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## Deliverable Factsheet

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### **Brief description of the Deliverable**

This deliverable describes the results and lessons learnt of the two surveys on organic market data carried out by the OrganicDataNetwork July 2012 to December 2013.

### **Target audience(s)**

The target audience for this deliverable are the project partners as well as all stakeholders with an interest in the collection, processing, dissemination and utilisation of organic market data.

### **Publishable Summary**

One of the aims of the OrganicDataNetwork project is to collect, store in a common format and provide access to currently available data on organic markets in Europe.

Two surveys on currently publicly available organic market data were carried out between July

2012 and December 2013. The surveys focussed on the data for 2011 and 2012. They were conducted by the Research Institute of Organic Agriculture (FiBL) and the Agricultural Market Information Company (AMI). Most project partners contributed to the survey by sourcing organic market data from their own country as well as from other countries for which they had agreed to take responsibility.

The most important survey tools were an Excel questionnaire, the database for data storage designed by FiBL and AMI, and Excel pivot tables for data analysis and publication.

The OrganicDataNetwork survey on European publicly available organic market data has shown that a wide range of data is available. The tools that were designed for data collection, processing, storage, and analysis have been shown to be useful for the collection of European market data. After the first survey, some improvements and adjustments were made in the area of classification and nomenclature. Also, the accessibility of data through dynamic tables was improved. In order to facilitate the data collection process in the future, the building of a European network of data collectors as foreseen by the OrganicDataNetwork project is very important.

The survey has shown that a number of challenges need to be tackled in the future. These challenges include lack of data, non-timeliness and incompleteness of data, as well as classification issues as – other than with the area and production data – almost every country uses a different classification/nomenclature for retail sales and export and import data, which makes harmonized data storage and country-to-country comparisons very difficult. Other issues include non-harmonized definitions and quality issues.

In spite of all these issues, a number of results have been achieved that were not available before, in particular in relation to the retail sales data. The data collected show what products do best within the organic segment and how certain products and product groups perform in comparison with all other products sold: the data show, for instance, that organic eggs reach high shares of the overall egg market in many countries. As regards international trade data, the survey has revealed that there is a major lack of such data and that conclusions regarding the European situation cannot be drawn. The lack of foreign trade data also makes it impossible to make supply balances for many countries and products.

**Potential stakeholder impact(s)**

The collation of European organic market data - except for considerable data gaps - will be of high value to stakeholders involved with collection, processing, analysis and dissemination of organic market data. The authors expect that this document will be an important step towards improved data availability and quality in the future, by increasing transparency of available data.

<b>Interactions with other WPs Deliverables / joint outputs</b>			
WP no.	Relevant tasks	Partner(s) involved	Context of interaction
5	Task 5.1; 5.2	P 4	The collected market data, which are part of this deliverable, will be needed

			to test the equation models
6	6.2	P 3	Provide the data for the partners to test on the case study level



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**Data network for better European organic market information**

Collaborative Project

Collaborative Project targeted to a special group (such as SMEs)

SEVENTH FRAMEWORK PROGRAMME

FP7-KBBE.2011.1.4-05

Data network for better European organic market information

<p><b>D4.3 Final report on compilation of key organic market data</b></p>
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## Contents

1	Acknowledgements.....	7
2	Introduction .....	9
3	The organic market data surveys and the survey tools .....	10
3.1	The surveys.....	10
3.1.1	About the surveys .....	10
3.1.2	Contribution of partners .....	10
3.1.3	The questionnaire .....	12
3.1.4	OrganicDataNetwork nomenclature and classification .....	13
3.1.5	Indicators used .....	20
3.2	Project database.....	21
3.3	Data processing and storage .....	22
3.4	Quality checks.....	22
3.5	Data publication .....	23
4	Availability of organic market data .....	25
4.1	Introduction.....	25
4.2	Analysis of data availability by indicators and breakdown by product .....	27
4.2.1	Organic agricultural land and livestock numbers.....	27
4.2.2	Operators .....	28
4.2.3	Production volume and value data .....	28
4.2.4	Domestic market data: Total retail sales .....	29
4.2.5	Retail sales data by product .....	29
4.2.6	Retail sales data and share of respective total markets .....	30
4.2.7	Retail sales volumes in metric tons.....	30
4.2.8	Retail sales by marketing channels .....	30
4.2.9	Data sources and data collection methods for retail sales data.....	30
4.2.10	International trade data .....	31
5	Challenges of organic market data collection.....	32
5.1	Lack of data and incomplete data .....	32
5.2	Classification issues .....	32
5.2.1	Differing classifications and nomenclatures .....	32
5.2.2	Different ways of aggregation.....	33
5.3	Differences in definitions.....	33
5.4	Quality issues.....	34

6	Recommendations .....	35
6.1	Close data gaps.....	35
6.2	Harmonize classifications .....	35
6.3	Provide definitions.....	35
6.4	Quality checks.....	36
7	Concluding remarks .....	37
8	References .....	38
9	Annex .....	41
9.1	Table: Key indicators 2011 and 2012 in all countries covered by the first OrganicDataNetwork survey.....	41
9.2	Table: Organic retail sales 2012 in million Euros in the countries represented in the OrganicDataNetwork .....	41
9.3	Table: Share of total retail sales 2012 in the countries represented in the OrganicDataNetwork .....	45
9.4	Data sources .....	46
10	The questionnaire of the OrganicDataNetwork .....	49

## List of tables

Table 1: The Statistical Classification of Economic Activities in the European Community (CPA 2008) for primary and manufactured products as used for the OrganicDataNetwork .....	13
Table 2: Data availability by country for total organic exports, imports, and retail sales 2011 and 2012 .....	26
Table 3: Data availability by country for exports, imports, production and retail sales by product 2011.....	27
Table 4: Key indicators 2012 in the countries represented in the OrganicDataNetwork survey .....	41
Table 5: Organic retail sales 2012 in million Euros in the countries represented in the OrganicDataNetwork .....	41
Table 6: Share of total retail sales 2012 in the countries represented in the OrganicDataNetwork ...	45
Table 7: Share of total retail sales 2012 in the countries represented in the OrganicDataNetwork ...	46

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## 2 Introduction

One of the aims of the OrganicDataNetwork project is to collect, store in a common format and provide access to currently available data on organic markets in Europe.

Two surveys on currently publicly available organic market data were carried out between July 2012 and December 2013. The surveys focussed on the data for 2011 and 2012 and covered 39 countries. They were conducted by the Research Institute of Organic Agriculture (FiBL) and the Agricultural Market Information Company (AMI). Most project partners contributed to the survey by sourcing organic market data from their own country as well as from other countries for which they had agreed to take responsibility.

This report describes the procedure of data collection, processing (including quality checks), and storage as well as data availability and the challenges encountered.

The results of the OrganicDataNetwork survey are available at the project website at [www.organicdatanetwork.net/odn-statistics.html](http://www.organicdatanetwork.net/odn-statistics.html)

## 3 The organic market data surveys and the survey tools

### 3.1 The surveys

#### 3.1.1 About the surveys

One of the aims of the OrganicDataNetwork project is to collect, store in a common format and provide access to currently available data on organic markets in Europe.

The corresponding surveys on organic market data were carried out between July 2012 and December 2013. The surveys were conducted by the Research Institute of Organic Agriculture (FiBL) and the Agricultural Market Information Company (AMI). Most partners contributed to the survey by sourcing organic market data from their own country as well as from other countries for which they had agreed to take responsibility. Whereas the first survey covered all 39 countries<sup>1</sup>, the second survey focussed on the countries represented in the project. Even though the basic data (like area, number of producers, total retail sales) were collected for all countries, more detailed market data (e.g., breakdown of retail sales by product and/or sales channels and imports) were not covered for all countries under the second survey.

The most important survey tools were:

- ✓ An MS Excel questionnaire
- ✓ An MS Access database for data storage, and
- ✓ MS Excel pivot tables for data analysis, quality checks, and publication.

FiBL and AMI have collected data on areas and production as well as total retail sales for a couple of years, so these data from previous years were included in the survey data when new (2011 or 2012) data were not available or when earlier data were needed for historical comparisons.

#### 3.1.2 Contribution of partners

Both FiBL and AMI have a long-standing experience with data collection on organic agriculture. AMI collects and analyses quantitative market data such as cultivated areas, production, livestock numbers, and domestic market data in Germany and Europe. Together with FiBL, AMI developed a database and analysing tools for collecting and analysing organic farming data such as production, land use, livestock numbers, and sales values. FiBL has collected data on organic agriculture worldwide (area, production, operators, market data, and international trade data) for more than ten years, has continually expanded its data collection and has developed the necessary tools for this task together with AMI.

The project partners were asked to use the project questionnaire for data collection. The partners either collected the data for their countries and filled in the questionnaires or sent them directly to the data providers who filled them. Not all project partners used the questionnaire, but rather, sent the data in a different format (sometimes original documents from the data collectors).

The allocation of country responsibilities for the first survey on organic market data (as well as the other surveys in the OrganicDataNetwork project) is as follows

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<sup>1</sup> Countries of the European Union (EU), the EU candidate and potential candidate countries and the EFTA countries.

- ✓ Albania: Mediterranean Institute of Agronomy Bari, Italy
- ✓ Austria: Agricultural Information Company (AMI), Germany
- ✓ Belgium: International Federation of Organic Agriculture Movements European Union Regional Group (IFOAM EU), Belgium
- ✓ Bosnia & Herzegovina: Mediterranean Institute of Agronomy Bari, Italy
- ✓ Bulgaria: Czech University of Life Sciences, Czech Republic
- ✓ Croatia: Mediterranean Institute of Agronomy Bari, Italy
- ✓ Cyprus: Research Institute of Organic Agriculture (FiBL), Switzerland
- ✓ Czech Republic: Czech University of Life Sciences, Czech Republic
- ✓ Denmark: Organic Research Centre, UK
- ✓ Estonia: Centre of Ecological Engineering (CEET), Estonia
- ✓ Finland: Organic Research Centre, UK
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- ✓ Greece: Mediterranean Institute of Agronomy Bari, Italy
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- ✓ Latvia: Centre of Ecological Engineering (CEET), Estonia
- ✓ Liechtenstein: Research Institute of Organic Agriculture (FiBL), Switzerland
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- ✓ Romania : Ecozept, France
- ✓ Serbia: Ecozept, France
- ✓ Slovakia: Czech University of Life Sciences, Czech Republic
- ✓ Slovenia: Mediterranean Institute of Agronomy Bari, Italy
- ✓ Spain: BIOCOP, Spain
- ✓ Sweden; Bio-markt.info, Germany
- ✓ Switzerland: Research Institute of Organic Agriculture (FiBL), Switzerland
- ✓ Turkey: Institute of Market Ecology (IMO), Turkey
- ✓ UK: Organic Research Centre, UK
- ✓ UK: Soil Association, UK

Some partners are data collectors or providers themselves (Agence Bio, AMI, Soil Association), whereas other partners had the task to provide contact for data collectors in their countries. For the second survey, only the data of the countries represented in the OrganicDataNetwork were to be collected.

However, for 2012, it had been possible to gather at least the basic data (area and operators) for all countries.

### 3.1.3 The questionnaire

The questionnaires for collecting organic market data used in both surveys were in MS Excel file format, containing seven sheets

1. An “**About**” sheet with a brief explanation about the survey
2. An “**Overview**” sheet for data providers to state the exact data sources by data type as well as the total numbers for the key indicators (i.e., total organic agricultural land, total land in conversion and fully converted, total domestic market value, total domestic market values by marketing channel, and total exports and imports);
3. A sheet for the **operator types**;
4. A sheet for the **agricultural land use & crops** (area, area by conversion status, production volumes and values, including the production of processed products);
5. A sheet for the **livestock numbers and livestock products**;
6. A sheet for the **domestic market** (retail sales value and volumes by product, share of the organic products sold of all products, products sold under four different marketing channels);
7. A sheet for **the international trade** (value and volumes, included in the sheet for the retail sales).

The questionnaires for area, production, operator and livestock data are based on the Eurostat questionnaire for organic production (Eurostat, last update 2012), with some modifications:

- ✓ To the **land use/crop questionnaire**, some additional crops were added (protein crops, Mediterranean crops).
- ✓ For the final revised OrganicDataNetwork questionnaire for **livestock**, the distinction was made between animals slaughtered and annual average stock.
- ✓ For the **domestic market and international trade data**, a questionnaire was designed by the OrganicDataNetwork partners as no model exists from Eurostat. The classification of the first version of this sheet was built around existing classifications of market research companies; for the final revised questionnaire, the market data sheet was brought in line with the CPA classification of Eurostat (Eurostat 2008).

The MS Excel questionnaire is a programmed data entering tool, and it is directly linked to the project database. This means that entering data from the questionnaire into the database is an automatic process. Before importing data into the database, the questionnaire gives the possibility to check sums and do first quality checks. The automatic data entering tool helped improve time-efficiency substantially. The OrganicDataNetwork questionnaire is available in the annex of this document (p. 49).

### 3.1.4 OrganicDataNetwork nomenclature and classification

Eurostat has developed classifications for the organic area and production data, which it collects among the member states (organic area, livestock, production, and operator data), and this classification is now also applied more and more by the EU Member States when they publish data on organic agriculture (Eurostat 2012, last updated). This classification (with some additions, e.g., for protein crops) was used for the OrganicDataNetwork questionnaire and for the data extracts.

For the domestic market and international trade data, however, the situation is completely different, and no harmonized classification is applied across countries or even within one country.

