

**Documentation of statistics for
Sale of Organic Foods in Retail Shops 2013**

1 Introduction

The purpose of the statistics 'Sale of organic foods in retail shops' is to illustrate the size and composition of the turnover of organic food in supermarkets and department stores. The study was conducted for the first time for the year 2003.

2 Statistical presentation

'Sale of organic foods in retail shops' measures sales of organic food and beverages in retail trade. The statistics are disseminated in News from Statistics Denmark and Statbank.

Data basis

Reports from the major supermarket chains and wholesalers, who sell food to retailers.

Retail trade in food in Denmark is handled by a number of supermarket chains and department stores as well as a number of chains and independent grocers that are organized in the Federation of Shopkeepers (DSK). DSK has approximately 1,500 member stores that not all sell organic products. According to various experts, are these stores most of their supplies from a small number of wholesalers. The retail sector for organic foods is thus numerically quite extensive, but on the other hand also concentrated among a few players. This concentration means that it is possible to reduce the industry's overall reporting burden without this having a significant impact on the survey coverage and validity.

The study population consists of two sub-populations. Partly supermarket chains and department stores as well as various wholesale chains.

The supermarkets and department stores report actual sales of organic products showing the net weight in kg and turnover in kr. incl. VAT. Wholesale chains corresponding reported wholesale to retail sale (excl. sales to the aforementioned supermarket chains and department stores) showing the net weight in kg and turnover in kr. incl. VAT. The used product classification is, with some exceptions, identical to the product classification used by Statistics Denmark's consumer survey.

2.1 Data description

Sale of organic foods in retail shops highlights the level and composition of the turnover of organic food in supermarkets and department stores. The turnover is grouped into a number of commodities and measured in weight and value respectively.

2.2 Classification system

The used product classification is, with some exceptions, identical to the product classification used by Statistics Denmark's consumer survey.

2.3 Sector coverage

Companies in retail, selling food.

2.4 Statistical concepts and definitions

- Commodity group: Covers a variety of related products. There is a total of 57 categories in the study, defined in details in the instructions to respondents.
- Quantities: Turnover calculated in tonne (net weight).
- Value: Turnover calculated in 1000 kr. Including VAT.
- Organic products: products that meet Danish legislation on marketing of organic products.

2.5 Statistical unit

Retail sales of organic foods in weight (tonnes) or value (DKK). Aggregated from enterprises in the population.

2.6 Statistical population

Target population: companies in retail trade, which sells food.

Survey population: the major supermarket chains and wholesalers, who sell food to retailers.

2.7 Reference area

Denmark.

2.8 Time coverage

2003-

2.9 Base period

The statistics cover sales in the calendar year referred to.

2.10 Unit of measure

Revenue published in 1000 kr. (Value) as well as tons (volume).

2.11 Reference period

The statistics cover sales in the calendar year referred to.

2.12 Frequency of dissemination

Annual.

2.13 Legal acts and other agreements

Act on Statistics Denmark §6 and §8. No EU regulation.

2.14 Cost and burden

Less than 0,1 man-year.

2.15 Comment

Additional information can be obtained from Statistics Denmark.

3 Statistical processing

See under Analysis.

3.1 Source data

The statistics are based on reports from all major supermarket chains and main wholesalers that supply the rest of the retail shops.

3.2 Frequency of data collection

Annual.

3.3 Data collection

Web form.

3.4 Data validation

Questionnaires are quality controlled (correlation between value and quantity, developments from previous years) and respondents are recontacted if necessary.

3.5 Data compilation

Information from wholesalers is recalculated into retail prices, so the reported information is comparable with other reported data from supermarkets and department stores. The following method is applied:

Total turnover from supermarkets and department stores is used to calculate kilo price of individual product groups. The amount of sale from from wholesalers is multiplied with the corresponding retail prices. Subsequently the calculated turnover in value terms for individual merchants is compared with the actual turnover, to check if the method is appropriate for all product categories. In case of doubt, the wholesalers have been re-contacted.

