

**ORGANICDATA
NETWORK**



SEVENTH FRAMEWORK PROGRAMME
FP7-KBBE.2011.1.4-05

Data network for better European organic market information

The European Market for Organic Food

Assessment of data quality

Biofach 14/02/2013



Corinna Feldmann
Agricultural and Food Marketing
organicagriculturalsciences **U N I K A S S E L**



Overview

- Introduction
- Data providers and collection methods
- Data quality dimensions
- Data quality
- Key data collectors
- Quality assessment
- Conclusions

Corinna Feldmann

Agricultural and Food Marketing

organicagriculturalsciences **U N I K A S S E L**



Introduction

- Analysis of organic market data collection methods
- Survey on current situation in Europe
 - Broad overview on active stakeholders
 - Identification of methodological approaches
- Overall evaluation in terms of coverage and comprehensiveness
- Quality assessment of data collection methods
 - Use of data quality dimensions
 - Exemplified for key data collectors in Europe
- Aim: elaboration of reference system (harmonised, consistent, and comprehensive)

Corinna Feldmann

Agricultural and Food Marketing

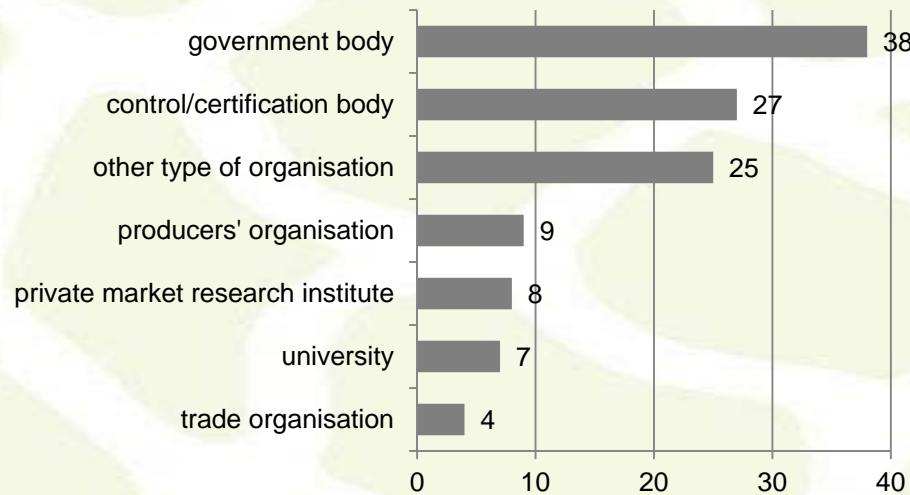
organicagriculturalsciences **U N I** K A S S E L



Organic market data providers and data collection methods

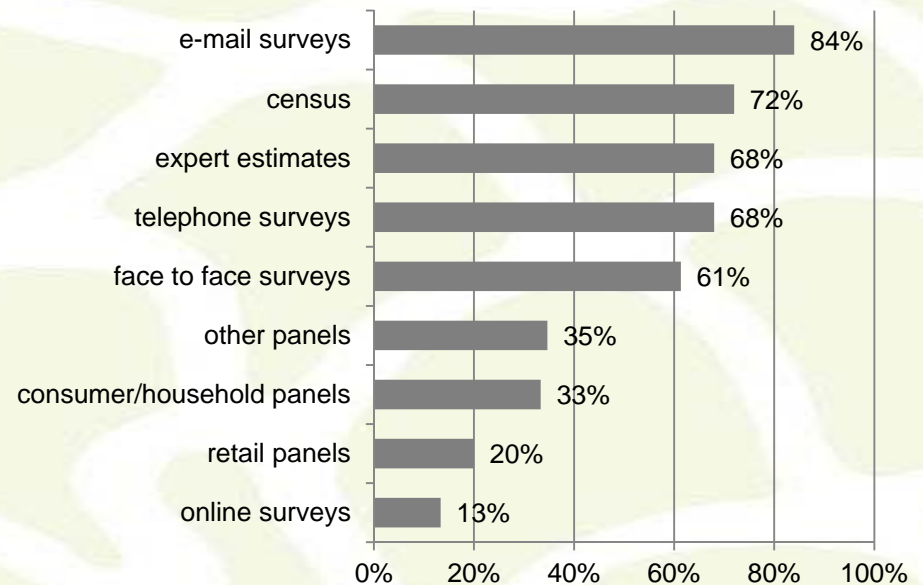
n = 109

Type of organisation ¹⁾



n = 75

Data collection methods across all data types ¹⁾



¹⁾ Multiple responses possible

Corinna Feldmann

Agricultural and Food Marketing

organicagriculturalsciences **U N I K A S S E L**



Data quality dimensions (ESS standard)

Relevance

- To which degree do statistical outputs meet end-users' needs?
- Is the data complete? To which extent?

Accuracy

- How close are the estimates to the true values?
- Are there inconsistencies and errors in the methodological approach?

Comparability

- Is the data comparable over time and across regions?

Coherence

- Are there any differences in concepts and methods?
- Do the reported differences have an effect on the output values?

Accessibility/Clarity

- Is it simple and easy to access data? Obstacles?

Timeliness/Punctuality

- Is data available promptly after occurrence of the event?
- Is there a time lag between release and target date of publication?

Corinna Feldmann

Agricultural and Food Marketing

organicagriculturalsciences **U N I K A S S E L**



Data quality

Survey questions from WP2 allocated to quality dimensions

Relevance	Accuracy	Comparability	Coherence	Accessibility/ Clarity	Timeliness/ Punctuality	CF1
Main focus of organisation	Data sources	Methods of data collection	Methods of data collection	Voluntary or obligatory data provision	Frequency of data collection	
Data sources	Methods of data collection	Disaggregation of data		Publication of data	Frequency of publication	
Data uses	Details of analysis	Sample size		Availability of data		
Type of analysis & details of analysis	Quality checks & details of quality checks			Format of publication		
Sample size						
Start of data collection						



Key data collectors

→ identified from survey dataset due to advanced data collection

- **Eurostat:** covering EU 27, Switzerland and Norway
- **Agrarmarkt Informations-Gesellschaft mbH (Germany):** wide range of market data types and collection methods, large sample, application of quality checks
- **Statistics Denmark:** wide range of market data types, many different data sources
- **Soil Association (UK):** wide range of market data types and collection methods, annual organic market report
- **Agence Bio (France):** wide range of market data types and collection methods, large sample, application of quality checks
- **BioSuisse:** wide range of market data types, retail data from many outlets

Corinna Feldmann

Agricultural and Food Marketing

organicagriculturalsciences **U N I K A S S E L**



Conclusions

Reference system: AMI and Agence Bio

- Comprehensive methodological approach: extensive data collection, advanced analysis and use of quality checks
- Long-time experience
- Large sample
- Published data is easily accessible
- Annual collection and publication

Corinna Feldmann

Agricultural and Food Marketing

organicagriculturalsciences **U N I K A S S E L**

