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Agri-Food Marketing Training Material

“ENHANCING SOCIAL INCLUSION OF YOUTH
THROUGH EMPLOYMENT IN AGRIFOOD SECTOR”



PROJECT
AGRI FOOD

Project Number:
2019-3-TR01-KA205-079155

2021



TAGEM
AR-GE & İNOVASYON



CTC Centro
Tecnológico
Nacional de la
Conserva y
Alimentación

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1. INTRODUCTION

Our “**Enhancing Social Inclusion of Youth Through Employment in Agri-Food Sector [AGRI-FOOD]**” namely European Union Project, which we are the coordinator and we have prepared under the call title of **KA205 Strategic Partnerships for Youth 2019**, has been approved and entitled to receive grant support. Our project has been conducted with 2 local partners and 2 international partners. Our national partners are General Directorate of Agricultural Research and Policies (GDAR) and Central Research Institute of Food and Feed Control (CRIFFC), while our international partners are Center of Food and Fermentation Technologies (TFTAK) from Estonia and The National Technological Centre for the Food and Canning Industry (CTC) from Spain.

In addition to meeting the nutritional needs of the growing population, the agriculture sector has a key importance due to its contribution to employment, foreign trade, industry and national income. However, farmers move away from agricultural activities due to social and economic reasons and migrate from the village to the city. For this reason, the share of the young population in agriculture is decreasing day by day.

With this project, it is aimed to contribute to the development of the socialization process of young people with fewer opportunities, to encourage the youth to be brought into the agricultural labor market and to provide youth with quality and competence in order to prevent migration to metropolitan cities. In line with these purposes, training materials have been prepared in these areas in order to provide training to the target audience on the use of technology in agriculture, good agricultural practices, value added product production, export procedures, entrepreneurship and language skills development. Thus, to contribute to their employment by making agricultural activities more attractive for young people it aims and intends at ensuring agricultural sustainability.

This Training Material prepared within the scope of the project will be a good resource for target groups such as traders and exporters aiming to market their own products, as well as trainers and teachers in vocational schools and institutions. With the training material prepared in an innovative, easy-to-understand manner, it is aimed to increase the professional competencies of individuals and organizations that produce and market fresh fruits and vegetables.

2. MARKETING

In general, marketing is defined as a whole of activities that include promoting, packaging, training of sales staff, determining and meeting market requirements in order to improve the sale of a product, a good and a service.

Marketing is an action that starts before production, not after production, and continues during production, before sales, at the moment of sales and after sales (Aydemir 2006). Agricultural marketing, on the other hand, is a system that includes all stages from the delivery of agricultural products to the consumer, and covers all activities in the process starting with the quantity and quality of the producer, from the preparation of the product to the market, standardization, storage, transportation and finally delivery to the consumer. In other words, the activities that provide the movement to move from production places to sales places to the consumers are called agricultural marketing.

It is imperative that the produced product is marketed in a healthy and demand-driven manner, as well as increasing yield and quality in agricultural production. Starting from the formation of the idea of production of agricultural products, all the business activities, which they spend until they reach the end consumer, can be gathered under the name of agricultural marketing (Can et al. 2014).

Public, private sector, commodity exchanges, states, cooperatives and associations, collectors and wholesalers play a role in the marketing of agricultural products of economic importance. Marketing systems vary according to the structure of the product. The way of marketing of fresh fruits and vegetables and the marketing systems of animal products, industrial plants and cereals differ from each other. The road that passes until reaching the consumer in a traditional marketing system can be grouped into three basic groups: manufacturer, wholesaler and retailer.

It is very important to choose the right marketing systems and use appropriate marketing channels in agricultural products such as loss of product and quality, fresh fruits and vegetables, which have a high risk of loss.

Agricultural marketing; There are three basic services: collection, processing and distribution (Yilmaz, 2008).



Collecting: The first link in the reach of the agricultural products to the consumers is to collect the products from the producers and gather them in a certain center.

Processing: It is to add added value to the agricultural products obtained through various processes and to extend the durability period. These are the processes such as slaughtering the animal, pasteurizing milk, making canned jam, tomato paste and juice.

Distribution: After the product is collected and processed, it is taken to the consumption centers. Distribution includes wholesale and retail outlets and distribution to the consumer.



3. FOOD MARKETING SYSTEMS

Good functioning of the marketing system reduces the weaknesses of producers' limited marketing opportunities. In this way, producers can easily access information about and outside of local markets. Thus, both contributing to the economy and consumer demand can be met.

Marketing is one of the most important obstacles in spreading the impact of sustainable practices in agriculture in industrialized countries. Falling prices, overproduction, market saturation, domestic and global competition, strong buyers' concentration and various pressures on agricultural policy reforms have caused interest to be drawn on alternative marketing initiatives (IATP, 1998).

Many different types and qualities of businesses operate in different countries around the world, which can be listed as follows (URL, 1).

A. BUSINESS TYPES IN TERMS OF ECONOMY;

- Merchandise Producing Businesses
- Marketing Producing Businesses
- Service Producing Businesses

B. BUSINESS TYPES IN TERMS OF ACTIVITY SCOPES

- Agricultural Businesses
- Industrial Businesses
- Commercial Businesses
- Transportation Businesses
- Financial Businesses
- Tourism Businesses
- Service Businesses
- Rental Businesses

C. BUSINESS TYPES IN TERMS OF CAPITAL OWNERSHIP

- Private Businesses
- Public Businesses
- Mixed Businesses
- Businesses with Foreign Capitals

D. BUSINESS TYPES IN TERMS OF LAWS

- Businesses Under Turkish Civil Code
- Businesses Under Debts Law
- Businesses Under Turkish Commercial Code
- Businesses Under Cooperatives Law
- Businesses Under Other Laws

E. BUSINESS TYPES IN TERMS OF ECONOMICAL MERGERS

- Businesses, Concluded Gentlemen Agreement
- Businesses, Concluded Consortium Agreement
- Cartels
- Trusts
- Holdings
- Full Mergers

F. BUSINESS TYPES IN TERMS OF GLOBAL ECONOMY

- National Businesses
- International Businesses
- Multi National Businesses

G. BUSINESS TYPES IN TERMS OF THEIR SIZES

- Dwarf Businesses
- Small Businesses
- Intermediate Sized Businesses
- Big Businesses
- Giant Businesses

H. BUSINESS TYPES IN TERMS OF THEIR PRODUCED GOODS

I. BUSINESS TYPES IN TERMS OF THEIR CONSUMERS

When evaluated in terms of agricultural marketing, many business types are included in marketing.

With another definition, businesses can also be classified as follows (URL, 2);



1. One-Person Businesses: One-person businesses are the simplest, oldest and most common form of practice. The business has only one owner. For this reason, the owner of the business takes all kinds of decisions about the business activities, implements and controls them. The business risks that may arise are entirely at your own risk. They are legally easy to set up and end. The fact that their capital is insufficient and that they take unlimited responsibility towards creditors prevents them from growing.

2. Companies: Businesses established by combining the labor and capital of more than one person with a contract are called companies, in order to realize common economic goals and interests, or as a requirement of a certain economic purpose and interest. In order to speak of the existence of a partnership, the following qualifications are required:

- ▶ The persons forming the partnership must be more than one. These persons can be real or legal persons. These people are called partners, shareholders, shareholders or shareholders.
- ▶ A common purpose must be found
- ▶ In order to achieve the common goal, a contract must be found between the partners.
- ▶ In order for the company to achieve its purpose, it should bring the partners' goods and labor to the company as capital.

3. Cooperatives: The cooperative is an economic institution created to ensure that human needs are met through mutual assistance and to protect the interests of partners. According to the law of cooperatives: It is established by real and public legal entities and private administrations, municipalities, villages, associations and associations in order to provide and protect the specific economic interests of their partners and especially their professional and livelihood needs by mutual aid, solidarity and surety. Partnerships with variable capital are called “cooperatives”.

