Deliverable Factsheet

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Partner responsible (Lead beneficiary)	P2 (ORC)
Other partners participating	All
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Relevant Task(s):	Task 2.3: Carry-out computer based survey and production of inventory

Brief description of the Deliverable

Report on the inventory of data collectors based on the online survey of WP2

Target audience(s)

Researchers within the OrganicDataNetwork project and other organic market stakeholders

Publishable Summary

Despite the continuous growth of the organic market in Europe, in most countries only very basic statistics about this sector exist. Individual country governments collect data which are published nationally and by EUROSTAT (the statistical office of the European Union), on the number of certified organic holdings, organic and in-conversion land areas and livestock numbers. Important market statistics, however, such as the amount of production, consumption, retail sales, international trade and prices at the farm or consumer level are lacking in most European countries.

To understand the availability of data on the organic market and to assist in improving data quality and availability, it is first necessary to be aware of the organisations that currently collect, analyse and/or disseminate such data across Europe and the methods that they use.

To assess the current status of organic market data collection in the EU and its neighbours, an online survey was developed and nearly 600 organisations within the EU27, EFTA, the rest of Europe and the Mediterranean were invited to participate. The useable response rate was 28% once very incomplete responses had been removed from the sample. Based on this survey it is

difficult to state definitively that no data collection/analysis/publication occur within certain countries or within certain areas of the market. The survey may not have detected any, but there may still be some carried out that have not been detected by the survey.

The survey has been used to produce an inventory table, summarising the data collection effort in each country to inform further work in the project.

The data were analysed for the entire sample and were split into responses from EU27+EFTA, other European and non-European countries to provide an overview of the data collection effort in each of these country groups. A comparison of EU15 and newer member states was also carried out and Mediterranean countries (MOAN) were considered separately. The relatively low response rate made comparisons difficult and means that only general observations can be made.

The **data types** that are most commonly collected are production data, especially land area, followed by production volume; whereas production value is much less commonly collected. However, production area data are not the main focus of the survey or of the OrganicDataNetwork project. Price data and retail sales data are the next most commonly collected market data. Export data are more commonly collected in non-European countries than in the EU, perhaps reflecting a higher importance to their economies. The product categories most often represented in EU27+EFTA market data collection are meat, milk and dairy products, fruit and vegetables. Across the other groups of countries (e.g. other European, non-European) the pattern of data collection of individual product categories varies with regards to the most popular products. Data on non-food products are rarely collected.

Data collection methods vary with the type of data collected, but surveys are a commonly used method across data types. Censuses are often used to collect production volume data and other types of data such as international trade data (they are not used to collect data in non-European countries). Expert estimates are occasionally used across most of the country categories. For retail data and consumer price data, consumer/household panels or retail panels (scanner data) are likely to be used, whereas catering sales data are collected by surveys. Import and export data are generally collected using surveys and sometimes censuses but some reliance is also placed on expert estimates. The **data analysis** carried out in the different countries (across all of the categories) tends to be compilation or basic analysis (such as averages, and ranges). Other methods mentioned include time-evolution, comparison to averages or totals, and sense-checking with other data (particularly for export data).

The responses to the question about **data publication** suggest generally low publication rates (especially for data other than production data); with less than 50% of the sample in each disaggregated group of countries giving a positive answer. Of all the data types that were asked about, production data are most likely to be freely available, but not all production data that are collected are also published. Data are usually published annually; price, retail or export data are occasionally published more frequently.

<u>Conclusions</u>

The purpose of this survey was to produce an inventory and an overview of collectors of organic market data in Europe and its neighbouring countries. The results have delivered a good picture of the situation in Europe and have shown that the recent claims, coming from various sources,

regarding a lack of organic market data were definitely justified. Overall it can be concluded that the market data collection effort remains very varied across Europe and that not all data that are collected are also published. This is problematic, as without good quality, accurate and timely information it is difficult for stakeholders to make decisions about the risks and benefits of investment. There is also a need to understand the reasons why there is currently not more organic market data collection undertaken as well as to understand the barriers to good quality data collection and dissemination. This is the basis for further work on harmonisation of data collection approaches and for improvement in data quality, which is planned as part of the OrganicDataNetwork project.
Potential Stakeholder impact(s) Identifying where data collection is occurring and the type of data collected. Identifying gaps in current organic market data collection.

Interactions with other WPs Deliverables/joint outputs			
WP no.	**Relevant tasks**	**Partner(s) involved**	**Context of interaction**
WP3	survey	P4 (University of Kassel)	Survey data are required for their analysis of data collection and analysis methods
WP4	survey	P2 (FiBL)	Survey data are required to feed into their database of organic market data

Project no. 289376

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:

D2.1 Report on data collectors: Inventory of data collecting and publishing institutions

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Contents

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1 Introduction

Despite the continuous growth of the organic market in Europe, in most countries only very basic statistics about this sector exist. Individual country governments collect data which are published by EUROSTAT, the statistical office of the European Union, on the number of certified organic holdings and the organic and in-conversion land areas and livestock numbers. Important market statistics, however, such as the amount of production, consumption, retail sales, international trade and prices at the farm or consumer level are lacking in most European countries. A number of bodies publish estimates for individual countries, but these often show contradictory trends. This can lead to different interpretations of the market situation and lack of willingness to invest in the sector due to lack of information to allow quantification of risks and benefits of investment.

A number of different types of organisation may collect and publish data on the organic market for a number of different reasons. To understand the data on the organic market that are available and to assist in improving data quality and availability it is first necessary to be aware of the organisations that currently collect, analyse and/or disseminate such data across Europe and the methods that they use at present to collect and analyse their data.

An online survey was carried out to gain an overview of all the relevant public and private bodies and stakeholders that are involved in the collection, processing and dissemination of organic market data. To obtain information from as many organisations as possible, the survey was sent to all of the potential collectors of organic market data that the project team was able to identify.

2 Background

Statistical data on organic land areas have been collected in individual countries since the mid-1980s. The availability of land area data improved in the EU once the Regulation (EEC) 2092/91, defining organic crop production, came into force in 1993 (Foster and Lampkin 1999). EUROSTAT presents time-series of organic land area data from 1998 onwards. At present, EUROSTAT presents primary-production area data, derived from data on organic land area, land use and crops, livestock numbers and, for some countries, production volumes (crops and livestock). Furthermore EUROSTAT also provides data on the number of operators (producers, processors, importers) (Eurostat 2010). Other data that are important for market actors, such as development of retail sales, imports and exports and price data are only available in some countries.

Lampkin and Rippin (2005) and Hamm and Zanoli (2006) have given a number of reasons for the urgent need for reliable data on European organic production, retail sales and trade. Above all, data and market information are needed by private and public actors to make correct decisions; by farmers and other members of the organic supply-chain to make investment decisions, as well as by policy makers to calibrate measures targeted to the organic sector, particularly those of economic significance.

Annual market reports exist for the major markets. For example, in Germany and in France, AMI and Agence Bio respectively regularly publish comprehensive organic sector reports. In the UK, primary production-related data are supplied by control bodies on behalf of, and compiled by, the Department for the Environment, Food and Rural Affairs (DEFRA 2010). Data on sales and trade within the UK are published by the Soil Association based on data collected by the organisation itself and by private market research companies (Cottingham and Perret 2010). In Italy, the Ministry of Agriculture collects the data from the certifiers and publishes them online on the homepage of the Italian Information System on Organic Farming SINAB; while other semi-governmental bodies like ISMEA and INEA collect other data on organic markets and policies.

Several publications have attempted to provide an overview of the state of organic agriculture in Europe including a report by the European Commission (EC-AGRI 2010), various editions of the "World of Organic Agriculture" (Willer and Kilcher 2012 and previous editions) and the 2008 report from Ecozept (Van Osch et al. 2008). These reports bring together data from several sources. These data collections only offer a rough guide to the situation in national organic markets, with data in many countries based on expert estimates.

Several European funded research projects have looked at the availability of organic market data in Europe, including OFCAP (Organic Farming and the CAP reform- FAIR3-CT96-1794) (Michelsen, Hamm et al. 1999), OMIaRD (Organic Marketing Initiatives and Rural Development - QLK5-2000-01124) (Hamm, Gronefeld et al. 2002, Hamm and Gronefeld 2004) and, particularly, EISfOM (European Information System for Organic Markets) (Lampkin and Rippin 2005; Rippin et al. 2006). The situation as found by the EISfOM project was summarised by Gleirscher (2005) as follows: "*previous EU-funded research projects such as OFCAP and OMIaRD have shown that, although regional or national data gathering takes place in many countries, at both the national and European level, the availability of detailed and up-to-date data is not satisfactory e.g. for production, consumption, prices and trade".*

The European Action Plan for Organic Food and Farming (EC-COM 2004) acknowledged the necessity to improve the collection of data on the sector (Action 3). Council Regulation (EC) 834/2007, which replaced Council Regulation (EEC) 2092/91, foresees that relevant statistical information should be collected in order to obtain reliable data needed for the implementation and follow-up of this Regulation and as a tool for producers, market operators and policy makers.

National data are collected by different types of organisations. Bodies collecting these data include competent authorities, control bodies, private organisations, public organisations, and other government bodies. Also individual researchers collect data concerning sales of organic food as part of funded projects or private initiatives, but it is not known accurately which organisations collect market data on the organic sector in all countries of the EU 27 and potential candidate countries.

An additional problem faced in trying to compile accurate statistics on the organic market in Europe lies in the fact that collectors use a number of different methodologies, making it impossible to compare the data across countries. For domestic market data, collection methods include estimates based on household panel data, retail panels and surveys, with the collection and processing of such data mainly carried out by commercial market research companies (such as GfK, Kantar, Nielsen, biovista) using their own product definitions and nomenclatures (Rippin, Vitulano et al. 2006). In other countries market data are collected through surveys of the key market actors. The methods on which published data are based vary between countries and change over time, even within countries, making comparability between countries and over time very problematic.

The aim of the work presented here is to provide an overview of all relevant public and private bodies and stakeholders that are involved with the collection, processing and the dissemination of organic market data (production, retail sales and trade (export and import data)) in the EU27 and EFTA, as well as in candidate and potential candidate countries.

3 Approach

3.1 List of contacts

At first, a contact list of organisations which could potentially be involved in collecting data on the organic market was constructed. The intention was to include all organisations that might collect data (however small the possibility may be) to ensure coverage of all stakeholders who are potentially involved in the collection of organic market data. Information on organisations was taken from previous EU projects (EISfOM[1], EU-CEE-OFP), from FiBL's database used for the annual survey on global organic agriculture (Willer and Kilcher, 2012), from the Organic Rules database created during the CERTCOST[2] project, and the Mediterranean Organic Agriculture Network. In addition, the project partners of the Organic Market Data Network provided contact details for other potential data collectors in the countries listed in Table 1 below:

Table 1 - Project partners and the countries they covered.

Partner organisation	Country/countries covered
Università Politecnica delle Marche	Italy
Forschungsinstitut für Biologischen Landbau (FiBL)	Malta, Cyprus (with IFOAM EU Group), Switzerland, Norway, Iceland, Liechtenstein, Israel (with IAMB), Bulgaria (with CULS)
The Organic Research Centre	Ireland, Finland, Denmark
University of Kassel	Germany (with AMI)
Ceska Zemedelska Univerzita v Praze	Czech Republic, Slovakia, Bulgaria (with FIBL)
Istituto Agronomico Mediterraneo di Bari (IAMB)	Greece, Slovenia, Albania, Bosnia and Herzegovina, Croatia, Macedonia, Serbia (with Ecocept), Israel (with FiBL) and non-European countries
Agence Bio	France
AMI	Germany (with UKS), Austria
BMI	Poland, Sweden
BIOCOP	Spain, Portugal
Ecozept	Romania, Hungary, Montenegro, Serbia (with IAMB)
CEET	Estonia, Lithuania, Latvia
IFOAM EU	Netherlands, Belgium, Luxembourg
IMO Turkey	Turkey
Soil Association	United Kingdom

3.2 Survey questionnaire

The survey was constructed with the aim of obtaining an inventory of organic market data collectors in Europe. The survey collected information about:

- type of organisation carrying out the data collection,
- type of data collected (e.g. production, consumption, retail sales, price, international trade),
- data collection and analysis methods,
- frequency of data collection and availability,
- geographical coverage,

[1] http://www.organic-research.org/eisfom.html and https://www.uni-hohenheim.de/i410a/EUCEEOFP/
[2] http://www.organicrules.org

- sample size and
- publication schedule (if applicable).

