



Data Network for better European organic market information

Quality and consistency in organic data

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Objectives

- ✓ Why do we need quality checks for organic market data?
- ✓ How to improve organic market data collection by proper sampling procedures?



Status quo of organic market data in Europe

- ✓ Production data
- ✓ Area, number, and yield data
- ✓ Producer price data
- x Trade data (imports and exports)
- x Consumption data (incl. catering sales data)
- x Consumer price data

Availability of data strongly depends on the country and the product!



Status quo of organic market data provision in Europe

- ✓ “Wild” collection of data (exception: Eurostat), i.e. collect all existent data → “any data are better than no data”
- ✓ Frequent use of expert estimates
 - Unsystematic
 - Inconsistent
 - Not representative
- ✓ General conclusions are not possible
- ✓ Mistakes are often not identified before publishing (lack of statistical training)
- ✓ Organic data provision is not profitable → unqualified staff carries out data collation

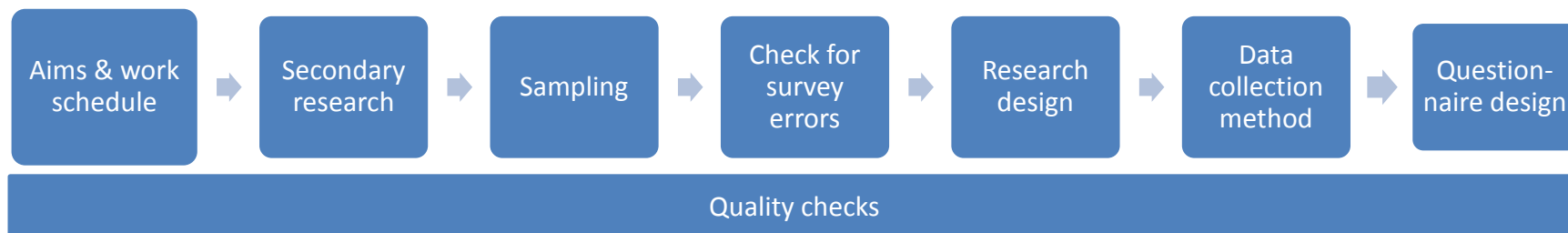


Need for good quality in organic market data

- ✓ Analysis of sector developments and trends
 - Prerequisite for sound investment decisions of market actors
 - Basis for political decisions on further development of the organic market
- ✓ Predictions of sector developments based on previous analyses
- ✓ Comparisons between countries
- ✓ EU compilation of data



Steps in the data collection process



Importance of sampling

- ✓ Sampling directly influences data quality
- ✓ Data is not generalizable without reasonable sampling
- ✓ Importance of sampling is underestimated by most market data collectors (lack of statistical training)
- ✓ Consequences of incorrect sampling procedures:
 - Reliability of data is poor
 - Comparisons with conventional data or with other countries are impossible

