Workshop on collection and quality of organic market data

Raffaele Zanoli, Corinna Feldmann and Helga Willer

# Aims

The aim of this workshop is discuss a number issues related to the collection and quality assurance of organic market and to show ways of how to improve organic market data and enhance international collaboration and data exchange in the field. The workshop is organized by the research project OrganicDataNetwork ([www.organicdatanetwork.net](http://www.organicdatanetwork.net)), which is being funded by the European Union under the 7th framework Programme for Research and Technological Development

# Main topics of the workshop

The workshop will address some of the key issues of organic market data collection like:
> Organic market data situation in Europe and in other parts of the world
> Current data gaps and problems related to the collection, processing and analysis of data
> Strategies to harmonise data collection, processing, analysis and dissemination
> Quality checks
> OrganicDataNetwork code of practice/manual
> International exchange of experience via the OrganicDataForum of the OrganicDataNetwork project.

# Program

**Introductory presentations (max 20 minutes):**

> Prof. Dr. Raffaele Zanoli. The OrganicDataNetwork project
> Corinna Feldmann, University of Kassel and OrganicDataNetwork project: Current challenges in the area of data collection methods and quality checks
> Helga Willer, Research Institute of Organic Agriculture: Brief overview of market data collection efforts outside Europe

**Discussion (60 minutes; moderator: Prof. Dr. Raffaele Zanoli)**

> Possible strategies to harmonise data collection, processing, and analysis and dissemination
> Application of quality checks
> Discuss the contents of OrganicDataNetwork code of practice/manual
> Discussion on how to establish a long-term network.

**Workshop summary (10 minutes)**

# Background of the speakers

All speakers are members of the OrganicDataNetwork project. Professor Raffaele Zanoli is project coordinator. Corinna Feldmann has elaborated a report on data collection methods in Europe and is currently working on the issues of quality checks. Helga Willer is in charge of data collection, processing and storage in the Organic DataNetwork project, and due to the annual publication of global organic farming statistics she has an overview of the situation outside of Europe.

# Methodology

The discussion will be led by experienced moderators from the OrganicDataNetwork project. The results will be written down on pin walls. In addition, minutes will be taken, which will be used in the further work of the OrganicDataNetwork project. The key results will also be published on the project’s website and the newsletter.

# Contact person

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