For the marketed and traded products (primary and manufactured), at first, a classification was used by the project, which was partly based on the main groups of the international CPC codes (United Nations Statistics Division 2008) and supplemented with groups and products as used by the household and trade panels of major market companies. For the final revised OrganicDataNetwork database and questionnaire the CPA 2008 classification was adopted for the organic market and trade data (Eurostat 2008).

The basic structure of the classification applied is shown in Table 1.

**Table 1 - The Statistical Classification of Economic Activities in the European Community (CPA 2008) for products of agriculture and manufactured products as used for the OrganicDataNetwork**

#### Products of agriculture, forestry and fishing

Level 1	Level 2	Level 3	Level 4	Level 5	
Products of agriculture, forestry and fishing	Fish, other fishing and aquaculture products	Fish, other fishing and aquaculture products	Fish, other fishing and aquaculture products	Aquaculture, no details	
	Live animals and animal products	Live animals/livestock products, other farmed animals and animal products	Other farm animal products	Honey	
				Livestock products, no details	
			Live animals/livestock products, other farmed animals, live	Other farmed animals, live	Other livestock products, no details
					Bees, no details
				Domestic rabbits, live	Rabbits, breeding females
				Rabbits, no details	
			Live animals/livestock products; Dairy cattle, live and raw milk from dairy cattle	Dairy cattle, live and raw milk from dairy cattle	Dairy cows
				Raw milk from dairy cattle	Cows' milk
			Live animals/livestock products; Other cattle and buffaloes, live and their semen	Other cattle and buffaloes, except calves, live	Bovine animals aged between 1 and 2 years, no details
					Bovine animals less than 1 year old
					Bovine animals of 2 years and over, no

Level 1	Level 2	Level 3	Level 4	Level 5
				details
		Live animals/livestock products; Horses and other equines, live	Equidae, no details	Equidae
		Live animals/livestock products; Poultry, live and eggs	Chickens, live	Broilers
				Laying hens
			Poultry, live and eggs	Eggs for consumption
				Eggs, no details
			Poultry, no details	Poultry, no details
			Poultry, other, no details	Poultry, other, no details
		Live animals/livestock products; Sheep and goats, live	Sheep, live	Lambs
				Other sheep
				Sheep for fattening
				Sheep, breeding females
				Sheep, no details
		Live animals/livestock products; Sheep and goats, live; raw milk and shorn wool from sheep and goats	Raw milk from sheep and goats	Goats' milk
		Live animals/livestock products; Swine, live	Breeding sows	Breeding sows
			Other pigs	Other pigs
			Pigs, no details	Pigs, no details
	Non-perennial crops	Cereals (except rice), leguminous crops and oil seeds	Barley, rye and oats	Barley
			Cereals (except rice), leguminous crops and oil seeds	Cereals, no details
			Dried leguminous vegetables	Dried leguminous vegetables, no details
				Peas, field
			Maize	Maize
			Other oil seeds	Linseed (oil flax)
				Oilseeds, other, n.e.c
				Rape and turnip rape
				Sunflower seed
			Sorghum, millet and other cereals	Buckwheat
				Other cereals n.e.c.
			Soya beans, groundnuts and cotton seed	Soybeans
			Wheat	Wheat, except durum wheat
		Industrial crops	Industrial crops, no details	Industrial crops, no details
		Other non-perennial crops	Forage crops	Green fodder from arable land, no details
		Rice	Rice	Rice
		Vegetables and fruit	Vegetables and fruit	Vegetables and fruit
		Vegetables and melons, roots and tubers	Edible roots and tubers with high starch or inulin content	Potatoes, no details
				Root crops, no details
			Green leguminous vegetables	Green leguminous vegetables, no details
			Leafy or stem vegetables	Asparagus
				Cabbages
				Fresh herbs, no details
				Lettuce
				Salads
			Mushrooms and truffles	Mushrooms and truffles
			Other fruit-bearing vegetables	Cucumbers and gherkins

Level 1	Level 2	Level 3	Level 4	Level 5
				Other fruit-bearing vegetables
				Pumpkins
				Sweet peppers
				Tomatoes
			Root, bulb or tuberous vegetables	Carrots
				Onions
				Root, bulb or tuberous vegetables, no details
				Vegetables, no details
				Vegetables, other
	Perennial crops	Berries and the fruits of the genus vaccinium	Berries and the fruits of the genus vaccinium	Berries, other
				Strawberries
		Citrus fruits	Lemons and limes	Lemons and limes
			Oranges	Oranges
			Other citrus fruits	Other citrus fruits
		Grapes	Grapes	Grapes, no details
				Grapes, table
		Nuts (excluding wild edible nuts, groundnuts and coconuts)	Nuts (excluding wild edible nuts, groundnuts and coconuts)	Nuts, no details
		Oleaginous fruits	Olives	Olives, no details
		Other tree and bush fruits and nuts	Other tree and bush fruits and nuts	Other tree and bush fruits and nuts
		Pome fruits and stone fruits	Apples	Apples
			Other pome fruits and stone fruits	Other pome fruits and stone fruits
				Pears
		Spices, aromatic, drug and pharmaceutical crops	Spices, aromatic, drug and pharmaceutical crops	Spices, aromatic, drug and pharmaceutical crops, no details
		Tropical and subtropical fruits	Bananas, plantains and similar	Bananas
			Tropical and subtropical fruits	Tropical and subtropical fruits, other
	Products of agriculture, hunting, related services, other/no details	Products of agriculture, hunting, related services, other/no details	Products of agriculture, hunting, related services, other/no details	Products of agriculture, hunting, related services, other/no details
<b>Products primary/manufactured</b>	Coverage gap <sup>2</sup>	Coverage gap	Coverage gap	Coverage gap
	Food products, no details	Food products, no details	Food products, no details	Food products, no details
		Other food products n.e.c.	Other food products	Other food products, no details
	Non food products	Non food products	Non food products	Non-food products, no details

### Manufactured products

Manufactured products	Level 1	Level 2	Level 3	Level 4
	Bakery and farinaceous products	Bread; fresh pastry goods and cakes	Bread and bakery products	Bread and bakery products, other
			Bread, fresh pastry goods and cakes	Bread
				Bread and bakery

<sup>2</sup> In order to show the gap in organic market data, a value for the “coverage gap” was introduced into the database. For Germany for instance for only two thirds of the organic market information on the products sold is available (Total market in 2012: 7’040 million euros, information on products sold available only for approx. 4’400 million euros).

Manufactured products	Level 1	Level 2	Level 3	Level 4
				products, no details
				Bread rolls
				Crisp bread
				Fresh pastry goods and cakes
		Macaroni, noodles, couscous and similar farinaceous products	Macaroni, noodles, couscous and similar farinaceous products	Macaroni, noodles, couscous and similar farinaceous products, no detail
			Pasta, cooked, stuffed or otherwise prepared	Pasta, cooked, stuffed or otherwise prepared
			Uncooked pasta, not stuffed or otherwise prepared; couscous	Uncooked pasta, not stuffed or otherwise prepared; couscous
	Beverages	Beverages	Alcoholic beverages, no details	Alcoholic beverages, no details
			Alcoholic drinks, other	Alcoholic beverages, other
			Beer	Beer
			Beverages, no details	Beverages, no details
			Soft drinks; mineral waters and other bottled waters	Non-alcoholic drinks, no details
				Soft drinks
	Dairy products	Dairy and cheese products	Wine from grape	Wine from grape
			Processed liquid milk and cream	Cream
				Cream products, no details
				Sour cream
			Butter and dairy spreads	Butter and dairy spreads
				Cheese, cream
				Cheese, curd
				Cheese, hard
				Cheese, no details
				Cheese, other
				Cheese, semi-soft
				Cheese, soft, no details
			Dairy and cheese products	Dairy and cheese products, total
				Milk and dairy products, excluding cheese
				Milk and dairy products, including eggs
				Milk and dairy products, no details
				Milk and dairy products, other
			Other dairy products	Butter
				milk/kefir/whey
				Desserts/custards
				Fruit yoghurt
				Natural yoghurt
				Yoghurt
			Processed liquid milk	Fat reduced milk



Manufactured products	Level 1	Level 2	Level 3	Level 4
			and cream	Fresh milk
				Milk drinks, no details
				Milk mix drinks (cacao, vanilla ...)
				Milk, no details
				Other milk
				Other milk drinks
				Processed milk (UHT)
				Skimmed milk
				Whole milk
	Grain mill products, starches and starch products	Grain mill products	Grain mill products	Grain mill products, no details
				Grain mill products, other
			Breakfast cereals and other cereal grain products	Muesli
				Semolina
			Cereal and vegetable flour; mixes thereof	Cereal flours, no details
				Cereal flours, other
				Corn flour
				Wheat or maslin flour
			Rice, semi- or wholly milled, or husked or broken	Rice, semi- or wholly milled, or husked or broken
		Starches and starch products	Starches	Starches, no details
	Manufactured food products, no details	Manufactured food products, no details	Manufactured plant products, no details	Manufactured plant products, no details
	Manufactured products, other	Essential oils	Essential oils	Essential oils, no details
	Other food products	Cocoa, chocolate and sugar confectionery	Chocolate and sugar confectionery	Sweets
			Cocoa paste, whether or not defatted, cocoa butter, fat and oil, cocoa powder	Cocoa powder, containing added sugar or other sweetening matter
			Cocoa, chocolate and sugar confectionery	Cocoa, chocolate and sugar confectionery, no details
		Condiments and seasonings	Spices, processed	Spices and aromatics, dried
				Spices and aromatics, processed, no details
				Spices and aromatics, processed, other
			Vinegar; sauces; mixed condiments; mustard flour or meal; prepared mustard	Sauces; mixed condiments and mixed seasonings; mustard flour and meal and prepared mustard
				Vinegar and substitutes for vinegar obtained from acetic acid
		Other food products	Other food products	Delicatessen

Manufactured products	Level 1	Level 2	Level 3	Level 4
		n.e.c.	n.e.c.	Frozen food
				Meat substitutes
				Other food products and product groups, no details
				Other food products and product groups, other
				Soy milk
				Tinned food
		Prepared meals and dishes	Prepared meals and dishes	Baby food
				Convenience food
				Convenience food, durable
				Convenience food, fresh
		Processed tea and coffee	Coffee, decaffeinated or roasted	Coffee, decaffeinated or roasted
			Extracts, essences, concentrates and preparations of tea or maté	Extracts, essences, concentrates and preparations of tea or maté
			Green tea (not fermented), black tea (fermented) and partly fermented tea, in immediate packings of a content ≤ 3 kg	Green tea and black tea
			Herb infusions	Herb infusions
			Processed tea and coffee	Hot beverages (Coffee, tea and cacao etc.), no details
				Hot beverages (Coffee, tea and cacao etc.), other
		Soups, eggs, yeasts and other food products; extracts and juices of meat, fish and aquatic invertebrates	Soups, eggs, yeasts and other food products; extracts and juices of meat, fish and aquatic invertebrates	Soups and broths and preparations thereof, no details
				Spreads, salted
		Sugar	Raw or refined cane or beet sugar; molasses	Spreads, sweet
			Sugar, no details	Molasses
			Sugar, other	Sugar, no details
	Prepared animal feeds	Prepared animal feeds	Prepared animal feeds, no details	Sugar, other
			Prepared feeds for farm animals, except lucerne meal and pellets	Prepared animal feeds, no details
				Mineral feed
				Oil-cakes and -shred
				Other preparations used in animal

Manufactured products	Level 1	Level 2	Level 3	Level 4
				feeding
				Rape cake
				Soy cake
				Sunflower cake
			Prepared pet foods	Pet food
			Soy shred	Soy shred
	Preserved meat and meat products	Processed and preserved meat and meat products	Meat of bovine animals, fresh or chilled	Beef and veal
			Meat of bovine animals, swine, sheep, goats, horses and other equines, fresh or chilled	Meat, red
				Mixed minced meat
			Meat of goats, fresh or chilled	Meat, goat
			Meat of sheep, fresh or chilled	Meat, sheep
			Meat of swine, fresh or chilled	Pork
				Meat and meat products, no details
				Meat and meat products, other
				Meat products/sausages
				Meat, no details
			Processed and preserved poultry meat	Meat, poultry
	Processed and preserved fish, crustaceans and molluscs	Processed and preserved fish, crustaceans and molluscs	Fish, fresh, chilled or frozen	Fish and fish products, no details
	Processed and preserved fruit and vegetables	Fruit and vegetable juices	Fruit and vegetable juices	Concentrates and sirups, no details
				Fruit and vegetable juices, total
				Fruit drinks and juices
				Vegetable drinks and juices
		Processed and preserved fruit and vegetables, other	Processed and preserved vegetables, excluding potatoes	Frozen vegetables
				Other Vegetables, prepared and preserved
				Vegetables, prepared and preserved
			Processed and preserved fruit and nuts	Dried fruit
				Frozen fruit, no details
				Fruit or nut puree, compote, pulp
				Fruit, berries and nuts, prepared and

Manufactured products	Level 1	Level 2	Level 3	Level 4
				preserved
				Jams, fruit jellies, marmalades
				Jams, marmelade
		Processed and preserved potatoes	Processed and preserved potatoes	Processed and preserved potatoes, no details
	Soap and detergents, cleaning and polishing preparations, perfumes and toilet preparations	Soap and detergents, cleaning and polishing preparations, perfumes and toilet preparations	Soap and detergents, cleaning and polishing preparations, perfumes and toilet preparations	Cosmetics and basic ingredients, no details
	Vegetable and animal oils and fats	Oils and fats	Margarine and similar edible fats	Margarine and similar edible fats
			Oils and fats	Animal oils and fats
				Oils and fats
			Refined oils, except residues	Oils, no details
				Oils, other
				Olive oil
				Palm oil
				Rapeseed oil
				Sunflower-seed oil

### 3.1.5 Indicators used

The following indicators were considered as key indicators to assess the organic market: Area, livestock numbers, production, retail sales, exports and imports.

