

IRENA Methodology and Data Fact Sheet

Indicator 5.1 – Organic Producer Prices and Market Share

Indicator Definition

This indicator shows how organic and conventional farms compare financially, on the basis that financial viability is a key determinant of both uptake and maintaining organic management. The indicator is split into two parts:

5.1: organic producer prices and market share (to indicate levels of consumer demand for organic products and market signals to organic producers)

5.2: organic farm incomes compared to similar conventional farms (to indicate combined impacts of prices, agri-environmental support payments and other factors on financial viability of organic holdings)

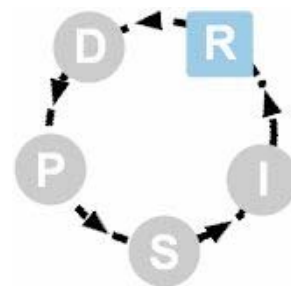
This fact sheet is focused specifically on Indicator 5.1.

Input Indicator Links:

IRENA 1 - Agri-environmental support

Output Indicator Links:

IRENA 7 - Organic land area, IRENA 8 - Fertiliser consumption, IRENA 13 - Cropping/livestock patterns, IRENA 14 - Management practices, and IRENA 15 - Intensification/extensification



Key message

Substantially higher prices were obtained for organic cereals and potatoes, where producer prices were 2-3 times the level for conventional crops. Premiums for milk and beef were lower, at only 15-30% above conventional. This is significant given that more than 60% of the organic land area is grassland managed for milk and red meat production.

Premium prices are an important contributor to organic farm incomes, but taken on their own are not necessarily a good indicator of the financial viability of organic farming, or of market conditions, as they may result from declining conventional prices rather than increasing organic prices.

Market share provides a better indication of market development and consumer willingness to buy organic products and needs to be considered alongside the price indicator.

In 2001, organic production accounted for 2% of EU-15 total production of milk and beef, but less than 1% of total production of cereals and potatoes. Organic food products accounted for 1-2% of total EU-15 consumption, with organic beef and cereals having a higher share than milk and potatoes.

For milk and beef, the share of production is higher than that for consumption. The situation is reversed for cereals and potatoes, indicating a higher reliance on imports to meet demand for organic crop products. This difference is also reflected in the share of products produced organically that are sold as organic. Nearly all cereals and potatoes achieve a premium price, but only two-thirds of milk and beef produced.

Production and consumption shares and production sold as organic increased or were similar to 2000 levels. Over-supply problems, where they have occurred, have tended to be associated with rapid supply increases rather than deteriorating demand conditions.

The data presented are derived from the EU-funded research project Organic Market Initiatives and Rural Development (OMIaRD, QLK5-2000-01124). Data from this project are only available for 2000 and 2001 (see attached data file; Hamm *et al.* 2002; Hamm and Gronefeld, 2004) and will not be available in future years. FADN may provide a source of price data in future, provided that the identified issues relating to data quality are addressed, but new approaches will be needed to obtain market share data in future and should be addressed as part of current Eurostat initiatives to obtain organic consumption data from Member States.

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Headline graphs and maps

Figure 5.1-1: Producer prices and price premiums (% over conventional) for organic milk, beef, cereals and potatoes in EU-15, 2001