Cooperative organizations carry out their activities under the following principles of cooperatives in line with the economic principles pursued by other enterprises:

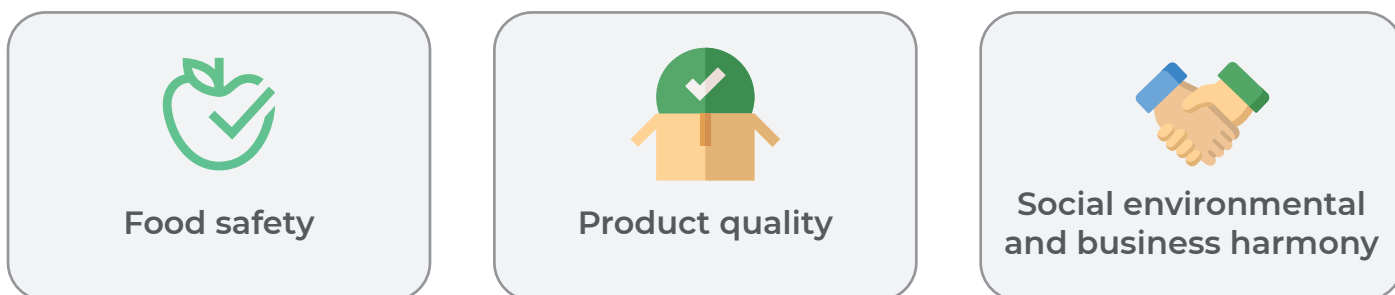
- ▶ Free entry and exit (open membership)
- ▶ Democratic management
- ▶ Limited interest on capital
- ▶ Development of cooperative education
- ▶ Cooperation with cooperatives

3.1. SOME AGRICULTURAL PRODUCTS & MARKETING SYSTEMS

Deveci Pear”, “Bursa Black Fig” and cherry are the most important fresh fruit export products in Bursa, which stands out especially with fruit production. In addition, raspberry and blueberry are also important agricultural marketing products.



When exporting fresh fruits and vegetables to Europe, the following conditions must be met:



To avoid health and environmental risks, the European Union (EU) has set maximum residue levels (MRLs) for food products and pesticides on it. Products containing more pesticides than allowed will be withdrawn from the European market.

Buyers in some Member States, such as the UK, Germany, the Netherlands and Austria, use MRLs that are stricter than the MRLs specified in European legislation. Supermarket chains demand 33 % to 70 % of the most stringent and legal MRL.

For this purpose, EU Pesticide Database is used to learn MRL values of the products.

Considering the shelf life of products such as fresh fruits and vegetables, special attention should be given to marketing, harvesting, transportation, storage and transportation should be done carefully.

3.1.1. FIG PRODUCTION & MARKETING SYSTEMS

Fig is the typical fruit of the Mediterranean coast. With its high calorie value, mineral substances and nutrient content, dried fig has a wide variety of consumption areas. Dried figs are used in pastry markets, as a snack, as well as in cake production, in the production of various dishes, in sliced bread, in confectionery and in fruit mixes. Molasses is produced from those whose direct consumption is not preferred, and ethyl alcohol is produced from waste figs. During the production of ethyl alcohol, fig seeds are also evaluated in the paint, cosmetics and pharmaceutical industries (URL, 5.).



Bursa Black Fig was registered by S. S. Bursa Union of Agricultural Cooperatives on 14.11.2018 to be protected as of 12.04.2018 within the scope of Industrial Property Law No. 6769 with the support of Bursa Tarım A. Ş.

Bursa Black Fig is produced from “Dürdane” variety. It is a dark purple colored outer shell, red flesh color and a large-sized (55-65 mm wide) fig. It is grown in Bursa Province and consumed fresh. Black figs grown in Bursa are larger and darker than black figs grown in other regions. According to the results of sensory analysis, the sensory quality of black figs grown in Bursa is also superior to those grown in other regions (URL, 6.).

Turkey, in connection with its ecological conditions and rich genetic resources, is number one in global market for drying and table fig production and therefore its trading. There is no variety that can compete with “Bursa Black” in the global table fig market and “Sarilop” in the world dried fig market. Despite our competitive advantage against European countries, we cannot fully utilize our potential to export dried figs and tables. Turkey’s exports in both the production potential fluctuations occurring in a particular year is attributable to many factors, including drought, which led to a fall in quality first. Determining the factors affecting the quality criteria is of great importance in increasing the power of export (Göçmez, A. and Seferoğlu, H. G. 2014).

Fresh figs can be stored at 0° C and 80 – 90 % relative humidity for 2 weeks. Pre-cooling prolongs the storage time. The temperature should not fall below -2.7° C in order to prevent freezing of the fruit during cold storage. In a study carried out by considering the varieties of Sarilop and Bursa Black, fresh figs that were subjected to different pretreatments were frozen at a fast and slow pace at -20° C for 9 months. Fruits to be frozen should be harvested during the period of full death before cure. Dry fig harvest should be done

regularly every day. The collected figs should be transported in plastic buckets without any damage. In the collection process, discarded figs and good figs should be collected in separate containers and dried in places. Acid figs should not be left under the trees for a long time, if possible, they should be collected every day. Unlike other fruits, figs are left in the tree, dried as much as possible and fall to the ground when it comes to the acid phase. The figs that fall under the tree contain 25 – 50 % water. The purpose of drying is to reduce the water content to 18 – 20 % of the desired water in storage. Alternative methods to fumigation to prevent the quality of the dried fruits from falling later; storage should be carried out with applications such as phosphine, CO₂ application, vacuuming applications, controlled atmosphere and pressure storage, vacuuming and hot-cold applications (Göçmez, A. ve Seferoğlu, H. G. 2014).

3.1.2. PEAR PRODUCTION AND MARKETING SYSTEMS

Santamaria is an imported breed sapling. It was obtained in 1915 in Italy as a result of crossing 'williams' and 'coscia' varieties. This pear breed yields early and strong yields. The development of the tree is semi-vertical. This pear variety is very productive second foreign pear variety is the most widely grown in Turkey. Santamaria pear is a medium-juicy and medium-tasting pear variety. It is harvested in the first week of August. Deveci Pear is a pear of Bursa Ağa Village. It is different from all other pear types with its appearance, size and taste. It is a delicious and very juicy pear. Its fruit shape is slightly flattened and has a perfect aroma, long road resistance and shelf life.

In Marmara and Aegean Regions, where pear production is most common, two cultivars are grown most intensively; becomes "Deveci" and "Santa Maria". In Santa Maria pear cultivation, surplus fruits are stored until the new year and put on the market for a longer time. The Santa Maria pear variety is included in the group of European type pears. There are two separate stages in European pears: harvest and eating. Therefore, the harvesting period significantly affects the quality of the pears during storage. European type pears, unlike other climacteric fruit types, can show very different maturity levels in the harvest period and need ripening in the periods before they reach eating (Sakaldaş, M. and Gündoğdu, M. A. 2016.).



Processes for keeping the agricultural products, which can be obtained abundantly at certain times of the year, with the least loss of their values in the time until they are consumed, include cold storage, freezing, processing with chemicals, irradiation, drying, etc. countable. The oldest and most common application known in these processes is drying. Drying; It is defined as the removal of the water in the product, and because of the drying, the existing water in the product is reduced to a degree that does not allow it to be spoiled, thus a definite preservation opportunity is created. Dried foods, unlike other preservation methods, gain a condensed quality in terms of nutrients. The place of dried fruits, which have an important place in the agricultural development and economy of the countries, is also very important in the world markets (Özaydın, A. G. and Özçelik, S. 2015).

With the emergence of supermarkets for the last 20 years and having an international network, a rapid transformation has begun in the food retail industry. In the organization of the supply systems of supermarket chains, a shift towards standardization in specialized subjects such as quality and food safety draws attention to specialized wholesalers. The supply chain that includes supermarkets is called the modern supply chain. The supermarket revolution and its effects on the small farmer are found in the literature. A group of authors argue that these manufacturers are excluded from the supermarket supply chain as it is difficult for the small manufacturer to meet the requirements of supermarkets. However, another group of authors expresses that there is no such threat to the little one. Modern fruit supply chain in Turkey and functioning in a dual structure is that side by side, including both traditional and nested. In addition, another important result in the study is that small farmers from the modern supply chain are not excluded and there is no significant difference between the farmers in both supply chains. Bursa has been shown to play an important role in fruit and vegetable production. It was also

emphasized in the research conducted with supermarkets that the pear (Deveci and Santamaria) grown in this region has both national and international buyers. (Seçkin, E. 2015)

In the same research, it was observed that the product ran from the manufacturer to the end consumer, with a supply chain operating under the leadership of three different actors. It is possible to specify these as supply chains led by merchants, brokers and supermarkets. Although the market share of supermarkets in Turkey, though below the figures in European countries, as the fourth player in the fresh fruit and vegetable supply chain take their place among the consumer market with production market. Agricultural Credit Cooperatives have an important potential in terms of lending to producers and providing input. They also serve as a bridge between manufacturers and buyers in the marketing channel.