The survey was produced in an iterative process with input from several project partners including those involved in the evaluation of existing methods of data collection and the collection of European organic market data (ORC, University of Kassel, FiBL and AMI). A first draft was pre-tested by four project partners collecting such data: the Soil Association, Agence Bio, AMI, and Ecozept. The survey was also pre-tested by Martin Timmermann of Organic Trade Exchange as an independent third party. The final version of the survey (in a Word-adapted version) is included in Appendix A1.

The survey was carried out online and was opened on the 26 April 2012 and, with some extensions, was finally closed on the 30 June 2012. In total 608 contacts were invited to participate and 231 responses were received (see Table 2), but not all responses could be used for further analysis (see section 3.3 below). The response rate was 27.8%, based on 112 useable responses and 51 e-mails explaining that such data were not collected by the respective organisation.

Table 2 - Summary of number of responses.

Number of contacts gathered for this survey	608
Number of invitations sent out (22 emails no longer existed)	586
Number of responses on the final closing date, 30th of June 2012	231
Number of responses saying they do not collect organic market data	51
Total number of completed surveys	180
Total number of responses useful for analysis (after cleansing, see below)	**112**

3.3 Data for analysis

Once the survey was closed and taken offline, the data were processed and reviewed. A number of data issues were identified in the raw data output and resolved as follows:

- All test-runs of the survey carried out by project partners were deleted.
- Duplicated entries from 3 organisations were removed, keeping the most complete answer.
- Responses which contained too little information to be useable were removed from the quantitative analysis. For this a set of core questions was identified, related to type of data (Q4), method of data collection (Q13), analysis methods (Q18), quality checks (Q20), size of sample (Q23) (see Appendix 1 for a copy of the survey questionnaire). Any response which had no entries on ANY of the core questions was removed from the quantitative analysis, but any comments made were considered in their summary in chapter 5.6.

The final data set was then analysed as described below.

The full sample, except nine anonymous organisations that did not give their countries, was analysed as a whole and then split into six categories (EU27+EFTA, EU15, newer EU member states, Mediterranean, other European and non-European) and analysed to gain an overview of the data collection effort in each of these country groups. As the EU27+EFTA subsample is very large it could tend to "drown out" the results of the much smaller other European and non-European samples when combined with them in the full sample. A result is therefore regarded as most convincing when it holds true across all of the categories.

The 'EU27+EFTA' (including the 27 EU member states and Switzerland, Norway, Liechtenstein and Iceland) category contained 85 respondents, the 'other European' category 12 respondents and the 'non-European category' 11 respondents. There is some overlap between categories with regards to the international organisations as these cover multiple organisations and so may need to be included in more than one category. Two 'global' organisations were included in all three categories and one Mediterranean association in 'other European', 'MOAN' and 'non-European'. The responses from Eurostat and from one other body collecting data at European level were included in the 'EU27+EFTA' category. Nine respondents did not name the country they cover and so they could not be considered in this analysis. The results of the frequency analysis are discussed in detail in the next section.

Table 3 - Categories and sample sizes for the frequency analysis

Category for frequency analysis	Countries for which data are collected*	Sample size
EU27+EFTA	Austria, Belgium, Bulgaria, Czech republic, Denmark, Estonia, Finland, France, Germany, Hungary, Iceland, Ireland, Italy, Greece, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Spain, Sweden, Switzerland, UK **Europe (2), global (2)**	85
- **of which EU15**	Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Netherlands, Portugal, Spain, Sweden, UK, **Europe (2), global (2)**	66
- **of which newer EU member States**	Bulgaria, Cyprus, Czech republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, Slovakia, **Europe (2), global (2)**	17
MOAN member states	France, Italy, Malta, Greece, Portugal, Spain, Albania, Bosnia and Herzegovina, Croatia, Macedonia, Montenegro, Serbia, Turkey, Egypt, Lebanon, Morocco, Tunisia, **Mediterranean (1)**	40
Other European countries	Albania, Bosnia and Herzegovina, Croatia, Macedonia, Montenegro, Serbia, Turkey, **Mediterranean (1), global (2)**	12
Non-European countries	Egypt, Lebanon, Morocco, Tunisia, **Mediterranean (1), global (2)**	11

*International organisations in bold with numbers in brackets.

4 Inventory of data collection

The initial stage of the analysis and main output of the survey is a descriptive inventory of data collectors. Figure 1 below shows the geographical breakdown of the 112 responses showing which countries had higher or lower numbers of data collectors.

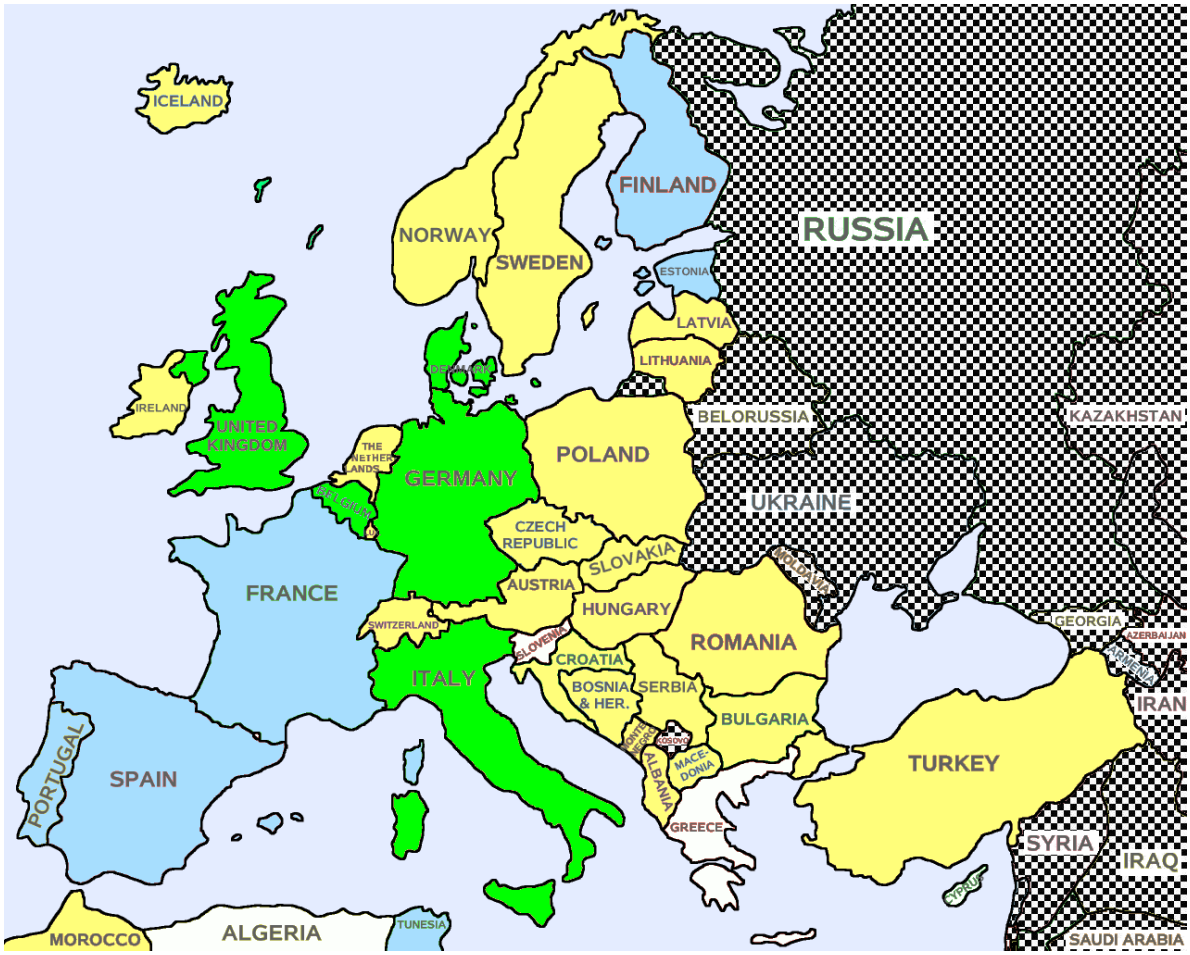

Figure 1 - Map of Europe showing the number of responses in each country.
Not included on map - Egypt:1, Lebanon:2, Malta:1, Europe:2, Global: 2, Mediterranean:1.
Key:

Not Surveyed	No response	1-2 responses	3-4 responses	5 or more Responses

In a first step, inventory tables were produced showing the organisations, the country they cover, the type of data they collect and the collection methods they use. The resulting table is shown in Appendix 2. This table contains information per country for 77 named organisations and 26 anonymous organisations; 9 organisations which did not give their country of origin have been omitted. Table 4 below shows the summary of responses for each country.

Table 4 - Types of data collected by organisations in each country and methods of data collection employed.

	Types of data collected						Data collection methods used					
Country covered	Pro-duction	Retail sales	Prices	Import /export	Catering	No info given	Census	Surveys	Panels	Expert estimate	Other	No info given
Member states of European Union												
Austria		✓	✓						✓			
Belgium	✓	✓	✓	✓	✓		✓	✓	✓	✓		
Bulgaria	✓											✓

	Types of data collected						Data collection methods used					
Country covered	Pro-duction	Retail sales	Prices	Import /export	Catering	No info given	Census	Surveys	Panels	Expert estimate	Other	No info given
Czech Republic	✓			✓			✓	✓		✓		
Denmark	✓	✓	✓	✓	✓		✓	✓			✓	
Estonia	✓	✓	✓		✓			✓				
Finland	✓							✓			✓	
France	✓	✓	✓	✓	✓		✓	✓	✓	✓		
Germany	✓	✓	✓	✓			✓	✓	✓	✓		
Hungary						✓						✓
Ireland	✓	✓	✓	✓	✓	✓		✓		✓		
Italy	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Latvia	✓		✓	✓			✓					
Lithuania	✓		✓				✓		✓			
Luxembourg	✓											✓
Malta	✓											✓
Morocco	✓		✓	✓				✓				
Netherlands	✓							✓				
Poland	✓			✓			✓	✓		✓	✓	
Portugal		✓	✓	✓			✓	✓				
Romania	✓	✓	✓	✓								✓
Spain	✓	✓	✓	✓			✓	✓		✓		
Sweden	✓							✓				
UK	✓	✓	✓				✓	✓	✓	✓	✓	
EFTA countries												
Iceland			✓	✓			✓	✓		✓		
Liechtenstein	✓		✓				✓			✓	✓	
Norway	✓	✓	✓		✓				✓		✓	
Switzerland	✓	✓	✓	✓			✓		✓		✓	
Other countries												
Albania						✓		✓				
Bosnia & Herzegovina	✓	✓	✓	✓							✓	
Croatia	✓											✓
Egypt	✓	✓		✓					✓			
Serbia	✓		✓	✓							✓	
Lebanon	✓	✓		✓			✓	✓	✓	✓		
Macedonia	✓		✓	✓								✓
Montenegro	✓	✓	✓	✓	✓	✓						✓
Tunisia	✓			✓			✓	✓		✓		
Turkey	✓	✓	✓	✓	✓	✓		✓			✓	
Organisations collecting data in several countries												
Mediterranean	✓							✓		✓	✓	
Europe	✓							✓			✓	
Global	✓	✓	✓	✓	✓			✓	✓			

Note: More detailed information about each country in Appendix 2.

The data collection methods mentioned as 'other' in Table 4 include collection through control/ certification bodies (collected on farm during inspection) and applications for subsidies, assessment of consumer willingness-to-pay, consumption/perception barometer, data collection from slaughter-houses, confidence climate index of organic firms, exporter data collected for every lot exported.

