

#### **European Data Network for Improved Transparency of Organic Markets**

#### **Classification issues**

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#### **Production-related data: General situation**

- Area data, production data, livestock data: Some level of harmonisation in the EU due to Eurostat
- Country data are available in the Eurostat database according to Eurostat's classification for organic products
- Some countries are now beginning to use the Eurostat classification system for their national data collection and reporting







#### Problems for production-related data

- Contradictions Eurostat national data
- Animals not clear in the statistics (neither national nor Eurostat): Annual average stock is demanded by Eurostat, but some countries provide animal slaughtered or the places.
- Inclusion of wild collection areas (Spain up to 2011) or forest areas (UK) in national and Eurostat Statistics
- > Eurostat: No breakdown for some important crops (e.g protein crops).
- > Importers and processors: Sometimes all are reported (including mixed ones), sometimes only the specialized processors, not always consistent over the years.
- > Classification problems for some crops:
  - > Strawberries can be grouped as vegetables or as fruit,
  - > green fodder from arable or temprary grassland sometimes classified as permament grassland or vice versa.
  - > Confusion green pulses (vegetables) and protein crops (dreid pulses)







### Products (manfuctured): retail sales, imports, exports: General situation

- Almost every country has a different classification, no matter if private or public collection system
- Probably the only country that uses an offical, international classification is Denmark (HS codes)
- Most other countries use an apdated version of the (often nationally unique) nomenclature/classification of the respective market research companies that provide the market data (Nielsen, Kantar, GfK).
- > Thus, the situation is far more complicated for manufactured products than it is primary production-related.





#### **Aggregations**

- » «Vegetables + Fruit» not comparable to other countries, where we have a separate figure (share of total fruit and share of total vegetables)
- » «Pet food, breakfast cereals and other»: Swiss odditiy
- > «Dairy products and eggs»
- » «Dairy products excluding cheese»







#### What products are in a group?

- > Do «processed fruits» include juices, or are they part of «beverages» group?
- > Do the «dairy products» or the «oils and fats» group include the butter?
- > Does the «processed fruits» or the «tinned food» group include «tinned fruit»?
- > Do the «Macaroni, noodles, couscous» or the «grain mill products» include the pasta?







#### **Data aggregations**

Tabell 3: Omsetning av okologiske matvarer i dagligvarehandelen og andre salgskanalen i 2012 og 2013, i mill. kroner

Produktkategorier	Total on	nsetning	Endring siste år i %	Andel økologisk av total omsetning	
	2012	2013		2012	2013
Meieriprodukter	257,3	275,4	7,0 %	1,7 %	1,6 %
Komprodukter og bakervarer	117,5	126,4	7,6 %	0,9 %	0,9 %
Kjøtt (alle slag)	45,6	53,1	16,4 %	0,3 %	0,3 %
Egg	102,6	108,3	5,6 %	5,6 %	5,7 %
Frukt, bær og nøtter	63,1	93,1	47,5 %	0,8 %	1,0 %
Grønnsaker og poteter	211,3	270,8	28,1 %	2,2 %	2,6 %
Totalt matvarer i dagligvarehandelen <sup>1</sup>	1 163,8	1349,6	16,0 %	1,2 %	1,1 %
Andre salgskanaler <sup>2</sup>	266,1	304,8	14,3 %	-	
Registrert omsetning alle salgskanaler	1 429,9	1 654,4	15,7 %	-	

<sup>&</sup>lt;sup>1</sup>Kilder: Nielsen

Source: Norwegian Agricultural Authority, NO

- Example for aggregated data
- Unknown if e.g.
   butter belongs
   to fat or to dairy
   products