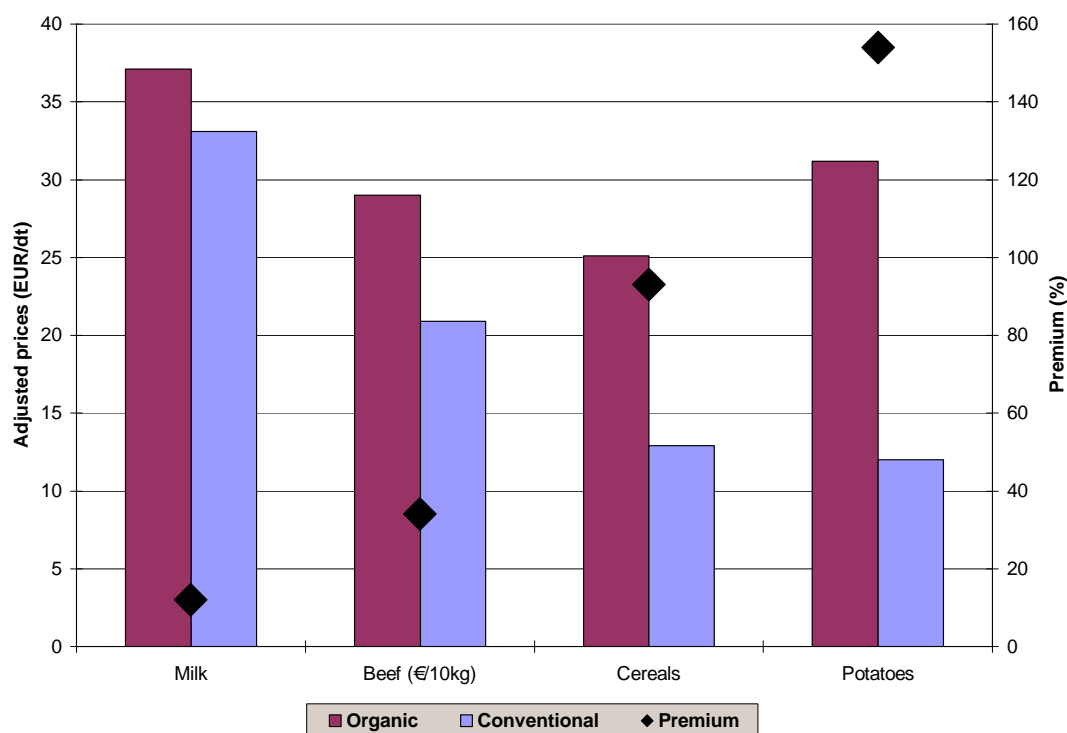
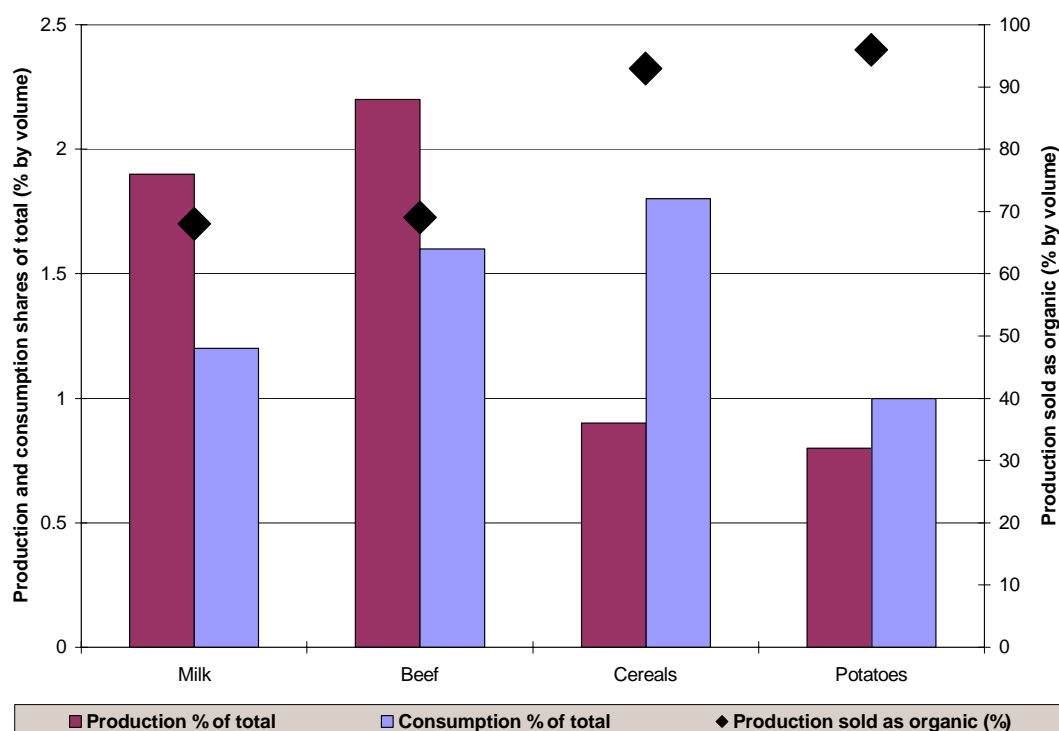


Figure 5.1-2: Organic product shares of total production, food consumption and proportion sold as organic (%), in EU-15, 2001



Source: Hamm and Gronefeld, 2004

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Methodological Approach

Introduction

Organic agriculture can be defined as a production system that puts a high emphasis on environmental protection and animal welfare by reducing or eliminating the use of GMOs and synthetic chemical inputs such as fertilisers, pesticides and growth promoters/regulators. Instead organic farmers promote the use of cultural and agro-ecosystem management practices for crop and livestock production. The legal framework for organic farming in the EU is defined by Council Regulation 2092/91 and amendments.

The environmental benefits of this approach to agriculture are now well documented (e.g. Stolze *et al.*, 2000; Shepherd *et al.*, 2003; Hole *et al.*, 2005), so that an economically sustainable expansion of organic farming can be seen to have direct benefits across a wide range of environmental issues.

The aim of the indicator is to identify underlying economic factors ("driving forces") that are behind the development of organic farming in the EU by influencing the decision of farmers to start or to continue an organic production system. This relates in particular to the income they can receive from the production and marketing of organic products and the potential for incomes to be sustained in the longer-term.