The prerequisite to use the turnover in wholesale trade as an estimate for the corresponding turnover in retail is that the retail shops that are members of DSK, get all or most of their goods from the wholesaler chains. Various experts estimate that this is the case to very large extent for traditional groceries; while it is not the case for fruit, vegetables and dairy products

For fruits and vegetables is considered by experts that the wholesalers supply half of the goods within these two groups. As a result, the quantities reported from wholesalers is doubled for fruit and vegetables. In some cases, shops that are members of the DSK get milk directly from the dairies bypassing wholesalers. There has not been corrected for this. Sales of dairy products may thus be underestimated.

3.6 Adjustment

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

4 Relevance

The statistics is used by interest groups, authorities etc. to assess the level and composition of organic consumption.

4.1 User Needs

The statistics are used by interest groups, authorities etc. to assess the level and composition of organic consumption.

4.2 User Satisfaction

User needs are covered in the User Committee for Food statistics. Statistics Denmark is also in regular contact with key users, including the Ministry of Food and research institutions.

4.3 Data completeness rate

No requirements from legal acts and guidelines.

5 Accuracy and reliability

There is some uncertainty in the calculation of data from the wholesalers. After a detailed analysis of the questionnaires received, Statistics Denmark assesses that the information overall gives a true picture of retail sales of organic food and drinks in supermarkets and department stores, however, sales of dairy products can be underestimated.

There is no sampling error as the survey is a census.

5.1 Overall accuracy

The overall accuracy is good.

5.2 Sampling error

Census, no sampling error.

5.3 Non-sampling error

The study does not cover the following channels:

1. Yard and farm sales
2. Subscription Sales
3. Health food stores
4. Specialized shops such as greengrocers, bakers
5. Market sales

Experts estimated in 2002 that 86 per cent of organic sales are made through supermarkets and department stores, while 7 per cent is via farm sales and through various subscription plans. Since the supply and consumption of organic products has increased significantly since there is no reason to believe that supermarket share has decreased compared to the alternative sales channels.

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 quality of the survey is considered to be good. This is a census of supermarkets and department stores, ie without sampling errors. It is assumed that these account for a large proportion (at least 85 per cent.) of the total sales of organic foods in retail.

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

Normally only final figures are published.

6 Timeliness and punctuality

Dissemination 4-5 months after the survey year. The statistics is usually published as scheduled.

6.1 Timeliness and time lag - final results

Dissemination 4-5 months after the survey year.

6.2 Punctuality

The statistics is usually published as scheduled.

7 Comparability

There is no public comparable statistics. However, some comparison can be made to statistics on the the overall retail, for example, e.g. Retail Index.

7.1 Comparability - geographical

There are no public comparable statistics.

7.2 Comparability over time

The survey was conducted for the first time for the year 2003. The subsequent yearly information is comparable.

7.3 Coherence - cross domain

There is no public comparable statistics. However, some comparison can be made to statistics on the the overall retail, for example, e.g. Retail Index.

7.4 Coherence - internal

Data are internally consistent in general, however, there is a special calculation of wholesalers turnover (see calculation) to make it comparable with the supermarkets.

8 Accessibility and clarity

[Newsletter, in Danish](#) 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

[Nyt, newsletter in Danish](#)

8.5 Publications

- [Statistical Yearbook](#)
- [Statistical Yearbook (<https://www.dst.dk/en/Statistik/Publikationer.aspx>) (selection of results from Statbank)]

8.6 On-line database

[Turnover of organic foods in retail shops by commodity and unit](#)

8.7 Micro-data access

The basic material is stored in Excel. Researcher's access is not relevant due to a little number of respondents. Data are published to full extent, as commodity groups are published at the detail level they are collected in.

8.8 Other

No other accessibility.

8.9 Confidentiality - policy

[Confidentiality policy](#)

8.10 Confidentiality - data treatment

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

8.11 Documentation on methodology

Detailed information can be found in *Statistiske Efterretninger (Landbrug) 2004:19*.

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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