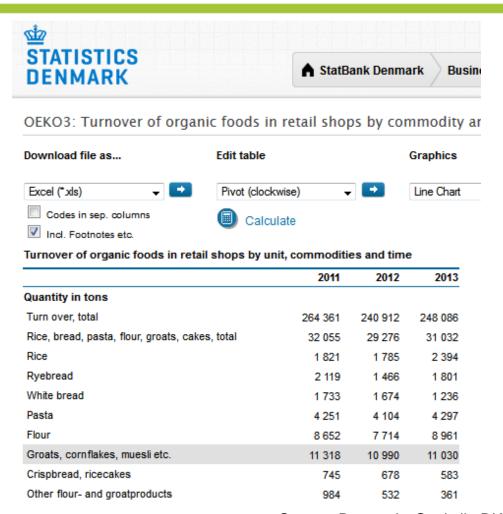






Omsetning rapportert til SLF fra storhusholdning samt direktesalg som Bondens marked, abonnementssalg, bakeri utenom dagligvare- og faghandel og spesialforretninger. Dette tallet er ikke inkl. helsekostbutikker.

#### **Data aggregations**



- > Groups and details -
- possibly grouped data cannot be used, but only details e.g. group "milk, cheese, eggs"

Source: Danmarks Statistik, DK







#### Detailed product lists vs. aggregated data

Gemüse Gurken Karotten Kohlgem

> Paprika Pilze Salate Spargel

Tomaten Zwiebeln Kartoffeln Obst Frisch

> Äpfel Bananen Birnen Citrus-Früchte

> Erdbeeren Heidelbeeren Steinobst

Trauben Frischkäse Hart-/Schnittkäse

Schmelzkäse Weichkäse REST

Food+Getränke
BIO - Lebensmittel + Getränke
Alkoholfreie Getränke
Fruchthaltige Getr.
Fruchtsäfte
Fruchtnektare/Saftgetränke
Gemüsesäfte/-trunke
sonst. FHG
CO2-Erfrischugns Getr.
Cola/Colah. Getr.
Limonaden
Mineral/Heil/Tafelwasser
Mineral/Heilwasser
Wasser mit Zusätzen
Alkoholhaltige Getränke
Bier
Biermischgetr.
Sekt/Champagner
Spirituosen
Wein (ohne Direktkauf)
restl. alkoholh. Getr.
Babynahrung
Babykost
Babygetränke
Säuglingsmilchnahrg.
REST
Backzut./-Hilfen/Zucker
Backmischg/Grundteige
Backzutaten/-Treibmittel
Mehl
Zucker
Beilagen
Teigwaren
Reis
Kartoffelprodukte
Boulions/Soßen fl.
Boulions/Brühens
Fertigsoßen fl.
Brotaufstriche ges.
Honig/-ersatz Konfit./Marmel./Gelee
Nuß-Nougat-/Schokocreme
Pflanzl. Brotaufstriche REST
Cerealien/Müsli
Cerealien/Musii Cerealien
Getreideflocken
Müsli
Delikatessen gekühlt
Antipasti
Fisch ger./marin.
Feinkostsalate

Fertigger./Snacks fl/gek.
Fertiggerichte
Suppen/Eintöpfe
Snacks (pikant)
MOPRO weiß
Dessert/Puddingcr.
Grütze/Göttersp.
Milchreis/Griesbr,
Puddingcremes
Sojadessert
Milch/Joghurt-D.
REST
Konsum-Milch
Frisch-Milch
bis 1,5% FriMi
1,6-3,5% FriMi
3,6% u.m. FriMi
H-Milch
bis 1,5% H-Mi
1,6-3,5% H-Mi
3,6% u.m. H-Mi
REST
Milchgetränke
Trinkjoghurt
Buttermilch/Kefir
Milch-Mischgetr.
Trinkmolke/Fitmilch
Ziegen-/Schafsmilch
Sojagetränke
REST
Joghurt fest
Naturjoghurt
Fruchtjoghurt
Soja-Joghurt
Milchrahmerzeugnisse
Sahne/Schlagrahm
Craime Fraiche
Sauerrahm
Sojaerzeugnisse
Quark
Natur-Quark
Frucht-Quark
Pikanter Quarkl
REST
Zaziki-Produkte
Zaziki Joghurt
Gewürze/Kräuter/Salz
Gewürze/Kräuter
Salz
Heißgetränke
Kaffee
Bright CC

