

## Deliverable Factsheet

Date: December 31, 2014

<b>Deliverable No.</b>	4.4 - Final Revised Database
<b>Working Package</b>	4
<b>Partner responsible (Lead beneficiary)</b>	P 2
<b>Other partners participating</b>	P 8
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<b>Relevant Task(s):</b>	4.1

### **Brief description of the Deliverable**

In this deliverable, the OrganicDataNetwork's internal project database and its structure is described as well as how the data can be accessed.

### **Target audience(s)**

The target audience are stakeholders of the organic sector, market actors, policy makers, media, researchers and the general public.

### **Publishable Summary**

In the framework of the OrganicDataNetwork project and internal project database was established in order to store the data collected in the two survey rounds of the OrganicDataNetwork project. The database builds on the one that the Research Institute of Organic Agriculture (FiBL) and the Agricultural Market Information Company (AMI) use for their organic data collection activities. However, this database was considerably expanded during the OrganicDataNetwork project by adding a) new market data indicators (such as retail sales by sales channel), b) the option to integrate a detailed description of the data collection methods, and c) implementing the Statistical Classification of Economic Activities of Eurostat. Furthermore, the database was used for quality checks by adding tailored excerpts for standard checks.

The data collected in the two survey rounds of the OrganicDataNetwork (Willer & Schaack 2013

and 2014) are stored in the database, and they are available to the public at the website of the OrganicDataNetwork at <http://www.organicdatanetwork.net/odn-statistics.html>. The data are available both as an MS Excel file and an interactive table. Data shown at the website include data on the organic area, livestock numbers, production, retail sales, exports, and imports. Data sources and explanations are included.

It is expected that this database and the easily accessible data will contribute considerably to more transparency of the organic market. However to be of real use for stakeholders, a number of issues, which have become obvious through the storage of the available data in one single database, need to be tackled on a European scale. Issues to be solved include data gaps, incomplete data, different classifications and definitions, and questions related to quality. Furthermore, to add value to the European market data collection, more detailed information and information on more indicators is needed (for instance prices).

**Potential Stakeholder impact(s)**

It is expected that this database with its easily accessible data will contribute considerably to more transparency of the organic market.

**Interactions with other WPs Deliverables / joint outputs**

WP no.	Relevant tasks	Partner(s) involved	Context of interaction



Co-funded by  
the European Union

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Project acronym: **OrganicDataNetwork**

Project title:

**Data network for better European organic market information**

Collaborative Project

Collaborative Project targeted to a special group (such as SMEs)

SEVENTH FRAMEWORK PROGRAMME

FP7-KBBE.2011.1.4-05

Data network for better European organic market information

**Title of Deliverable:**

**D4.4 Final revised database**

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## 1 Key links to the revised database

- The revised, internal OrganicDataNetwork MS Access database can be downloaded at <http://www.organicdatanetwork.net/3067.html> (internal link)
- The full data set (MS Excel) can be downloaded at the public webpage <http://www.organicdatanetwork.net/odn-statistics-data-full-set.html>.
- The interactive tables are publically available at <http://www.organicdatanetwork.net/odn-statistics-data.html>
- The OrganicDataNetwork questionnaire is publically available at <http://www.organicdatanetwork.net/odn-statistics-questionnaire.html>

## 2 Introduction

In the framework of the OrganicDataNetwork project and internal project database was established in order to store the data collected in the two survey rounds of the OrganicDataNetwork project (Willer and Schaack 2013 and 2014). The database builds on the one that the Research Institute of Organic Agriculture (FiBL) and the Agricultural Market Information Company (AMI) use for their organic data collection activities. However, this database was considerably expanded during the OrganicDataNetwork project.

This document explains the features of the internal OrganicDataNetwork database and how the data can be accessed.

