

ORGANICDATA
NETWORK



European Data Network for Improved Transparency of Organic Markets

The OrganicDataNetwork online database – and the challenge of presenting European market data in a common database

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Contents

- › How we collected the data
- › How we processed and stored the data
- › How we analysed the data
- › What challenges we encountered when entering the organic market data from the various countries into one database

Two market data surveys

- › The partners of the OrganicDataNetwork carried out 2 surveys on organic market data in Europe.
- › The first survey covered all European countries, the second only the countries represented in the project.
- › The surveys covered the data per 31.12.2011 and 31.12.2012.
- › For the first time, all European market data were entered into one database.

(Eurostat provides area, livestock numbers and production data but no market data in its organic database).

Indicators used in the OrganicDataNetwork

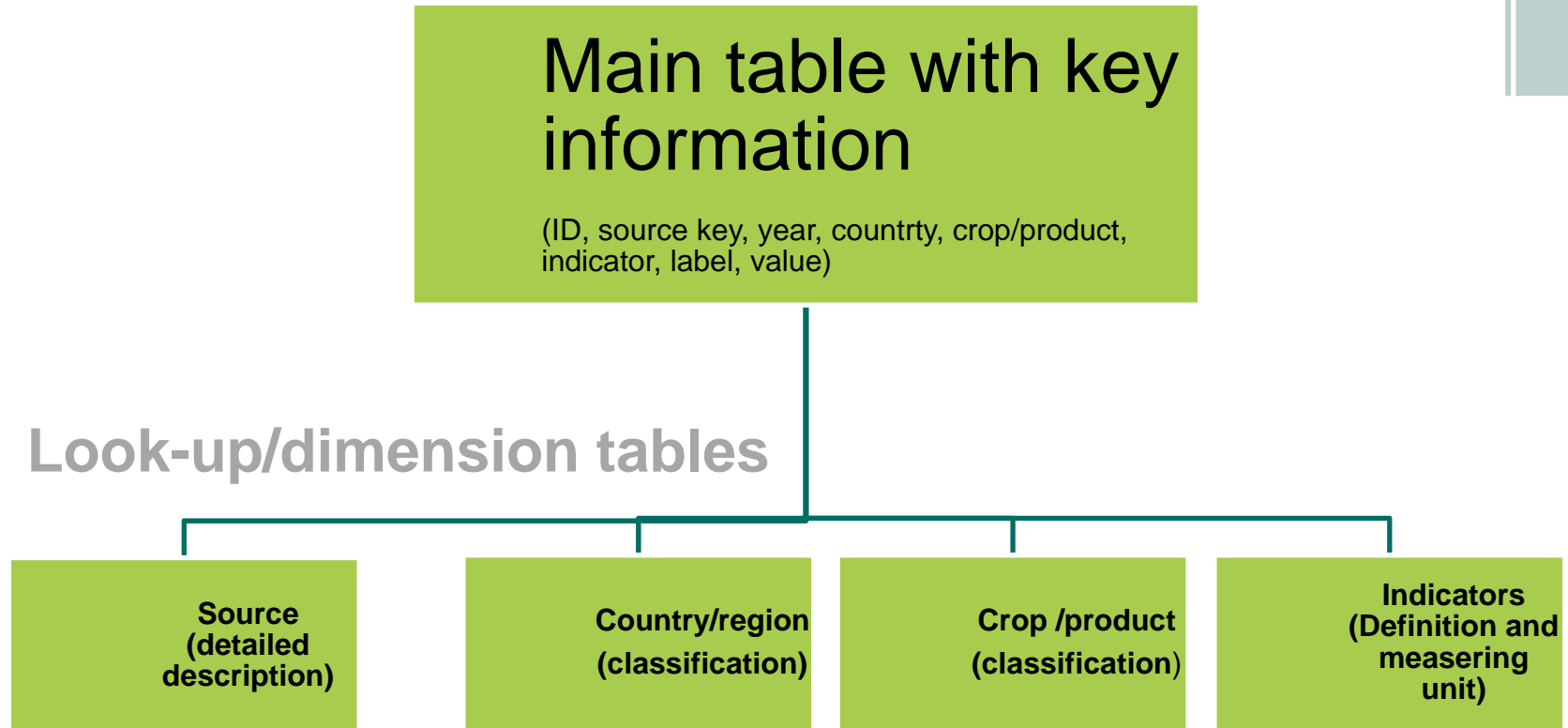
- › Animals [heads]
- › Area; area fully converted and under conversion: total and by crop
- › Export volume and value: total and by product
- › Import volume and value: total and by product
- › Operators: Exporters, importers, processors, producers
- › Production volume and value: total and by crop/product
- › Retail sales volume and value: total and by product
- › Related indicators:
 - › Share of overall totals,
 - › growth rates,
 - › Per capita consumption

