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Data Network for better European organic market information

Comprehensiveness and  
compatibility of different organic  
market data collection methods

The following multimedia presentation is an abridged compilation of the following Project publications:

- Feldmann, C. and Hamm, U. (2013). Executive summary report on the comprehensiveness and compatibility of organic market data collection methods. University of Kassel, Witzenhausen (D3.2) available at <http://orgprints.org/23011/>.
- Feldmann, C. and Hamm, U. (2013). Report on collection methods: Classification of data collection methods University of Kassel, Witzenhausen (D3.1) available at <http://orgprints.org/23010/>.

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Welcome to the OrganicDataNetwork multimedia presentation series.

The purpose of this series is to communicate the project results in an easily accessible and understandable way.

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Hello!

In this presentation we will give an overview of different organic market data collection methods, their comprehensiveness and compatibility.

# Introduction

- ✓ Today, there are many businesses in the organic sector and there are many policy programmes and initiatives supporting organic farming throughout Europe.
- ✓ Despite the growth of the organic market, the availability of good quality data on this market is still problematic.

# Introduction

- ✓ Relevant market data is only available in a few countries and official statistics of the European market for organic farming do not exist across all countries.
- ✓ Until now available country data has been inconsistent or incomparable, because different methodologies and interpretations lead to contradictory results.

# Introduction

- ✓ Besides, the majority of potential end-users have limited access to reliable market-related information.
- ✓ In some cases, this can lead to incorrect entrepreneurial decisions, which in turn might result in market disturbances and the reconversion of organic farms to conventional agriculture.



# Introduction

- ✓ The potential for further market growth can best be realized by harmonising data collection and processing and by improving existing data sources.
- ✓ Providing tools for the improvement of organic market data collection practices in Europe is one of the aims of this Project.

# Data Quality & its dimensions

- ✓ The European Statistical Agency Eurostat has defined the following quality dimensions to evaluate statistical data and its sources:
  - ✓ relevance,
  - ✓ accuracy,
  - ✓ timeliness & punctuality
  - ✓ accessibility & clarity
  - ✓ comparability, and
  - ✓ coherence

# Relevance & Accuracy

- ✓ **Relevance** is defined as the degree to which statistical outputs meet current and potential user needs.
- ✓ **Accuracy** refers to the closeness of estimates to the true values and covers sampling as well as non-sampling errors.

# Timeliness & Punctuality

- ✓ **Timeliness** is defined as the length of time between the event or phenomenon the data describe and their official availability.
- ✓ **Punctuality** means the time lag between release date and target date of data publication.

# Accessibility & Clarity

- ✓ **Accessibility** refers to the ease with which users can access statistics. If data are only available on certain media or need to be purchased, accessibility is restricted.
- ✓ **Clarity** has to do with simplicity. It implies that data should be presented in a clear and understandable form. Clear data allow proper interpretation and meaningful comparisons.

# Coherence & Comparability

- ✓ **Coherence** refers to the use of the same concepts and harmonized methods.
- ✓ **Comparability** is defined as a special case of coherence.
- ✓ Comparability can be regarded over time and across regions, while coherence can be evaluated internally, but also in comparison with other statistics.

# Current Best Practice

- ✓ One way to judge the quality of the data collected is via the concept of Current Best Practice.
- ✓ **Current Best Practice** describes the quality of statistical data as an ongoing improvement of the data production process.

# Our survey

- ✓ In order to evaluate the existing data collection methods, we have conducted an online survey in all European countries.
- ✓ An invitation to participate in the survey was sent to all stakeholders that are involved in organic market data collection, processing, or dissemination.



# Survey content

- ✓ The survey covered the following aspects:
  - ✓ Type of data collectors
  - ✓ Type of data
  - ✓ Geographical coverage
  - ✓ Degree of detail of data
  - ✓ Frequency of data collection
  - ✓ Method of data collection (questionnaires, observations, tests)
  - ✓ Sample size
  - ✓ Type of quality checks
  - ✓ Depth of data analysis
  - ✓ Purpose for data collection
  - ✓ Obligatory or voluntary basis for data providers to deliver data
  - ✓ Offer of payments or incentives to data providers
  - ✓ Administrative details of organisation

# Survey content & quality dimensions

- ✓ Each question in the survey belongs to one of the aspects and was allocated to at least one of the quality dimensions, as shown in the following table.

# Survey content & quality dimensions

Relevance	Accuracy	Comparability	Coherence	Accessibility/ Clarity	Timeliness/ Punctuality
Main focus of organisation	Data sources	Methods of data collection	Methods of data collection	Voluntary or obligatory to provide data	Frequency of data collection
Data sources	Methods of data collection	Disaggregation of data		Publication of data	Frequency of publication
Data uses	Details of analysis	Sample size		Availability of data	
Type of analysis & details of analysis	Quality checks & details of quality checks			Format of publication	
Sample size					
Start of data collection					

# Results

- ✓ The survey responses were analysed using basic statistics, revealing the differences in collection and processing of organic market data between different organisations and market actors.

# Data collection methods by data type

Data Type	Data collection method (most frequently used)
Production volumes	Census
Production values	Expert estimates
Retail sales volumes	Consumer/household panel
Retail sales values	Consumer/household panel and e-mail survey
Farm level prices	Telephone survey
Consumer prices	Consumer/household panel and telephone survey
Import volumes	Census
Import values	E-mail survey
Export volumes	E-mail survey
Export values	E-mail survey

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# Results

- ✓ Examples of “best practice” in organic market data collection were identified by measuring the performance for each quality dimension of each data collection and processing approach.
- ✓ The performance was measured according to the a set of criteria related to the quality dimensions. These criteria are reported in the following table.

# Performance criteria

- ✓ Main focus of organisation is closely related with data uses
- ✓ Data source is closely related to data type
- ✓ Sample size
- ✓ Data collection method is closely related to data type
- ✓ Frequency of collection and frequency of publication
- ✓ Experience in data collection (start date)
- ✓ Level of complexity of the analyses performed on data
- ✓ Quality checks
- ✓ Level of data disaggregation
- ✓ Publication of data
- ✓ Format of publication (number of media)
- ✓ Public availability

# Examples of Best Practice

Criterion	Organisation
Relevance	Agence Bio, AMI
Accuracy	Agence Bio, AMI
Comparability	Agence Bio, AMI
Coherence	Soil Association, Agence Bio, AMI
Accessibility/Clarity	Eurostat, Statistics Denmark, Soil Association, Agence Bio
Timeliness/Punctuality	AMI , Bio Suisse



# Assess your data collection methods

- ✓ Are you an organic market data collector?
- ✓ If yes, you can assess the quality of your data collection and processing methods by answering the questionnaire available at:  
<http://www.organicdatanetwork.net/1723.html#c9618>.

Don't miss our next presentation on:

“Methodologies for data quality improvement  
along the whole supply chain”

Showing soon on this website!



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**Thank you!**

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