## 3 The Internal project database (MS Access Database)

For storage of the data collected in the two surveys of the OrganicDataNetwork (Willer and Schaack 2013 and 2014) an MS Access database was used. The database builds on the database, which Research Institute of Organic Agriculture (FiBL) and the Agricultural Market Information Company (AMI) have used for their data collection on organic agriculture in the past decade (Willer & Lernoud 2014). It is available at <http://www.organicdatanetwork.net/3067.html>.

### 3.1 The main table and its columns

The database contains a main table (**ODN-TAB**), in which the data are stored.

The main table has the following columns

- **Column “Last update”**  
This column shows when the database as a whole was last updated as it is an excerpt of the larger FiBL database with data on organic agriculture world-wide.
- **Column “ODN-inconsistency”**  
In this column, data are marked that are potentially inconsistent and are, therefore, not shown in the public versions of the OrganicDataNetwork website at <http://www.organicdatanetwork.net/odn-statistics-data.html>. Marked with -1 are data that seem inconsistent.
- **Column “ok”**  
If marked with “-1” a figure looks inconsistent but is, in fact (most probably), not, as there is an explanation for the inconsistency. This column is also used to mark that there is an

explanation of a certain figure: All data marked with “-1” have an explanation in the column “remark”. This could be explanations like “ a direct year to year comparison is not possible because the data source has changed”, or “ due to fluctuating exchange rates, a direct year to year comparison is not possible because values were converted from national currencies into euros”, or “data are not complete as import data cover only the imports from non-EU countries.”

- **Column “Collection”**  
Shows that the data are an extract from the FiBL-AMI data collection – this may become important if the database is used by others and data from other collections are added.
- **Column “Inserted”**  
Date a certain dataset was imported into the database.
- **Column “Modified”**  
Date a certain dataset was modified
- **Column “ID”**  
The ID number of a dataset, automatically inserted by the MS Access database.
- **Column “Source”**  
Acronym of the data source
- **Column “Source description”**  
Detailed description /quote of the source including name of data provider where relevant.
- **Column “Year”**  
Year to which the data refer.
- **Column “Data year”**  
Year to which data refer in case newer data are not available; old data are then continued to be used.
- **Column “EU/EFTA”**  
Used for the country group:
  - EU-15 = “old” member states up to 2003,
  - EU-13 = countries that became a member on and after the 1<sup>st</sup> of January 2004,
  - CPC = Candidate and potential candidate countries,
  - EFTA = Countries of the European Free Trade Association, and
  - other Europe (.e.g. Ukraine).
- **Column “Continent”**  
Used to mark the continent; this is relevant if data from non-European countries are used.
- **Column “Country”**  
Used for country
- **Column “ISO”**  
ISO acronym for country
- **Column “Kultur” (to be changed to “Crop/product etc.”)**  
Name of crop, product, and livestock type. Additional dimensions (e.g. crop group and land use type to which a crop belongs) are available in the look-up tables “DIM\_CROP\_TAB and DIM\_CPA\_PRODCOM\_TAB.
- **Column “Agent”**  
Currently, this column only used in conjunction with the indicator “sales” to indicate the

sales channel like “General retailers”, “Specialized /organic retailers”, “direct marketing”, “other channels”.

- **Column “Indicator”**  
This column is used for the indicator. For a list of the OrganicDataNetwork indicators see Chapter 2.2 “Indicators used”.
- **Column “Label”**  
Can be “organic” or “total”. The total is used in order to calculate the organic shares of the total.
- **Column “Value”**  
Field for the actual numbers. In order to be able to make the calculations to compare the organic area and production with the total, the addition columns “Organic” and “Total” are needed.
- **Column “Remark”**  
Explanation for a certain dataset.
- **Column “Method”**  
Code for full details on methods as shown in the look-up/Dimension table “DIM\_METHOD”.