In detail the following indicators and units were used:

- ✓ Area [ha]: Organic area, both fully converted and in conversion area in hectares
- ✓ Area fully converted [ha]: Fully converted area
- ✓ Area under conversion [ha]: Area under conversion
- ✓ Animals [heads]: Number of animals (for the third survey broken down into Animals slaughtered [heads] and Annual average stock [heads])
- ✓ Export [Million €]: Export value in million Euros with breakdown by product
- ✓ Export [t]: Export volume in metric tons with breakdown by product
- ✓ Export, total [Million €]: Total export value in million Euros
- ✓ Export, total [t]: Total export volume in metric tons
- ✓ Import [Million €]: Import value in million Euros with breakdown by product
- ✓ Import [t]: Import volume in metric tons with breakdown by product
- ✓ Import, total [Million €]: Total import value in million Euros
- ✓ Operators, producers [no.]: Number of organic producers/farmers
- ✓ Operators, importers [no.]: Number of organic importers
- ✓ Operators, processors [no.]: Number of organic processors
- ✓ Production [Million €]: Production value in million Euros with breakdown by product
- ✓ Production [t]: Production volume in metric tons with breakdown by product

- ✓ Production, total [Million €]: Total production value in million Euros
- ✓ Retail sales [Million €]: Retail sales value in million Euros with breakdown by product (including the breakdown by marketing channel)
- ✓ Retail sales [t]: Retail sales volumes in metric tons with breakdown by product (including the breakdown by marketing channel)
- ✓ Retail sales, total [Million €]: Total retail sales value in million Euros (including the breakdown by marketing channel)
- ✓ Retail sales, total: Share value [%]: Share of organic retail sales value of total market
- ✓ Retail sales, total [€/person]: Per capita consumption in Euros
- ✓ Retail sales, total, ppp [€/person]: Per capita consumption calculated with purchasing power parities<sup>3</sup>.

For countries that have a currency other than Euros, both the original value in national currency and the calculated value in Euros are automatically entered into the database. For calculating values in Euros, the official annual exchange rates of the European Central Bank were used.<sup>4</sup>

Shares of the area and the production volumes (overall total and for individual crops) were not entered into the database; they were calculated automatically using the data from FAOSTAT, which provides total data for all countries worldwide (FAOSTAT 2014).

Other percentages, like the organic share of the total market, the organic share of market segments (products) were entered manually and not calculated, using the national data sources.

### 3.2 Project database

For data storing and processing, a database was set up. This database is a simplified and independent version of the database that FiBL has developed for its collection of data on organic agriculture worldwide for a number of years.

- ✓ The database consists of a single data sheet containing the following information/columns:
- ✓ ID
- ✓ Date inserted
- ✓ Date modified
- ✓ Source (Abbreviation)
- ✓ Source description
- ✓ Country
- ✓ Year
- ✓ Data year (for data from previous years that are carried forward due to a lack of new data)
- ✓ Crop/Product classification levels 1 to 5

<sup>3</sup> Eurostat definition: Purchasing power parities (PPPs) are indicators of price level differences across countries. PPPs show how many currency units a given quantity of goods and services costs in different countries. PPPs can thus be used as currency conversion rates to convert expenditures expressed in national currencies into an artificial common currency (the Purchasing Power Standard, PPS), eliminating the effect of price level differences across countries (Eurostat 2014).

<sup>4</sup> Annual currency exchange rates see: European Central Bank [online] Statistical Data Warehouse. The ECB website <http://sdw.ecb.europa.eu>, European Central Bank, Brussels.  
<http://sdw.ecb.europa.eu/browseSelection.do;jsessionid=2EA71A348B34CFF3789D88BFF3BCD092?DATASET=0&sf1=4&FREQ=A&sf3=4&node=2018794>

- ✓ Indicator
- ✓ Value (i.e., actual figure)
- ✓ Label (organic/conventional)

Whereas data storage and processing is done in this database, data analysis is carried out via Excel pivot tables.

A detailed description of the OrganicDataNetwork project database was provided by the authors of this document for the Code of Practice for organic market data, the ORMACODE, to be published at the end of the OrganicDataNetwork project (Willer and Schaack 2014, in preparation).

### 3.3 Data processing and storage

The data were entered into the database either via the programmed questionnaire or directly by hand from the original source.

When obvious errors were detected, partners were asked to clarify these. Partners were also asked to check the final entered data in the pivot tables.

For the data excerpts from the database, the classification of the Eurostat questionnaire for organic area/livestock numbers/production data was used (Eurostat, last update 2012); for the market data the Statistical Classification of Economic Activities in the European Community (CPA 2008) (Eurostat 2008) was used.

### 3.4 Quality checks

After the second market data survey was finished (October 2013), quality checks were carried out. These were based on the quality checks developed by the University of Kassel. For the quality control of the data, Pivot tables were programmed, using the conditional formatting function to highlight inconsistent data.

- ✓ Comparison between two years
- ✓ Comparison between countries with similar farming conditions
- ✓ Organic production (share in %) < organic area (share in %) – share of production should ideally be lower than that of the area as yields are generally lower in organic farming.
- ✓ Organic yield should usually be lower but not higher than conventional yield
- ✓ Imports should not be higher than retail sales
- ✓ As the analysis of the supply chain (Production + imports – exports should be the same as retail sales) was not possible due to the lack of data on imports and exports, the production was compared with the retail sales in a country.

Partners were sent data excerpts with the highlighted data, and, wherever possible, inconsistent data were corrected, explained, or eliminated. However, in spite of these quality checks, during a further audit of the data done in May 2014 with all project partners, it became obvious that there were still many inconsistencies in the database.

It was decided that before publishing the data in the online database (see following chapter) all inconsistent data should be deleted from the online version of the database and not be shown. At

the same time, it was recommended that an Excel file should be made available, highlighting inconsistent data.

When FiBL and AMI started to flag all inconsistent data, it became clear that just flagging them as inconsistent was not enough because with some standard explanations many inconsistencies can be explained. These explanations were:

- Seemingly inconsistent data can be due to a **small area or production volume** for a crop.
- In some cases the **FAO comparison figures** for a country's total area and production are **not complete** and therefore generated too high shares for the organic data (in general for berries, medicinal plants, green fodder from arable land and nuts).
- Organic production data (in metric tons) are usually only available for the **production from the fully converted land**, but not for the total organic area. This has to be taken into account when comparing the organic production with the total production of a crop.<sup>5</sup>
- In some cases **only the marketed volumes**, but not the actual production volumes are available. This applies for instance to cereal production in France; here organic yields compared to conventional yields seem to be too low.
- For crop groups like „**no details**“ or „**other**“ crops may have been classified in a different ways, hence the comparison with the overall total is not possible.
- **For protein crops:** For many countries the share of protein crops is very high due to the fact that in organic farming they are grown a lot more than in conventional farming. This applies also to a number of further crops, like for instance textile plants or some berries (i.e., buckthorn).

All these explanations were inserted into the database, and users can view them in an Excel file to be put on the project website.

Clearly wrong data were deleted from the database.

### 3.5 Data publication

The data collected on the OrganicDataNetwork project have been published in a number of publications.<sup>6</sup> The main publication channel is, however, the project website [www.organicdatanetwork.net](http://www.organicdatanetwork.net).

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<sup>5</sup> Example. For instance, in Latvia, the production of organic rye in metric tons (3'300 tons) is only 4.3 percent of the country's total rye production (based on FAO data). The share of the organic area (2'700 hectares) is, however, 9.4 percent of the country's total rye area, i.e. almost double. With the lower yields in organic agriculture one would expect the share of the production to be more than 60 percent of that of the area, but not as low as 45 %. However, the organic production data are based on the fully converted area, which is only three quarters of the organic land (2000 ha); this explains the seemingly low yield.

<sup>6</sup> Publications include

February 2014: Publication of the handbook "Organic in Europe" by the OrganicDataNetwork partners IFOAM EU Group, FiBL and CIHEAM Bari (Meredith and Willer 2014). The book contains a chapter with the main sector data in Europe as collected by the OrganicDataNetwork project.

<http://orgprints.org/25651/>

Under the heading “statistics” the data are presented in two ways:

1. As an excel file with the following sheets
  - ✓ About
  - ✓ Disclaimer
  - ✓ Key indicators
  - ✓ Organic area for selected crops 2011 and 2012
  - ✓ Organic production (from fully converted land) for selected crops 2011 and 2012
  - ✓ Land use and crops in organic agriculture by conversion status 2011 and 2012
  - ✓ Organic livestock numbers 2011 and 2012
  - ✓ Organic livestock production 2011 and 2012
  - ✓ Organic retail sales values and quantities by product group and product 2011 and 2012
  - ✓ Organic retail sales shares of values and quantities by product group and products 2011 and 2012
  - ✓ Organic export and import values and quantities by product group and product 2011 and 2012
  - ✓ Organic production/retail sales/export/import values and quantities by product group and product 2011 and 2012
2. Several dynamic data tables for easy selection and filtering of datasets.<sup>7</sup>
  - ✓ Table 1: Key indicators per country: Total organic area, share of total agricultural land, total exports and imports, operators, retail sales, exports and imports.
  - ✓ Table 2: Organic area and production by crop, crop group and country
  - ✓ Table 3: Organic retail sales, exports and imports by product, product group and country.

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February 2014: Yearbook on organic agriculture worldwide (FiBL and the International Federation of Organic Agriculture Movements (IFOAM), published in collaboration with the OrganicDataNetwork project, including a chapter about the European Market for organic food and statistics (Schaack et al. 2014). Available at <https://www.fibl.org/fileadmin/documents/shop/1636-organic-world-2014.pdf>

February 2014: Selected data were also presented at BioFach, the World Organic Trade Fair and made accessible on the project website. [http://www.organicdatanetwork.net/dw-news-detail.html?&tx\\_ttnews\[tt\\_news\]=1194](http://www.organicdatanetwork.net/dw-news-detail.html?&tx_ttnews[tt_news]=1194) and <http://www.biofach.fibl.org/fileadmin/documents/de/news/2014/willer-lernoud-schaack-2014-biofach-organic-europe.pdf>

August 2013: Deliverable D4.2 Intermediate report on compilation of key organic market data, including the first round survey data processed and stored was ready in month 16 (Willer and Schaack 2014). <http://orgprints.org/23157/>

February 2013: Chapter about the European Market for organic food in the annual statistical yearbook published by FiBL and the International Federation of Organic Agriculture Movements (Schaack et al. 2013), <http://www.organic-world.net/yearbook.html>

February 2013: Selected data were presented at BioFach, the World Organic Trade Fair and made accessible on the project website. <http://www.organicdatanetwork.net/2441.html>

<sup>7</sup> These tables will be made available at <http://www.organicdatanetwork.net/1713.html>



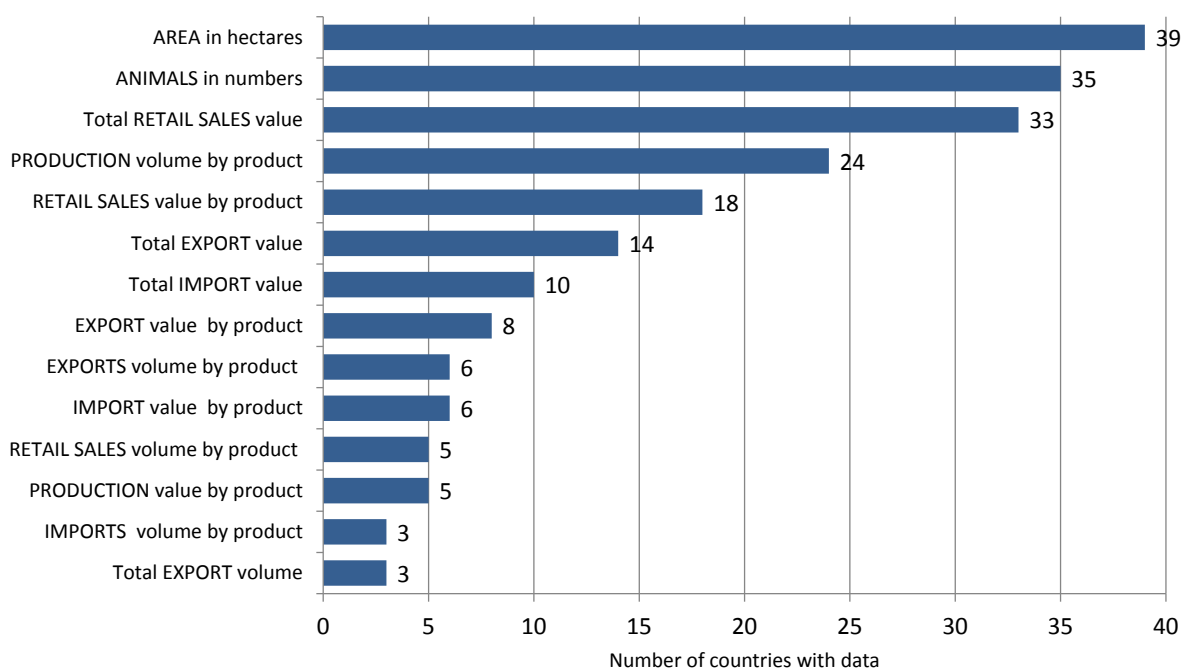
## 4 Availability of organic market data

### 4.1 Introduction

In total, 39 European countries were surveyed. Data availability for the 39 European countries by indicator is illustrated in Figure 1. As the goal of this chapter is to show the overall availability of market data, the numbers presented here are based on the results of the first organic market data survey in 2011, which was a full survey on organic market data in Europe. Information on data that became available only in 2012 was added.