Questionnaire

- › We used a questionnaire for standardized data input.
- › The OrganicDataNetwork's questionnaire as well as further sample questionnaires are available at the OrganicDataNetwork website.

<http://www.organicdatanetwork.net/index.php?id=2649>

Database structure



Classifications used by the OrganicDataNetwork

- › For organic agricultural land and crops: **Eurostat Handbook for Annual Crop Statistics** (Regulation 543/2009) (Revision 2013 – Presented in the WPM of the 12 and 13 March 2013, finalised in July 2013 (Adaptation of the OrganicDataNetwork database is in progress)
http://epp.eurostat.ec.europa.eu/cache/ITY_SDDS/Annexes/apro_cpp_esms_an2.pdf
- › For products: Eurostat (2008): **CPA 2008 - Statistical Classification of Products by Activity**. Eurostat, Luxembourg
http://epp.eurostat.ec.europa.eu/portal/page/portal/cpa_2008/introduction

CPA 2008: Classification for manufactured products

The screenshot shows the Eurostat website interface for the CPA 2008 classification. The header includes the European Commission logo and the Eurostat logo with the tagline "Your key to European statistics". The navigation bar contains links for "Introduction", "Metadata", "Correspondence Tables", "Search Engine", and "What's new?". The main heading is "METADATA" followed by "Statistical Classification of Products by Activity in the European Economic Community, 2008 version". Below this, there are buttons for "Further files and information", "Top of classification", and "Back to classification list". A "Layout" dropdown menu is set to "Hierarchic". There is a search box with a "Show Code" button and a language selection dropdown set to "English". The "Detail" section shows a hierarchical list of products:

- C MANUFACTURED PRODUCTS
 - 10 Food products
 - 10.3 Processed and preserved fruit and vegetables
 - 10.39 Other processed and preserved fruit and vegetables
 - 10.39.2 Processed and preserved fruit and nuts
 - 10.39.21 Fruit and nuts, uncooked or cooked, frozen
 - 10.39.22 Jams, fruit jellies and fruit or nut puree and pastes
 - 10.39.23 Nuts, groundnuts, roasted, salted or otherwise prepared
 - 10.39.24 Fruit and nuts, provisionally preserved, not for immediate consumption
 - 10.39.25 Other prepared or preserved fruits

Different hierarchies make data difficult to compare

- › Different data collectors have developed different hierarchies for their needs
 - › E.g. household or trade panels use other hierarchies than statistical offices
- › To make them comparable, it is the best to have as many details as possible
- › If you build up new data collection system we recommend to use the relevant Eurostat codes