The potential growth in EU organic production can be attributed to a combination of supply and demand side factors. The organic market currently provides one of the few ways through which consumers can express preferences for more environmentally friendly agricultural practices, although food quality, safety and health concerns are normally more important reasons for consumer purchase of organic foods. The price difference between conventional and organic products can therefore indicate the consumers' willingness to pay higher prices for organic products and provide a signal to producers that they should change production and management.

However, there are several other factors influencing relative prices for organic and conventional foods, which limit the value of the price premium as an indicator. These include the impact of external factors (such as food scares and adverse weather conditions) on the supply and demand for both organic and conventional products, with the possibility that the price differential may be influenced more by changes in conventional markets and therefore are less a reflection of actual organic product supply and demand conditions. Other important factors include import availability, marketing and distribution costs (where high prices received may be linked to higher marketing costs), poor data availability and limited market transparency, as well as the influence of agricultural policy on supplies of organic products.

For these reasons, the price premium indicator needs to be supplemented by information on actual organic and conventional prices as well as data on market shares to provide a better reflection of market conditions. Prices and support payment levels may provide a key stimulus to farmers converting, but actual incomes generated over time are likely to influence whether farmers remain in organic production. Organic farm incomes are therefore considered as a separate indicator (5.2).

For both price and market share indicators, there are limitations to the quality of the data which are discussed in more detail below. Although some data for 2000 are available (see attachment), they have not been presented because changes in availability and methods limit the comparability of the data. Some of the methodological issues covered in this fact sheet are considered in more detail in the relevant outputs of the OMIaRD (Hamm and Gronefeld, 2004) and EISfOM (Recke, Willer *et al.*, 2004) projects.

Organic producer prices and price premiums

Methods and tools

Prices for organic and conventional products vary significantly due to seasonality, quality, marketing channels and other factors. In addition, not all products may be marketed as organic – a proportion, maybe all, may be sold into conventional markets. Therefore the average price received by producers, including the lower price for the proportion sold as conventional, is more relevant than the prices paid by buyers. These average or adjusted prices are presented here, although data on actual prices is contained in the data sheet.

Given current data limitations, it is not possible to cover all relevant products. The four most important commodities (in organic production terms) have been selected: cereals, potatoes, milk and beef. However, the product groups and product quality are very diverse and so are prices. The following specific problems are highlighted for the four product groups:

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Cereals include wheat, durum wheat, rye, and maize, etc. for which prices are very different. Average price for all cereals has been used, as the related market share indicator is only available for the whole product group. However, the structure of this product group may not always be similar for organic and conventional farming. For example, barley has a much smaller share in organic farming while rye has a bigger one in Europe as a whole. However, regional peculiarities, for example a high share of durum wheat of all cereals in Italy, are very similar between organic and conventional farming. Thus, the overall error in comparing the price premium for organic cereals is believed to be not too large.

For potatoes, the main problem is the price differences between early and late potatoes. However, the share of early potatoes, which is much higher in southern Europe, is assumed to be similar between organic and conventional farming, so that any errors are likely to be limited.

Milk is the product with fewest difficulties because it is relatively homogeneous. There are some small differences in the fat and protein content between organic and conventional farming in some countries, however this does not lead to big differences between the prices for organic and conventional milk.

Beef is a diverse product group with very different farmer prices (old milk cows versus calves), but there are also big differences in the sales channels used by farmers. Some cattle (e.g. calves) are sold for further fattening or they are sold for slaughtering, on either a liveweight or deadweight basis. These factors mean that the results presented need to be treated with particular caution.

Data sources

Datasets relating to organic farming are generally at an early stage of development and are not comprehensive across all EU member states. In particular, data on organic producer prices and price premiums are very hard to obtain in many European countries. Most of the currently available data has been collated from national level results as part of EU-funded research programmes on organic farming policy (Offermann and Nieberg, 2000; Offermann 2004) and organic marketing initiatives (OMIaRD QLK5-2000-01124, Hamm *et al.* 2002; Hamm and Gronefeld, 2004). In addition two unpublished studies under TAPAS (Bont *et al.*, 2004) and from ESTO (Kristensen *et al.* 2003) have reported on organic price data in various member states.

In some countries more frequent price monitoring using farmer surveys is carried out, for example the weekly service provided by ZMP in Germany, monthly monitoring in Italy (Prezzibio) and a similar service in Denmark. As yet, very few traditional or commercial price monitoring services provide organic product data separately, but this is likely to change in coming years as the sector grows. A list of all national sources of price data identified is contained in the data sheet.

Many of these studies, by their nature, are time limited and therefore cannot provide a basis for long-term, time series data. However, new pan-European initiatives from FADN and Eurostat do provide the potential to address this problem and should provide a better basis for implementation of this indicator in future years. For the purposes of this indicator, two main sources were used to identify data relevant to 2000/2001.