## 3.2 Indicators used

Data on the following indicators were collected and stored in the internal database:

Indicator	Explanation
<b>Animals [heads]</b>	Number (heads of animals), average stock
<b>Animals, slaughtered [no]</b>	Number of slaughtered animals
<b>Area [ha]</b>	Area, both in conversion and fully converted by crop
<b>Area fully converted [ha]</b>	Fully converted areas by crop
<b>Area under conversion [ha]</b>	Conversion area by crop
<b>Area, all [ha]</b>	Total organic agricultural land for a country.
<b>Beehives [no]</b>	Number of beehives
<b>Export [Mio €]</b>	Export value by individual crops, products in million euros
<b>Export [Mio €], share [%]</b>	Share of export value by product of total exports for hat products
<b>Export [Mio LOC]</b>	Exports by individual products in local currency
<b>Export [t]</b>	Export volume (in metric tons) by individual products
<b>Import [Mio €]</b>	Import value in million euros by product
<b>Import [Mio €], share [%]</b>	Share of import value by product of total imports for that product
<b>Import [Mio LOC]</b>	Imports by product in million local currency
<b>Import [t]</b>	Import volume (in metric tons) by product
<b>Import [t], share [%]</b>	Share of import volume (metric tons) by crop of total imports
<b>Operators, exporters</b>	The natural or legal person within the Community who exports to a third country organic products with a view to the subsequent marketing (Eurostat definitions)
<b>Operators, importers</b>	The natural or legal person within the Community who presents a consignment for release for free circulation into the Community, either in person, or through a representative (Eurostat definition)
<b>Operators, processors</b>	Operator who preserves and/or processes organic agricultural products (incl. Slaughtering and butchering) and aquaculture products; Packaging and labelling as organic is also considered as processing (Eurostat definition)
<b>Operators, producers</b>	Production unit operated under a single management for the purpose of producing agricultural product (Eurostat definition)

Indicator	Explanation
Production [Mio €]	Production value by crop/product
Production [Mio LOC]	Production value in million local currency by crop/product
Production [t]	Production volume by crop/product
Production [t]: Share [%]	Share of the production volume of the total production
Sales [Mio LOC]: Share [%]	Share of all organic retail sales of a product
Sales [LOC/person]	Domestic retail sales per person by product in million local currency
Sales [Mio €]	Domestic retail sales by product in million euros (and marketing channel, to be specified in column agent)
Sales [Mio €]: Share [%]	Share of total retail sales value by product
Sales [Mio LOC]	Domestic retail sales by product in million local currency (and marketing channel, to be specified in column agent)
Sales [t]	Domestic retail sales volume in tons by products (and marketing channel, to be specified in column agent)
Sales [t]: Share [%]	Share of domestic retail sales volume (metric tons) by product
Sales, growth 1 year [%]	Growth of retail sales by product in one year (and marketing channel, to be specified in column agent)

### 3.3 Look-up/dimension tables

To the main table **ODN-TAB**, three dimension/look up tables are linked.

- There is a dimension/look-up table for crops and livestock based on the Eurostat classification for organic areas and livestock (Eurostat 2012) (**DIM\_Crop\_TAB**) as well as
- one for the traded products based on the CPA codes of Eurostat (2008). With tailored queries, it is possible to extract data according to both classifications (**DIM\_CPA\_Prodcom\_TAB**).
- Furthermore, there is a dimension table “Method” in which the results of the OrganicDataNetwork’s Inventory of data collecting and publishing institutions and their data collection methods are stored (Gerrard et al. 2013). It has, however, not been possible to link the information on the methods to all data of the two surveys carried out, so this table is not up-to-date; it shows however, that it is possible to link this type of detailed information to the actual data (**DIM\_Method\_TAB**).

### 3.4 Revisions to the database during the OrganicDataNetwork project

The database was considerably modified and expanded during the OrganicDataNetwork project.

Modifications and additions to the database included:

1. The adding of new market data indicators such as
  - a. The possibility to enter retail sales data by product by marketing channel
  - b. The per capita consumption by Purchasing Power Parities
  - c. The differentiation of numbers of animals by animals slaughtered and animal places.
2. The implementation of the Statistical Classification of Economic Activities of Eurostat. This included using the nomenclature of the CPA as well as adding the CPA codes. Often it was found that products were not mentioned in the CPA, so a code was added, using the code of the group to which a product belonged as a basis. E.g. for blackberries there was no CPA

code, so the code for “other berries” – code 01.25.19 - was used as a basis and then changed to 01.25.19-odn-03, using the OrganicDataNetwork acronym to show that this is not an original CPA code.

