

**Documentation of statistics for  
Sales of Organic Products to Foodservice 2014**

## **1 Introduction**

Statistics Denmark has partnered with the Ministry of Environment and Food to make a new annual statistics on sales of organic food and beverages to the food service sector, ie caterers, restaurants, institutions etc.

The statistics should provide a more comprehensive picture of the Danish consumption of organic food by supplementing the existing statistics on retail sales of organic food.

The statistics are compiled with funding from the Ministry of Environment and Food.

## **2 Statistical presentation**

The questions concern total revenue for the food service, partly turnover for organic food service, distributed on a limited number of product categories and customer groups.

Foodservice is kitchens, restaurants, cafeterias, cafés, etc. - I.e., companies and institutions where food is served.

### **2.1 Data description**

The questions concern total revenue for the food service, partly turnover for organic food service, distributed on a limited number of product categories and customer groups.

Foodservice is kitchens, restaurants, cafeterias, cafés, etc. - I.e., companies and institutions where food is served.

### **2.2 Classification system**

No standard classifications are used.

### **2.3 Sector coverage**

Food Wholesalers. Delimited from primary or secondary industry code, in some cases supplemented by manufacturing companies or other industries with wholesale sales.

### **2.4 Statistical concepts and definitions**

Customer groups: Customer groups is the cafeteria, institution, company, etc., where the food is served.

Sales to foodservice: Sales to foodservice is food wholesalers' sales of food and beverages for canteens, institutions, catering / catering services, restaurants, cafes, take-away, etc. The sale is to professional kitchens, where meals are prepared. Excluding 1) sales to other wholesalers or abroad 2. Sales to convenience stores, supermarkets and other shops. 3. Sales to pubs.

## **2.5 Statistical unit**

- Statistical unit \*

Enterprises (economic entities).

The statistics are published as summed turnover for the entire population, by product and customer groups.

## **2.6 Statistical population**

Enterprises that sell food to the food service sector.

## **2.7 Reference area**

Denmark.

## **2.8 Time coverage**

2013-

## **2.9 Base period**

Not applicable to these statistics.

## **2.10 Unit of measure**

Turnover: million DKK, per cent.

## **2.11 Reference period**

These statistics cover the calendar year.

## **2.12 Frequency of dissemination**

Yearly.

## **2.13 Legal acts and other agreements**

Law of Statistics Denmark §8. No EU regulation.

### **2.14 Cost and burden**

The respondent's burden is calculated at 57,000 kr. On average per years (2014).

The number of caterers, restaurants, cafeterias, cafés, etc. is quite extensive. To limit the consumption of resources and the respondent's burden, data is collected instead from food wholesalers. A general limit of threshold of 10 million kr. in turnover is applied (20 million kr. for companies without organic certification).

### **2.15 Comment**

Additional information can be obtained from Statistics Denmark.

## **3 Statistical processing**

Data is validated on-line form. Subsequent data is checked and corrected by re-contact to respondents. Then summed data and ratios are calculated.

### 3.1 Source data

The survey is conducted as a census with a threshold of turnover.

- Annual population and expanded population \*

Food Wholesalers with organic sales to foodservice companies are included annually. In the first census year (2013) is also included food wholesalers in general, in order to estimate the total market for food service. The expanded population is repeated every 3-5th years.

Number of companies concerned:

- Annually: Food Wholesale organic food service - about 175 companies.
- Every 3rd-5th Year: Food Wholesalers in general - more about 550 companies.

The exact number will depend on the level of activity in the industry, including the development of organic food service.

- Affected industries \*

Food Wholesalers (main or secondary branche).

- Frame Population \*

The population is extracted from Statistics Denmark's Business Register of active enterprises (ESR). It is supplemented with data from the Ministry of Environment and Food's registers of companies that are licensed to sell organic food.

Other sources of the population are controlled. In general only food wholesales are included in the study, however know suppliers from other industries can be included. Units from the feasibility study, completed in 2013, is also included in the structure of the population in the first year.

The stock of companies with sales of organic products to the food service is maintained and supplemented annually to the survey register.

- Other limitations of the population \*
- The sale of school milk is included.
- "Cash & Carry Wholesale" is included in the study first year and maintained in the population in the future if the experience is positive.
- Foreign companies are not included because they are hard to identify and get answers from. Their impact on the statistics is probably low.

### 3.2 Frequency of data collection

Yearly.

### 3.3 Data collection

Web form.