- a) EU-FADN: This source contains data on organic farms and average prices received by producers can be determined for some products. The relevant data were only available for a very limited number of countries in 2000, but was much improved in 2001, so that this could provide a potential long-term source of data for this indicator. However, only cereals, milk and potatoes are currently available from sufficient farms to be able to disaggregate data to national level (sugar beet, eggs and sheep's milk are available at EU level only due to the small number of holdings in the sample). Processed products (e.g. bread) and prices per kg for meat (as opposed to values per head for livestock) are not available from FADN, so that the fourth chosen commodity, beef, could not be analysed from this source.
- b) OMIaRD: The Organic Marketing Initiatives and Rural Development project, financed by the European Commission (QLK5-2000-01124) collected data on the organic market in all EU-15 countries for the years 2000 and 2001. As the data base for 2001 was much better in several countries than for 2000, the presentation of results has been restricted to the 2001 data, although the 2000 data are contained in the data sheet. The methodology used to collect the data is described in Hamm and Gronefeld, 2004.

The FADN data on organic producer prices represents the average prices received for organic products (including organic products sold at conventional prices) and are not differentiated by market channel, quality or other factors. The published OMIaRD data are typical prices paid by buyers to producers for organic products only. The OMIaRD data have therefore been adjusted to take account of the proportion of organic production actually sold as organic assuming the balance was sold at the

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prevailing conventional prices. These adjusted prices, and the premiums derived from them, form the basis for the data presented in this fact sheet.

As can be seen from the data presented in the attached data file, there are significant differences in the prices for both organic and conventional products as well as the price premiums estimated using the two data sources. In all cases OMIaRD prices and premiums, even after adjustment, are much higher than the FADN prices and premiums and there are significant differences between the conventional prices derived from FADN and other prices published by Eurostat. There is no obvious explanation for these differences, but the following factors may be relevant:

- a) The FADN organic farm data does not yet cover all EU countries, national samples are often small and do not cover all farm types and therefore cannot yet be considered to be representative of the organic sector. The conventional farms from which the comparable data were derived were selected to be similar to the organic farms and may not be representative of agriculture in general (see Indicator 5.2 MFDS for further consideration of these issues).
- b) For cereals, there are some differences in the structure of cereal production between the data sources, with more cereals with lower organic price premiums such as rye and barley in the FADN data. It may also be that the valuation of internal transfers (e.g. for livestock feed) has been at lower prices in the FADN sample than the full market values assumed in OMIaRD.
- c) For potatoes, OMIaRD price premiums are also much higher than FADN price premiums except in Germany where the FADN data show a much higher price premium for organic potatoes than the OMIaRD data. The absolute FADN price for organic potatoes seems to be very high in comparison with the data from the German ZMP that are the base for the OMIaRD data (ZMP regularly collects data for organic products from more than 50 organic farmers and several producer organisations). It may be that this reflects a different balance between early and maincrop potatoes in the samples, or the influence of specialist marketing channels such as direct marketing.
- d) For milk, the differences between FADN and OMIaRD data for absolute prices are much smaller, reflecting perhaps the more homogeneous nature of the product. But there are very large differences concerning the price premiums derived in some countries as Denmark, Finland, Italy, and the Netherlands. Because of the generally lower level of price premiums for milk, small differences in price can have a large impact on the calculated premium.

Because of the uncertainties concerning the data obtained from FADN described above and the broader basis for the data derived from the OMIaRD project, this fact sheet focuses on the OMIaRD data only. However, the OMIaRD project is now completed and will not be a source of data for future years. It is considered that FADN could in future provide a suitable alternative source of price data, provided that the issues discussed above, as well as in the Indicator 5.2 MFDS, are addressed.

The effect that small differences in price can have on the value of any price premium calculated should be noted - careful consideration needs to be given to how the data are collected and what they actually reflect. In addition to the absolute and relative values for both organic and conventional prices, it would be desirable to differentiate the data by marketing channel, lot size, quality grade and season. This level of detail cannot be obtained from the FADN or OMIaRD results.