It should be noted that all these changes to the database needed to be adapted to the OrganicDataNetwork questionnaire reflecting the indicators and classification and nomenclature.

Furthermore, the database was used for quality checks by linking tailored MS Excel (Pivot) excerpts for standard checks.

The option to integrate a detailed description of the data collection methods based on the survey on market data collectors and methods was included (Gerrard et al.).

### **3.5 Further information**

A detailed description of the database can be found in the OrganicDataNetwork’s ORganic market data MAnnual and CODE of Practice, Part C 4 at [www.ormacode.organicdatanetwork.net/2891.html](http://www.ormacode.organicdatanetwork.net/2891.html) (Zanoli et al. 2014).

## **4 Public access to data**

The OrganicDataNetwork partners are giving access to their data via the OrganicDataNetwork website. Both an MS Excel file with all data, as well as interactive data tables with selected data, are available at <http://www.organicdatanetwork.net/odn-statistics.html>.

As it was deemed important to supply information on the sources and necessary explanations, the following additional documents are available at <http://www.organicdatanetwork.net/odn-statistics-notes.html>:

- General notes and information on the data of the OrganicDataNetwork
- Detailed notes on data by country, indicator, and crop/product -
- Detailed data sources by country and indicator
- Data year for data used when no new data were available

### **4.1 MS Excel data tables**

For data extracts from the database and data analysis, a pivot table was built, which gives access to all data collected in the project. A static version is available at the OrganicDataNetwork website at <http://www.organicdatanetwork.net/odn-statistics-data-full-set.html>.

This file also includes information on the data sources and explanations on the data. Data for which an explanation is supplied are marked in the individual tables.

The pivot table with its dynamic functions will be sent upon request [helga.willer@fibl.org](mailto:helga.willer@fibl.org).

### **4.2 Data extracts via dynamic tables**

For easier and more user-friendly access to the data, FiBL programmed a number of interactive data tables.

- Key data (total organic area, producers, retail sales, exports and imports)  
<http://www.organicdatanetwork.net/odn-statistics-data-key-data.html>
- Crop area, including fully converted and in-conversion area, share of total area and production. Crop/product data can be extracted by crop/product and by crop group/product group. Data for which an explanation is supplied are marked with an asterisk.  
<http://www.organicdatanetwork.net/odn-statistics-data-crops.html>
- Retail sales in million euros by product and product group  
<http://www.organicdatanetwork.net/odn-statistics-data-retail.html>
- Share of all retail sales value by product and product group  
<http://www.organicdatanetwork.net/odn-statistics-data-retail-share.html>

### 4.3 Publication on the European market

An article and related slide presentation with the key data and findings of the OrganicDataNetwork's market data survey including a number of graphs and tables (based on the template for an organic market data report), will be published in the 2015 edition of "The World of Organic Agriculture", an annual publication that gives an overview of the current status of organic agriculture world-wide (Willer & Lernoud 2015).

In 2014, an overview of the European market, was given in a book published by IFOAM-EU, the European Union Group of the International Federation of Organic Agriculture Movements (Willer et al. 2014).

## 5 Conclusion

It is expected that the OrganicDataNetwork database with the easily accessible data will contribute considerably to more transparency of the organic market. However to be of real use for stakeholders, a number of issues, which have become obvious through the storage of the available data in one single database, need to be tackled on a European scale. Issues to be solved include data gaps, incomplete data, different classifications and definitions, and questions related to quality. Furthermore, to add value to the European market data collection, more detailed information and information on more indicators is needed (for instance prices). Furthermore work needs to be done on the actual data collection process (timely data delivery, automatized data delivery, faster data entry).

## 6 Contact

For questions related to the database and the data please contact:

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