3.1.3. RASPBERRY PRODUCTION AND MARKETING SYSTEMS

Raspberry (*Rubus idaeus*) fruit in the berry group is consumed as functional food product from past to present. Raspberry, which has been cultivated in Europe since the end of the 16th century; it grows in fringe root structure, in cold temperate climates (resistant up to -25 °C), in soils rich in organic matter, high water holding capacity, permeable and pH 6-7 and it bears fruit between June and August. Fruit color varies from yellow to red, purple to black depending on the variety. It grows wild in the northern regions of our country and is cultivated in Bursa since 1930. Raspberry has a wide variety of uses in the food industry besides fresh consumption with its distinctive attractive color, taste, aroma, structure and scent. Therefore, they have a very special place among other fruits. In the food sector, raspberries are especially used for making jams, marmalades, drinks, fruit yoghurts and cakes. In addition, the market is offered as frozen food. Fresh consumption is possible in local markets where production is close to the market. The fact that it is very easy to grow besides a wide range of consumption increases the importance of raspberry growing.



As with all berries, determination of the harvest time of raspberry is of special importance. The reason for this is that these fruits grow very fast after a certain period, and they are very sensitive to external factors after ripening. If the fruit harvest in raspberries will be delayed for a few days, it will soften and deteriorate very quickly. In determining the harvest time, the criteria such as the fruits getting the color and size of the variety, easy separation from the plant and having enough softness are taken into consideration (Göktaş, A. 2011).

Raspberry cultivation is a fruit growing branch that requires extensive capital and labor in large enterprises but ultimately provides significant income to the owner. In small family businesses, the family workforce can be utilized without the need for excessive investments, thus earning a large amount of income from small areas. 97.6% of raspberry production is made in the eastern Marmara region in Turkey. The most important province in raspberry production is Bursa and 97% of raspberry production in our country is made in Bursa (Poyraz Engin, S. Ve Boz, Y. 2019).



3.1.4. BLUEBERRY PRODUCTION AND MARKETING SYSTEMS

Vaccinum sp., which have entered the literature as Blueberries, have become one of the most important products worldwide. The strong market it possesses in terms of both fresh consumption and processed fruit industry, on the one hand, enables producers to earn high income, and on the other hand, it also increases production areas rapidly. Production has increased worldwide thanks to the new varieties of Lycra, which are perfectly compatible in the northern regions. In many regions, the amount of wild lycopas that are collected and sold from natural environments is increasing day by day. Blueberry is known in our country with names such as blue nut, ligarba, bearberry, morsivite, bush strawberry, Trabzon tea, and abroad as blueberry. Although blueberries cultivated in the USA since 1906, barely it entered as a kind of exotic species to Turkey in the 2000s.



Blueberries are formed in a bunch and 5-100 grains generally occur in a bunch. Blueberries ripen in 4-12 weeks depending on the variety, body type left in pruning and climate. During ripening, the fruits soften, coloration increases, sweetening occurs and the grains become larger. Blueberries that are climacteric continue to ripen even if they are collected while they are pink. However, the quality of the fruits collected before full ripening is lower than those ripened on the shoots. As the fruits of the liapa ripen at different times, harvest should be done at least once a week during the ripening period.

Blueberry fruits can be traded on a global scale by freezing at -18°C or -23°C . Blueberry fruits, which are packaged by harvesting, are sold directly on the roadside, in the markets within the farm or in the form of collect your own product (KÜKET) directly, processed into wholesale or jam, marmalade, crush, condensed or liquid fruit juice, chocolate, cake, dried fruit, medicine etc. are presented (URL, 7).

However, short-term availability of fresh fruit in the markets appears to be an important problem that limits the production and marketing of the fruit. In order for the fruit to be marketed all year round, it must be converted into products with a long shelf life in the food industry. In this respect, making jam or marmalade can be an important form of evaluation. On the other hand, fruit tea to be obtained by drying and grinding its fruits can also be an important form of evaluation. Also, as in Italy, myrtle liqueur made from black myrtle fruits is also an important form of potential evaluation.

Blueberries' place of sale: Blueberry is sold to a great extent (79.5%) to marketers who sell in the local market. Marketers come to the village and buy the fruits from the producers. The fruits harvested from the garden by the producers are brought to the village and delivered to the marketers. The rate of producers selling fruit in the street markets is very low (4.5%). Producers of the same proportion sell fruits to both spice sellers and marketers. The rate of producers selling only to spice sellers is very low (2.3%) (Uzun, İ. Et al. 2014).

4. MARKETING CHANNELS AND INTERMEDIARIES

Until the manufactured products reach the end consumer, they follow various ways, encounter various intermediaries and are processed in different ways. These ways and places where products flow through them since their production and encounter different events such as processing, storage, packaging, hand-over are called collective marketing channels.

The marketing system of agricultural products differs from product to product. While public institutions and cooperatives take part in the marketing channels of some products, the system generally operates in the private sector. Farmers products are marketed through different actors / intermediaries in the distribution channel. 9 different actors identified; wholesale markets in the big cities, wholesale markets in the big city, processors, local brokers, traders, exporters, various cooperatives (development, credit, marketing, etc.) operating near the village and the city, street markets and supermarkets.



Marketing channels need to improve themselves due to changing market conditions and rising food security demands. Failure to keep up with this change has negative implications for producers, intermediaries, operating institutions / organizations, consumers and the country's domestic and foreign trade. Although corrections are provided with the legislation and regulatory provisions, actors in the marketing channel may have a financial dimension that the arrangements they need to make for marketing will sometimes not be willing or willing to pay financial costs. At this point, public supports, which are food and agricultural policy tools, are an important instrument. In order to increase the income level of the citizens living in the rural areas, which is necessary to ensure the integration of agricultural production and agricultural industry, various grant types have been developed to support investments in specified

applications alongside subsidized credit in Turkey. These grants are provided by three institutions: Ministry of Agriculture and Forestry, Agriculture and Rural Development Support Institution and Development Agencies. (Grants given to improve the marketing capabilities of businesses, such as processing, packaging and storage.) (Can et al. 2014).



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MINISTRY OF AGRICULTURE
AND FORESTRY**



Producers operating in the agricultural sector are generally small enterprises with limited marketing opportunities. Thanks to the effectiveness of marketing channels, these limited possibilities can be eliminated and producers can easily access markets other than local markets. (Emeksiz et al. 2014).

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Producers operating in agriculture are generally small enterprises with limited marketing opportunities. Thanks to the effectiveness of marketing channels, these limited possibilities can be eliminated, and producers can easily access markets other than local markets. In Turkey it varies from product to product marketing system of agricultural products. While public institutions and cooperatives take part in the marketing channels of some products, the system operates mainly in the private sector (Can et al. 2014).

The importance of consumption of fresh vegetables in human life is increasing day by day, people try to get the best with less expense. It is to sell the product at a satisfactory price for the desired manufacturer in both production methods and marketing systems, and to buy a quality product cheaply for the consumer. On the one hand, there is a group of producers who want to get a lot of money in exchange for the product, and on the other, there is a group of consumers who want to buy quality fresh vegetables at an affordable price.