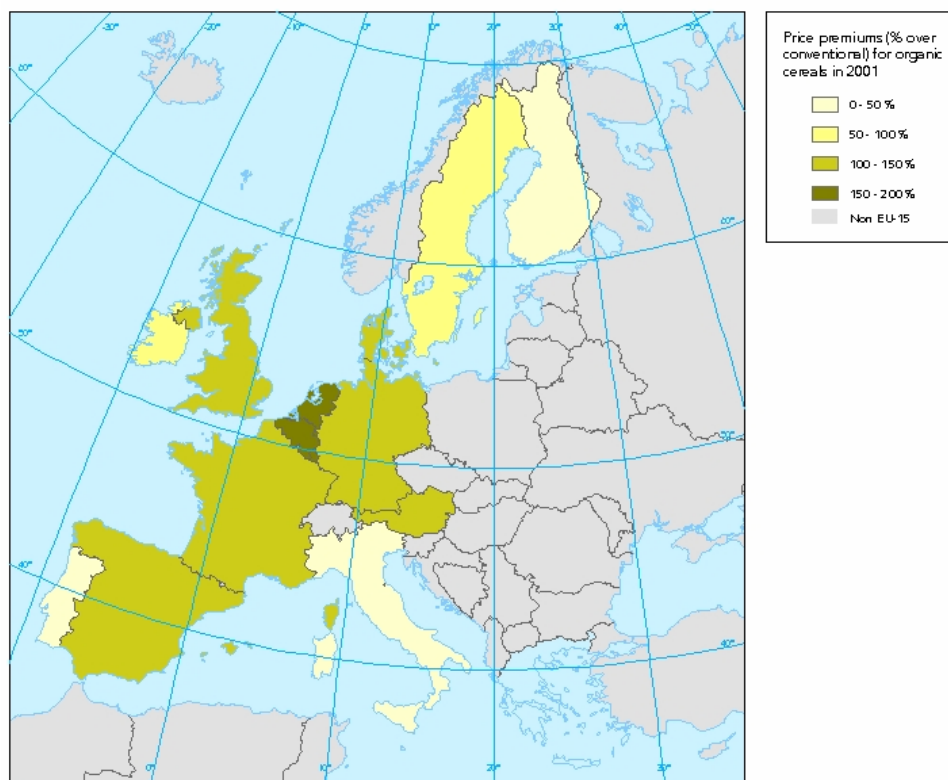
A further methodological problem yet to be resolved is how price data might be aggregated to create a single price index combining all relevant commodities, if this is required. This issue has been discussed as part of the TAPAS work relating to Indicator 5 (Bont *et al.*, 2004), but is not addressed here in more detail.

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Results

Figure 5.1-3: Price premiums (% over conventional) for organic cereals in 2001



Source: Hamm and Gronefeld, 2004

The EU average price premium for organic cereals in 2001 was nearly 100%, showing the willingness of buyers to pay high premiums. This high price is influenced by the fact that the EU is a net importer of organic cereals (estimated at 400,000 t or 80% self-sufficiency in 2001 by Hamm and Gronefeld (2004)). There are large differences in the price premiums between the European countries: price premiums are significantly higher than the EU average in countries which have a comparatively low degree of self-sufficiency in organic cereals such as Belgium, Luxembourg and the Netherlands, but also the UK and France. In countries with a degree of self-sufficiency above 100%, such as Finland and Sweden, the price premiums are comparatively low. Exceptions are the southern European countries Italy and Greece which export durum and high protein wheat and import other cereals, but are overall net importers of cereals.

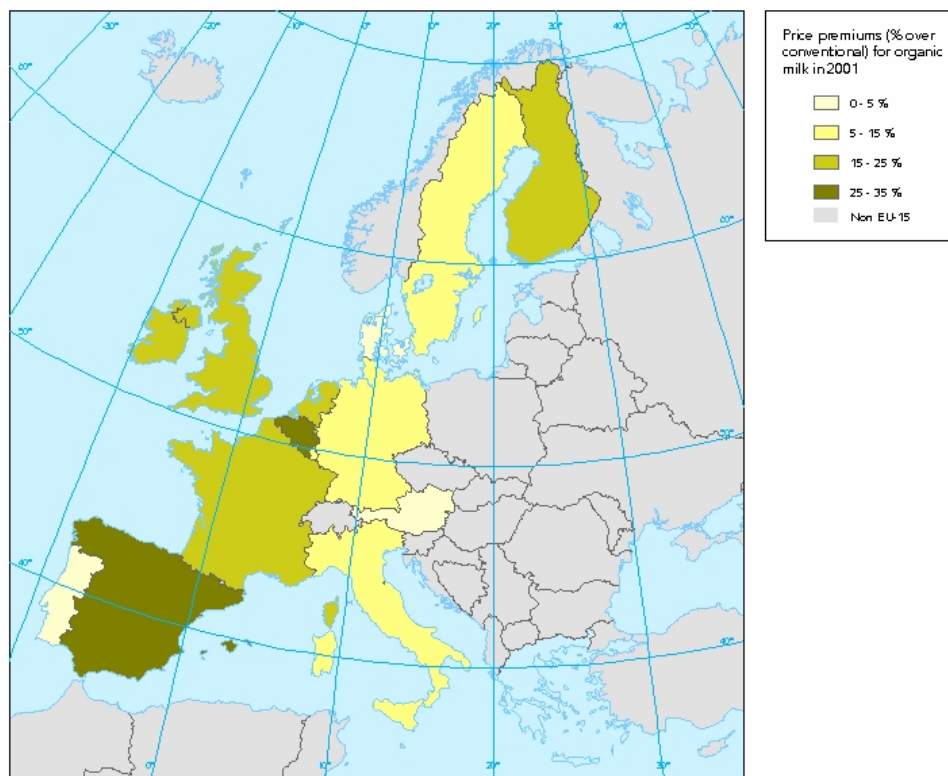
The EU average price premium for organic potatoes was 154% in 2001, the highest for all 12 surveyed product groups within the OMIARD study (Hamm and Gronefeld, 2004). Again, there was wide variation in price premiums between countries. The highest price premiums (over 200%) were recorded for Italy and Greece, which supply the rest of Europe with early potatoes, which are very scarce in Europe, as well as Austria, a country with a comparatively high demand for potatoes. Price premiums for organic potatoes below 100% were recorded in Belgium, Spain, Ireland, Luxembourg, Sweden and the UK. In Spain and Ireland, the demand for organic potatoes is at a low level and thus price premiums are comparatively low. For the other countries with comparatively low price premiums for organic potatoes there is no other explanation than low market transparency.