5 Analysis of the data collection effort across different groups of countries

In this analysis section, results of the survey in relation to the type of organisation carrying out the data collection, the type of data collected, methods used, geographical coverage and publication schedule are presented. The presentation is based on the whole sample of the survey responses (category 'All') and in relevant cases the responses were disaggregated into groups of countries, such as EU/EFTA, other European countries, non-European countries, EU15, newer EU member states and member states of the MOAN network (see Table 3 above). Of those, the largest category is EU27+EFTA (including EU27 + Norway, Switzerland, Liechtenstein and Iceland), containing 85 responses or 82.5% of the whole sample. The sample size in most of the other categories is very small (Table 3) and the results therefore need to be interpreted with caution. The answer of one participant for example has a larger weight in country categories with smaller numbers than in those with larger numbers of respondents. The purpose of the figures shown in the following is to give a qualitative impression of the results and of eventual differences in the various categories. Because of the varying number of respondents and the varying number of answers per respondent (for many questions more than one answer was possible) further statistical analysis is not possible.

5.1 Organisations collecting organic market data

The majority of the organisations who responded to the survey are government bodies followed by control/certification bodies (Figure 2). Of those who selected 'other' some of the organisation types included: agricultural colleges, private research institutes, state research institutes, not for profit organisations, NGOs (non-governmental organisations), statistical bodies, organic associations, consultants, semi-state organisations, public interest groups, advisory services and umbrella organisations.

Compared to the total numbers of the whole sample, a slightly lower proportion of government bodies and slightly higher proportion of control/certification bodies collects data in the categories 'other European countries' and 'non-European countries'. The same is true when answers are compared from 'newer EU member states' with those of 'EU15 states' (see Figure 2). There is also a higher proportion of market research organisations collecting data in the 'other European countries' than in 'MOAN', 'EU15' or 'non-European countries'; and there were no responses from Universities as data-collectors in the 'newer EU member states'. The impact of varying sample sizes, on the comparison needs to be considered.

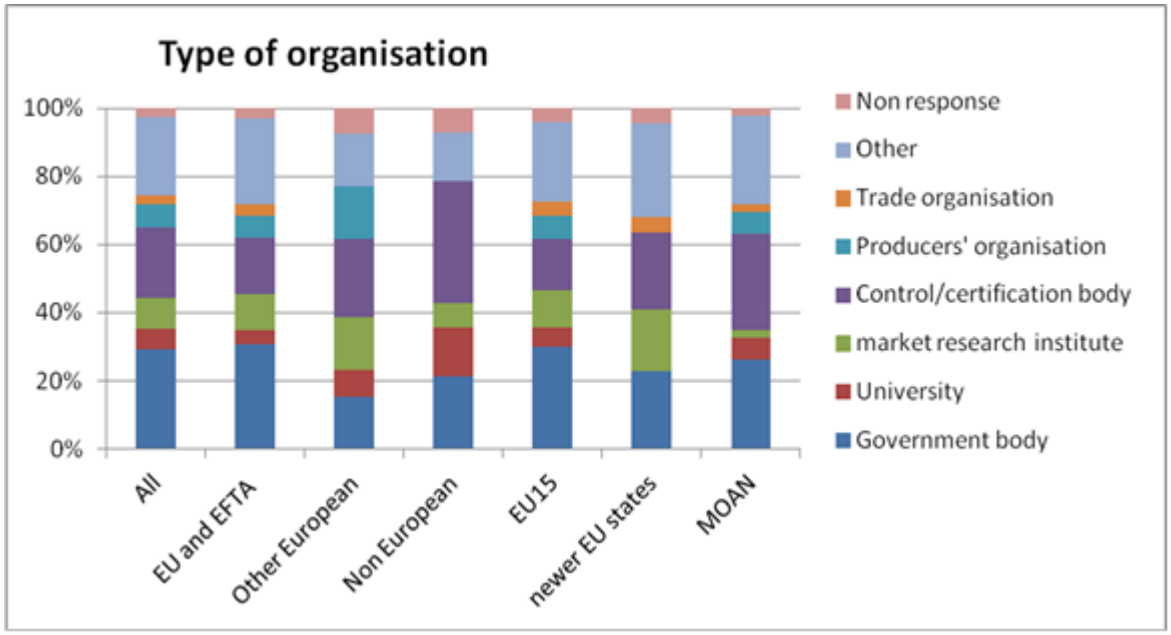

Figure 2 - Comparison of all responses to 'Type of organisation collecting data' across different country groups (Question 1).

Over all samples, the main aims of the organisations are reasonably even split between research, statistics, and certification (Figure 3). Other activities which were suggested by the respondents included marketing, quality assurance, promotion and support of the organic sector, advisory activities, education, training, consultancy, co-ordination, policy and legislation, development and extension.

Research is a more common aim of the organisations in the 'other European countries' and in the 'non- European countries', whereas statistics was a slightly more common response in the EU-15 (Figure 3). Certification also accounts for a larger proportion of the responses from 'non-European' and 'newer EU member states', the latter most probably reflecting the higher proportion of certification/control bodies within the sample.

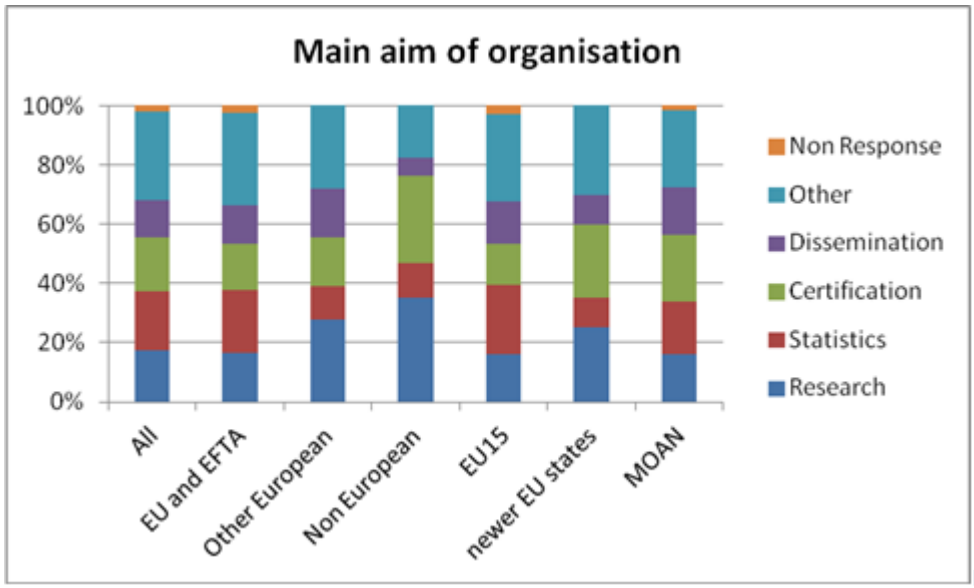

Figure 3 - Comparison of all responses regarding the 'Main aim of organisations collecting data' (Question 2).

5.2 Type of data collected

Over all samples, the most commonly collected type of data is production volume (Table 5). This is true especially for both 'newer EU member states' and 'EU15 countries' and can be related to the fact that EU member states are obliged to report some production data to the commission (for publication by Eurostat) under the EU organic regulations (EEC 834/2007 and 889/2008). Also outside the EU production area data are the most important type.

Price data and retail sales data are the next most commonly collected. Data on international trade (import and export) are less well covered and very few organisations collect data on catering sales. In 'other European countries' the majority of respondents collect data on production volumes whereas catering sales data is much less widely collected.

Producer price data are collected most often at the level of wholesaler/processor with weekly market prices collected by fewer of the respondents. With regards to producer prices, weekly markets and direct sales appear more commonly collected in 'newer EU member states' than in 'EU15'. This may be a reflection of the relative greater importance of such sales channels in developing markets, as was observed in the OMIARD project (Hamm 2004).

With regards to catering sales it appears that public procurement is covered to some extent within 'EU15' but not within 'newer EU member states'. For catering data, over 80% of respondents who collect such data, collect them from restaurants. Those who selected the option 'other' tended to collect catering data but with no breakdown into further categories.

Table 5 - All responses describing the main types of data collected (Question 4). Number.

Type of data	Total number of respondents	Organic data	In Conversion data	Organic and conventional data	Non response
Production (volume)	65	51	29	16	38
Production (value)	26	18	8	9	77
Retail sales (volume)	31	20	7	15	72
Retail sales (value)	35	22	8	17	68
Price – farm level	37	23	10	15	66
Price – consumer level	29	16	6	16	74
International trade – import (volume)	22	15	8	7	81
International trade – import (value)	17	9	6	7	86
International trade – export (volume)	24	17	7	6	79
International trade – export (value)	19	13	5	5	84
Catering sales (volume)	7	4	1	3	96
Catering sales (value)	11	8	1	3	92
Other (please specify)	23	17	5	8	80

Of those organisations that collect retail data, the majority collect data from multiples (e.g. supermarkets) and organic food stores, whereas fewer collect data from farm shops or box schemes.

In 'EU15' states, retailer data and consumer price data tend to be collected by most organisations, whereas wholesaler/processor data and international trade data are only stated to be collected by 2 to 6 organisations (out of 66) depending on the product. There is a slight trend towards higher numbers of organisations collecting retail data and consumer price data compared with wholesaler/processor data; and international trade within 'newer EU member states' than in 'EU15'. Non-food products are generally poorly represented in both subsamples. This may be because products such as cotton are not native to the EU and there is little information collected on imports.

Table 6 and 7 give a more detailed breakdown of the collection of production and market data into specific product categories. Regarding agricultural production area, a high percentage of respondents collect data on grains, potatoes, fresh vegetables and fruits, nuts and berries, whereas far fewer collect data on tea, coffee and cocoa (not widely grown in Europe), and on energy crops. Production value data are much more rarely collected than either area data or volume data (Table 6).

Table 6 - Breakdown of production data by individual products (Question 9). Number.

Specific product category	Area	Production volume	Production value
Cereals (for grain)	55	36	6
Protein crops for grain	42	28	6
Oilseeds	42	26	7
Potatoes	52	34	7
Sugar beets	31	18	4
Energy crops	17	8	3
Fodder crops and brassicas	46	29	4
Fresh vegetables	55	34	4
Cut flowers and bulbs, flower seeds and fruit seeds, vegetable seeds	27	12	2
Pastures and meadows	48	19	2
Fruit, nut and berry	54	31	3
Spice crops	29	18	2
Herbs	43	21	2
Coffee, tea, cocoa	7	3	0
Olives	22	13	0
Grapes for wine production	27	17	2
Milk	32	29	7
Eggs	30	32	6
Meat	31	29	8
Dairy cattle	47	23	6

Specific product category	Area	Production volume	Production value
Beef cattle	43	22	6
Sheep	48	22	6
Goats	41	19	3
Pigs	41	18	6
Poultry	48	23	4
Bees	33	18	3
Other	13	7	0

* Total number of respondents in the sample: 103.

The commonly collected product categories for various market data are milk and dairy products, fruits, vegetables, eggs, and various meats whereas non-food product data are rarely collected. Retail sales values and price data are more commonly collected than import/export data and wholesaler/processor value data. The most commonly collected products tend to be covered across all data types, and similarly the least commonly collected are generally only collected by very few organisations across all data types (Table 7).

Table 7- Breakdown of market data collected by product (Question 10). Number*.

	Wholesaler/processor		Retailer		Import		Export		Producer	Consumer
	Volume	Value	Volume	Value	Volume	Value	Volume	Value	Prices	Prices
Milk	16	5	17	20	8	6	6	6	19	20
Dairy products	14	5	18	19	9	7	6	7	12	19
Fruit	14	5	17	19	7	5	8	8	14	18
Vegetables	13	5	17	19	7	5	8	8	18	20
Eggs	14	5	16	18	8	6	6	6	14	20
Poultry meat	11	4	18	18	7	7	7	7	12	19
Beef and sheep meat	15	4	17	17	7	6	6	6	15	17
Pork meat	7	4	16	17	7	6	6	6	12	16
Bread & flour	8	5	15	17	6	6	4	5	6	16
Cold meats/ charcuterie	4	3	14	15	4	4	3	4	1	12
Cereal products	11	3	14	15	4	3	6	5	9	14
Salads	6	2	14	15	4	3	5	5	9	16
Edible fats of plant source (e.g. oils)	8	3	14	15	3	3	4	3	5	12
Fish	2	3	10	13	4	3	2	3	3	10
Honey	8	2	12	13	4	3	5	3	5	13
Biscuits and cakes	5	2	12	13	4	4	3	3	3	10
Rice products	3	1	11	13	3	3	3	3	5	11
Chocolate and sweets	4	2	12	13	3	3	3	3	2	10
Coffee, tea, cocoa	5	3	11	13	6	3	3	3	1	10
Beverages (non-alcoholic)	8	4	12	14	3	4	3	4	2	10
Wine	4	4	11	13	3	4	3	4	4	11
Other alcoholic drinks	3	3	11	14	3	4	3	4	1	8
Baby foods	1	2	10	12	3	3	2	2	3	10
Processed foods	8	3	12	13	4	4	5	5	3	11
Non-food products	2	0	8	8	2	2	3	3	0	5
Other	4	3	6	8	3	4	3	4	1	3

* Total number of respondents in the sample: 103.