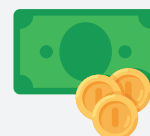
It is not an easy task to satisfy both groups within the framework of various conditions and possibilities. Providing this opportunity is possible only by improving control according to the demand volume of the production and organizing the marketing in the best way. The production must be firmly connected to the marketing system and the way in which this system is implemented. Namely, if the product, produced by spending intense labor, money and time, is sold at a good price and without decay, it will benefit those who are engaged in production. In this respect, marketing of vegetables is as important as production. When looking at the marketing process; It is seen that fresh vegetable producers have three basic sales methods in our country, mainly lump or alive sales, weight sales (retailing) and consignment sales. Considering the marketing process of fresh vegetables; Today, wholesalers are one of the places where fresh vegetables are evaluated in our country. The purpose of the establishment of the wholesalers ensures the sale of bad goods in terms of public health and interest, and to prevent the deceptions due to deficient scales, for the producer, the product obtained is quickly and easily converted into the expected value. The establishment and operation of the Wholesalers, which play an important role in marketing, is important in this respect. In response to these expectations, it is known that in our country, vegetables are bought cheap from producers and sold expensive to consumers, and the share of producers from the price paid by consumers is very low. Researches, conducted to date have shown that; the share of the vegetable producer from the price paid by the consumer decreases to 11-17% in some vegetables. In other words, the producer price of these products increases nearly nine times until they reach the market or the market. It can be seen that, considering the producer prices, consumer prices in the fresh vegetable market are very high. In addition to this practice, when the subsidized vegetables of foreign countries are introduced to the domestic market with imports, the country's vegetable production and producer suffers as claimed. It is not possible to protect neither vegetable producer nor its consumer with the marketing system in our country, where there are many vehicles. With today's system, both manufacturer and consumer are harmful. (Yurdakul, M. 2018)



lump or time-bargaining sale



selling by weight (retailing)



consignee sales

Fresh vegetables need to be consumed in a short time, as they contain a large amount of water, maintain their vitality after harvesting and therefore easily spoil; special handling and additional costs are required for transportation and storage. For this reason, the income generated by both the producer and any of the vehicles in the distribution channel arises from the harvest and post-harvest operations. On the other hand, in order for the vegetable production in our country to continue and develop in a stable manner, when the amount obtained after the sales / harvest of the producers and the cost factors incurred are compared; it is very important to create a system that will cover the cost expenses firstly and then leave a satisfactory profit. From this point on, the price level that occurs in fresh vegetables in Turkey is first determined by the amount of supply, after the wholesaler is worth noting that largely shaped by the state. In addition, compared to other agricultural products; the probability of exposure of wet vegetables to price fluctuations is significantly higher. These fluctuations; it may arise especially from the marketing system, the product's own characteristics and the inability to establish the supply-demand balance of the product. In fact, besides these three factors, fluctuations are experienced as a result of an array factor. While the demand is relatively stable in vegetables with low supply-demand flexibility; The fact that the production decision is made according to the prices a year ago also brings significant fluctuations in the amount of supply. The fact that the storage possibilities in vegetables are very limited, the absence of a control mechanism in the form of public intervention purchases leads to the development of supply quantity and product price inversely proportional. Moreover, the fluctuation of product price levels from year to year, from season to season and even on the same day, both producers and consumers and national affects economic indicators negatively.

Wholesale markets are established to operate in a modern manner in order to ensure that the trade of fresh vegetables and fruits is carried out in free competition conditions in accordance with the standards and food safety, to effectively supply, distribute and sell the goods, and to protect the rights and interests of the producers, consumers and professors. With the combination of fresh fruit and vegetable supply and demand, the importance of the wholesale markets where prices are formed cannot be denied. (Aydin Can B. and Engindeniz S. 2018)

Although cooperatives contribute to the development of society, to increase employment, to increase the income of small producers, one of their important activities is to market the products purchased from the partners. The role of cooperatives in branding and creating prices shortens the marketing channel. With the marketing channel shortened, the income of the producer increases and the consumers buy the products by paying less. Thus, it contributes to the development of local economies (Everest et al. 2018).

The broker, on the other hand, markets the products purchased from farmers to retailers and wholesaler distribution channels, and from there they are transferred to the market, supermarket, greengrocer and grocery stores and delivered to the consumer. Producers can also market their products directly to agricultural cooperatives and exporter companies. Another marketing channel is that fruits and vegetables reach retailers through the agricultural cooperatives and from there to the consumers. The relatively longest one of the fresh vegetable and fruit marketing channels is “producer – collector – broker (at the production site) – wholesaler – broker (at the consumer) – retailer – consumer”. However, mostly marketing of fresh fruit and vegetables is made in Wholesale Stores (Niyaz Ö.C., and Demirbaş N. 2016).

Figure 1: Marketing Channels From Producer To Consumer



5. TYPES OF TRADING

Advances in technology have contributed to the development of globalization. Communication of people has increased as a result of the development of technology. As the whole world has become a market for the customer with the increase of both technology and globalism, the expectations of the customers have increased and in parallel with this, customer-centered understanding has prevailed in marketing. Businesses had to change their organizational structures as a result of the development of technology and global developments, and marketing became the most important function by preventing production. Thus, production systems started not with production but with marketing (Alabay M.N. 2010).

Types of trade; are classified as retail, wholesale, foreign and e-commerce. All of these trade types can be applied in marketing systems of agricultural products. Depending on the structural features of the existing agricultural products, the most appropriate marketing system should be preferred. The marketing system that will be preferred especially in the marketing of products such as fresh fruits and vegetables should be decided by taking into account that the product is easily perishable. Thus, losses such as decay deterioration, called post-harvest losses, will be minimized.



Retail trade; is a form of sale that is based on the sale of goods rather than collectively, in individual or several pieces.

Wholesale trade; is a form of sale of goods that are made in bulk rather than retail. The price of the product in wholesale is lower than that of retail. In wholesale sales, payment forms such as checks and notes come into play.

Foreign trade; is defined as the import and export of a country, ie its import and export.

The direct benefits of export to companies in foreign trade are as follows;

- It gives an opportunity to expand its market share
- If the capacity is not used in the domestic market, it enables the production to increase, reduces the dependence on the domestic market, or allows to compensate for the stagnation in the domestic market.
- It enables foreign markets to spread competition in the domestic market
- Exporting tried and tested products in the domestic market, entering the foreign market reduces the cost of market research.
- Intense competition in international markets encourages exporters to adapt their products to the needs of the market, thereby achieving a technological “knowhow” level (Vural H., 2014).

E-commerce; is a shopping method for any product or service that allows trading or ordering through a website with various payment methods.

Agricultural products, agricultural policies, regulations, business structures, marketing channels, etc. they do it with consideration.

It is a sector with high added value due to the employment it creates and the foreign currency returns it brings from the cultivation of fresh fruits and vegetables to its packaging. In order to increase the export of fruits and vegetables, it is necessary to produce abundant and high quality production. Because of the fact that fresh fruits and vegetables have a sensitive and perishable feature, transportation is very important. Another factor in increasing the exports of the sector is marketing. Packaging and branding will increase demand in foreign markets. For this reason, it is extremely important to inform and encourage exporters and to expand quality systems (Şahin D. 2016).

E-Trade and E-Export

1. It provides the opportunity to open shops all over the world and facilitates export.
2. It develops and organizes the entire sectors within the country and the ecosystem in general, and contributes to the improvement of quality.
3. It provides strengthening of the economy.
4. It creates the necessary environment for the emergence and development of new payment systems.

5. It contributes to the reduction of the informal economy and the increase of the formal economy. Thus, it provides a noticeable increase in the amount of taxes collected.



In the economy, the most concrete units that realize the use of resources are organizations called business. Enterprises are organizations that operate to meet the needs of people and make their lives easier (URL, 3).

Businesses have some basic features. These key features are:

- Making profit
- Produce goods and services to achieve goals
- Combining production factors to produce goods and services
- Businesses contribute to the national economy through the production of goods and services. Some of these contributions are:
 - By meeting the various needs of the society, they enable them to live without needing other countries.
 - They prevent unemployment with the job opportunities they provide.
 - They export foreign currency to the country by exporting.
 - They develop and strengthen regions and international relations.
 - They enable new technologies to enter the country.

The generally accepted goals of businesses can be listed as follows:

- Profit making
- Serving the community
- Continuing the business life

Increasing e-commerce in recent years has caused retailers to change their business models. Under intense competitive conditions, retailers manage their marketing channels not only with their physical stores, but also with many intermediaries such as online stores and private shopping sites. Changes in retailing and marketing channels often make competitive conditions difficult. Today, retailers are focusing on strategies suitable for technological developments as well as meeting the demands and needs of customers very quickly. Technological developments mostly provide consumers with benefits and more options, while it obliges the retailers to adapt quickly to change (Börühan, G. et al. 2017).