Tee	Tiekühlkost/Sp.Eis		
Früchte-/Kräutertee	Tiefkühlkost		
Schwarzer Tee	TK-Backwaren		
Grüner Tee	TK-Geflügel		
REST	TK-Fleisch		
Kakao/Trinkschokolade	TK-Fisch		
Konserven ges	TK-Gemüse		
Essig-/Grukenkons.	TK-Obst		
Gemüse/Rotk/Sauerkraut K.	TK-Kartoffelprod.		
Rotkohl/Sauerkraut	TK-Fertigprod.		
Obst-Konserven	TK-Pizza		
Pilzkonserven	Speise-Eis		
Fisch-Konserven	Trockenfertig-Prod.		
Wurst-Konserven	Trock. Fertig-Ger.		
Nahrungsfette/Speisee-Öle	TroDessert		
Butter	Restl. Trockensortiment		
Margarine	Kondensmilch		
Butterzubereitung	Hülsenfrüchte		
Schmalz/Mischfette	Trockenfrüchte		
Speise-/Tafelöl	Frischteige		
Nussöle	Brotwaren		
Sonnenblumenöl	Fleischersatz (Soja/Tofu)		
Sojaöl	Fleischers TroFert		
Olivenöl	Fleischers Wurst		
Rapsöl	Würzen		
Sonstige Öle	Ketchup/To-Mark		
"Süßwaren" gesamt	Würz/Cocktail-Salsoßen		
Bonbons/Drops/Kaugummi	Senf/Mayo/Remoulade		
Frucht-Weingummi	Flüssig-/Zitronenwürze		
Fruchtbonbons/Drops	Essig		
Husten/Halsbonbons	FRISCHE WGR		
Karamel-/Sahnebonb.	Backwaren		
restl. Bonbons	Brot frisch		
Schokoartikel ges.	Brötchen/Laug-Geb.		
Tafelschokolade	sonst. Backwaren		
Pralinen	Eier		
REST	Frisch Fisch/Fleisch		
Süßgebäck/Kuchen	Frisch Fisch		
Knabberartikel	Fleisch fr.		
Müsli-/Getreideriegel	Rot-Fleisch		
Nüsse/Studentenfutter	davon Schwein		
Kartoffelknabbergeb.	davon Rind		
Laugen-/Cocktailgeb.	Geflügel fr.		
Knusperreis-Scheiben	Fleisch-/Wurstwaren		
DEST			

Gemüse/Kart./Obst fr.

needed

Very detailed

product lists give

as detailed data

as possible and

compare with

grouping them as

are easy to

others by

Source: GfK, DE





Röstkaffee

sonst. Kaffee



#### **Incomplete data**

- Not all products are covered by many systems (e.g. no processed food for Austria)
- Not all products within one group are covered, hence wrong assumption for whole group (e.g. in France for «beverages» only a part of all organic beverages is covered)
- Coverage gap: collection covers only a part of a product (mainly household panel data, as households do not scan all their purchases, e.g. bread and bakery products are often not complete beause often consumed out of home)



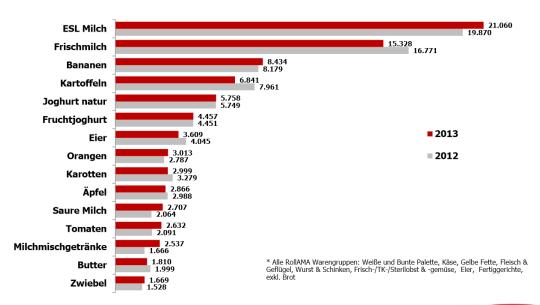




#### Missing data

#### **Top 15 RollAMA Bioprodukte\***

Ranking nach Menge in 1.000 kg LEH mit Hofer/Lidl



Example
detailed data
but only for the
top 15 products
and not all
product
categories



Quelle: © RollAMA/AMA-Marketing, n=2.800 Haushalte in A



Source: AMA, AT







### Consequences of differently classified, aggregated, incomplete and missing data

- > Harmonized data storage is problem
- Comparison over countries not possible
- Often comparisons even for one country is not possible because of changes in the classification etc. over the years.