In contrast, the price premiums for organic milk are at a low level in all EU countries. This is due to a large oversupply of organic milk in Europe as a whole. Countries which are net importers of organic milk and milk products such as Belgium, France, Ireland, Italy, Luxembourg and the UK had price premiums above the EU average, while the countries with the biggest surpluses and net exports of organic milk, Austria and Denmark, had the lowest price premiums. The price premium for organic milk in the Netherlands was also comparatively high due to the fact that there have been few marketing problems in 2001 and a strong export of milk products (especially cheese) to neighbouring countries. The surprisingly high price premium for organic milk in Spain cannot be explained by either strong domestic demand or a strong export industry.

Figure 5.1-4: Price premiums (% over conventional) for organic milk in 2001

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Source: Hamm and Gronefeld, 2004

As beef production is closely connected to milk production in many countries, a similar pattern can be observed for the price premiums for organic beef. The price premium in Austria is more than 20% below the EU average of 49% and in Denmark, Finland and Sweden, price premiums were also below the average.

Market shares

Market share is an important indicator of consumer demand and market development to complement price data. Such data sets are beginning to become available, but time series data or comparable data for several countries based on consistent estimation techniques do not exist. This means that extreme caution is required in interpreting the published data that is available. The approach set out here is based on the OMIARD study (Hamm and Gronefeld, 2004), which did apply a consistent methodology, but the data are only available for 2001 as the project has now finished.

Methods and tools

Market shares may be expressed as proportions of production or consumption and in volume or value terms. While organic production shares may be influenced by agricultural policy support for organic production, organic consumption shares are less directly influenced by this. Organic products' share of total food consumption reflects consumer demand for organic production methods, although it may be motivated by factors other than environmental protection, such as health and taste, and also includes imports from outside the EU. However, the influence of external trade means that market share is not necessarily a reliable guide to market conditions. It is therefore better to look at both together and also to take account of the share of organic products actually sold as organic.

Market shares by volume are independent of fluctuations in organic and conventional prices and therefore a more reliable guide to actual consumption. A price shock due to a food scare or poor harvest could result in a significant change in market share by value without any change in the quantities consumed.

Data for organic shares of total production and consumption are presented for the same commodities as organic prices. Within the OMIARD project, organic production and consumption shares have also been calculated for oilseeds, olives for oil, vegetables, fruit, wine, sheep and goat meat, pork, poultry and eggs (see Hamm and Gronefeld 2004). However, the availability of data for the calculations was very poor in many cases, so that the consumption shares presented are restricted to cereals, potatoes, milk and beef, for which the quality of data was much better.

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The consumption share for each organic product group in volume terms was calculated on the basis of Eurostat supply balance sheet methodology (Eurostat, 2001). Changes in stocks were not included because there is no information about them and the organic stock amounts for human consumption are assumed to be negligible.

The estimated organic consumption share is for human consumption only. The data uncertainties relating to organic cereals for animal feed (especially foreign trade data) were too great to calculate an organic consumption share for the total cereal market. EC Reg. 1804/99 permits the feeding of organic livestock with a proportion of conventional feedstuffs making cross-checks of data very complicated.

Data sources

The data on organic consumption shares for the four product groups cereals, potatoes, milk and beef are all derived from the OMIARD research project using the methods described above. Much of the data are estimates by national market actors and market experts, especially the data on imports and exports, which were used to calculate the consumption shares. In each case, the data are for the whole product group (e.g. for cereals all cereal products as flour, muesli, bread, cakes, etc.) are included.

