



Data Network for better European organic market information

How to improve the organic data collection system

*Results of the OrganicDataNetwork
project*

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Raffaele Zanolì

Project Coordinator

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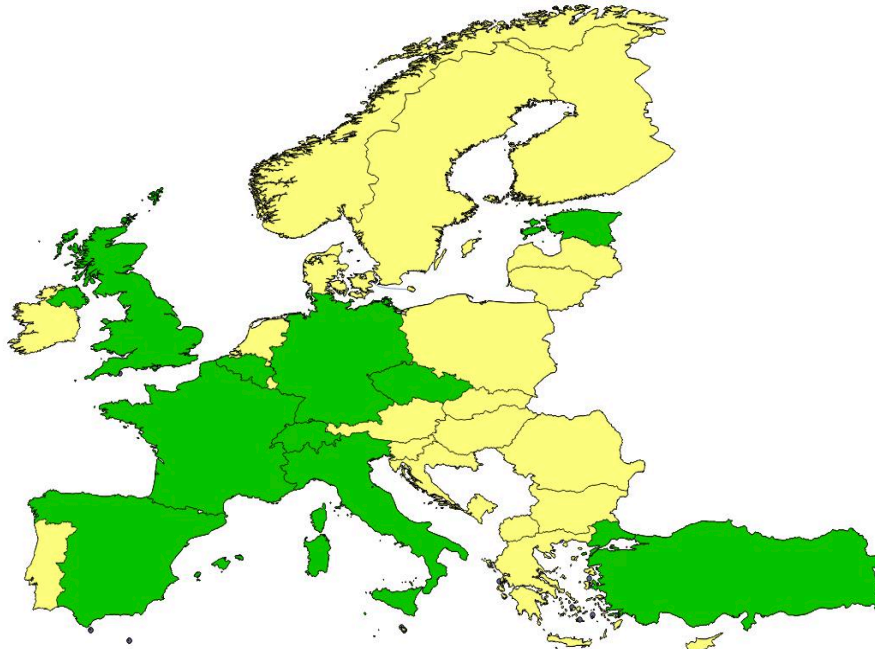


The OrganicDataNetwork project

- ✓ 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



Partnership



- 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

Project Objectives

- ✓ 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.

