of the organic market data collection network
  ✓ Raffaele Zanoli, Università Politecnica delle Marche - Italy

Discussion (40’) about the OrMaCode and how to establish a long-term, permanent network collaborating on statistical issues regarding organic farming markets.
Data Network for better European organic market information

Thank you!

www.organicdatanetwork.net