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NETWORK



Data Network for better European organic market information

# Introduction

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# The Project

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- ✓ 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



# Project Objectives

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- ✓ 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.

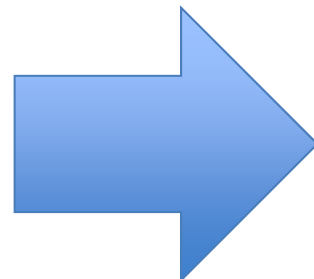


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# Background and expected Outcomes

- ✓ 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 OrganicData Network
- ✓ Code of Practice and Manual
- ✓ Enhanced data collection methods
- ✓ Enhanced Database



# Concept for our workshops

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Bring together stakeholders and bodies actively involved in organic market data collection and publication and review the needs of end-users with respect to organic market data



## OUTCOMES

- multi-stakeholder organic market data network of public and private bodies in EU27, EU Candidate and EFTA countries
- learning process between researchers, private and public bodies as well as between countries



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# Our workshops

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**Workshop 1**  
Newbury (UK)  
March 2013

**Workshop 2**  
Bari (IT)  
July 2014

analysis of the current situations  
and areas of improvements  
**WHATs**



finding solutions  
to the identified problems  
**HOWs**



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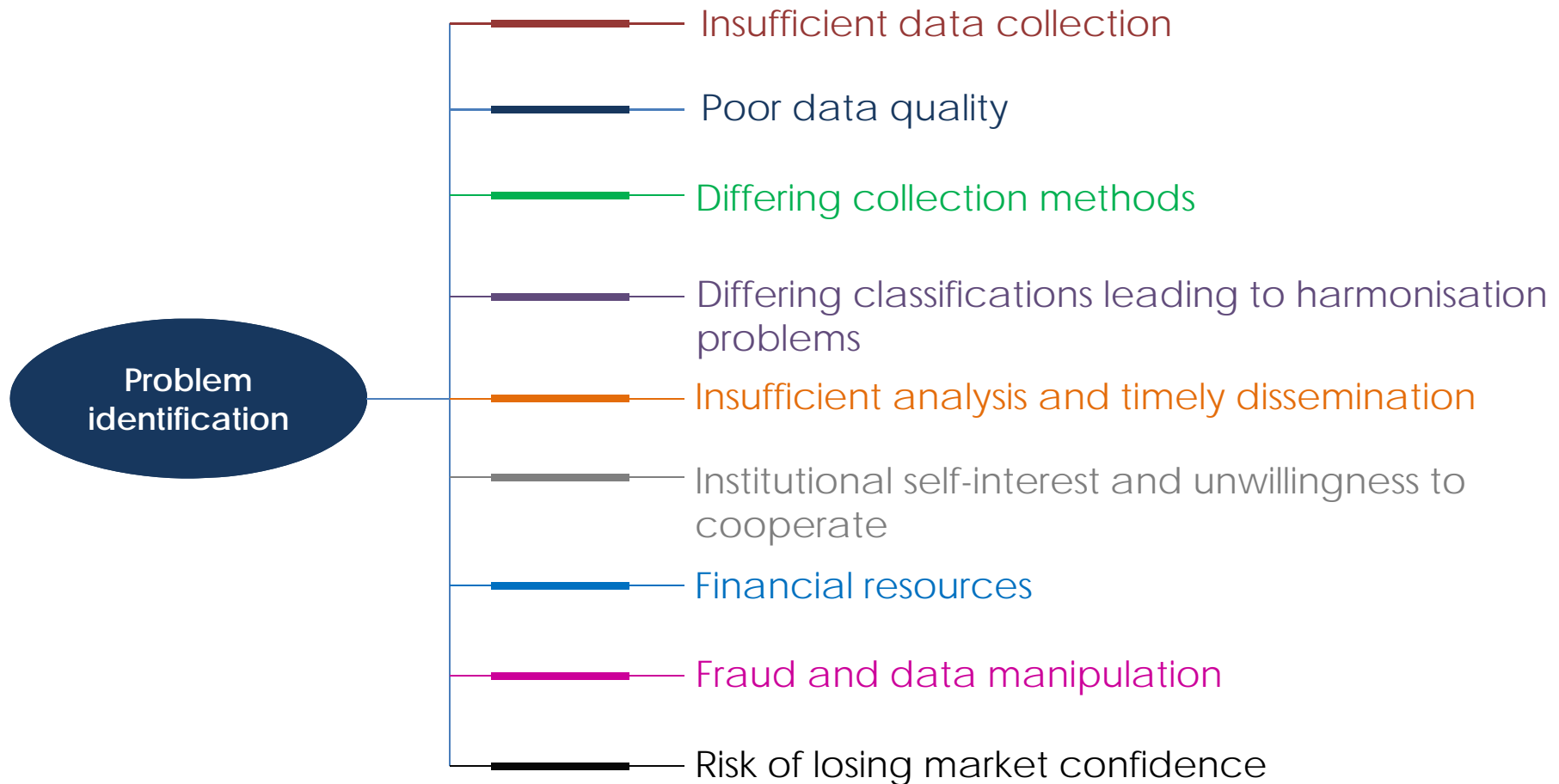