Since the beginning of the 2000s, the internet, which we started to use intensively in our daily life, has started to develop with the ease and widespread of having a credit card. While consumers approached with insecurity and skepticism towards e-commerce in the first time, e-commerce has developed rapidly due to the fact that it provides easy access to goods and services over time, allows comparisons, some goods / services can be purchased cheaper than physical stores and provides time advantage to consumers. While the development of e-commerce has brought many advantages to consumers, it has brought responsibilities for retailers such as keeping up with the change, determining new strategies, and closely monitoring and predicting consumer preferences. Many of the retailers who continue their marketing efforts through traditional physical channels have opted for multi-channel retailing in their marketing activities by preferring internet channels. Thus, the internet has started to integrate with the multi-channel distribution systems of retailers today as a new channel that supports physical retailing (Börühan, G. et al. 2017).

6. MARKETING STRATEGIES

Marketing strategy is a section of the business plan that outlines the overall advertising plan on how to find and attract customers or customers with your business.

The strategy is to be successful by making a difference.

There are three critical processes in strategic marketing. First; definition of value, secondly; the third is to define this value and to produce this value.



Product: What do you sell? What are the physical properties of your product or the uniqueness of your service? What are you offering from your competitors and what advantages does your customer offer?

Price: How much does it cost to buy your product or service? How does it compare to your competitors? What will be your profit margin by selling at this price?

Location: Can your products and services be purchased? This should be where consumers can buy, beyond having a home office. If you are in multiple locations, you should work to calculate the percentage of sales from each location. For example, what about your Internet marketing strategy? What is your sales strategy? How will the transaction take place, what is the cost of getting the product / service to the consumer / customer and what will be your refund? Your return policy?

Promotion: How do you think the market will be informed about your products or services? How will you tell them about the features and benefits you offer them to control what you offer them? What marketing tactics will you use and what do you expect will have consequences for each method? Add information about any incentives or discount coupons that you will use to attract the business.

People: This is important for the newly added “P” to the marketing mix and others to help you create or deliver your product or service. Who are these people (eg salespeople, virtual assistants) and what do they do (eg sales calls, customer service)? What is the level of education and / or experience in providing assistance to your business?

To expand their marketing opportunities and creating differences in terms of global competition in the market it is important to use values specific to Turkey. In this respect, strategies are needed for green marketing, the development of traditional and organic product potential, the spread of e-commerce, which has various advantages, and the spread of e-commerce and marketing supports on a farmer scale.

The following points should be considered in the well-structured communication strategies of agricultural products and foodstuffs:

- ▶ Evaluation of marketing communication opportunities (firms know the environment economically, socio-culturally, legally and naturally)
- ▶ Good analysis of marketing communication resources (firms criticize themselves on financial structure, production capacity, expert staff, demand creation studies, quality-price compliance)
- ▶ To determine the marketing communication goals (determining the goals of the partnership, marketing, sales and advertisement, developing the frequently used consumer communication goals (informing about the new product, increasing the frequency of use of the product, reminding the product, informing the consumer about the product use, product and company image creating consumer loyalty)
- ▶ To investigate and evaluate alternative marketing communication strategies (estimating the risk of alternative strategies, the response of potential competitors to these strategies)
- ▶ Separating specific marketing communication tasks (after the strategy is determined, making decisions on packaging, salespeople, price, place of sale, brand etc.) (Emeksiz et al. 2014)

Traditional products have their own unique qualities and differences make their position in the market advantageous compared to other competitive products. Although these products are not known very much outside the regions where they are produced, it is seen that some products are widely accepted and their reputation spread from country to country (Demirbaş et al., 2006).

According to a research made by Everest et al in 2018; the most effective factor for consumers to prefer their cooperative brands over other brands is that they think that the products with cooperative brand are better quality. This shows that the view of the society towards the cooperatives is positive.

It is seen that the society has a positive attitude and behavior towards cooperatives. The society has a desire to support cooperatives. Consumers are aware that cooperative branded products are better quality and affordable, and they expect to see more product options, advertisement and promotion works in cooperative brands. So cooperatives should work more on product marketing.

The products purchased from the partners should be presented to the market directly by the cooperative with the brand of cooperative. It is a process that requires time and financial resources for the cooperative to offer products to the market under its own brand. Cooperative partners and managers should be encouraged and raised in this regard. Successful cooperatives that market products under their own brand should be examined and taken as an example. Here, especially the ability of cooperative managers to access resources is important (Everest et al. 2018).

Today, it is only possible to keep up with the developments in the rapidly changing world, to be able to take part in the growing market and to struggle with the rivals in the market, by creating strong brands. By determining what the consumer expects from a brand, considering the competing products, the product should be differentiated against the competitors. Brands are created by knowing what the consumer wants and developing the product accordingly and become permanent. This is possible in close relationship with the consumer. The brand is one of the most important factors for the consumer to choose a product because the feature that distinguishes one product from the others can be demonstrated with the brand. Brand for consumer; image, trust, quality, good service, satisfaction and self-expression. In today's consumer society, there are many options for consumers, so consumers are more selective. At this point, branded products are preferred. The aim of marketing is to create the brand that is targeted in the mind of a prospective consumer (Armağan, E. and Gider, A. 2017).

Within the increasing competition conditions and increasing high production capacity, businesses struggle to exist in the face of a small number of demands, in a wide range of products. Businesses in this struggle aim to achieve competitive advantage by differentiating brands in the minds of existing and potential consumers and in the target market. Today, keeping up with the developments in the rapidly developing world, being able to take part in the rapidly growing market and struggling with the market in the market can only be achieved by creating strong brands and establishing a strong connection with consumers.

One of the ways to differentiate products in marketing is packages and packaging. Packaging is an important tool to increase the competitiveness of businesses in both national and international markets (Luca P. and Penco, P. 2006).

Packaging; wraps and containers made of materials such as plastic, paper, cardboard and glass that protect the food product from external factors, facilitate the distribution, marketing processes by keeping the products together, and inform the consumer about

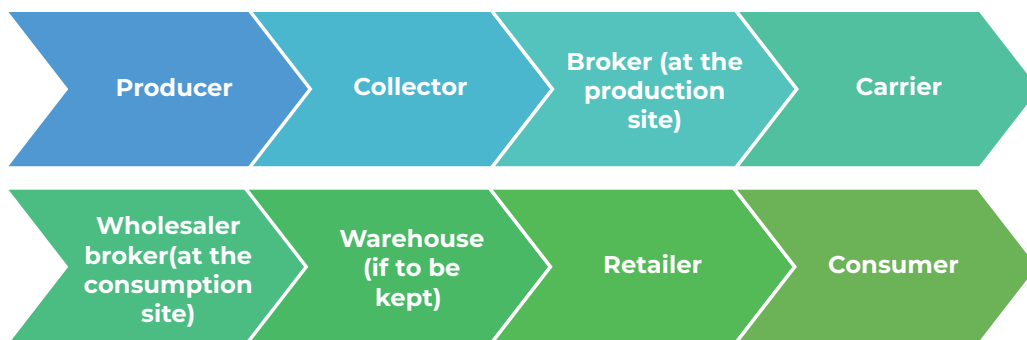


the goods inside. In addition to providing the product to the consumer in the most economical way, the packaging also creates ease of storage. Another important task of the packaging is the ease of selection and use of the consumer with the information it carries. Since fruits and vegetables are non-durable products, they must be packaged for preservation until they are delivered to the consumer. At this stage, it is extremely important to choose the packaging that is suitable for the fruit and vegetable type and processing method. Different types of packaging are used in the internal and external marketing of fruits and vegetables.