For both EU subsamples, 'EU15' and 'newer member states', production value data are not commonly collected (indeed within 'newer EU member states' for many products there were no respondents claiming to collect such data) whereas area data are most common. Commonly collected product data within 'EU15' countries include cereals, potatoes, fresh vegetables and poultry. Within 'newer EU member states' the most popularly collected products are cereals, potatoes and poultry but also oilseeds, fodder crops and brassicas, fruits, nuts and berries, dairy cattle and sheep. Collected product data with regards to coffee, tea and cocoa are low for both 'EU15' and 'newer EU member states', as would be expected since these plants/products are not native to Europe and are grown extremely rarely.

5.3 Focus of data collection work and data sources

The main focus of the statistical work carried out by the respondents is data collection, analysis and dissemination (Figure 4). This does not appear to differ greatly between the different groups of countries, apart from checking/processing in the 'non-European countries'.

Data tend to be provided by producers, wholesalers/processors and control/certification bodies. Shops and importers/exporters also provide the respondents with data (see Figure 5). Data sources are similar in most country categories, although 'newer EU member states' show a slightly higher reliance on data from control/certification (control/certification bodies made up a higher proportion of the organisations filling in the survey for 'newer EU member states' than for 'EU15') and collect from a smaller proportion of consumers and shops than 'EU15'.

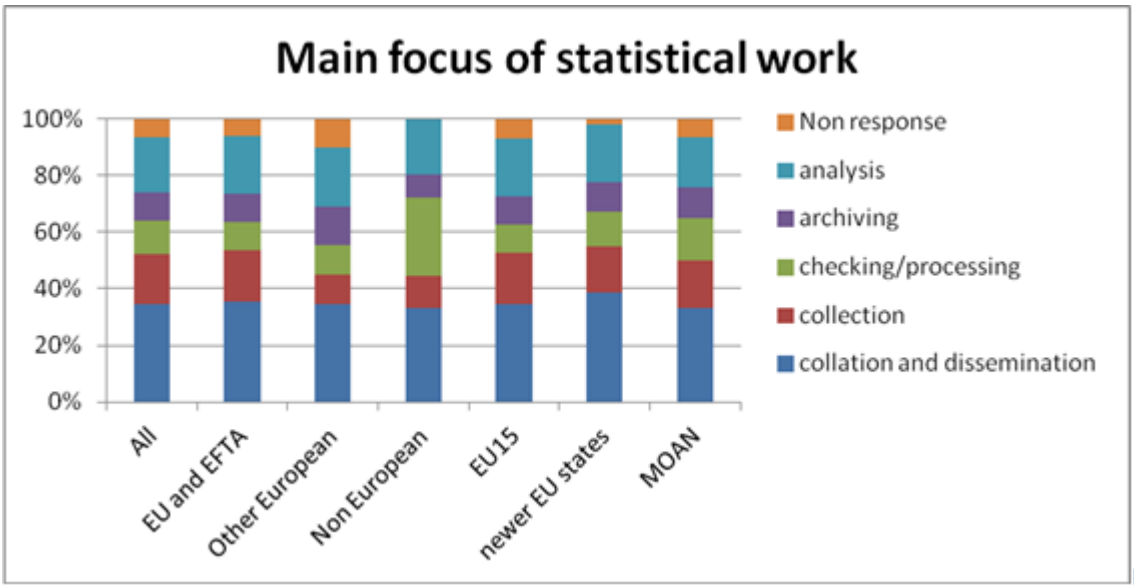

Figure 4 – All responses about the 'main focus of the statistical work' (Question 11).

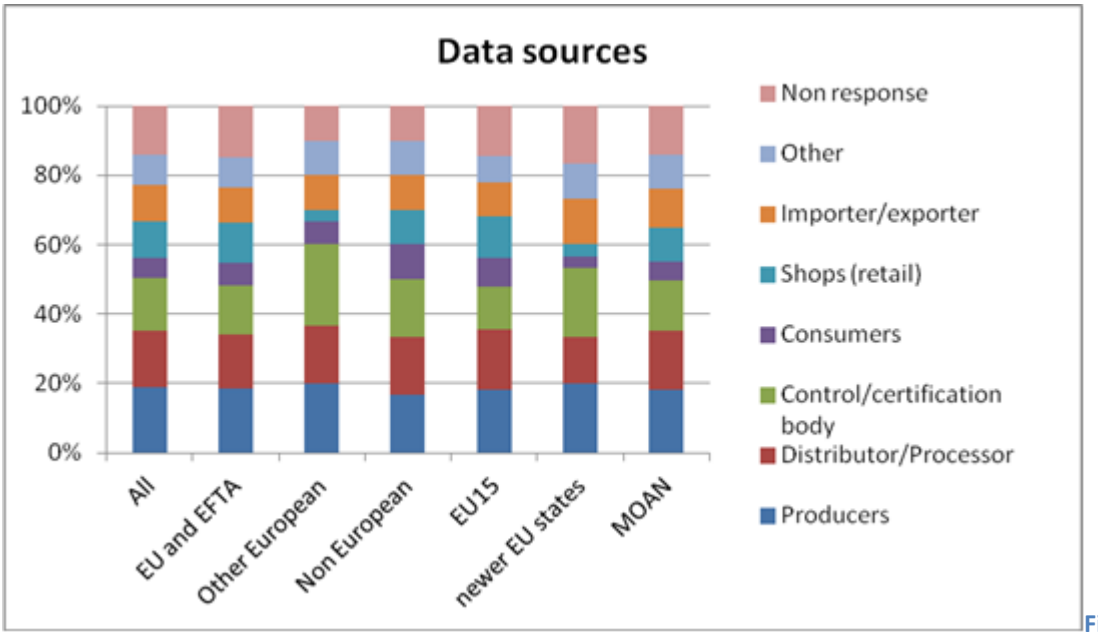

Figure 5 - Comparison of all responses to the 'main sources of data' (Question 12).

5.4 Data collection and analysis approach of the respondents

Data collection methods vary depending on the type of data being collected. Production volume data are most likely collected by surveys and censuses, whereas for production values expert estimates and surveys are more common. Retail data and consumer prices are likely to use consumer/household panels or retail panels (scanner data) whereas catering sales data are collected by survey. Import and export data are generally collected using surveys and sometimes censuses but some reliance is also placed on expert estimates. Other data collection methods which are used by respondents included collection of data during farm visits for certification/control body purposes, annual reports from processors and traders, data collection from slaughterhouses, confidence climate index of organic firms, and assessment of consumer willingness-to-pay. Panels tend to be used to collect retail data in 'EU15', whereas they are used to collect international trade data (but only by one organisation in each response) in 'newer EU member states'. Both country groups show a relatively high proportion of organisations using the census approach to capture information on production volumes, and 'newer EU member states' appear to show a lower reliance on expert estimate than 'EU15'.

Figure 6 suggests that the data collected are generally used for statistics and market information. There is a similarity between 'EU15' and 'newer EU member states' with regards to the uses of the data that are collected. In both cases a large proportion of respondents stated that the data was used for statistical purposes. The results for 'EU15' show a higher proportion using the data for market information compared with 'newer EU member states' and a lower proportion using the data for the purposes of subsidies/governmental support programmes.

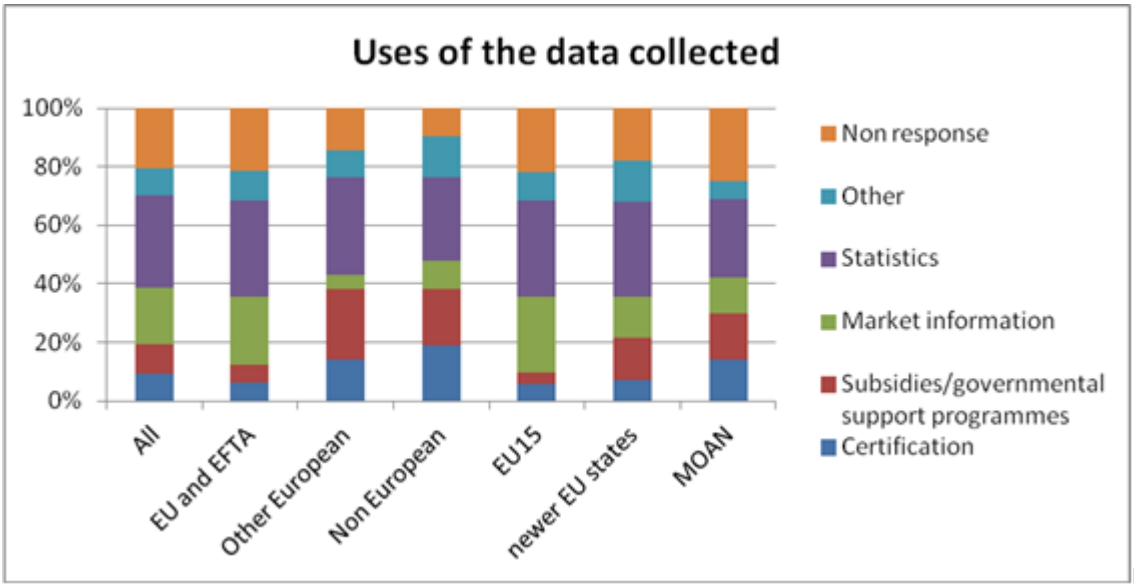

Figure 6 - All responses to 'The main uses of the collected data' (Question 14).

Regarding analysis of the data collected, a comparable number of all respondents carried out compilation of the data (between 17% and 63% depending on the type of data) and basic statistical analysis (between 22% and 41% depending on the type of data), such as calculating means, medians, minima, maxima, and quartiles. More advanced statistical analysis was much rarer (between 4% and 21%), and included among others: time evolution, historical development and yearly trends, comparison with conventional data, international comparison, price/volume effects, market share or consumer profile and behaviour.

5.5 Geographical coverage, sample size and frequency of data collection

Geographical coverage

With regards to how data can be disaggregated or broken down on a geographical basis (Figure 10), there is a roughly even split between organisations whose data can be split by administrative region and those whose data are for the whole country.

Data from 'newer EU member states' is much more likely to be available only at the country level and not disaggregated to regional level. Whereas data from 'EU15', 'MOAN' and 'other European countries' tend to be more likely to be available by administrative region (see Figure 7).

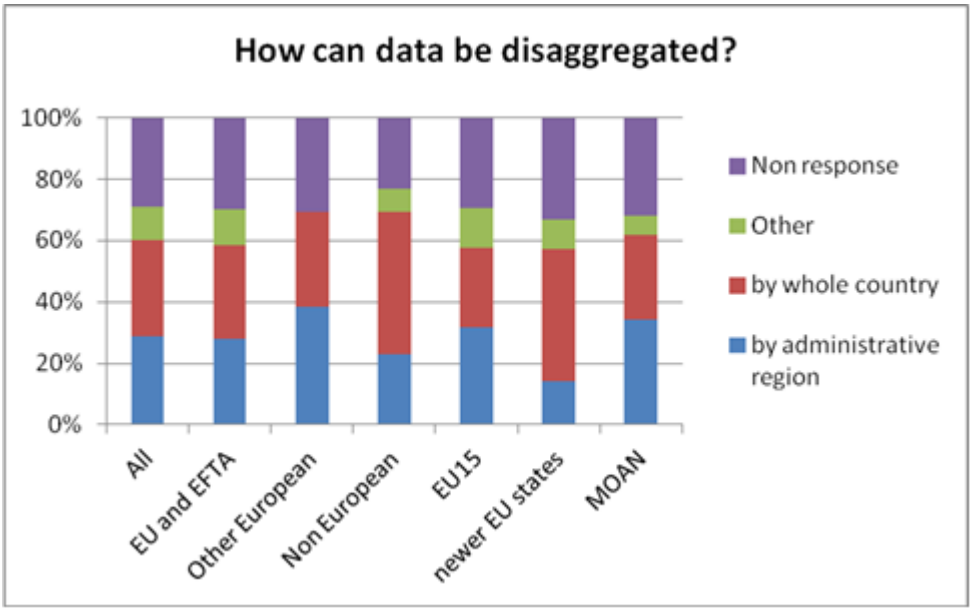

Figure 7 - Comparison of all responses to 'How the data can be disaggregated' (Question 22).

