

# Improving Information Management (IM) in Organic Pork Production Chains

- Selected results of an European status quo analysis -

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## Background

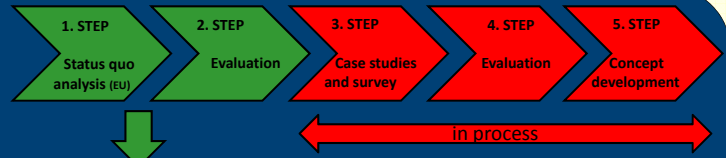
### We have growing...

- ... measures of information
- ... demands on quality for food, especially in the sector of organic production
- ... need for documentation (laws, regulations, etc.)



**High complexity selecting information and evaluating data**

## Research design



**WHERE:** 11 European countries (D, GR, F, DK, A, I, GB, NL, S, CH, E)

**WHO:** 30 experts in organic pig or pork production (science, NGOs, authorities)

**HOW:** Online survey

**ISSUES:** Structures, SWOT and internal and interorganisational IM

## Aim

... to optimise the interorganisational Information Management (IM) in the quality management of pork production, considering the special conditions of organic production

Definition IM: Decision about information demand (regarding product and process quality); Collection, storage and evaluation of data; Equipment

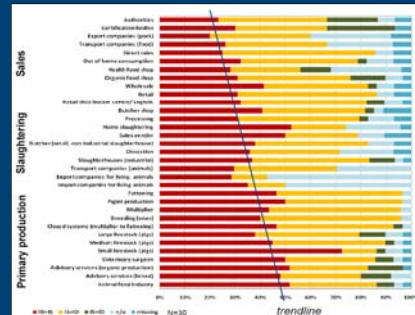
## ANALYSED STRUCTURES OF PARTICIPATING COUNTRIES



➤ high varieties in production

➤ agreement on fundamentals in slaughtering and sale

## INFORMATION DEMAND AND INFORMATION SUPPLY



### Trend

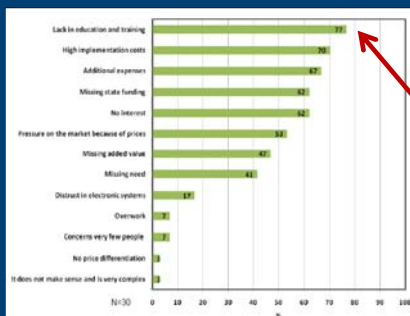
The proportion of ID>IS decreases along the added value chain.



Could be an indication for decreasing information deficit, as well.

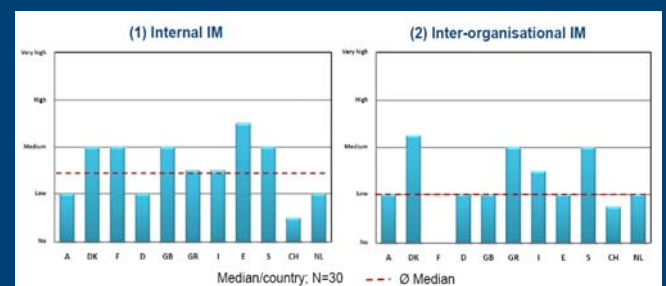
## Results

### ARGUMENTS FOR LESS OR NO ACTIVITY IN IM



Surprisingly high mentioned of pure educational matters! Not till than the monetary items follow.

### ACTIVITY IN INFORMATION MANAGEMENT



➤ Lacks in Information Management in nearly all analysed countries

## Conclusion

- High complexity selecting information and evaluating data
- Highest demands on quality (organic pork production)!

- Lack in Information Management in nearly all analysed countries
- Trend to a more pronounced information deficit in primary production
- Increased significance of education and training concerning IM

### Next steps:

- Classification of educational and monetary items
- Quantitative survey of german organic pig producers to verify these items concerning IM
- Deriving concrete action recommendations to improve the IM in organic pig production