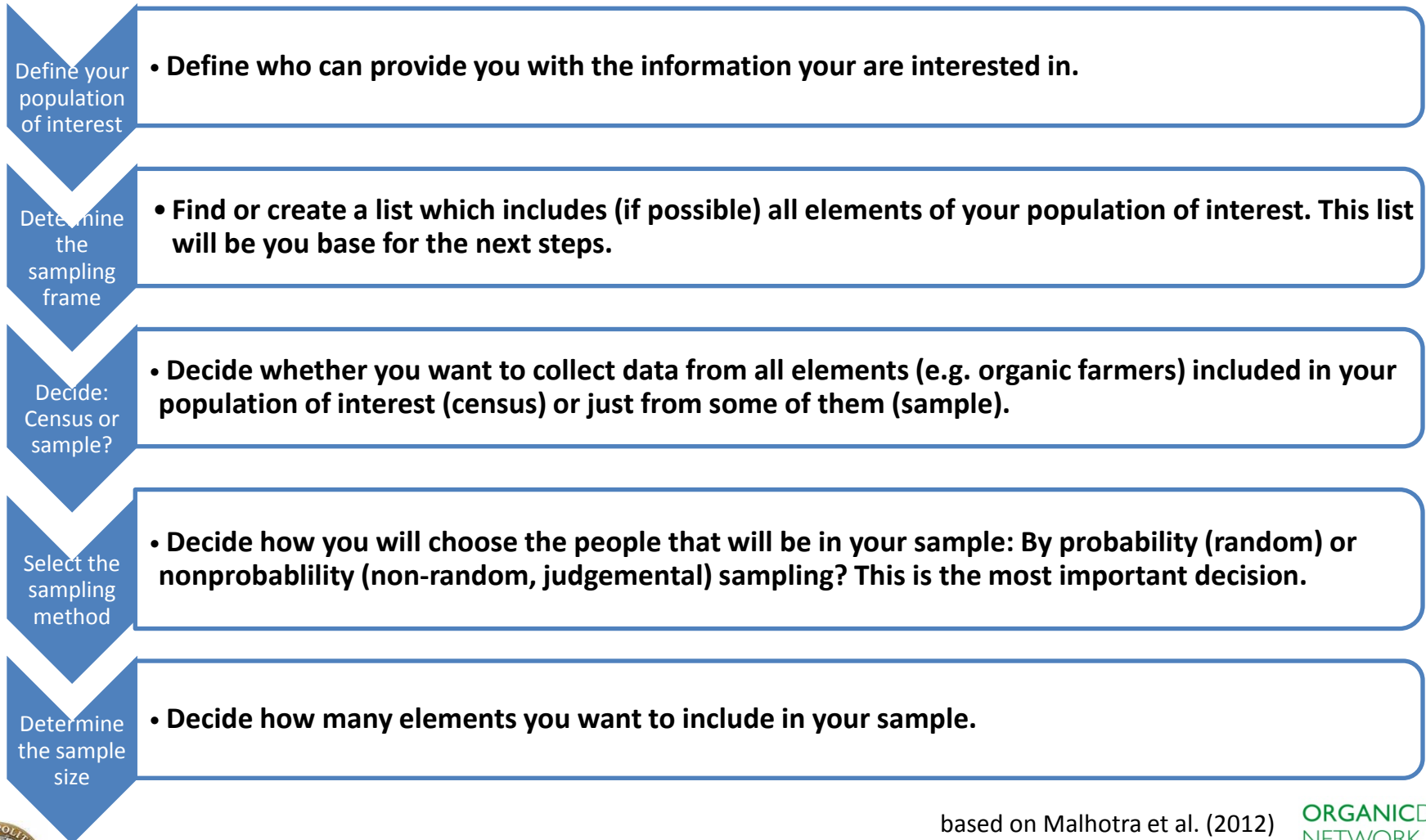


How to improve sampling

- ✓ Training of organic market data collectors
- ✓ Official data collectors should have statistical backgrounds
- ✓ Improvement of the basis for good sampling
 - Full lists of national organic stakeholders, publicly available → knowledge on target population
 - Clear objective of data collection
 - Application of sampling techniques
 - Sufficient funding