Sample size

The reported sample sizes for the data sets vary quite considerably (possibly partly depending on the size of the country covered and the size of its organic production/market). For 'EU27+EFTA', the sample sizes for retail data (including consumer prices) appear to be largest (with a median of 9000 for retail sales volume and 1520 for retail sales value) but also have a very small minimum. Production data have a median sample size of 842 for volume and 975 for value. Import/export data have quite small sample sizes (medians ranging from 190 for import volume data to 540 for export value data) as do farm-level price data (median 100).

Frequency and availability

Table 8 below summarises the data collection frequency for the different data types. Across all of the data types the majority of respondents collect the data annually, only price and retail sales data are collected more frequently by 5 or more organisations.

For both the 'newer EU member states' and 'EU15' subsamples data collection is most likely to be carried out on an annual basis. This is, however, a much more pronounced trend in the responses for the 'newer EU member states' where only one organisation claims to collect data more frequently (farm-level price data collected weekly) whereas in EU15 a handful of organisations collect price and retail data on a weekly or monthly basis.

Table 8 - Frequency of data collection of all responses (Question 25). Number (row % in brackets).

	Total number of respondents	Weekly	Monthly	Annually
Production (volume)	65	0 (0)	4 (6)	41 (63)
Production (value)	26	0 (0)	2 (8)	13 (50)
Retail sales (volume)	31	2 (6)	5 (16)	9 (29)
Retail sales (value)	35	2 (6)	4 (11)	14 (40)
Price – farm level	37	5 (14)	7 (19)	11 (30)
Price – consumer level	29	3 (10)	6 (21)	7 (24)
International trade – import (volume)	22	0 (0)	2 (9)	10 (45)
International trade – import (value)	17	0 (0)	2 (12)	7 (41)
International trade – export (volume)	24	1 (4)	4 (17)	12 (50)
International trade – export (value)	19	1 (5)	3 (16)	10 (53)
Catering sales (volume)	7	1 (14)	1 (14)	3 (43)
Catering sales (value)	11	0 (0)	0 (0)	6 (55)
Other	23	2 (9)	0 (0)	4 (17)

The respondents were also asked when their organisation began with the collection of data. The majority of data collection (for all data types) started in the period between 2000 and 2010 and a reasonable number of organisations have only just recently begun to collect data (since 2010). Data collection began slowly in the years between 1990 and 1999, but only very few data were collected before 1990.

Publication

In total, 43% of all respondents replied that they do publish their data whereas 20% do not do so; however, the number who did not respond to the question is also very high (see Figure 8).

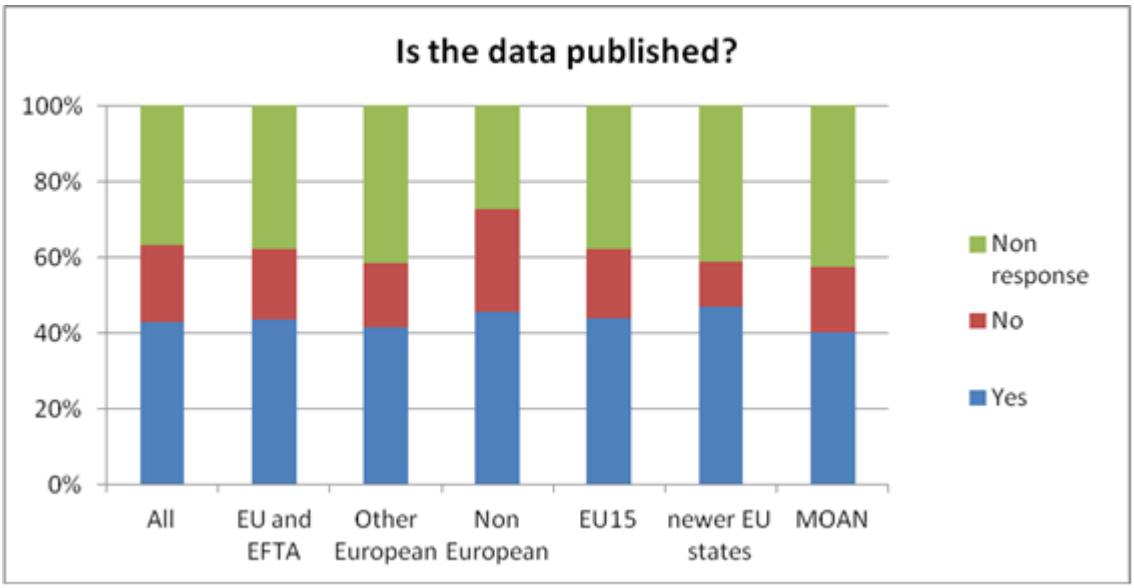

Figure 8 - The proportion of all respondents who publish data (Question 27).

The respondents were also asked whether their data are freely available or only are available at a cost. The answers showed that production data tend to be freely available whereas retail data and price data are more likely to require payment (perhaps reflecting their more commercial nature).
The proportion of organisations claiming to publish data is similar across all categories of countries. In 'EU15' and 'newer EU member states', production data is also the most likely type of data to be freely available. Where data are available only at a cost, they tend to be available for free to data providers.
For both 'EU15' and 'newer EU member states' the data are most likely to be published annually. There is almost no other publication schedule in 'newer EU member states' (except for one organisation publishing farm-level price data on a weekly basis). In 'EU15' there are a few organisations publishing data more frequently than annually, including data on retail, prices at farm and consumer level and some production data.
Annual publication is the most favoured approach across all of the data types (similarly to the data collection frequency, only retail sales and price data tend to be published more frequently). The format of publication is very variable with a reasonable split between all types of publication (Figure 9). Slightly more organisations opt for publishing in paper or online reports or on their web pages than in statistical tables or by e-mail newsletter. The 'newer EU member states' in particular, tend to publish the data on their website and in online reports, rather than via E-mail newsletter or in paper reports.

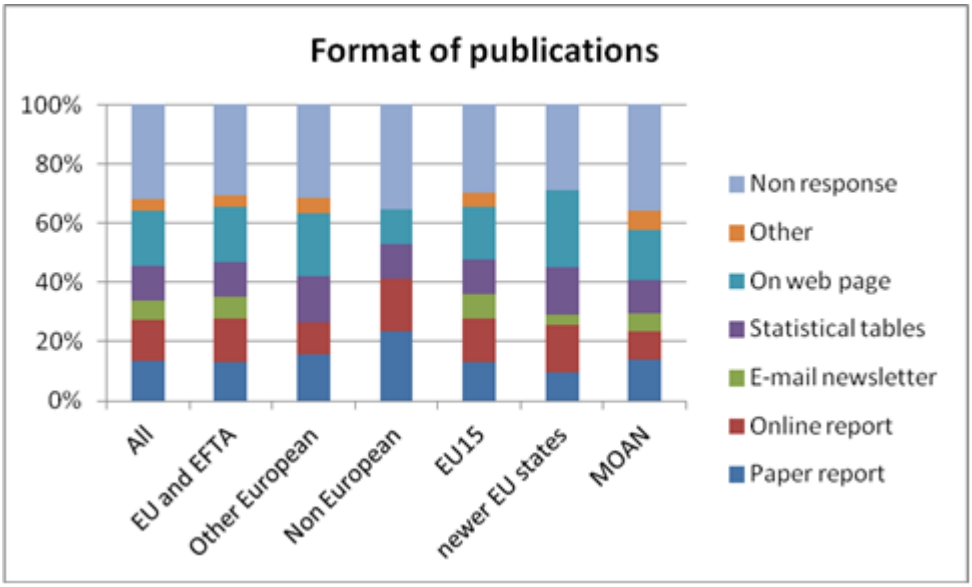

Figure 9 - Responses on the format of data publication (Question 30).

5.6 Summary of comments made by respondents

In the following section, the main points of the comments made in free-text fields in the survey are summarised and reviewed, providing some additional insights into the data collection effort. This includes comments from respondents that did not provide other useable data. Minor comments (e.g. "no thanks", links to websites etc.) were removed and the remaining comments summarised within two categories below:

Data collection and suggestions for the future

- In addition to the collection methods described in the survey, data are also collected by advisors/consultants. Detailed data for specific organic products is collected by national producers and processors inter-professional organisations. (France)
- Research on organic consumer behaviour or marketing issues is also conducted on a project basis. (Denmark)
- Due to financial insecurity and limits for data collection in the country it is suggested, that a simple but obligatory questionnaire should be filled in by control bodies at the point of inspection, and a detailed and full version of the questionnaire should be filled in on voluntary basis. (Czech republic)
- It is planned to collect data on future prices from contract farming for every organic raw product. (Germany)
- It is suggested that data collected by certification bodies in the country should be made publically available where it could be useful for marketing or market research. (Poland)
- A better collaboration and cooperation with operators (producers, processors...) will facilitate data collection. (Tunisia)
- The data collection system for organic is under consideration and expected to be revised in 2013. (Turkey)

Market data specifics

- It is mentioned that there is no organic market data collection in the country on any level. (Portugal) – This comment contradicts the picture for the country in Table 4.
- Organic market data are collected and collated on several product categories and later published in market reports, on a website and in newsletters. There is also a close collaboration with a German organisation for data on apples and pears. Data on other products are only collected when the market developments are seen important. (Belgium)
- An organisation collects import data, but mainly focuses on production data (operators, area, livestock, etc.). (Italy)
- The collected data is only used internally and is not regarded as appropriate for a detailed market analysis. (Liechtenstein)

As a conclusion, one respondent summarised the situation regarding organic data collection in Europe in his comments as follows:

"The whole area of market data is problematic for all countries. At Biofach, each year presentations are made, but often industry and market criteria cannot be compared because of different methodologies. It would be useful to mandate all EU countries to collect an agreed set of data - for comparison purposes".

6 Discussion and conclusion

6.1 Context of the survey

For the organic market to operate efficiently, it is important that there is sufficient information on the market to allow various stakeholders including processors, retailers and policy makers to make decisions with a high degree of certainty. National data are collected in a number of countries, by different types of organisations, and collectors use a number of different methodologies, making the data difficult to compare across countries. The aim of the work presented here, is to establish the current status of data collection within the EU and neighbouring countries. In particular, which organisations are collecting data, in which countries they operate and what methods they employ for data collection and analysis.

6.2 Approach and analysis

An online survey was developed and nearly 600 organisations within the EU, EFTA, the rest of Europe and the Mediterranean were invited to participate in the survey. The useable response rate was 28% (once very incomplete responses had been removed from the sample). This response rate appears to be similar to those received in other EU surveys (Eurostat, 2011), where response rates ranged from low to high and a number of incomplete questionnaires were also returned. The authors of that report suggested that "*there is a certain 'questionnaire fatigue' among statistical offices, governmental departments and research institutes*". It is also possible, that in aiming to reach all potential collectors of data, several organisations were contacted who do not collect such data and so did not complete the survey. Indeed, 51 respondents to this survey stated that they do not collect such data. The majority of the organisations who responded to the survey are government bodies and control/certification bodies.

When analysing the data and using it to form comparisons, it must be remembered that the response rate to the survey was relatively low. It is therefore difficult to state definitively that no data collection/ analysis/ publication occur within certain countries or within certain areas of the market. The survey may not have detected any, but this cannot be taken as absolute proof that there are none.

From some countries, such as the UK, Germany, Italy and Belgium (see Figure 1), much higher response rates were obtained than from others. This could occur because there is generally more data collection happening in these countries or because the regional nature of the country may result in 'doubling-up' of data collection, as each region has its own collection and analysis. Alternatively, higher response rates may have been due to more persistent encouragement of data collectors to respond by project partners responsible for those countries.