One of the important issues in the packaging of food products is the cost of packaging. Package and packaging costs vary according to the packaging material used, transportation, share of general expenses and the rate of damage. Excessive protective packaging increases costs as well as inadequate packaging can increase costs due to damage caused. Costs for the supply of packaging materials are the most important cost element. In addition, leasing, depreciation and maintenance costs are also made for the storage of packaging materials in continuous production enterprises. Losses during the process of filling the packaging and moving the finished products to retailers are other factors that increase costs. Packaging should be done by considering consumer preferences, but cost increases should not take a large share in sales costs. In this case, it will be checked whether the profit to be obtained in the packaging of the product is higher than the packaging costs (12). Essentially, a package will be cheap or expensive, its availability, fitness for purpose, and most importantly, the interest that the product will receive in the dispatched location (Engindeniz, S. 2010).

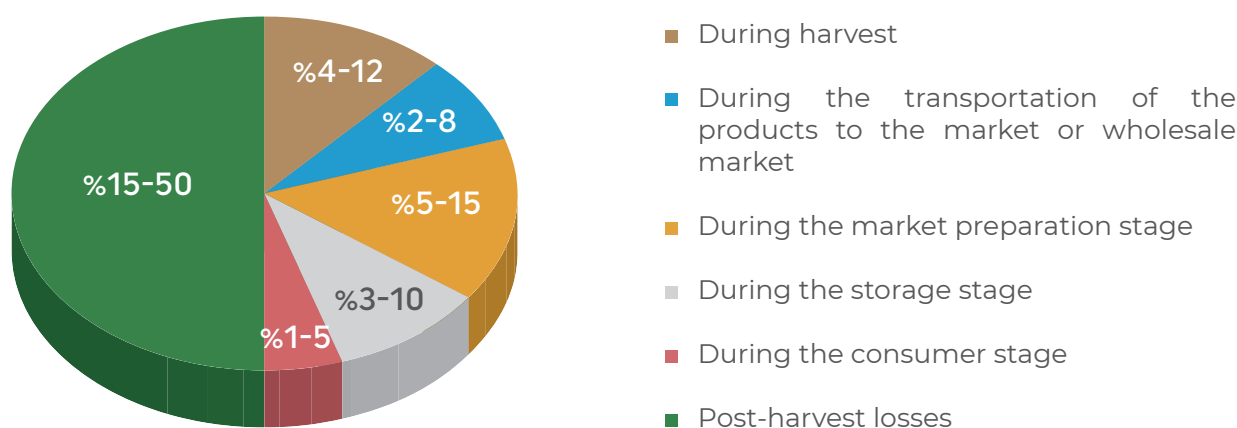
Within the scope of agricultural products, fresh fruit and vegetable products are sold from producers / consumers in the fields / greenhouses or purchased by retail chain enterprises, industrialists or exporters. The products are sold to street marketers, greengrocers and food / beverage companies in their wholesalers and eventually reach the end consumers through these businesses.

The longest distribution channel is “producer – collector – broker (at the production site) – carrier – wholesaler broker (at the consumption site) – warehouse (if to be kept) – retailer – consumer”. This long process increases both loss and costs, and reduces product quality. Average of 8 vehicles distribute 1 truck product to the wholesaler. Food production and distribution has a comprehensive supply chain. Food safety and loss must be prevented at every stage of the chain.



Considering the reasons for the losses; they are between 4 – 12 % during harvest, 2 – 8 % during the transportation of the products to the market or wholesale market, 5 – 15 % during the market preparation stage, 3 – 10 % during the storage stage and 1 – 5 % during the consumer stage. The main reasons for the losses are the decays due to diseases occurring in the post-harvest period, not pre-cooling, not maintaining a controlled atmosphere, and not packing, handling and transporting properly.

Figure 2: The Formation Processes of Losses within Food Chain



Packaging is a tool that ensures the reliable delivery and delivery of the products put into the consumer to the end consumer at the lowest total cost.

Packages are classified as follows:

Primary Packaging, Sales Packaging: It is the packaging surrounding the product when it is sold to the final consumer. Canned tin, jar, toothpaste tube, bottle, etc. that are in direct contact with the product. material and complementary covers, labels, etc.

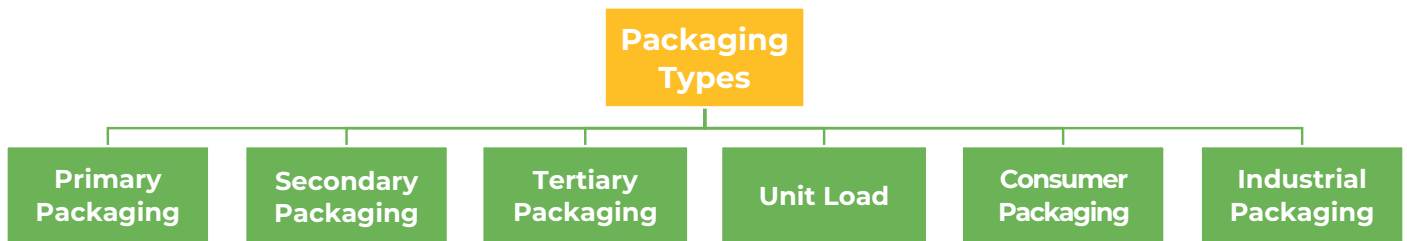
Secondary Packaging, Group Packaging: Parcel, carton, box etc. containing one or more primary packaging for easy transportation applications in the sales environment. It is packaging. This process is carried out to group products with shrink film, corrugated boxes, etc. for easy delivery to the consumer.

Tertiary Packaging, Transport Packaging: It is a package containing a certain number of products, primary or secondary packaging in order to prevent damages that may occur during handling during the transportation and storage process.

Unit Load: It is the packaging in which more than one package is combined for handling. For example, parcels that have been stretched together on the pallet.

Consumer Packaging: It is the packaging used to present the product to the end consumer at the point of sale.

Figure 3: Packaging Types



Industrial Packaging: It is the packaging used to deliver the products from the manufacturer to the manufacturer. In packaging, packaging design is important so that there is no gap between the product and the container. Otherwise, damage due to volume losses or overflows may occur. Within the framework of a packaging hierarchy, an integration is made between the product, box, parcel, pallet, container and transportation vehicle. Another important issue in packaging is warning symbols. Thus, the rules to be considered during transportation and storage are indicated on the packaging (URL, 8.).

Today, one of the most important packaging methods used to increase the durability and shelf life of fruits and vegetables is packaging in a modified atmosphere. The essence of this method is to fill the packaging with certain gas mixtures instead of air. Packaging in modified atmosphere is also known as packaging by changing gas. Changing the composition of the air around the fruit and vegetables also changes breathing. When the amount of oxygen is too low, the breathing rate also decreases and the biochemical events in the product slow down. Thus, it is prevented that the product ripens rapidly and starts to deteriorate with breathing. Although plastic films are used in this method, the types of films generally used are polyvinyl chloride, polyethylene, propylene and polystyrene. Another important method is vacuum packaging. In this method, fruits and vegetables that are cleaned and sliced are packaged with polyphine bags or films. The air in the environment is removed by vacuum before packing. In vacuum packaging, the atmosphere in the packaging is removed. Vacuum packaging is less costly than packaging in a modified atmosphere. The reason is that it does not require special packaging materials and gases. Another method that has been widely used in recent

years is active packaging (smart packaging). In this system, by adding some additives to the packaging material, the atmosphere in the packaging is actively changed and the shelf life of the food can be extended by reducing the deterioration reactions. The most important active packaging systems used for fruits and vegetables are; preservatives are emitters, moisture traps and ethylene traps (Engindeniz, S. 2010).



There are not many differences in the fresh fruit and vegetable trade between Turkey and EU countries. In general, fresh fruits and vegetables are bought on site by merchants and brought into fruit and vegetable form for distribution to the wholesaler. Generally, in the wholesale markets, producers cooperatives, brokers and representatives of hypermarkets coexist. In wholesale markets, fruit and vegetables are generally stored in cardboard boxes, plastic and wooden crates. Fruit and vegetable wholesalers serve as collection points where farmers or traders bring their products and market them. Even if the fruit and vegetable wholesalers are located in developed countries, these centers do not have packaging services. However, the role of packaging of fresh fruits and vegetables in Turkey and EU has been assumed by the packing houses. Packaging-houses are physical structures where fruits and vegetables are prepared for transportation and distribution after harvest. Although packaging houses have different functions such as cleaning of fruit and vegetables, sorting, packaging, cold storage and shipping to the market, their main activities are packaging. Therefore, a packaging house can control the quality and quantity of fruits and vegetables, and meet market demand and minimize losses during transportation and distribution.