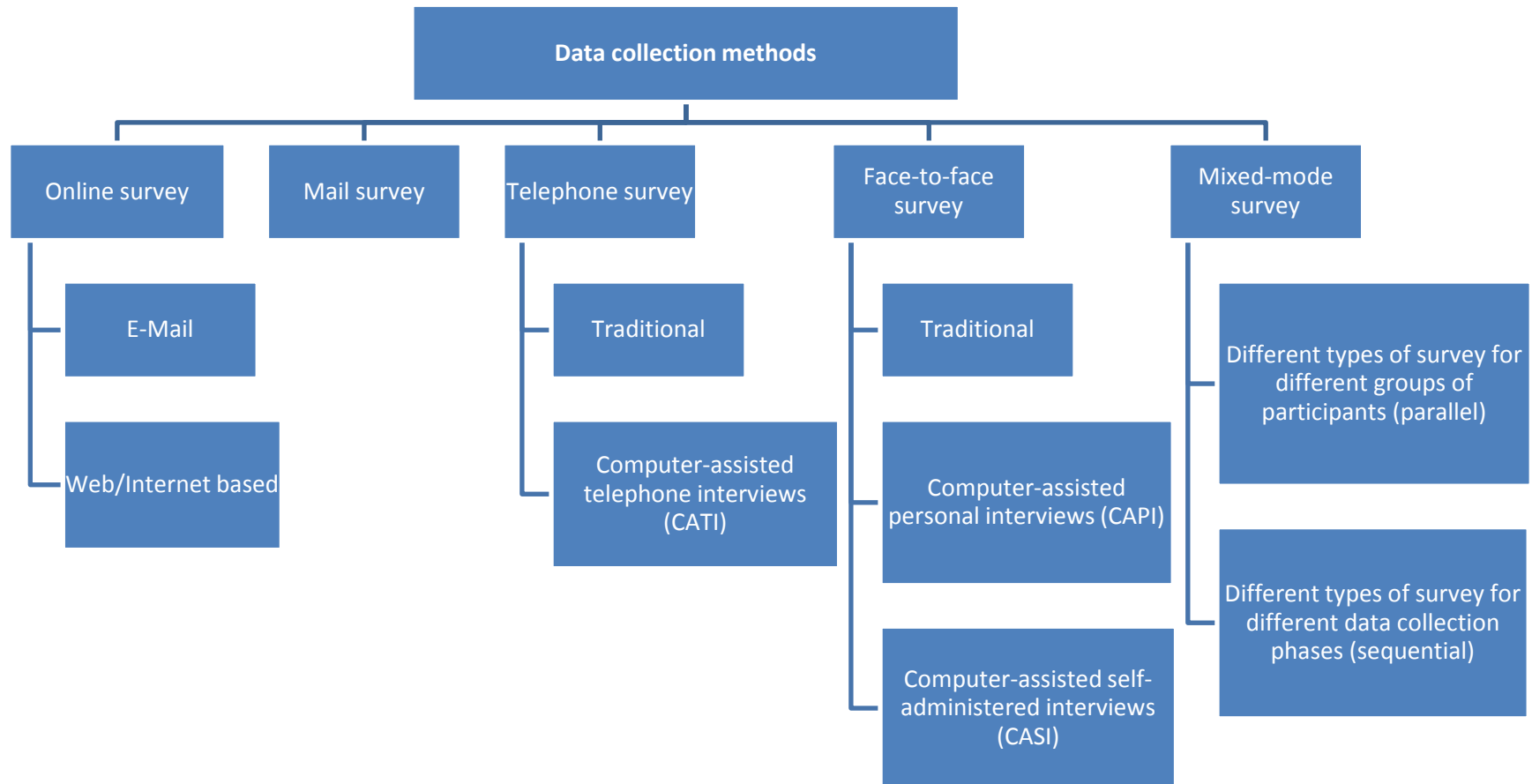
Overview on the sampling process



based on Malhotra et al. (2012)



Overview on survey modes in marketing research



based on Malhotra et al. (2012)

Quality checks in organic market data

✓ Summary of checks applied throughout the ODN project

1. Comparison between two years (e.g. 2010-2011) for organic area, production, and sales data

2. Organic area < total area

3. Organic yield < conventional/total yield

4. Comparison of yields between countries with similar farming conditions

5. Organic production share in % < organic area share in %

6. Organic imports \leq organic sales

7. Domestic organic consumption = organic sales, sold as organic + organic imports – organic exports

8. Supply-balance equation: Production + imports – exports = consumption

Reasons for quality checking

- ✓ Improve organic market data
- ✓ Identify sources of inconsistencies
- ✓ Increase accuracy and reliability
- ✓ Ensure generalizability
- ✓ Get deeper insights into the market
- ✓ Prevent fraud



Special case: organic market data

- ✓ Rapid market growth
- ✓ Growing number of stakeholders
- ✓ Data availability remains below market development
- ✓ Insufficient knowledge on the market will hinder further solid growth



What needs to be done in the future?

- ✓ Special attention to improve organic data availability
- ✓ Systematic sampling and data collection procedures
- ✓ International cooperation and networking
- ✓ National responsibility for cooperation
- ✓ Training and knowledge transfer in statistics



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Thank you!

www.organicdatanetwork.net