The analysis conducted in this report is mainly descriptive, providing an inventory of data collectors, and a comparison of the frequencies of various answers in different groups of countries (EU27+EFTA, EU15, newer EU member states, other European and Non-European responses). These comparisons provide some interesting insights, but have to be interpreted cautiously because of the limited number of responses in many countries. A combined analysis of all survey respondents and a summary based on reviewing the free-text comments was carried out. Further analysis of data collection and analysis methods will be carried out later in the project.

6.3 Summary of the results

The survey has given an overview of data collection within the EU and neighbouring countries. The full list of data collecting organisations can be found in Appendix 2. There are countries, where at least three **types of market data** (excluding production data) are collected (mainly but not exclusively in the EU), but also those where no market data collection was identified. In countries with low detected data collection effort some existing data collection may not have been picked up by the survey, which had only 1 or 2 responses in many countries. For example, from other activities in the project, it is known that data collection exists in Sweden and in the Netherlands, where none was identified with this survey. Also comments from respondents indicate poor data availability in countries which appear in other parts of the survey as having good coverage (e.g. Portugal).
Production data are most commonly collected, especially production area, followed by production volume, whereas production value is much less common. This emphasis on production data is not surprising within the EU, as it is a legal requirement of the organic regulations that such data is collected and provided to Eurostat. However, production data is not the main focus of the OrganicDataNetwork project.
Price data and retail data are much less commonly collected than production volume data. Price data collection is more common at farm-level than at the consumer level in 'EU27+EFTA' countries. Where market data collection takes place (such as data on retail sales or imports and exports) such data are currently collected and reported on a voluntary basis. Export data are more commonly collected in non-European countries than in the EU, perhaps reflecting a higher importance to their economies. Import data particularly with regards to import into the EU and trade within the EU are rare within data collection.

Responses to the question about the **data collection methods** show a varied picture. Surveys are a commonly used method across data types, but, in general, methods vary with the type of data collected. Censuses are used to collect production volume data and international trade data. For retail data and consumer price data, consumer/household panels or retail panels (scanner data) are likely to be used, whereas catering sales data are collected by surveys. Import and export data are generally collected using surveys (sometimes censuses) but some reliance is also placed on expert estimates. The most common **data analysis** is compilation, followed by basic analysis (such as averages, ranges) with time-evolution, comparison to averages or totals, and sense-checking with other data (particularly for export data) also mentioned.

The responses to the question about **data publication** suggest generally low publication rates (especially for data other than production data). This leads to the conclusion that not all data that are collected are also published. Some comments suggest that there should be an obligation placed, for example, on the control bodies or competent authorities to publish the data they collect. Of all the data types that were asked about, production data are most likely to be freely available. Other data may be available at cost but, if so, are usually available to data providers for free or at lower cost. Data are usually published annually. Price, retail data and international trade data are, in some cases, published more frequently.

6.4 Conclusions

The purpose of the survey was to produce an inventory and an overview of collectors of organic market data in Europe and its neighbouring countries. It has indeed delivered a good picture of the situation in Europe and has shown that the recent claims, coming from various sources, regarding a lack of organic market data were definitely justified. Overall, it can be concluded that the market data collection effort remains very varied across Europe, even if it is difficult to state definitively on the basis of the survey that no data collection/analysis/publication occur within certain countries or within certain areas of the market. Also, not all data that are collected are also published. This indicates that not much progress in relation to market data collection effort across Europe has been made since the EISfOM project concluded.

There is a need for much more data collection within the EU; without good quality, accurate and timely information, it is difficult for stakeholders to make decisions about the risks and benefits of investment. There is also a need to understand why there is currently not more organic market data collection undertaken, and to understand the barriers to good quality data collection and dissemination. This is the basis for harmonisation of current data collection approaches and improvement in data quality; as an important step in ensuring that stakeholders have the information on the organic market that they require for decision making purposes.

As the OrganicDataNetwork project progresses, data collection and analysis methods which represent best practice within the industry will be identified and case studies will be carried out within 6 countries/regions to improve market reporting within those countries/regions. These approaches will be disseminated widely throughout the network to a range of stakeholders with the aim of providing a guide for countries/regions outside the case study areas and improving the status of organic market data collection and dissemination in the future.

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Appendix 1 - Survey

OrganicDataNetwork – survey of data collectors WP2

Introduction

This survey forms part of the work being carried out by the EU project Organic Data Network (Data network for better European organic market information – EC FP7 project 289376) which aims to improve organic market transparency.

Better availability of market intelligence on the organic sector will allow stakeholders to interpret market trends more easily. It will reduce the likelihood that they draw the wrong conclusions because of contradictory trends. With more transparency market actors will be able to identify growth areas within the organic sector and make sound investment decisions. This will reduce the investment risks and allow public support to be better targeted.

The survey will ask about your organisation, the organic market data you collect, the data collection process, any data analysis that you carry out and how you publish the information.

The data provided in this survey will be used in the OrganicDataNetwork project and will also be stored in a database at FiBL, Switzerland. Primary data will only be accessible by the project partners who are bound by a confidentiality agreement.

We will only publish the following information about organisations that collect organic market data:

- Organisation contact details (not personal contact details)
- Types of organisations ((public/private etc)
- Types of data they collect and
- Geographical coverage, frequency of collection and the types of publications that originate from this.

All other information (e.g. about sample sizes and data analysis methods) will only be published in aggregated form (at least 3, ideally 5 responses are available).

Duration: Approximately 30 minutes, depending on how many different data types you collect.

Survey

The organisation

1 What type of organisation are you (please tick all that apply)?

- ☐ Government body
- ☐ University
- ☐ Private market research institute
- ☐ Other market research institute
- ☐ Control/certification body
- ☐ Producer's organisation
- ☐ Trade organisation
- ☐ Other – please specify

2 What is the main aim of your organisation?

- ☐ Research
- ☐ Statistics
- ☐ Certification
- ☐ Dissemination
- ☐ Other – please specify

3 If your organisation collects data in more than one country please either,

a) fill in one survey and state in the comment box below which countries it covers,

b) or (where your data collection/analysis methods differ across countries) fill in surveys for each country specifying the country in the comments box of each survey.

Type of data collected

4 What type of organic market data is collated/collected/disseminated (please tick all that apply)? Is it collected for organic products only or for both organic and conventional products?

Type of data	Organic data	In Conversion data	Organic and conventional data	
Production (volume)	☐	☐	☐	
Production (value)	☐	☐	☐	
Retail sales (volume)	☐	☐	☐	
Retail sales (value)	☐	☐	☐	
Price – farm level	☐	☐	☐	
Price – consumer level	☐	☐	☐	
International trade – import (volume)	☐	☐	☐	
International trade – import (value)	☐	☐	☐	
International trade – export (volume)	☐	☐	☐	
International trade – export (value)	☐	☐	☐	
Catering sales (volume)	☐	☐	☐	
Catering sales (value)	☐	☐	☐	
Other (please specify)	☐	☐	☐	

5 If VAT (value added tax) is applied in your country, please explain how you deal with VAT in your data collection. If VAT is not applied in your country please type “not applicable” below.

6 If you are collecting retail sales data, please specify the type of retail outlet (select all options that apply)

- ☐ Multiples (e.g. supermarkets)
- ☐ Organic food stores
- ☐ Specialists (e.g. bakeries, butchers, dairy shops)
- ☐ Farm shops
- ☐ Box schemes
- ☐ Other – give details below
- ☐ N/A

7 If you are collecting price data at producer level please specify type of price (select all options that apply)

- ☐ Producer price – selling to wholesaler/processor

☐ Producer price – selling to retailer
☐ Producer price – selling on weekly markets
☐ Producer price – direct sales
☐ N/A

8 If you are collecting catering data please specify the type of catering (select all options that apply)

☐ Restaurants, cafes etc
☐ Public procurement (e.g. hospitals, schools, military)
☐ Other – please specify below
☐ N/A

9 Do you have production data on any of the following? (please tick all that apply)

	Area data	Volume data	Production value
Cereals (for grain)	☐	☐	☐
Protein crops for grain	☐	☐	☐
Oilseeds	☐	☐	☐
Potatoes	☐	☐	☐
Sugar beets	☐	☐	☐
Energy crops	☐	☐	☐
Fodder crops and brassicas	☐	☐	☐
Fresh vegetables	☐	☐	☐
Cut flowers and bulbs, flower seeds and fruit seeds, vegetable seeds	☐	☐	☐
Pastures and meadows	☐	☐	☐
Fruit, nut and berry	☐	☐	☐
Spice crops	☐	☐	☐
Herbs	☐	☐	☐
Coffee, tea, cocoa	☐	☐	☐
Olives	☐	☐	☐
Grapes for wine production	☐	☐	☐
Milk	☐	☐	☐
Eggs	☐	☐	☐
Meat	☐	☐	☐
Dairy cattle	☐	☐	☐
Beef cattle	☐	☐	☐
Sheep	☐	☐	☐
Goats	☐	☐	☐
Pigs	☐	☐	☐
Poultry	☐	☐	☐
Bees	☐	☐	☐
Other - please specify	☐	☐	☐

10 Do you have market data on any of the following product groups? (please tick all that apply)

	Wholesaler/ processor		Retailer		Import		Export		Producer	Consumer
	Volume	Value	Volume	Value	Volume	Value	Volume	Value	Prices	Prices
Beef and sheep meat	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Poultry meat	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Pork meat	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Cold meats /charcuterie	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Fish	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Milk	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Dairy products	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Eggs	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Honey	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Bread & flour	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Biscuits and cakes	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Cereal products	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Rice products	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Fruit	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Vegetables	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Salads	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Edible fats from plant sources (e.g. oils)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Chocolate and sweets	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Coffee, tea, cocoa	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Beverages (non alcoholic)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Wine	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Other alcoholic drinks	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Baby foods	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Processed foods	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Non-food products – please specify	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Other - please specify	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

<u>The data collection approach</u>

11 What is the main focus of your organisation's statistical work as regards organic market data (please tick all that apply)?

Note that **collation** means that you do not carry out your own surveys but use surveys carried out by other organisations and carry out no / minimal analysis of their data.

- ☐ Collation (combining various data) and dissemination only — People who tick this to be taken to the final comments box and end the survey
- ☐ Collection
- ☐ Collation (combining various data)
- ☐ Checking/processing
- ☐ Archiving
- ☐ Analysis
- ☐ Dissemination

12 From which sources are the data collected (please tick all that apply)?

- ☐ Producers
- ☐ Wholesalers/Processors
- ☐ Control/certification bodies
- ☐ Consumers
- ☐ Shops (Retail)
- ☐ Caterers
- ☐ Importers/exporters
- ☐ Port /customs authorities
- ☐ Distribution / transport
- ☐ Other – please specify

13 How is the data collected (please tick all that apply)?

Census: Complete/full sample at a definite time

Panel: Applying the same data collection method periodically for a given sample.

	Census	Online surveys	E-mail surveys	Telephone surveys	Face to face surveys	Retail panels (scanner data)	Consumer/ household panels	Other panels e.g farmer, wholesaler	Expert estimates
Production (volume)	☐	☐	☐	☐	☐	☐	☐	☐	☐
Production (value)	☐	☐	☐	☐	☐	☐	☐	☐	☐
Retail sales (volume)	☐	☐	☐	☐	☐	☐	☐	☐	☐
Retail sales (value)	☐	☐	☐	☐	☐	☐	☐	☐	☐
Price – farm level	☐	☐	☐	☐	☐	☐	☐	☐	☐
Price – consumer level	☐	☐	☐	☐	☐	☐	☐	☐	☐
International trade – import (volumes)	☐	☐	☐	☐	☐	☐	☐	☐	☐
International trade – import (values)	☐	☐	☐	☐	☐	☐	☐	☐	☐
International trade – export (volumes)	☐	☐	☐	☐	☐	☐	☐	☐	☐
International trade – export (values)	☐	☐	☐	☐	☐	☐	☐	☐	☐
Catering sales (volume)	☐	☐	☐	☐	☐	☐	☐	☐	☐
Catering sales (value)	☐	☐	☐	☐	☐	☐	☐	☐	☐
Other	☐	☐	☐	☐	☐	☐	☐	☐	☐

Other data collection methods – please specify here

14 For which uses is the data collected (please tick all uses that apply)?

- ☐ Certification
- ☐ Subsidies/governmental support programmes
- ☐ Market information
- ☐ Statistics
- ☐ Other – please specify

15 Is it voluntary or obligatory for data providers to deliver the data?

- ☐ Voluntary
- ☐ Obligatory (give details e.g. legal requirement, requirement of membership)

16 Do you provide payments or incentives to data providers (please tick all that apply)?

- ☐ Incentives – please specify below
- ☐ Payments – please specify below
- ☐ No

17 Is the membership payment fully or partly dependent on any of the data that you ask for (e.g. do you request data on the area of the farm but have higher membership fees for larger farms)?