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# Workshop 1 Results



# WS1: Problem identification





# WS1: Areas of improvement



# WS1: Discussion and outlook

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Harmonisation of organic market data

Mandatory organic market data collection

Use measures of Rural Development Programme to provide incentives to better organic data collection

Better data imply increased market transparency and competition among supply-chain actors



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# Code of Practice



# The Code of Practice (OrMaCode) and the manual

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## PART A:

Implementation of  
an organic market  
data collection  
system

## PART B:

Code of Practice  
(OrMaCode)

## PART C:

How to establish  
and implement an  
organic market  
data collection  
system (Manual)



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# The OrMaCode

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## WHAT

A code of practice for the initiation and maintenance of good organic market data collection and publication procedures.

## WHY

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

## HOW

The OrMaCode is organised according to the same three sections of the European Statistics Code of Practice, and considers itself an extension to that specifically aimed at providing guidance and support to organic market statistical information providers.



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# The European Statistics Code of Practice

The European Statistical System, as established by [Regulation \(EC\) 223/2009](#), has developed a [European Statistics Code of Practice](#) (ESCP) to ensure “independent high quality information on the economy and society” in Europe.



The European Statistics Code of Practice is based on **15 Principles** covering

- the institutional environment,
- the statistical production processes and
- the output of statistics.

A **set of indicators of good practice for each of the Principles** provides a reference for reviewing the implementation of the Code.



# Institutional Environment

- How to ensure professional independence and avoid misuse of organic market data

- How to ensure cooperation among bodies and a long-term collaboration/network

- How to achieve institutional commitment to the collection of a wide range of organic market data in relevant institutions

Institutional Environment

Work in progress

## An example

### Principle 2 (Mandate for data collection):

The production of market data should preferably be delegated by law or regulation. Institutions collecting data may include organic control bodies, statistical offices, other state and semi-state bodies and market research companies as well private institutions. The OrganicDataNetwork should cooperate with all relevant organisations engaged in the development, production and dissemination of organic market data.



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# Statistical Processes

- How to harmonise classifications to Eurostat (for area/crops) and CPA (for products)

- How to harmonize methods

- How to avoid duplication and reduce over-surveying

Statistical  
Processes

Work  
in  
progress

## An example

### Principle 7 (Sound Methodology):

Sound statistical methods are a vital contributory factor when it comes to organic market data quality. The OrganicDataNetwork promotes a higher degree of harmonisation of procedures, classifications and definitions among all member organisations.



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# Statistical Processes/2

- How to improve data quality and quantity for each data category: (Production, Retail sales, Price at farm level, International trade, Catering sales, and Consumer price data)

- How to implement more consistency checks to validate the data (e.g. triangulation, cross-checking, periodic external reviews, etc.)

Statistical  
Processes/2

Work  
in  
progress

## An example

### Principle 8 (Appropriate Statistical Procedures):

Organisations engaged in organic market data development, production and dissemination should employ appropriate statistical data collection procedures specifically defined for each data category. Where possible the areas covered should include as a minimum production areas, volumes and values; retail volume and values; catering volume and values; import and export data; and prices at farm level and at retail.



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# Statistical Output

- How to improve timeliness, punctuality and accessibility of data (incl. business models)
- "Early release of inaccurate data is worse than no release": how to balance quality and availability of data
- How to give better and more complete access to data that are already there

Statistical  
Output

Work  
in  
progress

## An example

### Principle 12 (Accuracy and Reliability):

To ensure accuracy and reliability, all organic market data should be validated by means of consistency checks and periodic reviews. As far as commercial confidentiality allows, all data should be reviewed by at least one independent individual who is not directly employed by the people or lead organisation collecting and processing the data.



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Thank you!

[www.organicdatanetwork.net](http://www.organicdatanetwork.net)