Apart from the OMIARD project, there have been a few attempts to collate market share data on a pan European basis. Examples include Kortbech-Oleson (2000), Willer and Yuseffi (2004), Kilcher *et al.* (2004) as well as publications from commercial market intelligence agencies (GfK, ACNielsen, TNS, Organic Monitor) and the work of national observatories (e.g. in France, Spain and Italy). A more comprehensive listing can be found in Wolfert *et al.* (2004) and Recke, Willer *et al.* (2004).

While possibly representing a source of data in future, the data from commercial agencies currently available have significant limitations due to restricted product range, market outlets (e.g. only including multiple retailers or excluding out-of-home consumption) or differences in collection methodology that make comparisons very difficult.

Recent initiatives by Eurostat to request member states to collect more organic consumption data could start to address the problem of longer-term data availability. The scope of this work is still in the definition phase and member states will need to determine how the data is collected. One option might be to commission data from commercial market research companies, provided that consistent guidelines are applied in all member states. Further discussion of these options can be found in Recke, Hamm *et al.* 2004.

Results

The market share for organic cereals for human consumption was the highest of all four product groups in 2001 at 1.8% on a weighted EU average. However, the differences between the EU-15 countries were very large and ranged from 0% in Portugal up to 8.4% in Denmark. Interestingly, all countries with a relatively high market share for organic cereals of above 3% (all Scandinavian countries, Austria, Germany and the Netherlands) are countries with a relative low per-capita-consumption of total cereals (conventional and organic), far below the EU average of nearly 90 kg/per capita and year. On the other hand, Portugal, Greece, Ireland and Spain had an organic market share below 0.5%.

The organic consumption share for potatoes in 2001 was 1% on a weighted EU average. However, the range between the countries is not as wide as for cereals. The highest organic market share was registered in Austria with 5.1% followed by Germany and Luxembourg with 2.0%. Again the lowest market shares were realised in the three Mediterranean countries, Greece, Spain and Portugal, and in Ireland. Together with the UK, these four countries are the ones with the highest per-capita consumption of potatoes in the EU-15.

The variability in organic market shares between the EU-15 countries was highest for milk and milk products, which averaged 1.2% in 2001. While Denmark exceeded the 10%-mark in 2001 and Austria reached 6%, the organic market share was far below 0.5% again in Greece, Portugal, Spain and Ireland.

The EU average consumption share for beef, at 1.6%, was higher than for milk, with Austria leading at over 6%. Although Denmark had a high consumption share for milk, this was not the case for beef, but at 1.8% Denmark, along with Germany, France, Sweden and Ireland, had a consumption share above the EU average.

To test whether these data allow an overall picture of the organic market in the different countries an arithmetic mean of all four product groups has been calculated. The percentages themselves cannot

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be interpreted directly, however the ranking of countries may be of interest, if these data are compared with very rough estimates of the share of total food sales for organic products made by the national OMIARD market experts and by the International Trade Centre (ITC) of UNCTAD/WTO (Kortbech-Olesen, 2002) in Table 5.1-1.

Table 5.1-1: Indicators for market shares of organic food consumption from different sources (%)

Country	Organic food consumption share by volume - arithmetic mean of four product groups (milk, beef, cereals, potatoes) in 2001	Organic share of total turnover in the food market in 2001 (estimated by national market experts)	Organic share of total food retail sales in 2000 (estimated by ITC)
AT	5.4	2.4	2.0
BE	1.2	1.0	n.d.
DE	2.5	2.1	1.2 – 1.5
DK	5.4	3.5	2.5 – 3.0
EL	0.2	0.2	n.d.
ES	0.3	0.2	n.d.
FI	1.7	1.0	n.d.
FR	1.0	0.7	1.0
IE	0.6	0.5	n.d.
IT	1.4	0.7	1.0
LU	1.5	1.0	n.d.
NL	1.7	1.2	0.7 – 1.0
PT	0.1	0.1	n.d.
SE	2.6	1.7	1.0
UK	0.9	0.9	1.0

