

# The partnership

Partners of the OrganicDataNetwork are 15 bodies from 10 countries that collect, publish and analyse such market. Out of these participants six partners are SMEs.

- Università Politecnica delle Marche (UPM), Ancona - Italy  
[www.univpm.it](http://www.univpm.it)
- Research Institute of Organic Agriculture (FiBL), Frick - Switzerland  
[www.fibl.org](http://www.fibl.org)
- Organic Research Centre (ORC), Hamstead Marshall, Berkshire - UK  
[www.organicresearchcentre.com](http://www.organicresearchcentre.com)
- University of Kassel (UKS), Kassel - Germany  
[www.unikassel.de/agrar](http://www.unikassel.de/agrar)
- Czech University of Life Sciences Prague (CULS), Prague - Czech Republic  
[www.czu.cz](http://www.czu.cz)
- Istituto Agronomico Mediterraneo di Bari (IAMB), Bari - Italy  
[www.iamb.it](http://www.iamb.it)
- Agence Française pour le développement et la promotion de l'agriculture biologique (ABIO), Montreuil sous Bois - France  
[www.agencebio.org](http://www.agencebio.org)
- Agricultural Market Information Company (AMI), Bonn - Germany  
[www.ami-informiert.de](http://www.ami-informiert.de)
- OrganicMarket.Info (BMI), Lauterbach - Germany  
[www.organic-market.info](http://www.organic-market.info)
- Biocop Productos Biológicos, S.A. (BIOCOP), Lliçà de Vall - Spain  
[www.biocop.es](http://www.biocop.es)
- Ecozept GBR (ECO), Freising - Germany  
[www.ecozept.com](http://www.ecozept.com)
- Centre for Ecological Engineering (CEET), Tartu - Estonia  
[www.ceet.ee](http://www.ceet.ee)
- International Federation of Organic Agriculture Movements European Union Regional Group (IFOAM EU), Brussels - Belgium  
[www.ifoam-eu.org](http://www.ifoam-eu.org)
- IMOControl Sertifikasyon Tic. Ltd. Sti. (IMO TR), Izmir - Turkey  
[www.imo.ch](http://www.imo.ch)
- Soil Association (SA), Bristol - UK  
[www.soilassociation.org](http://www.soilassociation.org)

## ORGANICDATA NETWORK



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### OrganicDataNetwork facts

**Project Title:** Data network for better European organic market information

**Total budget:** ca. 1.9 mill. €

**EU contribution:** ca. 1.5 mill. €

**Project duration: 3 years:** (January 2012 - December 2014)

**Number of partners:** 15 (6 SMEs)

**Coordinator:** Università Politecnica delle Marche Italy (Prof. Raffaele Zanolì)

### Data network for better European organic market information

**OrganicDataNetwork** is a project aimed at creating an European Data Network for Improved Transparency of Organic Markets funded by the European Union (**FP7**)

The project runs for **3 years** starting January 2012

**A network of researchers, SMEs and other stakeholders of the organic farming sector**

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The project acknowledges the financial support of the Commission of the European Community under the Seventh Framework Programme of the European Community for Research, Technological Development and Demonstration Activities.

## Project objectives

The project aims at increasing the availability of data and market information in order to improve the transparency of the organic market, by better coordination and other improvements of market data collection activities.

As a means to these ends, the project aims to establish a **permanent network of stakeholders and bodies actively involved in organic market data collection and publication** and to review the needs of end-users with respect to organic market data. This network will closely co-operate with the European Commission, Eurostat and statistical offices of Member States, using existing structures for collecting and processing data on the organic market and stimulating the development of new ones by adapting existing models.

## Relevant project activities

### To achieve these objectives, the project will:

- provide an overview of all relevant public and private bodies and stakeholders actively involved with the collection, processing and dissemination of organic market data in Europe;
- collect currently available data on organic markets in Europe;
- produce a database of all available organic market data at the European level after having checked their reliability and consistency;
- develop a set of practical recommendations for the initiation and maintenance of good data collection and publication procedures, which will be collected in a Code of Practice and a manual;
- improve the availability and the quality of published market report on the organic sector in a number of case study countries;
- disseminate available market information and data to farmers, processors, distributors, policy makers, and the public. These activities are logically structured in nine workpackages (see box).

## Expected results

### In the end the project will:

- overcome the current dispersion and fragmentation of data sources that reduces the transparency and availability of organic market data at the international level;
- make the data collected available to stakeholders and the public after rigorous checks on their reliability and consistency;
- lay the foundations for a long-term collaboration on organic market data collection, handling and storage among all stakeholders and bodies actively involved in the field;
- increase the transparency of the European market for organic food through better availability of relevant market data;
- ultimately contribute to improve fair competition, supply-chain collaboration and consumer protection in the European organic sector.

## Project structure

1. Establishment of a stakeholder integration and coordination centre
2. Inventory of organic market data collectors
3. Evaluation of existing data collection methods on organic market
4. Collection, managing and publication of organic market data

5. Development and test of methodologies for data quality improvement
6. Case studies on improving data quality in selected countries/regions
7. Synthesis and Recommendations
8. Dissemination
9. Project coordination and overall management

*"We believe that OrganicDataNetwork will contribute to better organic data and market transparency at the EU level. EUROSTAT gladly welcomes the project and looks forward mutual cooperation in the field of organic market data"*  
**Ana Martinez and Elisabeth Thielen, EUROSTAT**

*"The organic trade in Europe is suffering from a lack of reliable data on the features and the evolution of the markets, and this is affecting especially the SMEs that often have to make decisions without enough information. The EU project OrganicDataNetwork is a brilliant initiative to fill this gap."*  
**Joan Picazos, BIOCOP Spain**