### **3.4 Data validation**

\*\* Validation in the on-line form \*\*

The following trigger alert by data entering:

- High or low estimated price per kilogram
- Failure to indicate the amount of value or vice versa
- Revenue for organic foodservice higher than food service general

\*\* Later validation \*\*

The following is controlled after recontact to respondents:

- High or low estimated price per kilogram (quantity or value corrected)
- Failure to indicate the amount of value or vice versa
- High or low percentage organic food service
- Significant changes in the level of sales compared to the previous survey year

### **3.5 Data compilation**

Corrected individual data forms the basis for:

- Control of the sums at the group level
- selected additional corrections Replies
- Calculation of the organic market share (share of total sales to food service)
- Calculation of the public sector's share of organic sales to food service
- Summation and tabulation for publication

Organic market share in food service is adjusted for the representation of certified organic companies in the study.

### **3.6 Adjustment**

No corrections of data in addition to what has already been described under data validation and data processing.

## **4 Relevance**

The purpose of the statistics is annually to determine the extent of organic food service, ie use of organic food and beverages in restaurants, canteens.

User requirements are covered in the User Committee for food statistics. Statistics Denmark is also in regular contact with key users, including Environment and the Ministry of Food, Agriculture and Food and Organic Denmark.

#### **4.1 User Needs**

The purpose of the statistics is annually to determine the amount of organic food service, ie use of organic food and beverages in restaurants, canteens.

The statistics is used in the formulation and monitoring of objectives for organic foodservice. Another important aim is to give a more complete picture of the Danish consumption of organic food by supplementing the existing statistics on retail sales of organic food.

Users are being stakeholders in the food industries, including the Ministry of Environment and Food, Danish Agriculture and Food Council, Organic Denmark and the hospitality industry. In addition, public interest in the development of the consumption of organic food.

#### **4.2 User Satisfaction**

User requirements are covered in the User Committee for food statistics. Statistics Denmark is also in regular contact with key users, including Environment and the Ministry of Food, Agriculture and Food and Organic Denmark.

#### **4.3 Data completeness rate**

No regulations or guidelines.

For reasons of certainty the commodity groups are aggregated in the dissemination.

### **5 Accuracy and reliability**

The survey is a census, thus no sampling errors. Some uncertainty in the responses.

Measurement error: For some respondents, it is difficult to obtain figures in the study. These have made best estimates instead. Total sales of organic products to the food service is more certain than sales per product or customer groups.

Response Rate: Less than 5% of respondents have not replied.

#### **5.1 Overall accuracy**

The survey is a census, thus no sampling errors. Some uncertainty in the responses.

Measurement error: For some respondents, it is difficult to obtain figures in the study. These have made best estimates instead. Total sales of organic products to the food service is more certain than sales per product or customer groups.

Response Rate: Less than 5% of respondents have not replied.

#### **5.2 Sampling error**

The survey is a census, thus no sampling errors.

### **5.3 Non-sampling error**

For some respondents, it is difficult to obtain the figures in the study. These have made best estimates instead (see measurement error).

Measurement error: For some respondents, it is difficult to obtain the figures requested. These have made best estimates instead. The total sales of organic products to the food service is sales safer than sales per product groups.

Over coverage: Expected to be low. Irrelevant companies are sorted out with simple yes / no questions in the form.

Responserate: Less than 5% of respondents have not replied.

### **5.4 Quality management**

Statistics Denmark follows the recommendations on organisation and management of quality given in the Code of Practice for European Statistics (CoP) and the implementation guidelines given in the Quality Assurance Framework of the European Statistical System (QAF). A Working Group on Quality and a central quality assurance function have been established to continuously carry through control of products and processes.

### **5.5 Quality assurance**

Statistics Denmark follows the principles in the Code of Practice for European Statistics (CoP) and uses the Quality Assurance Framework of the European Statistical System (QAF) for the implementation of the principles. This involves continuous decentralized and central control of products and processes based on documentation following international standards. The central quality assurance function reports to the Working Group on Quality. Reports include suggestions for improvement that are assessed, decided and subsequently implemented.

### **5.6 Quality assessment**

The survey is a census, thus no sampling errors. Some uncertainty in the responses.

### **5.7 Data revision - policy**

Statistics Denmark revises published figures in accordance with the [Revision Policy for Statistics Denmark](#). The common procedures and principles of the Revision Policy are for some statistics supplemented by a specific revision practice.

### **5.8 Data revision practice**

Usually only final figures are published.

## **6 Timeliness and punctuality**

The statistics are usually published without delay in relation to the scheduled date.



## 6.1 Timeliness and time lag - final results

The statistics were published for the first time 17 February 2015. The data collection started in August 2014. In future data collection is expected in February with the dissemination in September of the same year, 9 month from the end of the reference period.