Even though the survey was on organic market data, the project partners strived to collect additional data on the production base: area data, livestock numbers as well as production volumes and values.

Figure 1 shows the availability of data for selected indicators. It illustrates very clearly that there are major data gaps. However, it also reveals that for all relevant indicators models exist.



Source: OrganicDataNetwork survey based on national data sources

Figure 1 - Data availability by indicator 2011 & 2012 (n=39)

Table 2 shows the data availability by key indicator and by country. For a brief explanation of the key indicators see chapter 3.1.5.

**Table 2 - Data availability by country for total organic exports, imports, and retail sales 2011 and 2012**

In brackets: Year from which latest figures are available. Table includes only countries for which data for the indicators listed were available.

Country	Total export value	Total export volume	Total import value	Total import volume	Total retail sales value
Albania	.	Yes (2011)	.	.	.
Austria	Yes (2011)	.	.	.	Yes (2011)
Belgium	.	.	.	.	Yes (2012)
Bosnia and Herzegovina	Yes (2011)	Yes (2011)	.	.	Yes (2010)
Bulgaria	.	.	.	.	Yes (2010)
Croatia	Yes (2011)	.	Yes (2011)	.	Yes (2012)
Cyprus	.	.	.	.	Yes (2006)
Czech Republic	Yes (2012)	.	Yes (2011)	.	Yes (2012)
Denmark	Yes	.	Yes (2012)	.	Yes (2012)
Estonia	.	.	Yes (2011)	.	Yes (2011)
Finland	Yes (2012)	.	Yes (2009)	.	Yes (2012)
France	.	.	Yes (2012)	.	Yes (2012)
Germany	.	.	.	.	Yes (2012)
Greece	.	.	.	.	Yes (2010)
Hungary	Yes (2009)	.	Yes (2009)s	.	Yes (2009)
Ireland	.	.	.	.	Yes (2011)
Italy	Yes (2012)	.	.	Yes (2012) <sup>8</sup>	Yes (2012)
Kosovo	Yes (2012)	Yes (2012)	.	.	.
Latvia	.	.	.	.	Yes (2011)
Liechtenstein	.	.	.	.	Yes (2012)
Lithuania	.	.	.	.	Yes (2011)
Luxembourg	.	.	.	.	Yes (2012)
Montenegro	.	.	.	.	Yes (2010)
Netherlands	Yes (2012)	.	.	.	Yes (2012)
Norway	.	.	.	.	Yes (2012)
Poland	.	.	.	.	Yes (2011)
Portugal	.	.	.	.	Yes (2011)
Romania	Yes (2011)	.	Yes (2011)	.	Yes (2011)
Serbia	.	.	Yes (2012)	.	.
Slovakia	.	.	.	.	Yes (2010)
Slovenia	Yes (2009)	.	Yes (2012)	.	Yes (2012)
Spain	Yes (2012)	.	Yes (2012)	.	Yes (2012)
Sweden	.	.	.	.	Yes (2012)
Switzerland	.	.	.	.	Yes (2012)
Turkey	Yes (2009)	Yes (2009)	.	.	Yes (2009)
United Kingdom	.	.	.	.	Yes (2012)

Source: OrganicDataNetwork survey and FiBL-AMI surveys based on national data sources. For details see annex

Note: In particular in the case of retail sales, it should be noted that not all countries provide data on an annual base or the data that are available are those from one survey only (e.g. Cyprus, 2006 data; Hungary 2009 data).

<sup>8</sup> Only for imports from 3rd countries

**Table 3 - Data availability by country for exports, imports, production, and retail sales by product 20119**

The number in the table shows, the number of products or product groups for which data are available.

Table includes only countries for which data for the indicators listed were available.

Country	Indicator		Indicator		Indicator		Indicator	
	Export value	Export volume	Import value	Import volume	Production value	Production volume	Retail sales value	Retail sales volume
Albania	.	4	.	.	.	.	.	.
Austria	.	.	.	.	.	15	16	15
Belgium	.	.	.	.	.	.	4	.
Bulgaria	.	.	.	.	.	60	.	.
Croatia	8	.	14	.	.	87	17	.
Czech Republic	.	.	1	.	.	86 (2012)	16	.
Denmark	29	.	28	.	.	6	55	45
Estonia	.	.	.	.	.	62 (2012)	11	.
Finland	.	.	.	.	.	16 (2012)	38	1
France	11 (2012)	1	16 (2012)	5	.	20	26	10
Germany	0	.	.	28 (2010)	31 (2012)	41	72	42
Ireland	.	.	.	.	.	8 (2012)	8	.
Italy	2	.	.	46 (2012)	.	.	84	.
Kosovo	1	1	.	.	.	1	.	.
Latvia	.	.	.	.	.	48 (2012)	.	.
Liechtenstein	.	.	.	.	1	2	3	.
Lithuania	.	.	.	.	.	42 (2012)	.	.
Malta	.	.	.	.	.	29	.	.
Netherlands	.	.	.	.	.	22	31	.
Norway	.	.	.	.	.	7	46	.
Poland	.	.	.	.	.	71	.	.
Romania	.	.	.	.	.	16 (2012)	.	.
Slovakia	.	.	.	.	.	37	.	.
Slovenia	.	.	.	.	.	52 (2012)	.	.
Spain	7	.	3	.	21	93	12	.
Sweden	.	.	.	.	.	13	12	.
Switzerland	.	.	.	.	.	.	17	.
Turkey	.	.	.	.	.	86	.	.
United Kingdom	.	.	.	.	.	.	32 (2012)	.

Source: OrganicDataNetwork survey and FiBL-AMI surveys based on national data sources. For details see annex.

## 4.2 Analysis of data availability by indicators and breakdown by product

### 4.2.1 Organic agricultural land and livestock numbers

All 39 countries had data on the **area under organic agricultural** management.<sup>10</sup> For all countries data for 2012 were received with the exception of Portugal and Slovakia (2011 data). The highest level of breakdown by crop was provided by Croatia (106 records for crops), Italy (92 records), and

<sup>9</sup> For this table, the year 2011 was chosen as the OrganicDataNetwork partners did a full survey of all European countries in that year.

<sup>10</sup> For the total organic area of the countries represented in the OrganicDataNetwork project, see Table 4, page 41.

Turkey (80 records). The lowest numbers were for Iceland (1 record, i.e., no land use details), Montenegro (3 records), and Kosovo (5 records). Regarding the conversion status of the organic agricultural land, all countries provided such data with the exception of Austria, Germany, Portugal, and Switzerland.

The area data are available from Eurostat for most of the EU countries and for Norway and Switzerland. For the other countries, the data are based on national sources, both private and public. Also, for some of the EU countries (e.g., France, Germany, and Italy), national data sources were used, which are sometimes more detailed than what is provided by Eurostat. For Germany, for instance, no land use and crop data were provided by Eurostat until 2012; these data were available only from the national source (AMI).

Thirty-seven countries provided data on livestock numbers. The only countries from which livestock data were not available were Kosovo and Malta. France provided the highest number of records (20). Most other countries provided 10 to 16 records. The livestock data are available from Eurostat for most of the EU countries and for Norway and Switzerland. For the other non-EU countries, livestock data are based on national sources, private and public. Also, for some of the EU countries, national data sources were used (e.g., Austria, France, Germany, and Italy). For livestock numbers, it should be noted that numbers are reported in different ways: either as animals slaughtered, as average stock per year, as stocks on a certain day of the year, or even as capacity. Eurostat asks for average stock, which is not always provided by the member states. Therefore, strictly speaking, numbers from the different countries are not always comparable and have to be calculated with a factor depending on the kind of animal and animal keeping conditions in that country, if necessary.

#### **4.2.2 Operators**

For operators, the main types as provided by Eurostat were collected: producers, processors, and importers. Furthermore, data on traders (wholesalers and retailers) and exporters were collected, but the latter are still very incomplete. All 39 countries had data on the number of producers; 35 had the number of processors, and 24 provided data on the number of importers.<sup>11</sup>

As for area and livestock data, operator data is available from Eurostat for all of the EU countries and for Norway and Switzerland. For the other countries, data are based on national sources, private and public. Also, for some of the EU countries, national data sources were used (e.g., France, Germany, and Italy).

The breakdown by NACE type, which is provided by Eurostat for some countries for processors and importers (Eurostat 2012e, European Commission, 2007), was not collected in the surveys as the availability of these data is still very limited. From the Eurostat database, this breakdown is available for the following 15 countries (Eurostat, 2014): Belgium, Bulgaria, Czech Republic, Denmark, Estonia, Greece, Spain, Italy, Latvia, Hungary, Netherlands, Poland, Romania, Sweden, and Norway.

#### **4.2.3 Production volume and value data**

Production volume data (in metric tons) was available both for plant and livestock products. Twenty-four countries provided such data. Levels of breakdown, however, differ substantially: Spain has

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<sup>11</sup> For the number of producers in the countries represented in the OrganicDataNetwork project, see Table 4, page 41.

production data for 93 products/crops, whereas other countries do not have data at all (United Kingdom). Production volumes are collected with different methods in different countries; the most common method is the estimation of yields and calculation of production volumes. However, it has to be considered that production volumes are usually calculated for the fully converted area.

Production value data in million euros was available only for Germany, Liechtenstein and Spain; both Germany and Spain countries have details for more than 20 products.

#### **4.2.4 Domestic market data: Total retail sales**

Domestic market values for the total organic market (in million euros) were available for 33 countries.<sup>12</sup> However, not all countries provided 2012 data, and data for previous years were used in order to calculate the European total retail sales. Of the 33 countries that provided an overall value for their domestic sales, only 18 had a breakdown by product.

Not only the total retail sales were collected, but also the share of the organic market in the overall food market where available. Where the shares were not available from national sources, these were calculated using 2008 data from Eurostat on the total retail markets in the EU countries (Eurostat 2014).

Based on the retail sales and the Eurostat population numbers, the per capita consumption per country was calculated. Furthermore, the per capita consumption based on the purchasing power parities was calculated to make the importance of organic retail sales in the individual countries more comparable (Eurostat 2014).<sup>13</sup>

#### **4.2.5 Retail sales data by product**

Most countries that have a breakdown by product do not have this breakdown for all domestic retail sales (i.e., only for a part of the market).<sup>14</sup>

The Austrian AMA, for instance, only provides the household panel data for fresh products. Of the total organic market of more than one billion Euros, only 174 million Euros are covered by the AMA product breakdown (RollAMA/AMA-Marketing, 2012). The gap occurs due to the fact that, for some market research institutes, the budget is too small to buy the data on all product groups.

Moreover, there are coverage gaps within the provided product groups in the household panel. Household panels never show 100 percent of the market as the participating households never get to scan all their purchases and tend to forget little ones. In Germany, for example, the coverage for conventional products was identified as 75 percent and for organic products as only 66 percent (Bien and Michels, 2007). A new weighting system used by the GfK household panel since 2013 called "Coverage weighting and penetration correction" has increased the coverage of the reported products but still does not fully cover the market.

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<sup>12</sup> For the total retail sales in the countries represented in the OrganicDataNetwork project, see Table 4, page 41.

<sup>13</sup> For the the per capita consumption including the per capita consumption by purchasing power, in the countries represented in the OrganicDataNetwork project, see Table 4, page 41.

<sup>14</sup> For the retail sales by product in the countries represented in the OrganicDataNetwork project see Table 5, page 41.

**This means there are not only a gaps for those products that are not reported, but there are also gaps for the reported products.**

In order to show this gap in general, a value for the “coverage gap” was introduced into the database.

However, some countries—for instance, France and Italy—were able to provide a full breakdown for the total organic market by using other panels than household panels.

#### **4.2.6 Retail sales data and share of respective total markets<sup>15</sup>**

The OrganicDataNetwork survey also yielded data on the share of certain products or product groups of the overall market. Again, the products and product groups collected differ from country to country, but some general comparisons are possible. For the following countries represented in the OrganicDataNetwork project, such data were available at least for a part of the market: Belgium, France, Germany, and Switzerland. Furthermore, such data were by Finland and Norway.

#### **4.2.7 Retail sales volumes in metric tons**

Five countries (Denmark, Germany, France; Austria and Finland for some products) have data on domestic market volumes in metric tons as well as shares of total volumes (varying levels of detail, data 2012). In order to assess the market, this is an important indicator because the market size, if shown in retail sales values (million Euros), may be distorted due to fluctuating prices, whereas the volume is a constant indicator.

#### **4.2.8 Retail sales by marketing channels**

Some countries are in a position to break their total retail sales data down by marketing channel.

Some are even able to provide a breakdown *by product* and marketing channel (e.g., France, Germany, Italy).

In many countries, however, the breakdown of retail sales data by product is only available for the general retailers (e.g., Denmark, Switzerland). The figures communicated for the share of a certain product and product group of the total market is often based on these data (Denmark, Norway, Switzerland) and does not take into account the other marketing channels. It should be noted, though, that especially in the countries, where this is the case, the supermarkets have a very high market share of 80 percent and more.