Data analysis and quality checks via MS Excel pivot tables

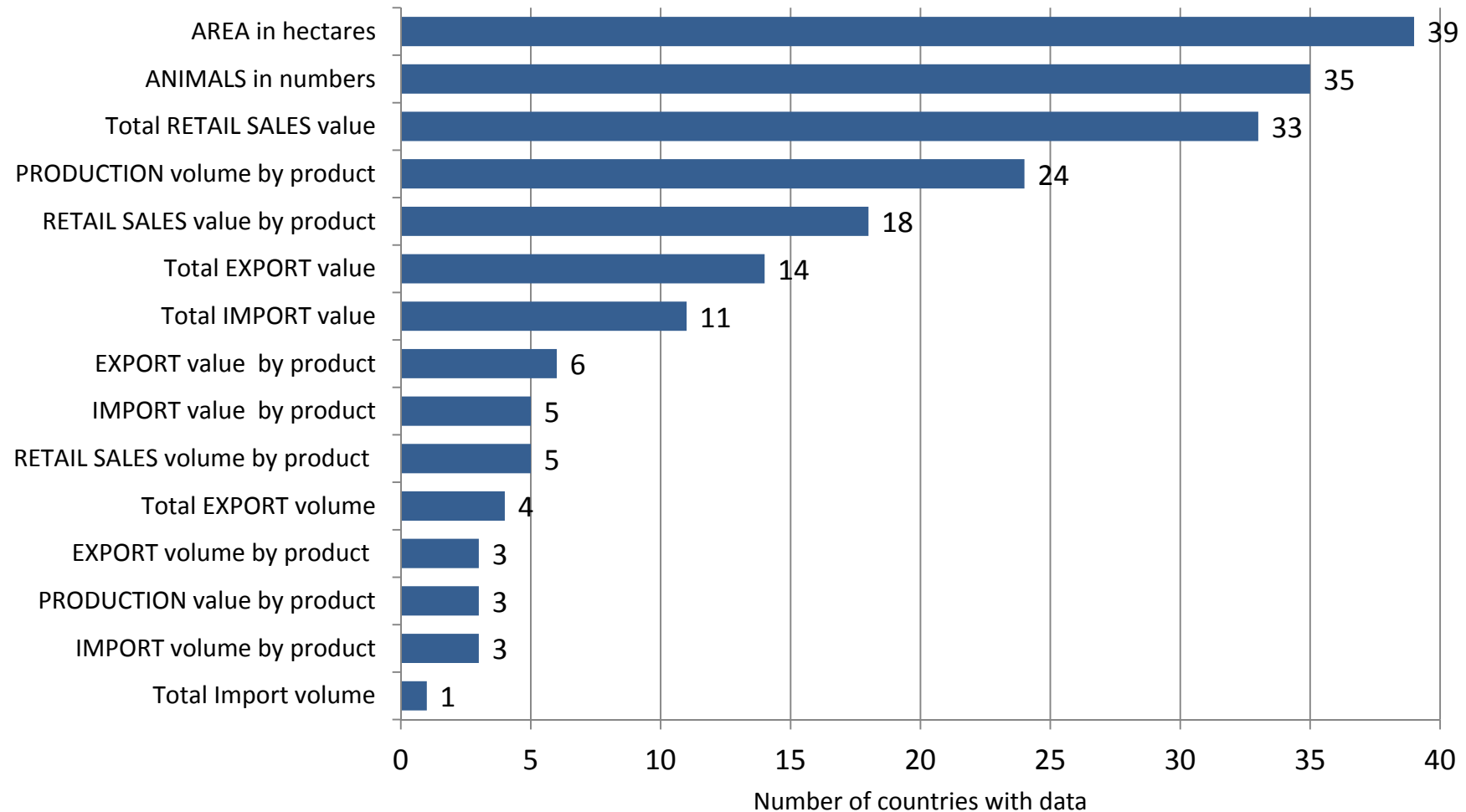
- › For the quality checks of the OrganicDataNetwork data we used Pivot tables as a basic tool.
- › We programmed a number of tables for data checking.
- › We used the “conditional formatting” function to highlight inconsistent data.

Quality checks

A number of quality checks were used in the OrganicDataNetwork project and implemented via Pivot Tables:

- › Comparison between two years (for all indicators)
- › Comparison with overall country total (e.g. comparing organic area with total area)
- › Organic production (share in %) < organic area (share in %)
- › Organic yield < conventional yield
- › Organic area < total area
- › Imports < retail sales
- › Domestic organic consumption = organic sales, sold as organic + organic imports - organic exports