7. FOOD AND AGRICULTURAL MARKETING REGULATIONS

Today, with the acceleration of restructuring in world trade in the globalization process, standardization has increased its importance even more. Standardization has many benefits in terms of manufacturer, firm, economy and consumer. As a matter of fact, with the planned and high quality production, reducing losses, facilitating storage and transportation; promoting quality and standard production, balancing supply and demand, eliminating disputes in foreign trade, improving foreign sales and positive effects on competition; The contribution it will provide to the consumer is very high by providing ease of comparison and selection, reducing deceptions in terms of price and quality, improving after-sales services. However, there may be several problems with the implementation of the standards. This may be due to the fact that the manufacturers do not have enough information, are reluctant, and the understanding of sales is incorrect (the product produced is sold). (Emeksiz et al. 2014)

While quality, which is defined as a measure of the product's ability to satisfy consumers' expectations, is important for companies to maintain their existence in domestic and foreign markets, to compete and increase their market shares; Quality control is also one of the primary issues that need attention. Quality control can be carried out at various levels during the production phase. Before starting production, control studies can be carried out at the design stage, in the use of raw materials and at the end of production. Quality control is considered as obtaining the least damaged product as well as it is evaluated as preventing negativities, planning and monitoring the control processes during the production process. With the increasing use of advanced technology, quality production has become mandatory. The cost of errors encountered during production and after sales is the cost of quality. Studies reveal that cost advantage is provided as a result of quality production (Emeksiz et al. 2014).

In the EU, where great importance is attached to delivering fresh, safe and healthy products to the consumer in the European Union (EU), precautions are taken in line with the unique structure of the production and trade of vegetables and fruits. EUCOFEL (European Union of the Fruit and Vegetable, Wholesale, Import and Export Trade – EU Vegetable and Fruit Wholesalers, Exporters and Importers Association) established within the EU; operates in the EU price mechanism, export incentives, quality standards, hygiene rules, customs duties, packaging and packaging waste, supporting funds, and information exchange. EUCOFEL aims to improve the contribution of fresh product consumption to healthy life by increasing the consumption of fresh products in the EU

market. In the fresh fruit and vegetable trade in the EU; Regulation 2200/96 on Fruit and Vegetable Common Market Order and Regulation No. 1148/2001 on Control of Compliance with Marketing Standards in Fresh Fruits and Vegetables constitute the main framework. Apart from these two regulations, there are also many directives and regulations regarding the trade of fresh vegetables and fruits.

Regulation No. 2200/96 on the Fruit and Vegetables Common Market Order contains 4 main issues.

These are;

- ✓ Classification of fresh vegetables and fruits and establishing standards,
- ✓ Establishment of producer organizations,
- ✓ Response arrangements,
- ✓ Trade with third countries.

Regulation No. 1148/2001 Regarding the Control of Conformity to Marketing Standards in Fresh Fruits Vegetables;

- ✓ Determination of the authorized institution that will carry out quality standard audits,
- ✓ Establishing a merchant database,
- ✓ Conducting compliance audits in the country,
- ✓ It envisages quality compliance audits in exports and imports (Özsu, 2005).

European legislation sets general and specific marketing standards for the minimum quality and minimum maturity of all fresh fruits and vegetables. This marketing standard “Extra Class” determines the properties of Class I and Class II products, different size codes and allowable tolerances in quality and size.

Preferred sizes differ between different European markets, but the quality is usually “Extra Class” or Class I. In some Eastern European countries, there is a market for Class II products in the processing industry. Marketing standards are designed to ensure that the product is intact, clean, properly labeled.

The general marketing standard sets out the definition of “solid, fair and marketable quality” for these products and requires them to bear the full name of their country of origin.

Most products are covered by a General Marketing Standard (General MS), but some products have Special marketing standards.

There are special marketing standards (MS) for fresh fruits and vegetables listed below. These products must have a certificate of conformity for each shipment. These certificates can be issued by European control bodies and in some cases by the country of origin.

- apples;
- citrus;
- kiwi fruit;
- lettuce, curly and broadleaf plants;
- peaches and nectarines;
- pear;
- strawberry;
- sweet pepper;
- table grapes;
- tomato



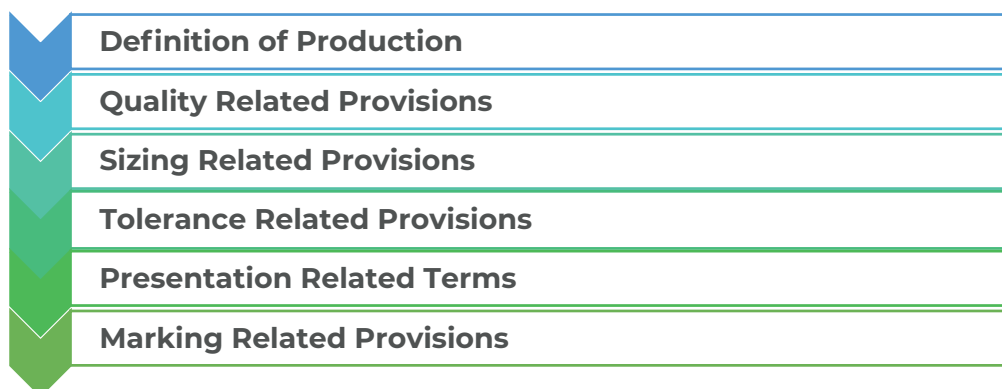
The specific marketing standards set out in Article 113 (1) (b) of Regulation (EC) No 1234/2007 are set out in Part I of Annex I of the following Regulation:

“COMMISSION IMPLEMENTING REGULATION (EU) No 543/2011 of 7 June 2011 laying down detailed rules for the application of Council Regulation (EC) No 1234/2007 in respect of the fruit and vegetables and processed fruit and vegetables sectors”

For example “PART 9: MARKETING STANDARD FOR TABLE GRAPES”, “PART 10: MARKETING STANDARD FOR TOMATOES”.

Special Marketing Standards in general; were created by describing the definition of production, quality related provisions, sizing related provisions, tolerance related provisions, presentation related terms and marking related provisions.

Figure 4: Special Marketing Standards



Fresh products that are not covered by a specific marketing standard must comply with the following:

- general marketing standards in Annex I (GMS), EU Regulation No 543/2011 Part A; or
- applicable UNECE standard (less strict than EU standard).

For example; **“UNECE STANDARD FFV-36 concerning the marketing and commercial quality control of TOMATOES”** . **“UNECE STANDARD FFV-13 concerning the marketing and commercial quality control of CHERRIES”**. **“UNECE STANDARD FFV-19 concerning the marketing and commercial quality control of TABLE GRAPES”**. **“UNECE STANDARD FFV-17 concerning the marketing and commercial quality control of FRESH FIGS”**.

UNECE standards in general; were created by describing the definition of production, quality related provisions, sizing related provisions, tolerance related provisions, presentation related terms and marking related provisions.

Users are free to choose whether they work with the EU or UNECE standard. If your product is not covered by a specific European standard, similar standards in Codex Alimentarius can be used.

The import of transactional products is not in line with EU marketing standards. However, they should be clearly marked on the packaging with “processing” or other equivalent expression (URL, 4).

8. MARKETING ENVIRONMENT (CONSUMER BEHAVIOR, TREND, ETC.)

Identifying consumer behavior correctly is the most important key to success in mobile marketing, as in traditional marketing. However, since there is no physical contact between the consumer and the business in mobile marketing activities, the determination of the behavior of the consumers differs from the old methods. For this reason, this subject is being researched and continued to be researched day by day.

People can no longer be connected to a stationary device, they can communicate with others even on the move, easily access the information they want, check their mail and exchange documents. In the age of technology and information, the communication styles and environments of consumers also change their understanding of consumption and therefore their consumption behavior and lead to the emergence of new forms of purchase (Terzi, O. and Kizgin, Y. 2017).