In addition to the total retail sales (including direct marketing, box schemes), there are countries that have data for catering sales. Wherever possible, this figure was deducted from the figure for the total organic market.

#### **4.2.9 Data sources and data collection methods for retail sales data**

The data sources and the data collection methods for the domestic sales data differ substantially between the countries. This has been outlined in detail in the report by Feldmann and Hamm (2013).

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<sup>15</sup> For the share of all retail sales in the countries represented in the OrganicDataNetwork project, see Table 6, page 44.

It should be noted here that the market data survey has shown that even within one country, the methods of market data collection can change over the years, or that several collection systems may exist. In Sweden, for instance, the sector organisation KRAV provides domestic market data based on retail panel data with a great level of detail, whereas the overall market including breakdown by major groups is covered by Statistics Sweden, and not always do these data match. In Austria, the product breakdown (for fresh products) is provided by RollAMA, whereas the overall market value including breakdown by marketing channel is provided by BioAustria (up to 2011).

In other countries, retail sales data are provided by one general source (France or Germany); here the individual data are gathered from a number of primary sources with partly different methods. In Germany, for instance, data of the specialized organic retailers are collected through a method that is different from that used for the collection of the data of the general retailers; all data are then aggregated to the national total.

#### **4.2.10 International trade data**

As shown in Figure 1, the availability of international trade data is very limited. Only 14 countries have a figure for their total exports (in value), and only 11 countries have a figure for their total import value. It should be noted that for some countries only older data were available and not all countries collect these data on an annual basis. A breakdown by product is available in only 8 and 6 countries respectively. Export and import volumes in metric tons are only available in 3 countries.

The only country that has a good breakdown by product for both imports and exports is Denmark. Data is generated via the official international trade statistics with a differentiation between organic and conventional products for the extra- and intra-EU trade. In addition to providing the export and import values (in Danish Crowns) by product, a breakdown by country of origin and by destination is also possible. Import/export volumes by product and country are available at a cost. Also Croatia has a good breakdown for international trade data (values as collected from the exporting/importing companies). Italy has a good breakdown for imports (volumes in metric tons), but this is only for countries outside the EU. In Germany a study was conducted by AMI for the 2009/2010 data, and the data (volumes in metric tons) was collected based on a number of sources (company data, household panels, trade statistics for single organic companies). As the data are older they were not included in the OrganicDataNetwork database (Schaack et al. 2011). In 2014, AMI published a new study with results of the business year 2012/13. In Spain, total values for exports and imports are available, with a rough breakdown for the exports.

Not only the extra- but particularly the intra-European trade is a special challenge, but the Danish example shows that the collection of such data is possible.

## 5 Challenges of organic market data collection

In this chapter, some of the major challenges of organic market data collection are listed.

### 5.1 Lack of data and incomplete data

As outlined in the chapter above on data availability, one of the major challenges is that data is incomplete or totally lacking. This is particularly the case for domestic market and international trade data.

Incompleteness of data can refer to:

- ✓ **Non-availability of data for key indicators:** In some countries, even the data the on the indicators requested by Eurostat are missing (conversion status of the agricultural land, livestock numbers, production, processors, importers). For even more countries, market data like retail sales data and international trade data are missing.
- ✓ **No breakdown by crop or product for key indicators:** Some countries may have the totals for the domestic market and international trade data, but no further data are available such as the breakdown by product group or sales channel.
- ✓ **Incomplete breakdown by product for key indicators:** Some countries provide a breakdown for some, but not all products (this is particularly noticeable for domestic market data).
- ✓ **The data types that are available can differ** between countries especially as regards data with product breakdowns (retail sales in million Euros, share of the total retail sales, retail sales volume in metric tons). International trade data can be available in either volumes (import data Italy, Germany) or in value (imports and exports Denmark).
- ✓ **Old data:** Not all countries collect data on the key indicators every year, and for some countries only older data are available, which makes it difficult to monitor market developments in a certain country.
- ✓ **Incomplete coverage:** For domestic market data it is very typical that data are collected from household panels and thus do not reflect the country's total, which may be known from other sources (e.g., in Austria the total organic market value is provided by Bio Austria, whereas the breakdown by product is provided by AMA from the GfK household panel). Often estimates are used in order to calculate the coverage gap for market values and volumes for certain products (e.g., AMI from Germany does this). Even then the total market is not reflected because there is not enough budget to buy data of all product groups. In order to tackle this problem in the OrganicDataNetwork survey, a coverage gap value was introduced for the domestic sales data (volumes and values).

### 5.2 Classification issues

Challenges in classifications were a major issue during organic market data collection (retail sales and international trade data).

#### 5.2.1 Differing classifications and nomenclatures

Almost every country uses different nomenclatures and classifications; only few use international classifications. Denmark uses the UN's Standard International Trade Classification, SITC; the Czech



republic the CPA codes (Eurostat 2008).<sup>16</sup> In countries, where the domestic market data are collected from panel data, usually the nomenclature and classifications of the major market research companies are used.

### 5.2.2 Different ways of aggregation

Not only the different nomenclatures, but also data aggregations, are a challenge.

The fact that data is often aggregated is a problem as flexible groupings of certain data are not possible and a lot of details get lost in the aggregation.

What makes things worse is that there is no harmonized way of aggregating these data, and country comparisons become difficult.

Examples are Switzerland, where Bio Suisse groups breakfast cereals with side dishes and pet food, so it is not even possible to differentiate between food and non-food products. It is also common to group fruit and vegetables (e.g., France). As the OrganicDataNetwork used the CPA classification (Eurostat 2008), it was not possible to enter these data according to the CPA classification, as:

- ✓ Pet food and breakfast cereals are in totally different groups (“Prepared animal feeds”, “Grain mill products, starches and starch products”); hence, the group “other food products” was used.
- ✓ Fruit and vegetables are in two separate groups according to the CPA, so a “vegetables and fruit” group was created, as many countries mix these two.

Therefore, information gets lost as it is not possible to create new categories for each of these possible combinations of products, and products were often classified as “food products, other” for the OrganicDataNetwork database. As such, it would be good if the European harmonized classification was used for the organic market data that are published by the various bodies in order to be able to compare data across countries.

### 5.3 Differences in definitions

In the case of livestock numbers it was noted by the OrganicDataNetwork project partners that some countries count the “number of places” or “average stock”, whereas others count the animals slaughtered (France). In the Eurostat database and also in some of the national statistics, however, these different indicators are always named “livestock”, even though data are not comparable. For instance for fattening pigs, the number of slaughtered animals (on average) is slightly more than double that of the number of places. Eurostat actually asks for average stock, but when comparing the countries’ data during the OrganicDataNetwork project, it became clear that there were different data types reported from the member states. Therefore, for the final OrganicDataNetwork database and questionnaire, the distinction was made between animals slaughtered and annual average stock, in order to be able to make this distinction possible in the future and to point the data providers’ attention to what livestock numbers they are providing. Currently a country-to-country comparison for livestock is not possible.

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<sup>16</sup> Statistics Denmark (2013): External Trade of Organic Products. Administrative Information about the Statistical Product. The Statistics Denmark website. Statistics Denmark, København. Available at <http://www.dst.dk/en/Statistik/dokumentation/Declarations/external-trade-of-organic-products.aspx>

## 5.4 Quality issues

When processing the data of the OrganicDataNetwork surveys, it became obvious that many quality issues arise. The plausibility checks showed a lot of inconsistent data, some of which could be explained by the partners or better data were found. Furthermore, some standard explanations were found - for instance that the data from FAO, which were used for the comparison of the crop and production data with conventional data, were probably not complete in some cases, and therefore the share of the organic crops/products seemed to be too high.

However, not in all cases could this be solved, and there were figures that were clearly implausible if compared with a country's total or with the data from the previous year or from neighbouring countries.

## 6 Recommendations

For improving organic data collection in Europe, the authors suggest the following steps regarding the main four challenges:

### 6.1 Close data gaps

Even though the provision of organic area, production and livestock data is required according to the EU regulation, not all countries provide these data to Eurostat, and it would be good if this situation could be improved in the future.

The best solution to all missing organic data would be an integration of organic data collection in the national systems for overall agricultural or food market statistics. Thus, the data would directly be comparable with the conventional data, and existing know-how and classification systems could be used.

There could preferably be a tick box for organic or conventional. If this is too complicated or too expensive, there could be another set of product codes that give organic products new codes with an additional digit. As foreign trade statistics is the main gap in organic data collection in Europe, we suggest integrating organic data to the national foreign trade statistics preferably with a box to tick if a product is organic or not. Another opportunity is using customs data – but with that only the trade with third countries outside the EU can be covered.

### 6.2 Harmonize classifications

For all data collections, we recommend using Eurostat or UN (FAO) classification. If a classification system is not deep enough for one's needs, it is always possible to add the needed product to the existing classification.

As a basis, we suggest using an existing system. For comparing data with other countries, the Eurostat or UN classifications are most useful. However, it might also be useful to apply the corresponding national classification system used for the total market. For harmonising production and land use data in Europe, we recommend using the same Eurostat classification Europe-wide, as well as to use a harmonized questionnaire for all data. As agricultural data is often collected from the control bodies, it could be a solution to provide the control bodies and/or statistical offices Europe-wide software for their data collection.

It could be used not only for statistical purposes but also for certification itself and thus also for fraud prevention when data is directly transmitted to a European intersection point. Such software already exists (e-cert), but until now it is only used by a small number of control bodies.

### 6.3 Provide definitions

Eurostat should explain data definitions and requirements more clearly on its webpage. Take for example the heads of animals: it is not clearly defined if average stocks, stocks on a certain day in the year, places, or animals slaughtered are required by Eurostat. With clear definitions, data providers in the member states can adapt their data collection to Eurostat's needs. Before delivering data to Eurostat, the member states should also check the data thoroughly according to units, sums, and last year's data before sending them to Eurostat.

There should be recommendations on Eurostat's webpage on how to collect each data type. Take for example the production volume data: there could be recommendations about production volume data collection or calculation---for instance, that average yields for the single crops should be collected and used for the calculation or if production volumes should be collected (e.g., among the mills or dairies).

Also for market data like retail sales data and international trade data, such definitions are needed.

## **6.4 Quality checks**

From the experience of our two surveys, we suggest that all collectors of organic market data conduct simple quality checks (comparison with the overall total area/production/sales/exports/imports, with the data from the previous year(s) and with the data of neighbouring/comparable countries). It is, however, not sufficient to only do these checks but, as a consequence, to provide an explanation or better data. We also recommend that if only expert estimates are available, these should be considered reliable only if crosschecked against another source. For example, in the UK, data from the market research companies (Kantar or Nielsen) is crosschecked against the market values of the major supermarket chains.

## 7 Concluding remarks

The OrganicDataNetwork survey on organic market data has made available, for the first time, the organic market data per product group and sales channels that are available for Europe; however, a range of challenges were encountered.

The tools that were designed for data collection, processing, storage, and analysis—the questionnaire, the database, the excel pivot tables for analysis—have proven to be useful instruments for the collection of organic market data. The project partners have been of invaluable help in collecting these data and getting in contact with different data collectors. However, it is clear that, for the future, it would be better—in most cases for the central data collection point (in this case AMI and FiBL)—to have direct contact with the original data suppliers/sources. The building of a European network of data collectors as foreseen by the OrganicDataNetwork project is therefore of high importance.

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

In order to improve the situation, we suggest that data availability be improved, particularly for market data; that the same classification is used by all countries; that indicators are defined clearly; and that thorough quality checks are carried out by all data collectors.

In spite of all these issues, a number of results have been generated that were not available before and that apply in particular to the retail sales data. For the first time, there is a country comparison of organic retail sales with a breakdown to product or product groups and a breakdown to sales channels. In a European comparison, these data show what products perform best within the organic segment and how certain products and product groups perform in the total market. The data show, for instance, that eggs are by far the most popular organic products reaching relatively high shares of the overall retail market, followed by vegetables, fruit, and dairy products. Organic retail sales for Europe and related indicators (per capita consumption and share in the overall market) are also available. As regards international trade data, the surveys have shown that there is a major lack of such data and that no conclusions can be drawn regarding the European situation.

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## 9 Annex

### 9.1 Table: Key indicators 2011 and 2012 in all countries covered by the first OrganicDataNetwork survey

Table 4: Key indicators 2012 in the countries represented in the OrganicDataNetwork surveys

Country	Area [ha]	Share of total agr. area [ha]	Producers	Retail sales [Million EUR]	Retail sales, share of all sales [%]	Retail sales [€/person]	Retail sales ppp [€/person]*
Belgium	59'718	4.4%	1'413	417.1	1.5	38	33
Czech Republic	468'670	11.0%	3'907	66.2 (2011)	0.7	6	
Estonia	144'147	15.3%	1'478	20.0	1.6	15	21
France	1'032'941	3.8%	24'425	4'004.0	2.4	61	56
Germany	1'034'355	6.2%	23'032	7'040.0	3.7	86	86
Italy	1'167'362	9.1%	43'852	1'885.0	1.5	31	30
Spain	1'593'197	6.4 %	30'462	998	1.0	20.9	22.1
Switzerland	125'961	12.0%	6'173	998.0	6.3	189	114
Turkey	523'627	2.2%	57'259	No data	No data	No data	No data
United Kingdom	590'009	3.4%	4'281	1'950.0	No data	32	27

\* Eurostat definition: Purchasing power parities (PPPs) are indicators of price level differences across countries. PPPs show how many currency units a given quantity of goods and services costs in different countries. PPPs can thus be used as currency conversion rates to convert expenditures expressed in national currencies into an artificial common currency (the Purchasing Power Standard, PPS), eliminating the effect of price level differences across countries (Eurostat 2014).