Data availability in Europe by indicator



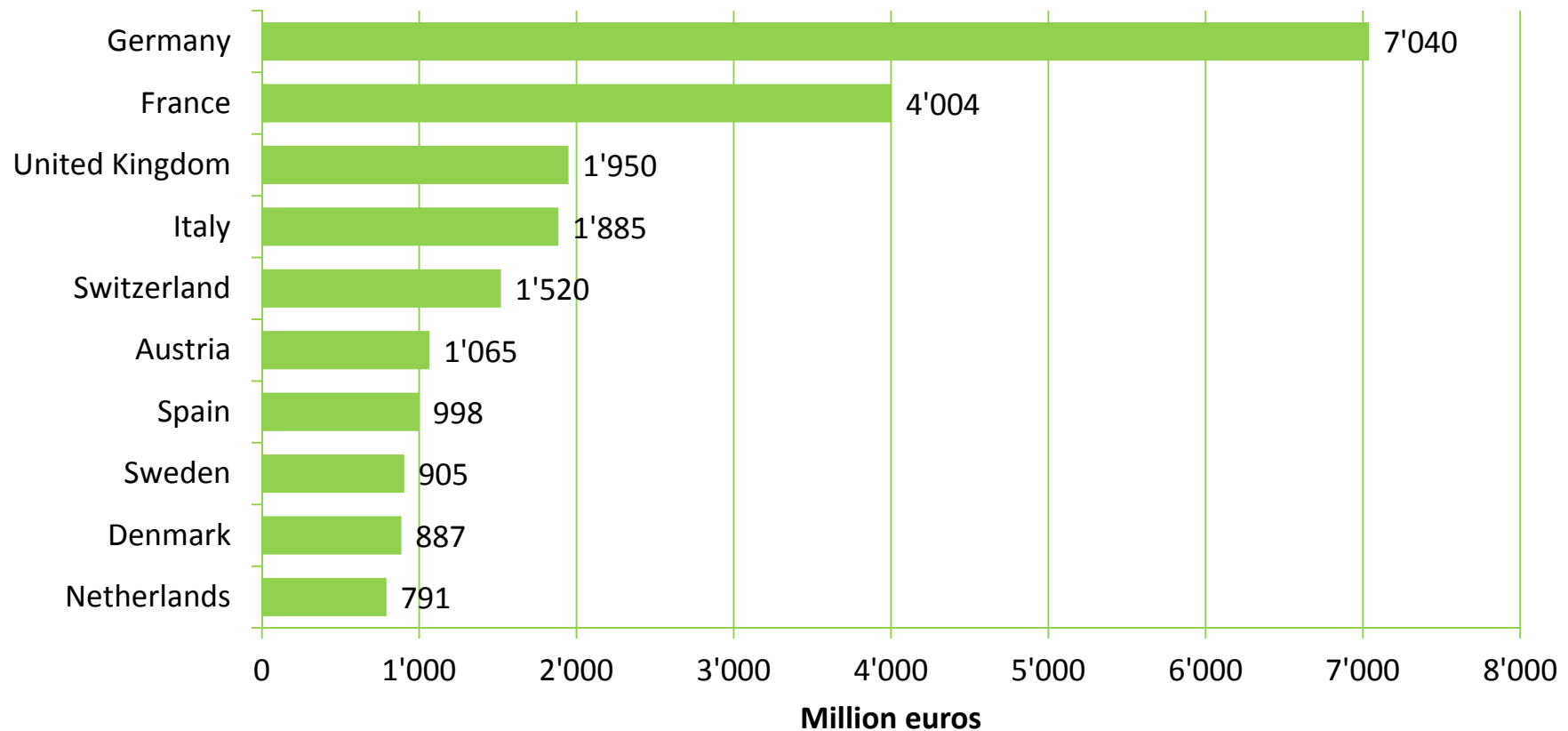
Key data/indicators 2012

- ✓ The market was 22.8 billion euros; six percent more than in 2011.
- ✓ The largest market for organic products in 2012 was Germany with a turnover of 7 billion euros, followed by France (4 billion euros) and the UK (1'950 million euros).
- ✓ As a portion of the total market share, the highest levels have been reached in Denmark, Austria and Switzerland, with six percent or more for organic products. The highest per capita spending is also in these countries and in Luxembourg.

The ten European countries with the highest retail sales 2012

The European market for organic food and drink: The countries with the highest sales 2012

Source: OrganicDataNetwork Survey 2014



Challenges – different data types

- ✓ Within one country usually the existing panel data with its classification and/or extra surveys are used
 - ✓ Within the country is fine and often the best solution
- ✓ Comparing with other countries' data is especially difficult because of
 - ✓ Different classification and groupings
 - ✓ Household panel vs. Trade Panel vs. Survey data

Implications of for common database

To store the retail sales data from the various European countries in one database for an easy country–to–country comparison is tricky, as in fact data are not comparable, and conclusion must be made with greatest care only.

