



Data Network for better European organic market information

OrMaCode

Organic market data Manual & Code of Practice

Manual and code of practice for the initiation and maintenance of good organic market data collection and publication procedures



Objectives

- ✓ The OrMaCode is a toolkit intended to help facilitating further progress in the field of organic market data development, production and dissemination in Europe.
- ✓ The OrMaCode represents a fundamental tool to help establish a long-term partnership among the interested stakeholders
- ✓ Target:
 - ✓ national statistical institutes
 - ✓ all other stakeholders involved in data development, production, and dissemination



The Code of Practice (OrMaCode) and the manual

PART A:

Implementation of an organic market data collection system

PART B:

Code of Practice (OrMaCode)

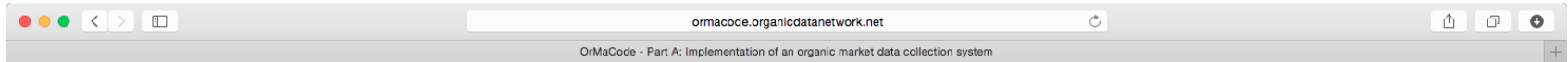
PART C:

How to establish and implement an organic market data collection system (Manual)

PART D:

Description of data collection methods and methodological background





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This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 289376.

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► Part A: Implementation of an organic market data collection system

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- A2: What is an organic market data collection system
- A3: The importance of better data
- A4: How to assess current organic market data production and dissemination systems
- A5: References

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- B1: The EUROSTAT Code of Practice & OrMaCode
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- C1: Overview of data collection process
- C2: Guidelines on the collection of different data categories
- C3: Development of survey tools
- C4: Data processing, storage and analysis
- C5: Publication and dissemination
- C6: Data collectors

► Part D: Methodological background of data collection

Part A: Implementation of an organic market data collection system

- > [A1: Why do we need good data on the organic market](#)
- > [A2: What is an organic market data collection system](#)
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A. Implementation of an organic market data collection system

Why do we need good data on the organic market

- ✓ **Policy makers, farmers and companies need good quality data for decision making**
- ✓ **Data availability and quality is still far from optimal**
 - ✓ **Lack of data and incomplete data**
 - ✓ **Lack of common definitions and classification/aggregation rules across countries**



Lack of common definitions

- ✓ Example: Livestock data
- ✓ Expected data is “head count”, which is interpreted as “average stock”, “number of places” (in stables), or “animals slaughtered”.
- ✓ Currently a country-to-country comparison for livestock is not possible



Lack of common classifications

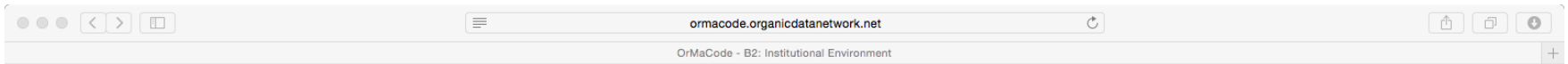
- ✓ Almost every country uses different nomenclatures and classifications; only few use international classifications
- ✓ Example:
 - ✓ Denmark uses the UN's Standard International Trade Classification (SITC)
 - ✓ The Czech republic the CPA codes (Eurostat)
- ✓ In countries, where the domestic market data are collected from panel data, usually the nomenclature and classifications of the major market research companies are used.





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B. The Code of Practice



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Part D: Methodological background of data collection

B2: Institutional Environment

- > [Principle 1 \(Professional Independence\)](#)
- > [Principle 2 \(Mandate for data collection\)](#)
- > [Principle 3 \(Adequacy of Resources\)](#)
- > [Principle 4 \(Commitment to Quality\)](#)
- > [Principle 5 \(Statistical Confidentiality\)](#)
- > [Principle 6 \(Impartiality and Objectivity\)](#)

Principle 1 (Professional Independence)

To ensure professional independence and integrity where bodies closely aligned with the organic sector are involved in data collection, there should be a clear structural division within the lead data production body between the unit or department collating and publishing the data and any business or policy oriented department.

Indicators

- 1.1** Organisations should have clear ethics statements, which emphasise the means by which they endeavour to ensure the independence of their data and clear company policies, which encourage their employees to be aware of the risk of bias and to act with integrity, by pledging to not misuse and intentionally misinterpret the data developed, produced, and disseminated.
- 1.2** As for the general case, statistical releases should be clearly distinguished and issued separately from policy statements (ESCP Indicator 1.6).

Principle 2 (Mandate for data collection)

The production of market data should preferably be delegated by law or regulation. Institutions collecting data may include organic control bodies, statistical offices, other state and semi-state bodies and market research companies as well private institutions. The OrganicDataNetwork should cooperate with all relevant organisations engaged in the development, production and dissemination of organic market data.



The Code of Practice

- ✓ If an organisation wants to collate and publish organic market data, it is very important that this should be done according to precise standards of good practice.
- ✓ The Code of Practice is organised according to the same three sections of the European Statistics Code of Practice, and considers itself an extension to that specifically aimed at providing guidance and support to organic market statistical information providers.



Institutional Environment

- ✓ Principle 1 (Professional Independence)
- ✓ Principle 2 (Mandate for data collection)
- ✓ Principle 3 (Adequacy of Resources)
- ✓ Principle 4 (Commitment to Quality)
- ✓ Principle 5 (Statistical Confidentiality)
- ✓ Principle 6 (Impartiality and Objectivity)



Statistical Processes

- ✓ Principle 7 (Sound Methodology)
- ✓ Principle 8 (Appropriate Statistical Procedures)
- Principle 9 (Non excessive burden on respondents)
- ✓ Principle 10 (Cost effectiveness)



Statistical Output

- ✓ Principle 11 (Relevance)
- ✓ Principle 12 (Accuracy and Reliability)
- ✓ Principle 13 (Timeliness and Punctuality)
- ✓ Principle 14 (Coherence and Comparability)
- Principle 15 (Accessibility and Clarity)



Institutional Environment

Principle 1 (Professional Independence):

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Indicators:

- ✓ ethics statements
- ✓ statistical releases should be clearly distinguished and issued separately from policy statements



Statistical Processes

Principle 7 (Sound Methodology):

Sound statistical methods are a vital contributory factor when it comes to organic market data quality. The OrganicDataNetwork promotes a higher degree of harmonisation of procedures, classifications and definitions among all member organisations.

Indicators:

- ✓ use the standard Classification of Products by Activity (CPA).
- ✓ Professional development of data collectors.



Statistical Output

Principle 12 (Statistical Output):

To ensure accuracy and reliability, all organic market data should be validated by means of consistency checks and periodic reviews. As far as commercial confidentiality allows, all data should be reviewed by at least one independent individual who is not directly employed by the people or lead organisation collecting and processing the data.

Indicators:

- ✓ standardised consistency checks should be carried out on the data .
- ✓ periodical independent statistical audits.