- ☐ Yes
- ☐ No
- ☐ N/A

The data analysis approach

18 What type of analysis do you carry out on the data (please tick all that apply) (Note: a later question will ask about data checking methods)?

	Compile the data	Basic statistics (mean, median, min, max, quartiles)	More advanced statistics (give details in next question)
Production (volume)	☐	☐	☐
Production (value)	☐	☐	☐
Retail sales (volume)	☐	☐	☐
Retail sales (value)	☐	☐	☐
Price – farm level	☐	☐	☐
Price – consumer level	☐	☐	☐
International trade – import (volumes)	☐	☐	☐
International trade – import (values)	☐	☐	☐
International trade – export (volumes)	☐	☐	☐
International trade – export (values)	☐	☐	☐
Catering sales (volume)	☐	☐	☐
Catering sales (value)	☐	☐	☐
Other	☐	☐	☐

19 Give details of the data analysis carried out (give keywords / short sentences, limit 300 characters):

	Give details
Production (volume)	
Production (value)	
Retail sales (volume)	
Retail sales (value)	
Price – farm level	
Price – consumer level	
International trade – import (volume)	
International trade – import (value)	
International trade – export (volume)	
International trade – export (value)	
Catering sales (volume)	
Catering sales (value)	
Other	

20 Do you carry out quality checks on the data? If yes, please specify and give details (give keywords / short sentences, limit 300 characters)

☐ Yes
☐ No

21 Please give details of the quality checks on your data

	Please specify
Production (volume)	
Production (value)	
Retail sales (volume)	
Retail sales (value)	
Price – farm level	
Price – consumer level	
International trade – import (volume)	
International trade – import (value)	
International trade – export (volume)	
International trade – export (value)	
Catering sales (volume)	
Catering sales (value)	
Other	

Geographical coverage

22 How can your data be disaggregated?

☐ By administrative region (e.g. provinces, counties, federal states, departments)
☐ By whole country
☐ Other - please specify

Sample size and sampling method

23 What size is the sample?

	Sample size (actual number)
Production (volume)	
Production (value)	
Retail sales (volume)	
Retail sales (value)	
Price – farm level	
Price – consumer level	
International trade – import (volume)	
International trade – import (value)	
International trade – export (volume)	
International trade – export (value)	
Catering sales (volume)	
Catering sales (value)	
Other	

24 Which criteria do you use for the decision on which respondents are included in your sample? (give keywords / short sentences, limit 300 characters)

	Give details
Production (volume)	
Production (value)	
Retail sales (volume)	
Retail sales (value)	
Price – farm level	
Price – consumer level	
International trade – import (volume)	
International trade – import (value)	
International trade – export (volume)	
International trade – export (value)	
Catering sales (volume)	
Catering sales (value)	
Other	

Frequency and availability

25 How frequently is the data collected?

	Weekly	Monthly	Annually
Production (volume)	☐	☐	☐
Production (value)	☐	☐	☐
Retail sales (volume)	☐	☐	☐
Retail sales (value)	☐	☐	☐
Price – farm level	☐	☐	☐
Price – consumer level	☐	☐	☐
International trade – import (volume)	☐	☐	☐
International trade – import (value)	☐	☐	☐
International trade – export (volume)	☐	☐	☐
International trade – export (value)	☐	☐	☐
Catering sales (volume)	☐	☐	☐
Catering sales (value)	☐	☐	☐
Other	☐	☐	☐

Other – please specify

26 In which year did you start collecting data?

	Give year
Production (volume)	
Production (value)	
Retail sales (volume)	
Retail sales (value)	
Price – farm level	
Price – consumer level	
International trade – import (volumes)	
International trade – import (values)	
International trade – export (volumes)	
International trade – export (values)	
Catering sales (volume)	
Catering sales (value)	
Other	

Publication schedule

27 Is the data published?

☐ Yes
☐ No

If available online please enter a link to your publication:

28 Is the data publicly available or only to specific groups (please tick all that apply)

	Publicly available	Available at a cost	Available to researchers	Available to data providers for free	Available to data providers at lower cost	Available to members of the organisation
Production (volume)	☐	☐	☐	☐	☐	☐
Production (value)						
Retail sales (volume)	☐	☐	☐	☐	☐	☐
Retail sales (value)						
Price – farm level	☐	☐	☐	☐	☐	☐
Price – consumer level	☐	☐	☐	☐	☐	☐
International trade – import (volume)	☐	☐	☐	☐	☐	☐
International trade – import (value)	☐	☐	☐	☐	☐	☐
International trade – export (volume)	☐	☐	☐	☐	☐	☐
International trade – export (value)	☐	☐	☐	☐	☐	☐
Catering sales (volume)	☐	☐	☐	☐	☐	☐
Catering sales (value)	☐	☐	☐	☐	☐	☐
Other	☐	☐	☐	☐	☐	☐

Further remarks

29 How frequently is the data published?

	Weekly	Monthly	Quarterly	Annually	Every two years	Less frequently
Production (volume)	☐	☐	☐	☐	☐	☐
Production (value)	☐	☐	☐	☐	☐	☐
Retail sales (volume)	☐	☐	☐	☐	☐	☐
Retail sales (value)	☐	☐	☐	☐	☐	☐
Price – farm level	☐	☐	☐	☐	☐	☐
Price – consumer level	☐	☐	☐	☐	☐	☐
International trade – import (volume)	☐	☐	☐	☐	☐	☐
International trade – import (value)	☐	☐	☐	☐	☐	☐
International trade – export (volume)	☐	☐	☐	☐	☐	☐
International trade – export (value)	☐	☐	☐	☐	☐	☐
Catering sales (volume)	☐	☐	☐	☐	☐	☐
Catering sales (value)	☐	☐	☐	☐	☐	☐
Other	☐	☐	☐	☐	☐	☐

30 In what format is the data published (please tick all that apply)?

Paper report	☐
Online report	☐
E-mail newsletter	☐
Statistical tables	☐
On web page	☐
Other	☐

Other – please specify

Any other comments on data collection/analysis and publishing

31 Would you like to make any further comments

Administrative details

32 Administrative details

Contact person:	
Company:	
Country:	
E-mail:	
Telephone:	
Website:	

Thank you

The OrganicDataNetwork project team would like to thank you for taking the time to fill in this survey and provide us with information which will be very useful in forwarding the aims of the project.

If you would like to keep up to date with the project as it progresses and perhaps take part in the network then please go to the project web page at www.organicdatanetwork.net where you can find out the latest information about the project and obtain contact details of project personnel.

Appendix 2 – Inventory of data collectors

Organisations, their country (in alphabetical order), data collected and data collection methods.

Organisation	Country covered	Data collected	Collection methods used
Albanian association of marketing	Albania	no info given	face-to-face surveys
AMA-Marketing	Austria	retail sales (volume and value) (organic and conventional) price (consumer level) (organic and conventional)	consumer/household panels
TÜV NORD INTEGRA	Belgium	production data (area) (organic and in-conversion) retail sales (value) (organic) international trade (volume) (import and export) (organic and in-conversion) catering sales (value) (organic)	e-mail surveys
BioForum Vlaanderen vzw	Belgium	production volume (organic and in-conversion) retail sales (value) (organic and in-conversion) price (farm-level) (organic)	no information given
Department of Agriculture and Fisheries (Flanders)	Belgium (Flanders)	retail sales (volume and value) (organic and conventional) price (farm-level) (organic and conventional) (for vegetables, fruit and pork meat only)	consumer/household panels, census
BioForum Wallonie	Belgium (Wallonia)	production volume (organic and in-conversion) numbers of producers (organic and in-conversion) numbers of processors and distributors (organic and in-conversion) number of retailers (organic and in-conversion) production areas (organic and in-conversion)	census, other panels, expert estimates
Ministry of Agriculture, Forestry, and Water Management	Bosnia and Herzegovina	production (volume and value) (organic and in-conversion) retail sales (volume and value) (organic and in-	from CB's reports and from producer applications for subsidies

		conversion) price (farm-level and consumer level) (organic and in-conversion) international trade (import and export) (volume and value) (organic and in-conversion)	
Ministry of agriculture	Croatia	production (volume) (organic and in-conversion)	no information given
Institute of Agricultural Economics and Information (IAEI)	Czech republic	Conventional data (more precisely data for whole sector) are collected by Czech Statistical Office. Production (volume) – only based on areas / production (value) - both as value of primary agricultural production (estimated based on volume) and turnover of processors of organic foodstuffs / International trade – export (volume) – only for primary organic production (e.g. % exported organic cereals…) / International trade – import and export (value) – not for primary production but for processed organic foodstuffs = imported and exported value provided by processors and distributors / others = Direct sales from farms and other types of direct sales (value).	census, face-to-face surveys, e-mail surveys, telephone surveys, expert estimates
Statistics Denmark	Denmark	production (volume and value) (organic and conventional) retail sales (volume and value) (organic and conventional) price (farm-level and consumer level) (organic and conventional) international trade (import and export) (volume and value) (organic and conventional) areas, numbers of animals, production of organic goods is mainly covered/estimated on farm level, not at industrial level. Only few prices are collected for organic goods and does not cover the subsector fully.	census, online surveys

MAPP Centre / Aarhus University	Denmark	no information given	no information given
Danish Agriculture & Food Council	Denmark	Use data from Statistics Denmark	
VFL, National Centre	Denmark	production (volume and value) (organic) retail sales (volume and value) (organic) price (farm level and consumer level) (organic) international trade (import and export) (volume and value) (organic) catering sales (volume and value) (organic) Not all of the data is collected by the organisation	Main source is the government.
Center of Organic Agriculture in Egypt	Egypt	production (volume) (organic) retail sales (volume) (organic) international trade (export) (volume) (organic)	other panels
Ministry of Agriculture	Estonia	production (volume) (organic) retail sales (volume and value) (organic) price (consumer level) (organic) catering (volume) (organic)	no information given
Agricultural Board	Estonia	production (volume) (organic and in-conversion)	e-mail surveys, telephone surveys, face-to-face surveys
Statistics Åland	Finland	production (volume and value) (organic and conventional)	e-mail surveys, telephone surveys
Finnish Food Safety Authority Evira	Finland	Do not collect information on volumes and values	not applicable: data collected is a “by-product" of certification
Agence BIO	France	production (volume) (organic and in-conversion) production (value) (organic) retail sales (value) (organic) international trade (import and export) (value) (organic) catering sales (value) (organic)	census, online surveys, expert estimates, e-mail surveys, telephone surveys, retail panels (scanner data), face-to-face surveys

		perception and consumption of organic products barometer	
COMMISSION BIO INTERBEV	France	production (volume) (organic) retail sales (volume) (organic) catering (volume) (organic)	Questionnaire by e-mail organic approved slaughterhouses for Production (volume) - Retail sales (volume) - Catering sales (volume)
DRAAF- SRISE-RNM	France	retail sales (value) (organic and conventional) international trade (import) (value) (organic and conventional) wholesaler sales (value) organic and conventional expedition sales (value) organic and conventional	retail panels (scanner data), face-to-face surveys, other panels, telephone surveys, wholesalers : face to face with a panel of wholesaler expedition salers : telephone surveys with a panel
cniel	France	production (volume) (organic, conventional and in-conversion) production (value) (organic and conventional) retail sales (volume and value) (organic and conventional) price (farm-level and consumer level) (organic and conventional)	no information given
AMI	Germany	production (volume) (organic and conventional) production (value) (organic) retail sales (volume and value) (organic and conventional) price (farm level and consumer level) (organic and conventional) international trade (import) (volume) (organic and conventional) international trade (export) (volume) (organic and conventional)	other panels, expert estimates, retail panels (scanner data), consumer/household panels, online surveys, e-mail surveys, telephone surveys, face-to-face surveys
bioVista GmbH	Germany	Panel on the german specialised organic market. Covered metrics for example: Retail sales (volume), Retail sales (value), price (different calculation options) for all assortments of the German organic trade.	census, retail panels (scanner data)