- › For many countries data are incomplete and do not cover the whole product range (Austria):
if no data are shown this does not necessarily mean there are no sales for a certain product.
- › Also for the products reported, the reported value or volume may be incomplete for some countries (e-g- Austria, Germany) but not for others (Italy, France)
the direct comparison between these countries is therefore not possible

Challenges on market data comparison

The surveys on European published market data have shown that a number of challenges are associated with the market data. The challenges include

- › Lack of data and incomplete data;
- › Different classifications for market data, which make data storage, data processing and analysis a big challenge;
- › Differences in definitions;
- › Quality issues.

The current data situation makes international comparisons very difficult and the calculation of a total European/EU value for any product is impossible.

Further challenges that become obvious when merging all data into one database

Danger of wrong conclusions because:

- › Fluctuating exchange rates: Growth rates for one country and the comparison with others may be distorted
- › Comparison data with the overall total (important for quality checks) are either not available or use different nomenclature/definitions and again comparisons are not possible.

The online database

In spite of all the concerns, the OrganicDataNetwork makes the data collected available at its website.

- › All data collected by indicator as MS Excel Table
- › Dynamic easy to use datatables for selected indicators and crops
 - › Key indicators (total organic area, total retail sales, total operators etc.)
 - › Organic area and production by crop
 - › Organic retail sales by product

Website with data tables and accompanying excel file

ORGANICDATA NETWORK



Data network for better European organic market information



- Home
- Objectives
- Partners
- Work packages
- Results
- Links
- Organic Data Forum
- Contact/Website info
- Intranet

Home » Key indicators » PROVISIONAL DATA

Key indicators for organic agriculture - Provisional data

Source: OrganicDataNetwork Surveys 2012 & 2013

For detailed data sources, actual year of the data and explanations of potentially inconsistent data please see Excel file on right margin.

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Please note

- > The data shown in this tables were collected by partners of the OrganicDataNetwork project and are based on national data sources and on Eurostat. **Source: OrganicDataNetwork 2014**
- > The indicators ("Elements") "Area [%]" and "Production [%]" show the comparison with a country's overall total for a crop.
- > The total area/production were taken from FAOSTAT (see <http://faostat.fao.org/site/567/default.aspx#ancor>)
- > "Area" refers to the fully converted and in-conversion organic area.
- > "Production" refers in most cases to the production from the fully converted land.
- > For retail sales data by product please note that for many countries these data do not reflect the complete picture, therefore a country-to-country

Countries	Regions	SpecialGroups
Albania		
Austria		
Belgium		
Bosnia and Herzegovina		
Bulgaria		
Croatia		
Cyprus		
Czech Republic		
Denmark		
Estonia		
Finland		
France		
Germany		
Greece		
Hungary		

Reset

Select all

Elements
Area [ha]
Area, share of total [%]
Exports [Mio €]
Imports, all [Mio €]
Operators, collectors
Operators, exporters
Operators, importers
Operators, processors
Producers
Retail sales [Mio €]
Retail sales [€/person]
Retail sales, all: Growth (value) 1 year [%]
Retail sales, opp [€/person]
Retail sales: Share of total value [%]

Reset

Select all

Years
2012
2011

Data of the OrganicDataNetwork survey

[Download Excel file](#) (4.3 MB)



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Results

Item ▾ Element ▾

Country ▾

Year ▾

		Item	No details		
Country	Year	Element	Retail sales [Mio €]	Retail sales, ppp [€/person]	Retail sales: Share of total value [%]
Denmark	2012		887.00	109.40	7.60
France	2012		4'004.00	55.75	2.40
Germany	2012		7'040.00	85.58	3.70
Italy	2012		1'885.00	30.28	1.45