### 9.2 Table: Organic retail sales 2012 in million Euros in the countries represented in the OrganicDataNetwork

Table 5: Organic retail sales 2012 in million Euros in the countries represented in the OrganicDataNetwork

Country	CPA product level 2	CPA product level 5	Sales [Million €]
France	Bakery and farinaceous products	Bread and bakery products, no details	1'010.0
		Macaroni, noodles, couscous and similar farinaceous products, no detail	63.0
	Beverages	Beverages, no details	38.0
		Non-alcoholic drinks, no details	213.0
		Wine from grape	826.0
	Dairy products	Butter and dairy spreads	52.0
		Cheese, no details	107.0
		Milk and dairy products, no details	317.0
		Milk, no details	538.0
	Food products, no details	Yoghurt	157.0
		Food products, no details	635.0
		Grain mill products, starches and starch products	Corn flour

	Grain mill products, no details	17.0	
	Muesli	40.0	
	Rice, semi- or wholly milled, or husked or broken	17.0	
Live animals and animal products	Eggs for consumption	474.0	
Other food products	Delicatessen	109.0	
	Hot beverages (Coffee, tea and cacao etc.), no details	57.0	
	Other food products and product groups, other	302.0	
	Sugar, no details	15.0	
Preserved meat and meat products	Beef and veal	338.0	
	Meat products/sausages	152.0	
	Meat, poultry	244.0	
	Meat, sheep	75.0	
	Pork	126.0	
Processed and preserved fish, crustaceans and molluscs	Fish and fish products, no details	128.0	
Processed and preserved fruit and vegetables	Frozen fruit, no details	30.0	
	Frozen vegetables	30.0	
	Fruit drinks and juices	247.0	
	Fruit, berries and nuts, prepared and preserved	50.0	
	Vegetable drinks and juices	140.0	
	Vegetables, prepared and preserved	70.0	
Vegetable and animal oils and fats	Oils, no details	59.0	
Vegetables and fruit	Vegetables and fruit	1'323.0	
<b>Germany</b>	Bakery and farinaceous products	Bread and bakery products, no details	459.6
		Uncooked pasta, not stuffed or otherwise prepared; couscous	52.0
Beverages	Alcoholic beverages, no details	214.5	
	Non-alcoholic drinks, no details	122.7	
Coverage gap	Coverage gap	2'624.7	
Dairy products	Butter and dairy spreads	45.3	
	Cheese, cream	28.0	
	Cheese, no details	230.6	
	Cream products, no details	27.3	
	Fresh milk	137.3	
	Milk and dairy products, other	7.5	
	Milk drinks, no details	56.0	
	Processed milk (UHT)	26.2	
	Yoghurt	114.2	
Food products, no details	Food products, no details	239.6	
Grain mill products, starches and starch products	Grain mill products, other	42.5	
	Muesli	83.3	
	Rice, semi- or wholly milled, or husked or broken	8.8	
	Wheat or maslin flour	21.8	
Live animals and animal products	Eggs for consumption	191.1	

		Honey	32.6
	Non-perennial crops	Potatoes, no details	93.8
		Vegetables, no details	468.8
	Other food products	Baby food	243.6
		Cocoa, chocolate and sugar confectionery, no details	212.5
		Delicatessen	19.4
		Frozen food	70.3
		Hot beverages (Coffee, tea and cacao etc.), no details	456.3
		Sauces; mixed condiments and mixed seasonings; mustard flour and meal and prepared mustard	31.8
		Spices and aromatics, processed, no details	23.2
		Spreads, salted	32,6
		Spreads, sweet	21.2
		Sugar, no details	9.4
		Tinned food	44.2
	Perennial crops	Other tree and bush fruits and nuts	389.2
	Preserved meat and meat products	Meat products/sausages	211.3
		Meat, poultry	45.3
		Meat, red	149.5
	Processed and preserved fish, crustaceans and molluscs	Fish and fish products, no details	35.3
	Processed and preserved fruit and vegetables	Dried fruit	17.3
		Frozen fruit, no details	5.0
		Frozen vegetables	35.4
		Fruit, berries and nuts, prepared and preserved	14.5
		Jams, fruit jellies, marmalades	14.5
		Processed and preserved potatoes, no details	2.0
	Vegetable and animal oils and fats	Animal oils and fats	1.5
		Margarine and similar edible fats	3.3
<b>Switzerland</b>	Bakery and farinaceous products	Bread	274.1
		Bread and bakery products, other	75.8
	Beverages	Beverages, no details	112.8
	Coverage gap	Coverage gap	357.6
	Dairy products	Cheese, no details	127.1
		Milk and dairy products, excluding cheese	308.6
	Food products, no details	Other food products, no details	202.9
	Live animals and animal products	Eggs for consumption	89.4
	Non-perennial crops	Vegetables, no details	283.7
	Other food products	Cocoa, chocolate and sugar confectionery, no details	0.0
		Convenience food, durable	76.7
		Convenience food, fresh	186.8
		Frozen food	51.1
		Other food products and product groups, other	45.0

	Perennial crops	Other tree and bush fruits and nuts	182.5
	Preserved meat and meat products	Meat and meat products, no details	308.6
<b>United Kingdom</b>	Bakery and farinaceous products	Bread	34.8
	Beverages	Alcoholic beverages, other	20.7
		Beer	17.3
		Non-alcoholic drinks, no details	3.5
		Wine from grape	13.8
	Coverage gap	Coverage gap	387.4
	Dairy products	Butter and dairy spreads	34.8
		Cheese, no details	48.6
		Cream products, no details	6.9
		Milk, no details	388.7
		Yoghurt	308.8
	Food products, no details	Food products, no details	1'146.2
	Live animals and animal products	Eggs for consumption	55.5
	Non-perennial crops	Dried leguminous vegetables, no details	6.9
		Vegetables, no details	402.5
	Other food products	Baby food	399.1
		Cocoa, chocolate and sugar confectionery, no details	97.2
		Coffee, decaffeinated or roasted	31.3
		Green tea and black tea	17.3
		Other food products and product groups, other	83.4
		Spices and aromatics, processed, no details	13.8
	Perennial crops	Other tree and bush fruits and nuts	215.1
	Preserved meat and meat products	Beef and veal	86.8
		Meat products/sausages	6.9
		Meat, poultry	45.1
		Meat, sheep	27.9
		Pork	13.8
	Processed and preserved fish, crustaceans and molluscs	Fish and fish products, no details	17.3
	Processed and preserved fruit and vegetables	Fruit drinks and juices	3.5
		Other Vegetables, prepared and preserved	20.7

Source: OrganicDataNetwork survey based on national data sources. For detailed data sources see annex.

### 9.3 Table: Share of retail sales by product in the countries represented in the OrganicDataNetwork 2012

Table 6: Share of retail sales by product in the countries represented in the OrganicDataNetwork 2012

Country	CPA product level 3	CPA product level 5	Share of all sales (value) [%]	
France	Beverages	Beverages – ALL	2.4	
		Beverages, no details	0.1	
		Non-alcoholic drinks, no details	1.1	
		Wine from grape	4.5	
	Dairy and cheese products	Butter and dairy spreads		
		Milk - ALL	8.9	
		Milk and dairy products - ALL	2.7	
		Fish and fish products, no details	0.8	
	Processed and preserved fish, crustaceans and molluscs			
	Vegetables and fruit	Vegetables and fruit	3.9	
	Fruit and vegetable juices	Fruit drinks and juices	5.1	
	Processed and preserved meat and meat products	Beef and veal	1.7	
		Meat and meat products - ALL	1.4	
		Meat products/sausages	0.6	
		Meat, poultry	1.9	
		Meat, sheep	2.4	
		Pork	2.4	
		Eggs for consumption	14.9	
	Germany	Beverages	Alcoholic beverages, no details	1.8
			Non-alcoholic drinks, no details	1.7
Bread; fresh pastry goods and cakes		Bread and bakery products - ALL	5.9	
Cocoa, chocolate and sugar confectionery		Cocoa, chocolate and sugar confectionery, no details	2.3	
Condiments and seasonings		Sauces; mixed condiments and mixed seasonings; mustard flour and meal and prepared mustard	3.0	
		Spices and aromatics, processed, no details	3.9	
		Butter and dairy spreads	3.8	
Dairy and cheese products		Cheese - ALL	3.7	
		Cheese, cream	4.1	
		Cream products, no details	3.7	
		Fresh milk	17.9	
Milk - ALL		Milk - ALL	7.9	
		Milk drinks - ALL	8.5	
		Processed milk (UHT)	2.0	
		Yoghurts - ALL	7.2	
		Muesli	21.3	
Grain mill products		Rice, semi- or wholly milled, or husked or broken	4.5	
		Wheat or maslin flour	11.6	
Macaroni, noodles, couscous and similar farinaceous products		Macaroni, noodles, couscous and similar farinaceous products, no detail	4.6	
Oils and fats		Animal oils and fats	0.6	
		Margarine and similar edible fats	0.5	
		Oils and fats - ALL	7.3	
Other food products n.e.c.		Delicatessen	0.9	
		Tinned food	1.8	
Prepared meals and dishes		Baby food	42.0	
Processed and preserved fish, crustaceans and molluscs		Fish and fish products, no details	3.7	
Processed and preserved potatoes		Processed and preserved potatoes, no details	0.6	
Processed tea and coffee		Hot beverages - ALL	3.5	
Sugar		Sugar, no details	2.3	
Vegetables and melons, roots and tubers	Potatoes, no details	9.6		
	Vegetables - ALL	8.2		

Country	CPA product level 3	CPA product level 5	Share of all sales (value) [%]
		Spreads, sweet	3.6
	Processed and preserved fruit and vegetables, other	Dried fruit	7.8
		Frozen fruit, no details	5.7
		Frozen vegetables	6.1
		Fruit, berries and nuts, prepared and preserved	3.3
		Jams, fruit jellies, marmalades	3.2
	Processed and preserved meat and meat products	Meat products/sausages	1.9
	Eggs	Eggs for consumption	14.1
	Fresh fruit, berries and nuts	Fruit - ALL	6.5
	Live animals/livestock products, other farmed animals and animal products	Honey	12.2
<b>Switzerland</b>	Beverages	Beverages - ALL	2.3
	Bread; fresh pastry goods and cakes	Bread	18.8
		Bread and bakery products, other	4.8
	Dairy and cheese products	Cheese - ALL	5.6
		Dairy and cheese products, total	10.1
		Milk - ALL	18.9
		Yoghurt	12.3
	Food products, fresh	Food products, fresh	8.5
	Other food products n.e.c.	Frozen food	3.8
		Other food products and product groups, other	1.5
		Other food products, no details	6.9
	Prepared meals and dishes	Convenience food, durable	3.6
		Convenience food, fresh	8.5
	Vegetables and melons, roots and tubers	Vegetables - ALL	12.9
	Processed and preserved meat and meat products	Meat and meat products - ALL	4.4
	Eggs	Eggs for consumption	20.5
	Fresh fruit, berries and nuts	Fruit - ALL	8.6

Source: OrganicDataNetwork survey based on national data sources. For detailed data sources see annex.

## 9.4 Data sources

Table 7: Data sources

Country	Indicator <sup>17</sup>	Source
<b>Belgium</b>	<b>Animals [heads]</b>	Vlaams Centrum voor Agro- en Visserijmarketing vzw (VLAM) / Service public de Wallonie, DG Agriculture, Ressources naturelles et Environnement
	<b>Area [ha]</b>	Vlaams Centrum voor Agro- en Visserijmarketing vzw (VLAM)/ Service public de Wallonie, DG Agriculture, Ressources naturelles et Environnement
	<b>Operators, importers</b>	Vlaams Centrum voor Agro- en Visserijmarketing vzw (VLAM)/ Service public de Wallonie, DG Agriculture, Ressources naturelles et Environnement
	<b>Operators, processors</b>	Vlaams Centrum voor Agro- en Visserijmarketing vzw (VLAM)/ Service public de Wallonie, DG Agriculture, Ressources naturelles et Environnement
	<b>Operators, producers</b>	Vlaams Centrum voor Agro- en Visserijmarketing vzw (VLAM)/ Service public de Wallonie, DG Agriculture, Ressources naturelles et Environnement
	<b>Sales, total [€/person]</b>	VLAM and GfK
	<b>Sales, total [Mio €]</b>	VLAM and GfK
	<b>Sales, total: Share value [%]</b>	VLAM and GfK

<sup>17</sup> For definition of indicators see page 19.