## 6.2 Punctuality

The statistics are usually published without delay in relation to the scheduled date.

## 7 Comparability

There is no publicly available comparable statistics.

The statistics are partially comparable with 'Retail sales of organic food'.

### 7.1 Comparability - geographical

There is no publicly available comparable statistics.

### 7.2 Comparability over time

The survey was conducted the first time for reference year 2013. The results for the following years are expected to be directly comparable.

### 7.3 Coherence - cross domain

\*\* Comparison with retail sales \*\*

The survey 'Retail sales of organic food' measures the sales of organic food and beverages in supermarkets and department stores.

- Share of organic products \*

Organic market share in \* food services\* are described in the latest New article "Sales of organic products to the food service".

Organic market share \* retail \* in recent New article: 'Retail sales of organic food'.

- Size \* of Sales

Retail sales of organic food and beverages amounted to 5.8 billion. crowns in 2013, that is higher than the turnover of organic food service, which conferred VAT would be 1.2 billion. kr. in 2013

The level for sales in the two surveys can not be compared directly:

- The sale of products for the food service does not include the remuneration of employees, etc. in the kitchens. Cost of goods sold in the canteen and catering businesses are on average 37.1 per cent of revenue, excl. VAT. The costs not related purchases are: salaries and other staff costs (about 50 per cent of revenue), local costs (electricity, water, heat), maintenance, administration, marketing, rent, etc. and profits after expenses. (HORESTA, Normtalsanalysen 2012/2013).

- The final value of the meals in the food service can be considered higher than last purchase as service (preparation and serving) are part of the product. It is the rule not the case for sales in supermarkets and department stores, where food is brought home to their own cooking.
- A significant part of the foodservice sector does not sell meals on market terms (total or partial subsidization).
- The composition of sales \*

Product groups in the two studies is composed differently and therefore can not be directly compared at all levels. There are, however, made a general comparison of the distribution of revenue categories in News article "Sales of organic products to the food service in 2013".

\*\* Previous investigation from the "Sammenslutningen økosalg og oplysning" \*\*

2010-2013 has "Sammenslutningen økosalg og oplysning" produced the study "Økologisk omsætning i foodservice" ("Organic sales in food services"). Methodological lessons from this survey have entered Statistics Denmark's survey. In both studies, the main objective is to measure changes in sales to food service. Content wise, the two studies are close to each other but with some differences in data collection, content and groupings.

The population in both cases is composed of food wholesalers supplying the food services. In "Organic sales in the food service" the market is covered by 15 companies, which are assumed to cover a large part of the market. Statistics Denmark carries out a census with bottom limit. In 2013 included 663 companies in Statistics Denmark's survey, of which 128 with organic foodservice.

The coverage in 2013 of the more than 500 additional companies without organic food service due to the need to measure the total market for food service, ie including conventional products.

See description under 'Population'.

## **7.4 Coherence - internal**

Not relevant for these statistics (data is from the same source).

## **8 Accessibility and clarity**

The statistics are disseminated in News from Statistics Denmark and in the Statbank.

[Newsletter and Statbank](#)

### **8.1 Release calendar**

The publication date appears in the release calendar. The date is confirmed in the weeks before.

### **8.2 Release calendar access**

The Release Calendar can be accessed on our English website: [Release Calendar](#).

### **8.3 User access**

Statistics are always published at 8:00 a.m. at the day announced in the release calendar. No one outside of Statistics Denmark can access the statistics before they are published.

### **8.4 News release**

[Newsletter and Statbank](#)

### **8.5 Publications**

None.

### **8.6 On-line database**

- [OEKO7: Sales of organic products to food service by commodity group](#)
- [OEKO8: Sales of organic product to food service by customer groups](#)

### **8.7 Micro-data access**

The survey data can be made available through Statistics Denmark researcher placement arrangements on the condition of complete anonymity (small number of respondents).

### **8.8 Other**

No other availability.

### **8.9 Confidentiality - policy**

[Data confidentiality policy](#)

### **8.10 Confidentiality - data treatment**

The statistics are not published on a level that requires anonymization.

### **8.11 Documentation on methodology**

In the preliminary study to statistics, the following report was prepared:

[Markedsdata for økologisk food service - forundersøgelse](#). Institut for Fødevarer- og Ressourceøkonomi, Jørgen Dejgård Jensen, July 2013.

### **8.12 Quality documentation**

Results from the quality evaluation of products and selected processes are available in detail for each statistics and in summary reports for the Working Group on Quality.

## **9 Contact**

The administrative placement of this statistic is in the division of Food Industries. The persons responsible are:

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