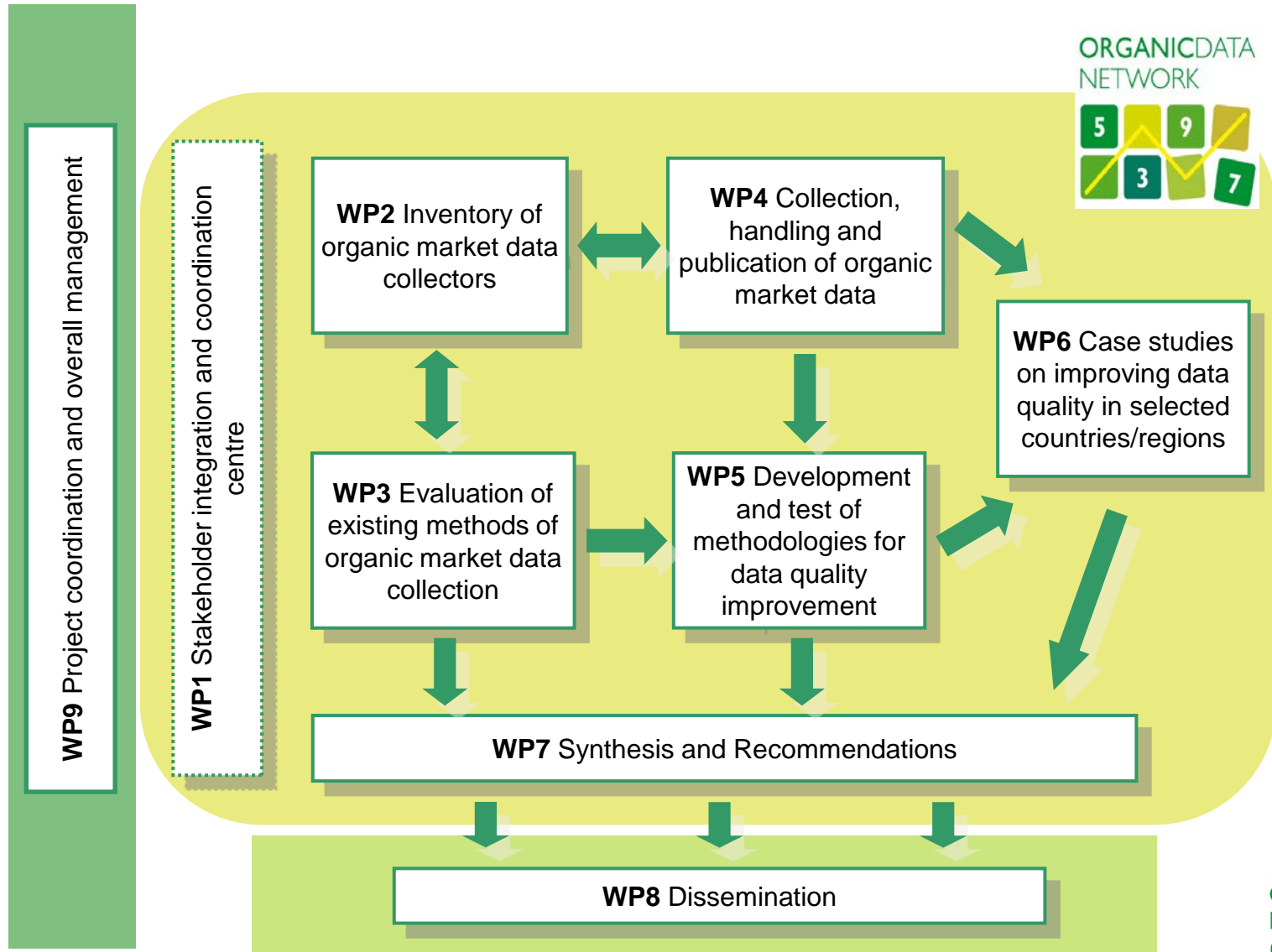


Background

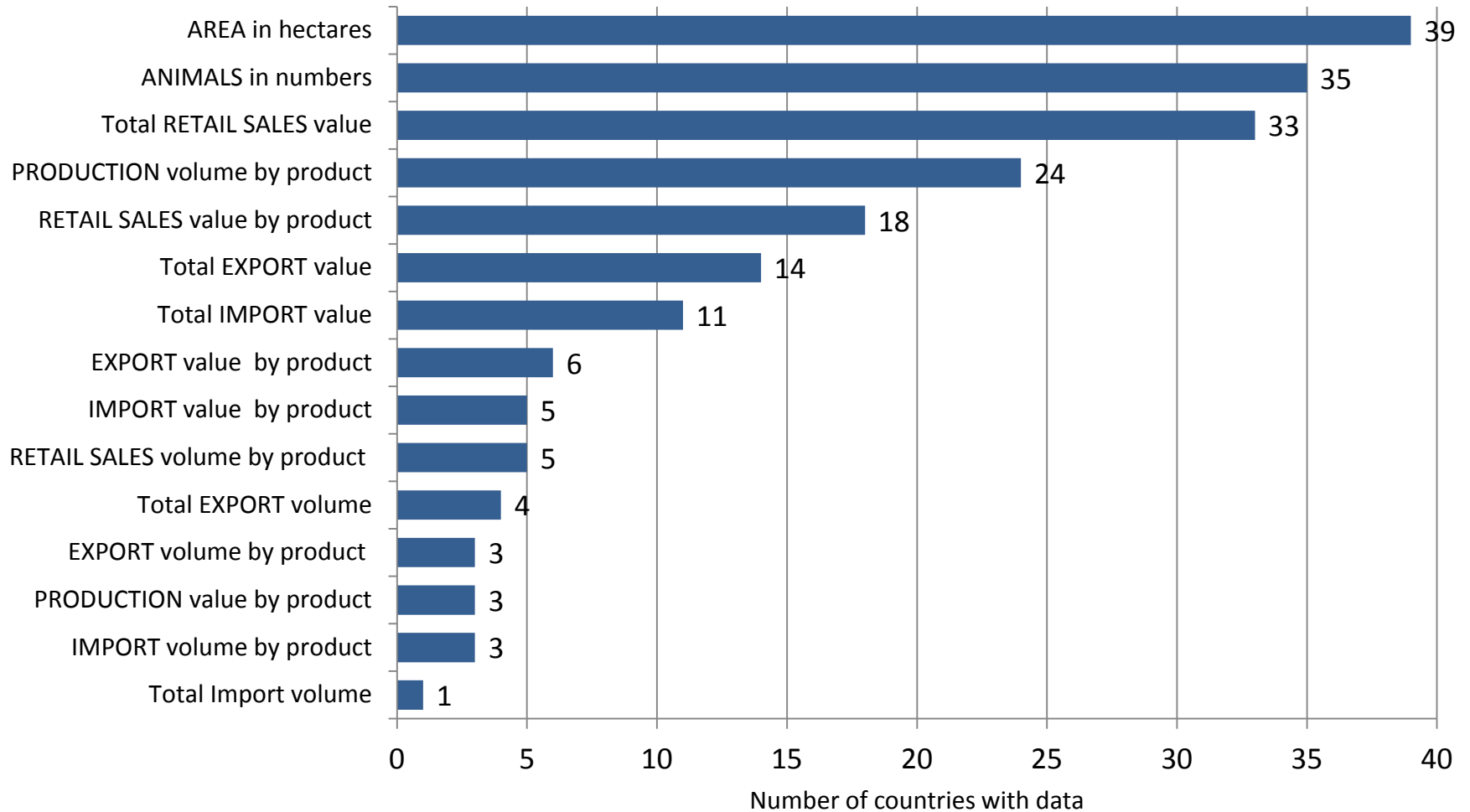
- ✓ Previous EU Project European Information Systems For Organic Markets (EISfOM)
- ✓ “The World of Organic Agriculture” (FIBL)
- ✓ Mediterranean Organic Agriculture Network (IAMB)



Structure of the Project



Current data availability (2011 & 2012)



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.