Data specific explanations

Year	Country	Category	Sub-category	Explanation	
458	Italy	Area fully converted	2011 Annual green fodder from	Comparison figure from FAO only covers a part of the annual plants harvested green; therefore the percentages calculated with	
459			Temporary grasses and g	Comparison figure from FAO only covers a part of the annual plants harvested green; therefore the percentages calculated with	
460		Area under conversion	2012 Annual green fodder from	Comparison figure from FAO only covers a part of the annual plants harvested green; therefore the percentages calculated with	
461			Temporary grasses and g	Comparison figure from FAO only covers a part of the annual plants harvested green; therefore the percentages calculated with	
462		Area [ha]	2011	Annual green fodder from	Comparison figure from FAO only covers a part of the annual plants harvested green; therefore the percentages calculated with
463				Temporary grasses and g	Comparison figure from FAO only covers a part of the annual plants harvested green; therefore the percentages calculated with
464			2012	Annual green fodder from	Comparison figure from FAO only covers a part of the annual plants harvested green; therefore the percentages calculated with
465				Chestnuts	The area data are not plausible compared with the country's totals according to FAO. In this case we assume that the FAO fig
466			Grapefruit/Pomelos	The share of the organic area is high, but because of the small area for this crop this is not considered as relevant.	
467			Maize, green	Both area and production data are not plausible compared with the countries totals according to FAO. In this case we assume	
468			Protein crops, no details	For crop groups like „no details“ or „other“, „n.e.c“ crops have been classified in different ways, hence the comparison with th	
469			Pulses, other	*For crop groups like „no details“ or „other“, „n.e.c“ crops may have been classified in different ways, hence the comparison with	
470			Raspberries	The share of the organic area is high, but because of the small area for this crop this is not considered as relevant.	
471			Walnuts, with shell	The area data are not plausible compared with the country's totals according to FAO. In this case we assume that the FAO fig	
472		Area fully converted	2011	Temporary grasses and g	Comparison figure from FAO only covers a part of the annual plants harvested green; therefore the percentages calculated with
473			2012	Annual green fodder from	Comparison figure from FAO only covers a part of the annual plants harvested green; therefore the percentages calculated with
474		Area under conversion	2011	Temporary grasses and g	Comparison figure from FAO only covers a part of the annual plants harvested green; therefore the percentages calculated with
475			2012	Annual green fodder from	Comparison figure from FAO only covers a part of the annual plants harvested green; therefore the percentages calculated with
476		Import [t]	2011	Apples	For Italy: Please note that the import data refer only to imports of non-EU countries that are not part of the equivalence regime.
477				Bananas, no details	For Italy: Please note that the import data refer only to imports of non-EU countries that are not part of the equivalence regime.
478				Berries, other	For Italy: Please note that the import data refer only to imports of non-EU countries that are not part of the equivalence regime.
479				Buckwheat	For Italy: Please note that the import data refer only to imports of non-EU countries that are not part of the equivalence regime.
480				Citrus fruit, other	For Italy: Please note that the import data refer only to imports of non-EU countries that are not part of the equivalence regime.
481				Cocoa powder/drinking ch	For Italy: Please note that the import data refer only to imports of non-EU countries that are not part of the equivalence regime.
482	Coffee, decaffeinated or r			For Italy: Please note that the import data refer only to imports of non-EU countries that are not part of the equivalence regime.	
483	Cream			For Italy: Please note that the import data refer only to imports of non-EU countries that are not part of the equivalence regime.	
484	Fruit drinks and juices			For Italy: Please note that the import data refer only to imports of non-EU countries that are not part of the equivalence regime.	
485	Fruit, other			For Italy: Please note that the import data refer only to imports of non-EU countries that are not part of the equivalence regime.	
486	Fruit, tropical and subtropi			For Italy: Please note that the import data refer only to imports of non-EU countries that are not part of the equivalence regime.	
487	Grain maize and corn cob			For Italy: Please note that the import data refer only to imports of non-EU countries that are not part of the equivalence regime.	
488	Grain mill products, other			For Italy: Please note that the import data refer only to imports of non-EU countries that are not part of the equivalence regime.	
489	Green tea and black tea			For Italy: Please note that the import data refer only to imports of non-EU countries that are not part of the equivalence regime.	
490	Herb teas			For Italy: Please note that the import data refer only to imports of non-EU countries that are not part of the equivalence regime.	
491	Muesli			For Italy: Please note that the import data refer only to imports of non-EU countries that are not part of the equivalence regime.	
492	Mute, no details			For Italy: Please note that the import data refer only to imports of non-EU countries that are not part of the equivalence regime.	

Acknowledgements

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Thanks for listening
Any questions?