Country	Indicator <sup>17</sup>	Source
Czech Republic	Animals [heads]	UZEI, Institute of Agricultural Economics and Information
	Area [ha]	UZEI, Institute of Agricultural Economics and Information
	Operators, importers	UZEI, Institute of Agricultural Economics and Information
	Operators, processors	UZEI, Institute of Agricultural Economics and Information
	Operators, producers	UZEI, Institute of Agricultural Economics and Information
	Production [t]	UZEI, Institute of Agricultural Economics and Information
Estonia	Animals [heads]	Centre of Ecological Engineering
	Area [ha]	Centre of Ecological Engineering
	Operators, importers	Eurostat
	Operators, processors	Centre of Ecological Engineering
	Operators, producers	Centre of Ecological Engineering
	Production [t]	Centre of Ecological Engineering
Finland	Area [ha]	Eurostat
	Export, total [Mio €]	Pro Luomo
	Operators, producers	Evira
	Production [t]	Eurostat
	Sales [Mio €]	Pro Luomo
	Sales, total [€/person]	Pro Luomo
	Sales, total [Mio €]	Pro Luomo
	Sales, total: Share value [%]	Pro Luomo
France	Animals [heads]	Agence bio
	Area [ha]	Agence bio
	Export [Mio €]	Agence bio
	Export [t]	Agence bio
	Import [Mio €]	Agence bio
	Import [t]	Agence bio
	Import, total [Mio €]	Agence bio
	Operators, importers	Agence bio
	Operators, processors	Agence bio
	Operators, producers	Agence bio
	Production [t]	France Agri Mer
	Sales [Mio €]	Agence bio
	Sales [t]	Agence bio
	Sales, total [€/person]	Agence bio
	Sales, total [Mio €]	Agence bio
	Sales, total: Catering [Mio €]	Agence bio
	Sales, total: Share value [%]	Agence bio
Germany	Animals [heads]	AMI, Agricultural Market Information Company
	Area [ha]	AMI, Agricultural Market Information Company
	Export [Mio €]	AMI, Agricultural Market Information Company
	Export [t]	AMI, Agricultural Market Information Company
	Import [Mio €]	AMI, Agricultural Market Information Company
	Import [t]	AMI, Agricultural Market Information Company
	Operators, importers	BLE, Federal Agency for Agriculture and Food
	Operators, processors	BLE, Federal Agency for Agriculture and Food
	Operators, producers	BLE, Federal Agency for Agriculture and Food
	Production [Mio €]	AMI, Agricultural Market Information Company
	Production [t]	AMI, Agricultural Market Information Company
	Sales [Mio €]	AMI, Agricultural Market Information Company
	Sales [t]	AMI, Agricultural Market Information Company

Country	Indicator <sup>17</sup>	Source
	Sales, total [€/person]	AMI, Agricultural Market Information Company
	Sales, total [Mio €]	AMI, Agricultural Market Information Company
	Sales, total: Share value [%]	AMI, Agricultural Market Information Company
<b>Italy</b>	Animals [heads]	MiPAAF/SINAB - Ministero delle Politiche Agricole, Alimentari e Forestali, Sistema d'Informazione Nazionale sull'Agricoltura Biologica
	Area [ha]	MiPAAF/SINAB - Ministero delle Politiche Agricole, Alimentari e Forestali, Sistema d'Informazione Nazionale sull'Agricoltura Biologica
	Export, total [Mio €]	AssoBio
	Import [t]	MiPAFF/SINAB - Ministero delle Politiche Agricole, Alimentari e Forestali, Sistema d'Informazione Nazionale sull'Agricoltura Biologica
	Operators, importers	MiPAAF/SINAB - Ministero delle Politiche Agricole, Alimentari e Forestali, Sistema d'Informazione Nazionale sull'Agricoltura Biologica
	Operators, processors	MiPAAF/SINAB - Ministero delle Politiche Agricole, Alimentari e Forestali, Sistema d'Informazione Nazionale sull'Agricoltura Biologica
	Operators, producers	MiPAAF/SINAB - Ministero delle Politiche Agricole, Alimentari e Forestali, Sistema d'Informazione Nazionale sull'Agricoltura Biologica
	Sales [Mio €]	AssoBio
	Sales, total [€/person]	AssoBio
	Sales, total [Mio €]	AssoBio
	Sales, total: Catering [Mio €]	AssoBio
<b>Spain</b>	Animals [heads]	Eurostat
	Area [ha]	Eurostat
	Export, total [Mio €]	MAGRAMA - Ministerio de Agricultura, Alimentación y Medio Ambiente
	Import, total [Mio €]	MAGRAMA - Ministerio de Agricultura, Alimentación y Medio Ambiente
	Operators, importers	MAGRAMA - Ministerio de Agricultura, Alimentación y Medio Ambiente
	Operators, processors	MAGRAMA - Ministerio de Agricultura, Alimentación y Medio Ambiente
	Operators, producers	MAGRAMA - Ministerio de Agricultura, Alimentación y Medio Ambiente
	Production [t]	Eurostat
		MAGRAMA - Ministerio de Agricultura, Alimentación y Medio Ambiente
	Sales [Mio €]	MAGRAMA - Ministerio de Agricultura, Alimentación y Medio Ambiente
	Sales, total [€/person]	MAGRAMA - Ministerio de Agricultura, Alimentación y Medio Ambiente
	Sales, total [Mio €]	MAGRAMA - Ministerio de Agricultura, Alimentación y Medio Ambiente
	Sales, total: Share value [%]	MAGRAMA - Ministerio de Agricultura, Alimentación y Medio Ambiente
<b>Switzerland</b>	Area [ha]	FiBL - Research Institute of Organic Agriculture
	Operators, producers	FiBL - Research Institute of Organic Agriculture
	Sales, total [Mio €]	Bio Suisse
	Sales [Mio €]	Bio Suisse, based on AC Nielsen
<b>Turkey</b>	Animals [heads]	MoFAL - Ministerio de Agricultura, Alimentación y Medio Ambiente
	Area [ha]	MoFAL - Ministry of Food, Agriculture and Livestock (MoFAL)
	Operators, importers	MoFAL - Ministry of Food, Agriculture and Livestock (MoFAL)
	Operators, processors	MoFAL - Ministry of Food, Agriculture and Livestock (MoFAL)
	Operators, producers	MoFAL - Ministry of Food, Agriculture and Livestock (MoFAL)
	Production [t]	MoFAL - Ministry of Food, Agriculture and Livestock (MoFAL)
<b>United Kingdom</b>	Animals [heads]	Defra and National Statistics
	Area [ha]	Defra and National Statistics
	Operators, importers	Eurostat
	Operators, processors	Defra and National Statistics
	Operators, producers	Defra and National Statistics
	Sales [Mio €]	Soil Association
	Sales, total [€/person]	Soil Association
	Sales, total [Mio €]	Soil Association
	Sales, total: Catering [Mio €]	Soil Association



## 10 The questionnaire of the OrganicDataNetwork

The questionnaire for collecting organic market data used in both surveys was in MS Excel file format, containing seven sheets:

1. An “**About**” sheet with a brief explanation about the survey
2. An “**Overview**” sheet for data providers to state the exact data sources by data type as well as the total numbers for the key indicators (i.e., total organic agricultural land, total land in conversion and fully converted, total domestic market value, total domestic market values by marketing channel, and total exports and imports);
3. A sheet for the **operator types**;
4. A sheet for the **agricultural land use & crops** (area, area by conversion status, production volumes and values, including the production of processed products);
5. A sheet for the **livestock numbers and livestock products**;
6. A sheet for the **domestic market** (retail sales value and volumes by product, share of the organic products sold of all products, products sold under four different marketing channels);
7. A sheet for **the international trade** (value and volumes, included in the sheet for the retail sales).

Please find the questionnaire on the following pages.

## Survey on Organic Market Data in Europe: Data per 31.12.2013

For your country contact see

<http://www.organicdatanetwork.net/odn-data-collection.html>

### About

The survey about organic market data in Europe is carried out in the framework of the European-funded project "Data network for better European organic market information (OrganicDataNetwork - [www.organicdatanetwork.net](http://www.organicdatanetwork.net))".

The project OrganicDataNetwork aims to meet the needs of policy makers and actors involved in organic markets by increasing the transparency of the European organic food market through better availability of market intelligence about the sector.

The OrganicDataNetwork survey starts in July 2014 and will be finalized in December 2014. The results will be available in early 2015 in the form of data tables and a publication with key results and graphs. More information is available at the OrganicDataNetwork website [www.organicdatanetwork.net](http://www.organicdatanetwork.net).

### Data providers will receive

- > A PDF copy of the data compilation, to be ready in early 2015.
- > Data excerpts (excel).
- > Data providers will be named in the data publication.

### How to fill in the forms

- > **Data processing is a lot easier for us if you fill in the forms provided, so we would like to ask you to use our forms.**
- > **Please note: Coloured fields cannot be filled in; these cells are protected.**

> **Please do not worry if you do not have all information - please fill in what you have.**

The survey is being led by Helga Willer of the Research Institute of Organic Agriculture (FiBL), Switzerland, and by Diana Schaack of the Agricultural Market Information Company (AMI), Germany.

In addition, for each country we have designated country contacts from the project consortium to who you can also turn if you have questions, see <http://www.organicdatanetwork.net/odn-data-collection.html>

> **Helga Willer, FiBL, Frick, Switzerland, Tel. + 41 62 865 72 07, [helga.willer@fibl.org](mailto:helga.willer@fibl.org)**

> **Diana Schaack, AMI, Bonn, Germany, Tel. +49 228 33805-270, [diana.schaack@ami-informiert.de](mailto:diana.schaack@ami-informiert.de)**

#### **List of Tables**

##### **Table 1: Information on data providers, data sources, key indicators on organic agriculture**

Please fill in information about yourself, the currency used and the data sources. This form also covers the key data on the organic sector in your country (area, production, market, export, import, operators).

##### **Table 2: Information on registered organic operators**

This form covers the number of organic operators by operator types.

##### **Table 3: Information on organic area and plant products (including primary products primarily processed)**

This form covers information on organic areas (in hectares) occupied by each crop and production volume (in tonnes) and values.

##### **Table 4: Information on organic livestock and organic livestock products; organic aquaculture**

This form covers information on livestock by species (in heads).

##### **Table 5: Information on the organic domestic market**

This form covers products for the domestic market. If available please also fill in the domestic market data by marketing channel.

##### **Table 6: International trade data**

This form covers imports and exports. If our form is not detailed enough please send original files with data.

Research Institute of Organic Agriculture FiBL, Ackerstrasse, 5070 Frick, Switzerland, [www.fibl.org](http://www.fibl.org)  
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**Note**

The basic questionnaire for primary products was originally developed by the Research Institute of Organic Agriculture (FiBL) for its annual survey on organic agriculture worldwide, carried out in cooperation with the International Federation of Organic Agriculture Movements. The development of this questionnaire, very much inspired by that of Eurostat, was supported by the Swiss State Secretariat of Economic Affairs (SECO) and the International Trade Centre (ITC). For more information see [www.organic-world.net](http://www.organic-world.net). The questionnaires of operators and on livestock are based on those used by Eurostat, the statistical office of the European Union.

The domestic sales questionnaire was developed by AMI and FiBL for the OrganicDataNetwork project.

**Contact details of data provider**

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Blue = Examples **BLUE: Examples, please replace with your own information**

Enter acronym for national currency here (e.g. EUR)

Enter original source (Acronym and full name) if different from data provider



Country	Test country
For values (imports, exports, domestic market) please specify currency here, e.g. EUR	EUR
In the following tables this currency will be used.	

**Country and currency**

Summary: Key indicators	Value	Unit	Data year*	Coverage**	Source (Acronym)	Source (full name)	Comments (e.g. on coverage if not 100%)
<b>Agricultural land</b>							
All organic AGRICULTURAL land (fully converted and in-conversion)		Hectares	2011	100%	TEST 001	TEST 001	
Fully converted AGRICULTURAL land		Hectares			TEST 001	TEST 001	
In-conversion AGRICULTURAL land		Hectares			TEST 001	TEST 001	
Share of the country's agricultural land		Percent	2011	100%	TEST 001	TEST 001	
Animals (please enter source only)							
<b>Other certified areas</b>							
Organic AQUACULTURE area (including fully converted and in-conversion area)		Hectares					
Organic WILD COLLECTION area (including fully converted and in-conversion area)		Hectares					
<b>Production</b>							
Organic AGRICULTURAL PRODUCTION VOLUME		Metric tons					
Organic AGRICULTURAL PRODUCTION VALUE		Mio EUR					
<b>Domestic market value (for definitions of sales channels see below)</b>							
Organic DOMESTIC MARKET VOLUME		Metric tons	2011	100%	TEST 001	Agricultural Market Information Company	
Organic DOMESTIC MARKET VALUE		Mio EUR	2011	100%	TEST 001	Agricultural Market Information Company	
Share of organic DOMESTIC MARKET VOLUME of total domestic market		Percent	2011	100%	TEST 001	Agricultural Market Information Company	
Share of organic DOMESTIC MARKET VALUE of total domestic market		Percent	2011	100%	TEST 001	Agricultural Market Information Company	
> General retail sales volume		Metric tons	2011	100%	TEST 001	Agricultural Market Information Company	
> General retail sales value		Mio EUR	2011	100%	TEST 001	Agricultural Market Information Company	
> Specialized organic retail volume		Metric tons	2011	100%	TEST 001	Agricultural Market Information Company	
> Specialized organic retail value		Mio EUR	2011	100%	TEST 001	Agricultural Market Information Company	
> Direct sales volume		Metric tons	2011	100%	TEST 001	Agricultural Market Information Company	



Registered operators	Number of operators end of 2013	Comments: e.g. additional information etc.
<b>Agricultural producers</b> of which, Producers that are also Processors of which, Producers that are also Importers of which, other mixed producers n.e.c. (please specify)		
<b>Aquaculture animal production units</b>		
<b>Processors</b> of which, Processors that are also Importers of which, other mixed Processors n.e.c. (please specify)		
<b>Importers</b>		
<b>Exporters</b>		
<b>Other operators</b> Traders Wholesalers Retailers		
<b>Other (please specify; e.g. seaweed units)</b> <sup>5</sup>		

**Agricultural producer = Holding (a)**: Production unit operated under a single management for the purpose of producing agricultural products (Regulation 889/2008 (Implementing Regulation) on organic production and labelling of organic products, Art. 2(e)); (incl. processing, packaging and initial labelling of own crop and livestock products on the farm)

**Aquaculture animal production unit**: Aquaculture enterprise for the rearing or cultivation of aquatic organisms (*Regulation 762/2008 on aquaculture*)

**Processor (Enterprise<sup>(1)</sup>)**: Operator who preserves and/or processes organic agricultural products (incl. slaughtering and butchering) and aquaculture products; Packaging and labelling as organic is also considered as processing

**Importer (Enterprise<sup>(1)</sup>)**: The natural or legal person within the Community who presents a consignment for release for free circulation into the Community, either in person, or through a representative (Regulation 889/2008 (Implementing Regulation) on organic production and labelling of organic products)

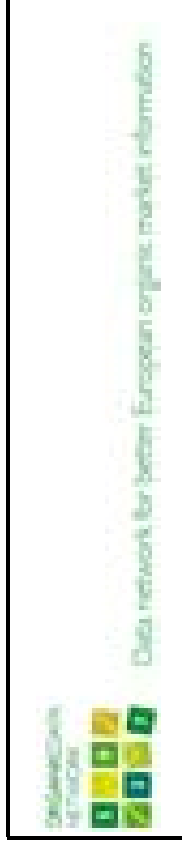
**Exporter (Enterprise<sup>(1)</sup>)**: The natural or legal person within the Community who exports to a third country organic products with a view to the subsequent marketing

**Other operator (Enterprise<sup>(1)</sup>)**: Operator not included in the other groups

**(a) Agricultural holding**: (FSS) . It is defined as a single unit both technically and economically, which has a single management and which produces agricultural products.