Sources: Hamm and Gronefeld, 2004; Kortbech-Olesen, 2002

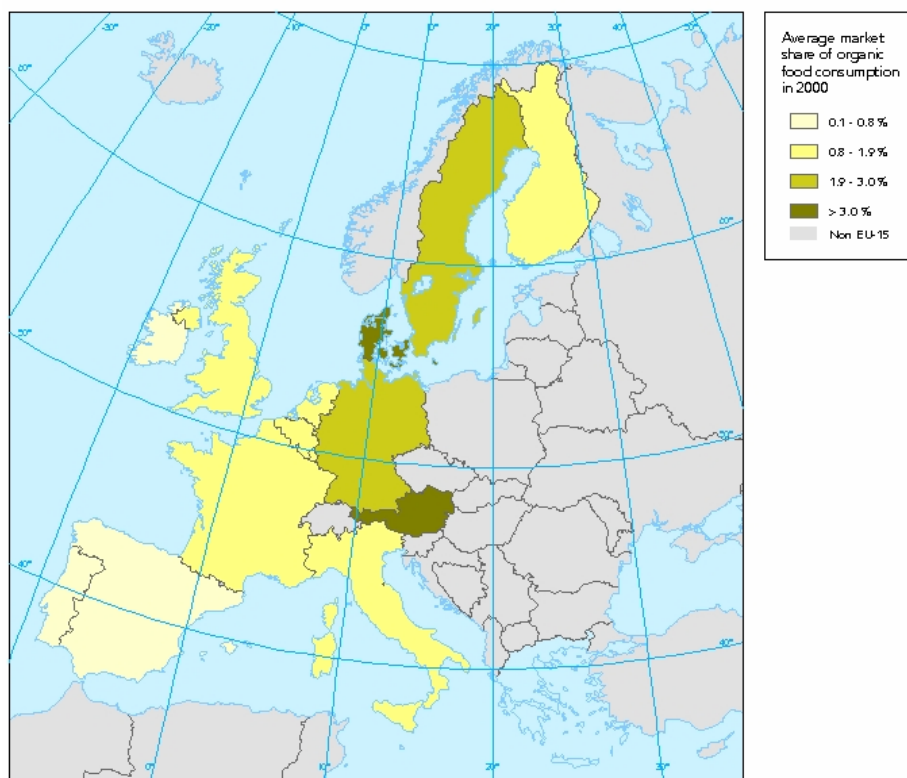
These data, however, cannot be compared directly, as a) only the four most important commodities are included (leading to potential over-estimates), b) the OMIARD market shares by value rely primarily on rough estimates by market experts and c) the ITC estimates relate to 2000 and exclude out-of-home consumption. Although out-of-home consumption may have been negligible in 2001, retail sales in the EU-15 grew by 10 to 30 percent from 2000 to 2001.

Despite this, it can be seen that the data from the OMIARD experts and from the ITC are to a great extent in line. The data with the arithmetic mean of the four product groups can only be taken for the ranking of countries. In doing this, the results between the three data columns are mainly in line. The EU-country with the highest share of organic food consumption is Denmark in all sources. Denmark is followed by Austria, which is also the same in all three columns. Germany, which holds the third place in the estimations for the organic share of total food sales (column 2) and for the share of total retail food sales (column 3), is on the fourth place in column one, after Sweden, which is on place 4 in the former two sources. With some distance, these four above mentioned countries are followed by Belgium, Finland, France, Italy, Luxemburg, the Netherlands, and the United Kingdom, which is also similar in all sources. However, there are some more distances in column 1 with the arithmetic mean of the four important product groups (range between 0.6 and 2.0) than in column 2 with the organic share of the total food market (range between 0.7 and 1.2). The last group of countries in which the organic market is not developed so much is formed by Ireland and the three Mediterranean countries, Spain, Portugal and Greece. Figure 5.1-5 illustrates the combined consumption shares on the basis of this discussion.

Figure 5.1-5: Average market share of organic food consumption in 2000

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Source: Hamm and Gronefeld, 2004

The organic share of food consumption on total food consumption is without doubt a good indicator for the relative performance of organic farming in different countries. However, there are no statistics about this indicator and – as described above – valid data are hard to obtain. The data generated from the OMIaRD research project are not available for the coming years, as the research project is finished. Therefore, more efforts should be made to build up statistics on organic markets in European countries and Eurostat efforts in this direction should be encouraged.

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Data

IRENA IND 5A.xls

This file also includes data used to produce the headline graphs.

Meta data

Technical information

1. Data source:
Price data: OMIaRD (QLK5-2000-01124) for 2000, 2001; potentially FADN for future years
Market share data: OMIaRD for 2000, 2001; consistent source for future years not identified
2. Description of data: Average prices received by organic and conventional producers, share of organic products sold as organic, share of total production produced organically, organic food share of total consumption. Data collected as part of wider statistical study including production and trade data and supply balances for organic products.
3. Geographical coverage: NUTS 0 (EU15)
4. Temporal coverage: 2000, 2001
5. Methodology and frequency of data collection: Annual price surveys supplemented by market expert assessments and market actor interviews.
6. Methodology of data manipulation: Prices adjusted to account for organic products sold as conventional, market shares calculated on basis of Eurostat supply balance methodology.

Quality information

7. Strength and weakness (at data level): Consistent approach applied across EU15, but missing data and rough estimates by market experts/actors in some cases.
8. Reliability, accuracy, robustness, uncertainty (at data level): Due to the weak underlying data basis, reliability, accuracy and robustness will tend to be low and uncertainty high.
9. Overall scoring (give 1 to 3 points: 1=no major problems, 3=major reservations):
 Relevancy: 1
 Accuracy: 2
 Comparability over time: 3
10. Comparability over space: Good due to standard methodology applied