



Data Network for better European organic market information

OrMaCode – different data collection approaches

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- ✓ The OrMaCode gives an overview on possible data collection approaches for the following key indicators
 - ✓ area and livestock numbers,
 - ✓ production volume (including yields) and value,
 - ✓ price data (farm and retail level),
 - ✓ domestic market volume and value,
 - ✓ international trade volume and value.

Area and livestock numbers

✓ Approaches

- ✓ Administrative data sources
- ✓ Governmental data sources

✓ Considerations

- ✓ Use classifications preferably according to Eurostat or existing conventional classification systems in the country and adopt to ones needs
- ✓ Use clear definitions – particularly for livestock



Production volume (incl. yields) & value

- ✓ Approaches
 - ✓ collection of production volumes (yields, products sold) as part of the certification process
 - ✓ estimates of production volume using standard yields and area data
 - ✓ surveys of market actors/producers.
- ✓ Considerations
 - ✓ Not all products are sold as organic
 - ✓ Post harvest losses
 - ✓ Carcasse weight and marketable meat ...



Farm level prices

- ✓ Approaches:
 - ✓ surveys of market actors
 - ✓ using data from FADN
 - ✓ using data from stock exchanges.
- ✓ Considerations:
 - ✓ Ask stable panel of market actors
 - ✓ Ask sellers and buyers
 - ✓ If possible try to weight prices by sales volume



Retail level prices

- ✓ Approaches:
 - ✓ using household or retail panel data,
 - ✓ price surveys in shops.
- ✓ Considerations:
 - ✓ For comparisons of organic and conventional products use products of similar packaging and quality
 - ✓ For cross-border supply chains VAT must be excluded
 - ✓ Organic retail price index for a certain basket possible to install



Domestic market volume and value

✓ Approaches

- ✓ household panels,
- ✓ retail panels (multiple retailers, specialist panels of independent/organic shops in some countries),
- ✓ surveys of retailers,
- ✓ surveys of farm shops and farmers' markets,
- ✓ expert estimates.



Domestic market volume and value

✓ Considerations

- ✓ Surveys of retailers can be made obligatory (DK and SE)
- ✓ Survey of supermarket chains due to long lasting collaboration (UK)
- ✓ Expert estimates can be a starting point of a data collection when no panel data is available
- ✓ Expert estimates often add missing sales channels

Household panel and trade panel data

- ✓ Households scan their purchases at home
- ✓ Information about costumers
- ✓ Households tend to forget smaller purchases or other household members or get „panel tiered“
- ✓ Never 100 % coverage
- ✓ Purchases are scanned in the shops with EAN codes
- ✓ Information only about participating supermarket chains – for those coverage nearly 100 %
- ✓ Loose products are poorly or not represented
- ✓ No information about costumers

Coverage of household and retail panels



Source: Günther et. al 1998

Domestic market volume and value

✓ Considerations:

Participants:

- ✓ Which outlets (supermarket chains) take part in the retail panel?
- ✓ How many households participate in a household panel and how are they selected?

Coverage:

- ✓ What would the panel institution estimate to be the coverage for the single sales channels (including single supermarket chains)?
- ✓ What would the panel institution estimate to be the coverage for the different product groups?
- ✓ What would the panel institution estimate to be the coverage for organic food compared to conventional food?

Organic product classification:

- ✓ How does the panel institution check whether products are organic or conventional?
- ✓ Can product classification be mapped against the Eurostat CPA code?
- ✓ What are the quality control routines?

International trade

- ✓ Difference between trades outside and inside the EU
- ✓ Approaches:
 - ✓ using international trade statistics with an organic indicator
 - ✓ using customs data,
 - ✓ surveys of importers and exporters.



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Thank you!

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