**(1) Enterprise**: Organisational unit producing goods or service, which benefits from a certain degree of autonomy in decision-making especially for the allocation of its current resources. In case an enterprise has different local units, the collection of data will depend on the certification status: if there is only one certification at the level of the enterprise, it should be reported as one entity; if the local units have different certifications, they have to be reported separately.





The questionnaire below was developed in line with the crop questionnaire of Eurostat, used by Eurostat for its annual collection of data on organic agriculture in the European Union.

## Land use/crops/products 2013 (for processed primary products see

	In conversion area [ha]	Fully converted area [ha]	Total organic area [ha]	Of which: area for greenhouses [ha]	Production volume [t]	Production volume sold under an organic label [t]	Production value [Mio EUR]
<b>Agricultural land and crops</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<i>Agricultural land for which no details are available</i>			0.0				
<b>Arable land crops</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<i>Arable land crops, no details</i>			0.0				
<b>Cereals for the production of grain (incl. seeds and rice)</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<i>Cereals for the production of grain (incl. seeds and rice), no details</i>			0.0				
<b>Cereals, excluding rice</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Wheat</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<i>Wheat, no details</i>			0.0				
Durum wheat			0.0				
Common wheat and spelt			0.0				
<i>Common wheat and spelt, no details</i>			0.0				
Soft wheat, human consumption			0.0				
Soft wheat, animal feed			0.0				
Spring wheat			0.0				
Winter wheat			0.0				
Spelt			0.0				
Emmer			0.0				
Kamut			0.0				
<important new crop>			0.0				
Other wheat			0.0				
Grain maize and corn cob mix			0.0				
Barley			0.0				
<i>Barley, no details</i>			0.0				
Spring barley			0.0				
Winter barley			0.0				
<important new crop>			0.0				

















	Animals, average stock [heads]	Animals, slaughtered [heads]	Production volume [t]	Production value [Mio EUR]
<b>Live animals</b>				
<b>Bovine animals</b> <i>Bovine animals, no details</i>	0	0		
<b>Bovine animals less than 1 year old</b> <i>Bovine animals less than 1 year old, no details</i>				
Calves for slaughter				
Other calves				
<b>Bovine animals aged between 1 and 2 years</b> <i>Bovine animals aged between 1 and 2 years, no details</i>				
<i>Bovine animals aged between 1 and 2 years for slaughter</i>				
<i>Other bovine animals aged between 1 and 2 years</i>				
<b>Bovine animals of two years and older</b> <i>Bovine animals of two years and older, no details</i>				
<i>Bovine animals for slaughter</i>				
Dairy cows				
Suckler cows				
Other bovine animals				
<b>Pigs</b>	0	0		
<i>Pigs, no details</i>				
Fattening pigs				
Breeding sows				
Other pigs				
<b>Sheep</b>	0	0		
<i>Sheep, no details</i>				
<i>Sheep, breeding females</i>				
<i>Sheep, for fattening</i>				
Other sheep				
<b>Goats</b>	0	0		
<i>Goats, no details</i>				
<i>Goats, breeding females</i>				
Other goats				

<b>Poultry</b>	0	0		
<i>Poultry, no details</i>				
Broilers				
Laying hens				
Breeding poultry				
Other poultry				
Other poultry, no details				
Turkeys				
Ducks				
Geese				
Others				
<b>Equidae</b>	0	0		
<i>Equidae, no details</i>				
<b>Rabbits</b>	0	0		
<i>Rabbits, no details</i>				
Breeding females				
<b>Bees, in number of hives</b>	0	0		
<i>Bees, in number of hives, no details</i>				
<b>Other livestock</b>	0	0		
<i>Other livestock, no details</i>				
Deer				
Terrestrial snails				
Others, e.g. frogs				
<b>Livestock products</b>		0.0	0.0	0.0
<b>Meat</b>			0.0	0.0
<i>Meat, no details</i>				
Beef and veal				
Pig meat				
Sheep meat				
Goat meat				
Poultry meat				
Equidae				
Other meat				
<b>Meat and meat products</b>			0.0	0.0
<i>Meat and meat products, no details</i>				
Pork				
Beef and veal				
Sheep meat				
Goat meat				

Poultry					
Mixed minced meat					
Meat products/sausages					
<important new product, please enter>					
Other meat and meat products					
<b>Dairy products</b>				0.0	0.0
<i>Dairy products, no details</i>					
<b>Raw milk</b>				0.0	0.0
Cow's milk					
Ewe's /Sheep milk					
Goats' milk					
<b>Drinking milk</b>					
<b>Cream</b>					
<b>Butter</b>					
<b>Cheese</b>					
<b>Acidified milk (yoghurt, drinkable yoghurts and other fermented</b>					
<b>Other dairy products</b>					
<b>Eggs</b>				0.0	0.0
<i>Eggs, no details</i>					
Eggs for consumption					
<b>Aquaculture animals</b>				0.0	0.0
<i>Aquaculture animals, no details</i>					
Trouts					
Rainbow trouts					
Carp					
Salmon					
Mussels					
Oysters					
Sturgeon					
Sea bass					
Other					
<b>Other livestock products</b>				0.0	0.0
<i>Other livestock products, no details</i>					
Honey					
Wool					













<b>Domestic Market &amp; International Trade (Sales per product group and per sales channel)</b>		Export volume [t]	Export value [Mio EUR]	Import volume [t]	Import value [Mio EUR]
<b>Food and beverages</b>		0.00	0.00	0.00	0.00
<i>Food and beverages, no details</i>					
<b>Agricultural products</b>		0.00	0.00	0.00	0.00
<b>Non perennial crops</b>		0.00	0.00	0.00	0.00
<i>Non perennial crops, no details</i>					
<b>Cereals (except rice), leguminous crops and oil seeds</b>		0.00	0.00	0.00	0.00
<b>&gt; Cereals</b>		0.00	0.00	0.00	0.00
<i>&gt; Cereals, no details</i>					
Wheat					
Grain maize and corn cob mix					
Barley					
Rye					
Oats					
Triticale					
Buckwheat					
Rice					
<i>&lt;important new product, please enter&gt;</i>					
Other cereals					
<b>&gt; Protein crops (dried pulses)</b>		0.00	0.00	0.00	0.00
<i>&gt; Protein crops (dried pulses), no details</i>					
Horse beans					
Peas					
Lupine					
<i>&lt;important new product, please enter&gt;</i>					
Other protein crops					
<b>&gt; Oilseeds</b>		0.00	0.00	0.00	0.00

> <i>Oilseeds, no details</i>						
Sunflower seed						
Soy						
Linseed/Flax						
Rape and turnip rape						
<important new product, please enter>						
Other oilseeds						
> <b>Root crops (excluding potatoes)</b>						
<i>Root crops, no details</i>						
Sugar beet						
<important new product, please enter>						
Other root crops						
<b>Rice</b>						
Rice	0.00	0.00	0.00	0.00	0.00	0.00
<b>Vegetables and melons, roots and tubers</b>						
<i>Vegetables, no details</i>						
> <b>Green leguminous vegetables</b>						
Beans, green						
Peas, fresh						
> <b>Leafy or stem vegetables</b>						
Asparagus						
Broccoli/cauliflower						
Cabbages						
Fresh herbs						
Lettuce						
> <b>Fruit-bearing vegetables</b>						
Courgettes	0.00	0.00	0.00	0.00	0.00	0.00
Pumpkins/squash						
Tomatoes						
Cucumbers/gherkins						
Sweet peppers						
Other fruit-bearing vegetables						
> <b>Root, bulb or tuberous vegetables</b>						
Carrots	0.00	0.00	0.00	0.00	0.00	0.00
Onions						
Garlic						
Other root vegetables						
> <b>Mushrooms and truffels</b>						
Mushrooms and truffels	0.00	0.00	0.00	0.00	0.00	0.00



Other perennial crops/fruit						
<important new product, please enter>						
<b>Vegetables and fruit (if no breakdown is available)</b>	0.00	0.00	0.00	0.00	0.00	0.00
<i>Vegetables and fruit (if no breakdown is available), no details</i>						
<b>Animal products (for processed animal products see below)</b>	0.00	0.00	0.00	0.00	0.00	0.00
<i>Animal products, no details</i>						
Eggs						
Honey						
<important new product, please enter>						
Other animal products						
<b>Manufactured products</b>	0.00	0.00	0.00	0.00	0.00	0.00
<b>Bakery and farinaceous products</b>	0.00	0.00	0.00	0.00	0.00	0.00
> <b>Bread and bakery products</b>	0.00	0.00	0.00	0.00	0.00	0.00
> <i>Bread and bakery products, no details</i>						
Bread						
Bread rolls						
Crisp bread						
Pastry goods and cakes						
<important new product, please enter>						
Other bakery products						
> <b>Noodles, couscous, etc.</b>	0.00	0.00	0.00	0.00	0.00	0.00
> <i>Noodles, couscous, etc., no details</i>						
Uncooked pasta, not stuffed or otherwise prepared; couscous						
Pasta, cooked, stuffed or otherwise prepared						
Prepared dishes containing stuffed pasta; prepared couscous dishes						
Potato products						
<important new product, please enter>						
Other noodles, couscous, etc.						
<b>Processed vegetables</b>	0.00	0.00	0.00	0.00	0.00	0.00
<i>Processed vegetables, no details</i>						
Dried Vegetables						
Frozen vegetables						
Vegetable pulps and purees						
Vegetable butters						
Canned vegetables						

<important new product, please enter>							
Other processed vegetables							
<b>Processed fruits, including berries and nuts</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<i>Processed fruits, including berries and nuts, no details</i>							
Dried fruit/berries							
Frozen fruit/berries							
Fruit pulps and purees							
Jams, jellies, marmalade							
Concentrates and sirups, no details							
<important new product, please enter>							
Other processed fruits, including berries and nuts							
<b>Milk and dairy products</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<i>Milk and dairy products, no details</i>							
<b>Milk</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<i>Milk, no details</i>							
Fresh milk							
UHT milk							
Whole milk							
Fat reduced milk							
Skimmed milk							
Cow's milk							
Goat's milk							
Ewe's milk							
<important new product, please enter>							
Other milk							
<b>Cheese</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<i>Cheese, no details</i>							
<i>Hard cheese</i>							
<i>Semi-soft cheese</i>							
<i>Soft cheese</i>							
<i>Cream cheese</i>							
<i>Curd cheese</i>							
<important new product, please enter>							
Other cheese							
<b>Milk drinks</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<i>Milk drinks, no details</i>							
Butter milk/kefir/whey							
Milk mix drinks (cocoa, vanilla ...)							
Soy milk							
<important new product, please enter>							
Other milk drinks							



Pumpkin oil							
Mixed oils							
<important new product, please enter>							
Other oils							
<b>Animal fats</b>							
<b>Margarine and similar preparations</b>							
<important new product, please enter>							
Other oils and fats							
<b>Grain mill products</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<i>Grain mill products, no details</i>							
Wheat and meslin flour							
Corn flour							
Other cereal flours							
Müsli							
Polenta							
Rice, semi- or wholly milled, or husked							
Starches							
<important new product, please enter>							
Other grain mill products							
<b>Sugar</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<i>Sugar, no details</i>							
Raw cane or beet sugar							
Cane sugar							
Molasses							
Beet sugar							
<important new product, please enter>							
Other sugar							
<b>Hot beverages (Coffee, tea and cacao etc.)</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<i>Hot beverages (Coffee, tea and cacao etc.), no details</i>							
Coffee, decaffeinated or roasted							
Green tea and black tea							
Herb teas							
Mate							
Extracts, essences and concentrates of tea or mate							
Cocoa powder/drinking chocolate							
<important new product, please enter>							
Other hot beverages							
<b>Spices and aromatics</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<i>Spices and aromatics, no details</i>							





