



Data network for better European organic market information

How to improve market data quality?

Case studies on improved data
collection methods in Italy

IT organic data collection system /Background

The analysis was conducted during two workshops (6th of May and 18th of June 2013) and involved the national bodies that currently collect and publish data: **MIPAAF, SINAB, ISMEA, IAMB, ASSO BIO.**

Three main issues:

1. International trade data
2. Production volume and value
3. Domestic trade/market data



Current data and gaps/1


1. International trade data (Import)

Import data for organic products is currently collected and published by SINAB on the basis of:

- ✓ **import authorizations** issued by the Ministry: not under the equivalence regime (38 % of the total products imported in 2012; expected to decrease, since member states shall no longer grant any authorization from July 2014).
- ✓ **self declarations** issued by the importers: both equivalence and not equivalence regime (MIPAAF recently set up a Ministerial decree - Nr. 18378 of 9 August 2012)



Could be not fully reliable



Need for consistency check/cross check
with other dataset.

Areas of improvement/1

1. Import data cross checking

Progress of work/1:

- *1° step completed* = MIPAAF database finalized
 - *Next Step* = cross check MIPAAF database vs CUSTOMS database

Current data and gaps/2

2. Production volume and value data

- ✓ At present there are no “official” data collected for what concern volume (in tons) and value (in million Euros) of organic primary production (for both crops and livestock).



A rough estimation was recently conducted by SINAB



Consistency check carried out for the OrganicDataNetwork SURVEY highlighted the need for **further study!**



Areas of improvement/2

2 Production volume and value

Volume i

$$Prod. Value_i(euro) = Area_i(ha) \times Crop\ yield_i(t/ha) \times Price_i(euro/t)$$

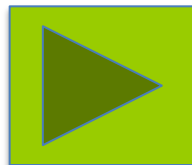
1
Annually collected by SINAB

2
Crop yield will be estimated through **Maximum Entropy (ME)**, by cross checking information from different sources (prior information):

- 1) ISTAT database on conventional crop yield,
- 2) Literature review/previous projects,
- 3) Experts' assessments = panel of experts

3
Data on **producers price** collected by ISMEA will be **harmonised and cross checked** with data coming from various Italian agricultural **stock exchange**.

Data on prices will be also used for the computation of a national price index.
PRICE INDEX THEORY



Current data and gaps/3

3. Domestic trade/market data

There is limited data on retail sales values.

- ✓ **ISMEA** provides estimations based on household panel data for **non-specialized shops** (supermarkets, hypermarkets, drugstores).

Ismea/GFK-Eurisko panel

- ✓ **ASSOBIO** provides an estimation based on scanner data for **non specialized shops**, however data cover only 80% of the entire market.

Supermarket scanner data

Substantial differences on non-specialized shop estimations!



Comparison requires an harmonised classification!

Areas of improvement/3

3 Domestic trade/market data

Progress of work/3:

- *1° step: harmonization completed (both TARIC and PRODCOM).*
- *Next Step: cross/inconsistency check ASSO BIO vs ISMEA ; 2011 vs 2012.*

Thank you for your attention !

Contacts and additional info:

Dr. Francesco Solfanelli, Ph. D.

Università Politecnica delle Marche

Via Brecce Bianche

60131 Ancona - Italy

Tel. +39 071 2204929

Skype: francesco solfanelli

solfanelli@agrecon.univpm.it

www.univpm.it



ORGANICDATA
NETWORK



Progress of work/2

Regional Experts - recruited among producers, technicians, and researchers - will be interviewed only on specific crops,
 selected on the basis of a
«Crop Regional Index.»

$$RI = \frac{Org.UAA_{i r}}{Org.UAA_i}$$

i = crop

r = region

UAA = utilised agricultural area

Region	Crop		
	Durum weath	Soy	Olives
ABRUZZO	0,022	0,000	0,017
BASILICATA	0,292	0,000	0,040
CALABRIA	0,024	0,000	0,308
CAMPANIA	0,003	0,000	0,023
EMILIA ROMAGNA	0,025	0,314	0,004
FRIULI VENEZIA GIULIA	0,000	0,085	0,001
LAZIO	0,033	0,001	0,047
LIGURIA	0,000	0,000	0,001
LOMBARDIA	0,001	0,041	0,001
MARCHE	0,045	0,048	0,012
MOLISE	0,005	0,000	0,004
PIEMONTE	0,001	0,099	0,000
PUGLIA	0,270	0,000	0,325
SARDEGNA	0,007	0,000	0,012
SICILIA	0,179	0,000	0,100
TOSCANA	0,065	0,008	0,070
TRENTINO ALTO ADIGE	0,000	0,000	0,000
UMBRIA	0,020	0,000	0,031
VALLE D'AOSTA	0,000	0,000	0,000
VENETO	0,007	0,404	0,002