		Also customer numbers, etc.	
MEG Ulmer KG	Germany	production volume (organic and conventional) retail sales (volume and value) (in-conversion) price (farm-level) (in-conversion) price(consumer level) (organic and conventional) international trade (import and export) (volume and value) (in-conversion)	no information given
Kommunikationsberatung	Germany	retail sales (value) (organic)	e-mail surveys, face-to-face surveys
LLH	Germany	price (farm-level) (organic) price (reseller level) (organic)	e-mail surveys, telephone surveys, face-to-face surveys
BÖLW	Germany	Organic area	Expert estimates
GfK SE	Germany	retail sales (volume and value) (organic and conventional) price (consumer level) (organic and conventional)	consumer/household panels
Hungarian Central Satistical Office	Hungary	no information given	no information given
Statistics Iceland	Iceland	price (farm level and consumer level) (organic) international trade (input) (volume) (organic)	census, online surveys, e-mail surveys, telephone surveys, expert estimates
Teagasc	Ireland	production (volume) (organic, in-conversion and conventional) price (farm level) (organic and conventional)	telephone surveys, expert estimates
Bord Bia - The Irish Food Board	Ireland	production (volume and value) (organic and conventional) retail sales (volume and value) (organic and conventional) price (farm level and consumer level) (organic and conventional) international trade (import and export) (volume and value) (organic and conventional) catering sales (volume and value) (organic and conventional)	no information given

PAT	Italy	Organic operators list-keeping (organic and in-conversion)	no information given
Ismea	Italy	retail sales (volume and value) (organic and conventional) price (farm-level and consumer level) (organic and conventional)	consumer/household panels, telephone surveys, expert estimates
assobio	Italy	retail sales (value) (organic) price (farm-level) (organic) international trade (export) (value) (organic) catering sales (value) (organic)	other panes, expert estimates, census, retail panels (scaner data)
Bio Bank by Egaf Edizioni srl	Italy	collect for each category of operator only the absolute number in Italy	
department of agriculture	Italy	production area	the production area data by administrative act
SINAB	Italy	production (volume) (organic) international trade (import) (volume) (organic)	census
AIAB - Associazione Italiana per l'Agricoltura Biologica	Italy, Germany, France	production (volume and value) (organic and in-conversion) price (farm level and consumer level) (organic)	no information given
Ministry of Agriculture of Latvia	Latvia	production (volume) (organic) price (farm level) (organic) international trade (export) (volume) (organic) farm-gate prices of organic products	census
CB VIDES KVALITATE	Latvia	production (volume) (organic and in-conversion) price (farm level) (organic and in-conversion)	census
IMC Lebanon	Lebanon and Syria	production (volume and value) (organic) production (volume) (in-conversion) retail sales (volume) (organic) international trade (import and export) (volume) (organic) international trade (export) (value) (organic)	census, e-mail surveys, telephone surveys, face-to-face surveys, other panels, expert estimates
KBA – Klaus Buechel	Liechtenstein	production (volume and value) (organic)	census, expert estimates, data were collected during

engineer office for agriculture and environment		price (farm level) (organic)	farm visits
Lithuanian Institute of Agrarian Economics	Lithuania	production (volume and value) (organic and conventional) price (farm level) (organic and conventional), Institute do international trade monitoring, but the system is not oriented for situation by organic products.	census, other panels, retail panels (scanner data)
MCCAA	Malta	production (volume) (organic and in-conversion)	no information given
NGO Produkcion organik food	Montenegro	production (volume and value) (organic) retail sales (volume and value) (organic) price (farm level and consumer level) (organic) international trade (import) (volume and value) (organic) catering (value) (organic)	no information given
IMC Maroc	Morocco	production (volume and value) (organic) price (consumer level) (organic) international trade (export) (volume and value) (organic)	face-to-face surveys, e-mail surveys
Ministry of agriculture	Morocco	no information given	no information given
Statistics Netherlands	Netherlands	production (volume) (organic and conventional)	e-mail surveys
Norwegian Agricultural Authority	Norway	production (volume) (organic and conventional) retail sales (value) (organic and conventional) price (farm-level) (organic and conventional) international trade (import and export) (volume and value) (in-conversion) catering sales (value) (organic) Estimates of sale of organic products in other markets, like catering, farmers market, delivery on the door, festivals, bakeries, specialised stores. This is not complete information and not very detailed.	collect information from slaughteries, milk delivery and egg delivery to wholesalers/processors. Retail sales from food retails stores are complete and actual sales registered by barcodes, information gathered by The Nielsen Company.

Bioekspert Ltd.	Poland	production (volume) (organic and in-conversion) international trade (import) (volume) (organic)	census, face-to-face surveys, expert estimates, and yearly reports from the processors and traders
University of Milan	Portugal	no information given	census, face-to-face surveys
Romanian Resource Center for the promotion and marketing of organic products	Romania	production (volume and value) (organic and in-conversion) retail sales (volume and value) (organic and in-conversion) price (farm level and consumer level) (organic and in-conversion) international trade (import and export) (volume and value) (organic and in-conversion)	no information given
Organic Control System	Serbia	production (volume and value) (organic and conventional) price (farm level) (organic and conventional) international trade (import and export) (volume and value) (organic and conventional)	Data are collected as a result of inspection and certification of our clients.
Naturalis SK, s.r.o.	Slovakia	do not collect such data	
Ministry of Agriculture, Food and Environment	Spain	collect data from the Autonomous Regions based on areas and production	census, expert estimates
SEAE	Spain	production (volume and value) (organic and in-conversion) retail sales (volume and value) (organic and in-conversion) price (farm level and consumer level) (organic and in-conversion)	no information given
Asociación CAAE	Spain, Portugal, Peru	international trade (export) (volume) (organic) some production data	e-mail surveys
Swedish Board of Agriculture	Sweden	production (volume) (organic)	telephone surveys
Research Institute of Organic Agriculture	Switzerland	collect area data and data on livestock (from which potentially the production can be calculated)	no information given

Bio Suisse	Switzerland	production (volume) (organic and in-conversion) retail sales (value) (organic and in-conversion) price (farm level and consumer level) (organic and in-conversion) international trade (import) (volume) (organic and in-conversion)	census, consumer/household panels, Retail sales: AC Nielsen, i.e. household panes and scanner data Consumer prices: comparison of prices in stores (organic with conventional for own, internal use
Higher Institut Of Agriculture KEF	Tunisia	production (volume) (organic and in-conversion)	census
Technical Center of Organic Agriculture	Tunisia	production (volume) (organic) international trade (export) (volume and value) (organic)	e-mail surveys, telephone surveys, face-to-face surveys, expert estimates
direction générale de l'agriculture biologique	Tunisia	production (volume) (organic) international trade (export) (volume and value) (organic)	no information given
Ege University	Turkey	production (volume) (organic) international trade (import) (volume) (organic) farm level information per province (area as ha; estimated production (tons)) (organic)	other panels, data is collected from CBs on-line by MFAL with definite deadlines; exporters data is collected for every lot when exported
Organic Farmers & Growers Ltd	UK	production (volume) (organic)	census
Organic Arable	UK	production (volume) (organic and conventional)	online surveys, telephone surveys, face-to-face surveys
Soil Association Certification	UK	retail sales (volume and value) (organic) price (consumer level) (organic)	no information given
Defra	UK	production (volume) (organic and in-conversion) organic data collected purely relates to areas of crop and numbers of livestock	certification bodies provide data collected during their annual inspection visits. These visits can take part at any point during the year therefore data does not represent a fixed point in time.
Kantar Worldpanel	UK	retail sales (volume and value) (organic and conventional) price (consumer level) (organic and conventional)	retail panels (scanner data), other panels

SAC	UK	production (volume) (organic) price (farm level) (organic and conventional)	census, telephone surveys
Organic Centre Wales/Aberystwyth University	UK	production (volume and value) (organic and conventional) price (farm level) (organic and conventional)	telephone surveys, other panels
CIHEAM IAMB	Mediterranean	organic and in conversion operators, where available per operator typology organic and in conversion land (hectares), where available per products typology	e-mail surveys, telephone surveys, face-to-face surveys, expert estimates data are collected in some countries in the framework of specific cooperation projects or research works. The sources and the methods of collection change depending on resources and specific project and research work conditions
EUROSTAT	Europe	Production of organic crops, based on areas. Conventional data are also collected, but not together with organic data.	Administrative data collected with a harmonised questionnaire.
otx AG - organic trade exchange	Europe	information depends on what farmers post on the platform o-tx.com. The whole contract data are collected, so volume and price are available and in combination also the value of the contract, always on the farmers level.	1. on o-tx.com you can post your prices every time; once a month there is a reminder-newsletter for the farmers. 2. the deals closed on the platform are automatically collected 3. additionally they collect data when they phone customers.
Research Institute of Organic Agriculture	Global	Production (volume and value) (organic and in-conversion) retail sales (volume and value) (organic and in-conversion) price (farm level and consumer level) (organic and in-conversion) international trade (import and export) (volume and value) (organic and in-conversion) catering sales (volume and value) (organic and in-conversion)	e-mail surveys

Anonymous Organisations			
Anonymous	Belgium	retail sales (volume and value) (organic and conventional) price (consumer level) (organic and conventional) volumes retail sales : approximate values for fruit, vegetables, pork, milk	no information given
Anonymous	Bulgaria	production (volume) (organic and in-conversion)	no information given
Anonymous	Denmark	no information given	no information given
Anonymous	Denmark	price (consumer level) (organic and conventional) consumers' willingness to pay (organic and conventional)	online surveys
Anonymous	Denmark	price (consumer level) (organic and conventional)	no information given
Anonymous	Estonia	production (volume and value) (organic and conventional) retail sales (volume and value) (organic and conventional) price (farm level and consumer level) (organic and conventional) international trade (import and export) (volume and value) (organic and conventional)	no information given
Anonymous	Finland	production (volume) (organic) price (farm level) (organic)	expert estimates, face-to-face surveys
Anonymous	Germany	no information given	no information given
Anonymous	Germany	production (volume) (in-conversion) price (farm level) (in-conversion)	no information given
Anonymous	Germany	production (volume) (organic and conventional)	no information given
Anonymous	Germany	retail sales (volume and value) (organic and conventional)	no information given
Anonymous	Italy	production volume (organic and in-conversion)	no information given
Anonymous	Italy	production (volume and value) (organic and in-	no information given

		conversion)	
Anonymous	Italy	production (volume) (organic) retail sales (volume) (organic) international trade (export) (volume) (organic) In the Ministry of agriculture they collect data for production/volume, retail sales/volume and international import/volume	no information given
Anonymous	Lebanon	organic and In-conversion certified operators	no information given
Anonymous	Liechtenstein	production (volume and value) (organic) price (farm level) (organic)	no information given
Anonymous	Luxembourg	area and number of operators (organic and in-conversion)	no information given
Anonymous	Macedonia	production (volume) (organic and in-conversion) price (farm level and consumer level) (organic and in-conversion) international trade (import) (volume and value) (organic and in-conversion) international trade (export) (volume) (organic and in-conversion)	no information given
Anonymous	Montenegro	production (volume) (organic)	no information given
Anonymous	Portugal	price (farm level) (organic and conventional) (for just a few products)	no information given
Anonymous	Portugal	retail sales (volume and value) (organic and in-conversion) price (consumer level) (organic, in-conversion and conventional) international trade (import and export) (volume and value) (organic and in-conversion)	no information given
Anonymous	Portugal	production (volume) (organic and in-conversion) retail sales (volume and value) (organic and in-conversion)	no information given

Anonymous	Turkey	production (volume) (organic) production (value) (in-conversion) retail sales (volume and value) (organic and conventional) price (farm level) (in-conversion) price (consumer level) (organic) international trade (import) (volume and value) (organic and conventional) international trade (export) (volume and value) (organic) catering sales (volume and value) (organic and conventional)	no information given
Anonymous	UK	production (volume) (organic and in-conversion)	telephone surveys, expert estimates
Anonymous	UK, Ireland	production (volume and value) (organic and in-conversion) retail sales (volume and value) (organic and in-conversion)	no information given
Anonymous	Global	retail sales (volume and value) (organic and conventional) price (consumer level) (organic and conventional) purchase behaviour of the private households in all channels	consumer/household panels