



Data Network for better European organic market information

Organic market data collection and publication procedures: the Code of Practice of the OrganicDataNetwork (OrMaCode)

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The Project

- ✓ 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

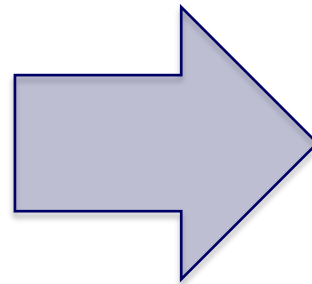


Project Objectives

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



Aim of this workshop

- ✓ To illustrate the new online database of organic market data
- ✓ To present the lessons learned in the six case studies aimed at improving the organic market data in various countries
- ✓ To present and discuss the **Code of Practice and a Manual** for organic market data collection (OrMaCode), aimed at providing guidance and support to organic market statistical information providers.



Programme

- ✓ **The OrganicDataNetwork online database**
 - ✓ *Helga Willer, FiBL – Switzerland*
 - ✓ *Diana Schaack, AMI – Germany*
- ✓ **Improving organic market data: results of six case studies**
 - ✓ *Susanne Padel, ORC – UK*
- ✓ **OrMaCode: the Code of Practice and the future of the organic market data collection network**
 - ✓ *Raffaele Zanolì, Università Politecnica delle Marche - Italy*

Discussion (40') about the OrMaCode and how to establish a long-term, permanent network collaborating on statistical issues regarding organic farming markets.



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Thank you!

www.organicdatanetwork.net

