

ORGANIC MARKET DATA COLLECTION QUALITY ASSESSMENT QUESTIONNAIRE

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| 1. Do you ONLY collect organic market data? | YES | NO |
| 2. Is there an up-to-date inventory on all respondents in the area that your organisation wants to cover? | YES | NO |
| 3. Did you plan to contact the whole population of respondents, OR, in case this is too large, is the sample randomly drawn and large enough to represent the main characteristics of the total population of respondents (representative sample)? | YES | NO |
| 4. Are you able to contact all respondents (population or sample)? | YES | NO |
| 5. Are you using more than one of the following data collection methods (census, sample survey, consumer/household panel)? | YES | NO |
| 6. Are you collecting the data at least once per year? | YES | NO |
| 7. Are the data that you collect published on a <u>regular</u> basis (yearly, quarterly, monthly, etc.)? | YES | NO |
| 8. Did your organic market data collection start less than 5 years ago? | YES | NO |
| 9. Do you only publish raw data (=data with no statistical processing of any sort)? | YES | NO |
| 10. Are the data available online? | YES | NO |
| 11. Are the data available to the public free of charge? | YES | NO |
| 12. Do you perform any type of consistency checks on the data (e.g. that exports of a product aren't higher than the sum of production and imports of the same product; that the production of a given product is coherent with a reasonable yield given the land area devoted to that product) ? | YES | NO |

Scoring your questionnaire:

1. Give seven (7) points for a 'yes' answer to question 1 through 7 and to question 11.
2. Give seven (7) points for a 'no' answer to question 8 and 9.
3. Give fifteen (15) points for a 'yes' answer to question 10 and 12.
4. Add together the number of points you scored.
5. If your overall score is above or equal to 70 your organic market data collection approach is BEST PRACTICE. If the score is between 40 and 70 your organic market data collection approach is GOOD PRACTICE. If the score is below 40 your organic market data collection approach needs to be IMPROVED.

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