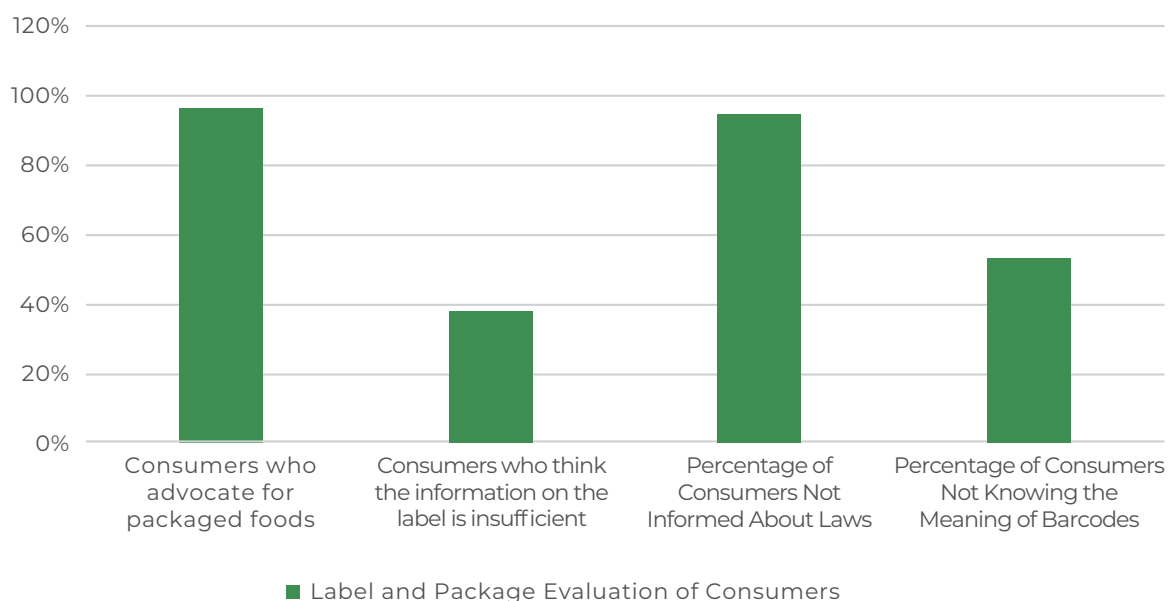
In today's world, businesses make market segmentation to reach the audiences they want to reach more easily and accurately. In this context, marketing understanding for generations may also lead to market segmentation strategies in recent years. Generation Y (Generation Y, which covers those born between 1980 and 1999) is the target audience of many businesses. It behaves differently from other generations, especially in terms of their tendency to technology and their use of technology. Having a consumption-oriented approach distinguishes Generation Y from other generations and makes it the target audience of many companies (Terzi, O. and Kizgin, Y. 2017).

The letter "Y", which is the same as the reading of the word "Why", has been found suitable for the naming of this generation. The fact that individuals have an inquisitive structure underlies the generation of this generation. This generation is considered to be the most diverse and the most equipped generation in terms of education. Generation Y in addition to its interrogator feature; It is defined as a libertarian, self-confident, collaborative and selfish generation. This generation has grown in touch with technology and has had the opportunity to meet computers, mobile phones and the internet at an early age. Generation Y was born in a world very different from their parents, grew up with modern technologies and fell into a world of consumption. Having purchasing power and being actively involved in the business world leads to increased interest in Generation Y. Both businesses and researchers carry out many studies to understand Generation Y (Terzi, O. and Kizgin, Y. 2017).

Packaging, which contributes to products such as protection, promotion, price adjustment, storage and transportation, is an indicator and tool of modern marketing understanding and gains importance with increasing awareness of product and consumer health. In addition, self-service shopping and supermarkets are becoming widespread, the use of flashy materials depending on the developments in the packaging industry, increased consumer sovereignty in the market, increased income level, product differentiation, product shelf life and storage conditions are meticulous, working in the family and especially women. As a result, shortening of shopping time accelerated the demand for packaging. (Emeksiz et al. 2014)

Legal information has increased the importance of label information as much as packaging, as a result of companies' efforts on food packaging and consumer awareness. Labeling provides information about the product and the manufacturer. This information; includes many elements such as product name, content, company name, quality certificate, and what they are. Today, consumers are monitoring tag information more carefully. As a matter of fact, in a study, 96 % of consumers advocate that foods should be packaged (Albayrak 2000), 37.7 % of consumers see that label information is not sufficient (use and storage information is insufficient, expiry date and contents are not reliable, information is not legible. can be deleted), 94.4 % stated that they are ignorant about the law, and 53.4 % stated that they do not know the meaning of the barcode. In the light of these findings, it is revealed that firms should show more attention to packaging and label information within the framework of legal regulations. Firms should attach importance to the mentioned issues since it is the consumer satisfaction in the market. (Emeksiz et al. 2014).

Figure 5: Label and Package Evaluation of Consumers



Customer satisfaction or dissatisfaction can determine the fate of businesses. The consumer is satisfied if the product they purchase meets the demands and needs. The biggest aim of the enterprises is to obtain loyal customers and to increase the number of these customers day by day. In other words, they desire to sell again with the same customer. This is only possible with the satisfaction of the customer (Araz, 2010).

For retailers, it provides a strategic advantage to understand the wishes and needs of customers, to provide complementary products to customers in different marketing channels, to provide complete information about the products and to use feedback from customers well. Retailers need to analyze data from customers and contact their customers through many channels in order to provide services to customers with different needs. In this context, it has become important to determine what retailers are doing to adapt to changing competitive conditions and how consumer perceptions change. As the retail sector develops according to the preferences of the consumers, it is shaped by the change of demographic features. Today, technological developments have affected retail as well as they affect all other sectors. In addition to technological developments, the increase in the variety of goods and services and the emergence of different marketing channels have shortened consumers' access to goods / services compared to the past and changed their expectations from retailers (Börühan, G. et al. 2017).

The brand, which distinguishes especially concrete products that affect and shape the consumer and the consumer decision-making process, is the focus of its advertising and marketing activities.

Consumers who interact with the brand and believe that the brand reflects its own inner world are less likely to be made wrong by the brand. Brands that express themselves both internally and socially have a positive relationship with their customers. The data show that consumers who like brands that reflect their social self are more likely to accept the brand (Armağan, E., & Gider, A.2017).

The market of organic agricultural products in the world has been growing rapidly especially in developed countries and in parallel to our country in recent years. The most important factor in the growth of this market is consumer demands. Increasing the education and income levels of consumers, increasing the attention to the quality of the products they consume, increasing awareness of food safety, and consequently increasing the demand for organic products by paying more prices (Aktürk, D. 2015).

In order to increase the consumption of organic products, it is necessary to increase the advertising activities in order to transfer sufficient and healthy information about the products to the consumers. Providing state support to the producers by determining the right price policies, thus, it is ensured that the prices that organic products can demand in the middle-income consumers should be formed. In order to increase consumer awareness on organic products, training studies on this subject will be provided and the development of organic markets can be achieved by increasing consumer demand (Aktürk, D. 2015).

The most important factors are the product protection feature of the packaging, the fact that the food products are bought by paying attention to the information on the packaging, the reassuring feature of the packaging due to its protective properties in the food products and that the packaging gives the product an identity. Other important issues are that packaging facilitates the sale, increases the sales of food products in terms of health, gives information about the product, packaging the products that deteriorate quickly, gives confidence for the purchase of the product, facilitates the sale of the packaging that looks attractive, differentiates the product, and the packaging facilitates the transportation of the product. The expressions that designing in the form of harmonious writing and shape in the packaging increased sales, a packaging formed with the colors chosen in accordance with the structure of the product positively affects the sale, the flamboyant packaging made of expensive and durable material gives the image that the product is of good quality, the choice of color in the packaging affects the feelings and thoughts of the customers about the product, are ineffective statements. In addition, a well-designed packaging creates a sales-increasing effect. A well designed packaging in all aspects creates more sales-increasing effects and more contributes to long-term sales strategies in terms of the fact that the consumer can distinguish the product from others, especially in a competitive environment, show the consumer “that he/she gets the value for his/her money”, stimulate the consumer to buy again (Baydaş, A. and Yaşar, ME 2018).

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