

Press Release

Better information on the organic market FiBL involved in European Union project to improve access to data throughout Europe's organic farming sector

(Frick, Switzerland; September 15, 2003) The European market for organically grown products is increasing all the time. However there is a distinct shortage of reliable market information. The European Union and the Swiss Federal Office for Education and Science are therefore funding the EISfOM project to develop proposals for improving access to production and market data throughout Europe's organic farming sector. EISfOM stands for "European Information System for Organic Markets". FiBL, the Swiss Research Institute of Organic Agriculture is a major partner in the project. It is responsible for coordinating specific elements of the work, as well as all project tasks that may be allocated to Switzerland.

The international project team, which includes partners from Denmark, Germany, Italy, the Netherlands, Austria, Poland and Switzerland, will be led by Dr. Nic Lampkin of the Institute of Rural Studies at the University of Wales.

"At the moment, every country gathers the data differently and lots of important information is simply not available," explains Nic Lampkin. "What we will therefore do" says Dr. Toralf Richter of FiBL, "is cooperate very closely with regional, national and European authorities engaged in data collection." This will initiate a coordinated of process of data gathering and processing.

The project team expressly welcomes active participation from other interested parties – be they data collectors or indeed data users. It hopes that this will generate broad support for the project's objectives and ensure implementation of its results.

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