#### Different hierarchies make data difficult to compare

- To make data comparable it is the best to have as many details as possible
- If you build up new data collection system we recommend to use the relevant Eurostat codes







### Classifications used by the OrganicDataNetwork

- For organic agricultural land and crops: Eurostat Handbook for Annual Crop Statistics (Regulation 543/2009) (Revision 2013 – Presented in the WPM of the 12 and 13 March 2013, finalised in July 2013 (Adaptation of the OrganicDataNetwork database is in progress) http://epp.eurostat.ec.europa.eu/cache/ITY\_SDDS/Annex es/apro cpp esms an2.pdf
- For products: Eurostat (2008): CPA 2008 Statistical
   Classification of Products by Activity. Eurostat,
   Luxembourg
   http://epp.eurostat.ec.europa.eu/portal/page/portal/cpa\_2008/introduction







### **Excerpt from the : Eurostat Handbook for Annual Crop Statistics**

					Harvested production	
Old code	New code	NOMENCLATURE (Reg. 543/2009)	Comment.	Table	31Mar N+1	31Mar N+1
	C1601	Vegetables, melons and strawberries (including kitchen gardens)			Op	Op
	C2007	Permanent crops		Tab. 3	Х	Ор
C2090	C2090	Apples		Tab. 3	Х	Х
C2110	C2110	Apples for fresh consumption		Tab. 3	Ор	Х
C2112	C2112	Golden Delicious			Ор	Ор
C2113	C2113	Other apples for fresh consumption			Ор	Op
C2095	C2095	Pears		Tab. 3	Х	Х
C2130	C2130	Pears for fresh consumption			Ор	Ор
C2170	C2170	Stone fruits			Ор	Ор
C2180	C2180	Peaches		Tab. 3	Х	Х
C2221	C2221	Nectarines		Tab. 3	Х	Х
C2190	C2190	Apricots		Tab. 3	Х	Х
C2200	C2200	Cherries		Tab. 3	Х	Х
	C2201	Sour cherries		Tab. 3	Х	Х
C2210	C2210	Plums		Tab. 3	Х	Х
C2229	C2229	Other stone fruits n.e.c.			Op	Ор
C2270	C2270	Berries (excluding strawberries)			Op	Op







# **CPA 2008: Classification for products of agriculture**

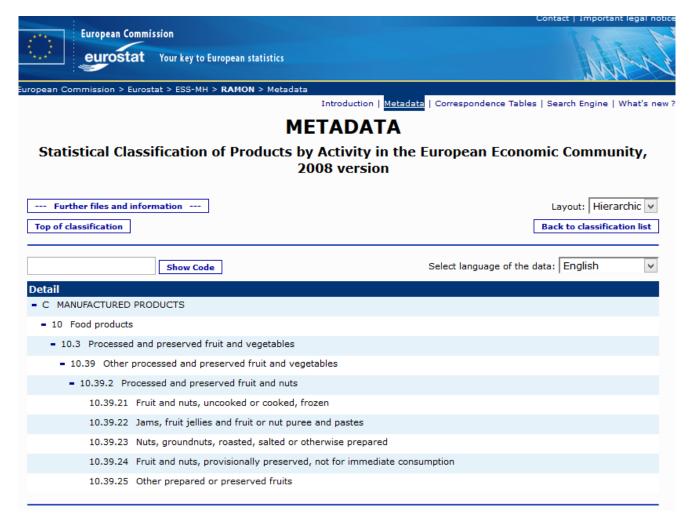








# **CPA 2008: Classification for manufactured products**









# **CPA 2008: Classification for manufactured products**







