

**Documentation of statistics for  
Sale of Organic Foods in Retail Shops 2014**

## **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 85 categories in data collection which are aggregated to 51 in the Statbank. The commodity groups are 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.

Farmshops and specialised shops are not included. These covered 10.4 p.c. of the sale of organic turnover in 2013 vs 19.4 p.c. in 2003. Source: Økologisk Landsforening "Økologisk Markedsnotat", juni 2014 and "Markedsnotat 2007". Numbers from Gfk ConsumerScan. These sales channels can be assumed to have a different composition of the organic turnover than the covered population.

#### **2.7 Reference area**

Denmark.

#### **2.8 Time coverage**

2003-

#### **2.9 Base period**

Not relevant to this statistics.

#### **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 (upload of spreadsheet).

### **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 commodity 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 (plus other small chains/grosers/kiosks), 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 few 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 a little.

The share of organic food of total retail sales for food is estimated as follows: - The study 'Retail trade by industry and commodity group' forms basis for the calculation of the total market. This survey is conducted every five years in accordance with EU requirements. - In the years between that figure is projected by using an index of the development in retail sales, custom food. From the publication of the 2014 survey and forward dishes a new data has been for the calculation. This has resulted in a small reduction in the level but not the rate of increase. See also 'Comparability over time'.

### **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 consists of two subpopulations: supermarket chains and department stores as well as various wholesale chains that supply smaller supermarkets and drug stores.

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

### **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.

The basis for the estimate of organic food's share of total retail turnover is changed with the publication of the 2014 study. This has resulted in a small reduction in the level, but not the rate of increase. The method is described here: [Estimat af økoandel - opdatering af talgrundlag] ([http://srvcolprod1:25233 / File / 70c13d68-8b94-420e-887a-0476775b4257](http://srvcolprod1:25233/File/70c13d68-8b94-420e-887a-0476775b4257))

## 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.

Groups of commodities are published in detail in Stat.Bank.

## **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:

- Martin Lundø, tel. +45 3917 3873, e-mail: mlu@dst.dk (methods)
- Agnete Nilsson, tel. +45 3917 3389, e-mail: agn@dst.dk (figures, methods)

### **9.1 Contact organisation**

Statistics Denmark

### **9.2 Contact organisation unit**

Food Industries, Business Statistics

**9.3 Contact name**

Martin Lundø

**9.4 Contact person function**

Responsible for the statistics

**9.5 Contact mail address**

Sejrøgade 11, 2100 Copenhagen

**9.6 Contact email address**

mlu@dst.dk

**9.7 Contact phone number**

+45 3917 3873

**9.8 Contact fax number**

+45 39 17 39 99