

Production and marketing of organic dried apricot in Turkey

Gültekin U., Adanacioglu H.

in

Nikolaidis A. (ed.), Baourakis G. (ed.), Isikli E. (ed.), Yercan M. (ed.).
The market for organic products in the Mediterranean region

Chania : CIHEAM

Cahiers Options Méditerranéennes; n. 61

2003

pages 287-292

Article available on line / Article disponible en ligne à l'adresse :

<http://om.ciheam.org/article.php?IDPDF=800171>

To cite this article / Pour citer cet article

Gültekin U., Adanacioglu H. **Production and marketing of organic dried apricot in Turkey.** In : Nikolaidis A. (ed.), Baourakis G. (ed.), Isikli E. (ed.), Yercan M. (ed.). *The market for organic products in the Mediterranean region*. Chania : CIHEAM, 2003. p. 287-292 (Cahiers Options Méditerranéennes; n. 61)



<http://www.ciheam.org/>
<http://om.ciheam.org/>

Production And Marketing of Organic Dried Apricot in Turkey

Ufuk Gültekin¹ and Hakan Adanacioğlu²

¹ Department of Agricultural Economics, Faculty of Agriculture, Çukurova University, Turkey

² Department of Agricultural Economics, Faculty of Agriculture, Ege University, Turkey

Abstract: Turkey is one of the best situated countries in the world for organic cultivation. The number of farmers in Turkey dealing with organic agriculture is increasing year by year. As a result of these developments, the variety of organic products is rising. The organic agricultural production started in the 1980's in Turkey. The first organic production was performed in the Aegean Region with dried figs and raisins. Although raisins, apricots and dried figs were the pioneer organic products of Turkey in 1985, today around 95 kinds of agricultural products are organically produced in Turkey (IGEME, 2001). As a result of this, Turkish organic agricultural products are becoming more and more familiar to foreign importers. With the advances in organic agriculture, European companies have been demanding organic products from Turkish companies, since 1984-85. In 2001, around 20 countries imported organic products from Turkey. The total exports of organic products was \$ 27.638.643 in 2001.

In this study, organic dried apricot has been studied. It was first produced organically in Turkey in 1985. This article discusses organic dried apricot production and its marketing methods.

Keywords: Production of organic dried apricot, marketing of organic dried apricot.

1. Introduction

The statistical material shows that organic farming is practised in many countries of the world, and that the area under organic management is continually growing. Also for those countries for which no statistical material was available it may be assumed that organic agriculture methods are being practised, for only those countries were included in the tables, where IFOAM member organisations exist. In many other countries worldwide, organic agriculture was established because of the demand for organic products in Europe, North America and Japan. According to the SOEL-Survey, (February, 2002) more than 17 million hectares are managed organically worldwide. Presently, the major part of this area is located in Australia (7.7 million hectares), Argentina (2.8 million hectares) and Italy (more than 1 million hectares). The percentages, however, are highest in Europe (Table 1). (Yussefi and Willer, 2002)

As a result of this improvement in the world, Turkey has also begun emphasising organic production. In Turkey, organic production started in 1984-85 where European companies mostly demanded organically grown traditional crops such as dried fruits and nuts. During this period, companies received consultancy from European firms. During the last 5-8 years, the demand for new products has been increasing. For further development of organic agriculture in Turkey, different sectors have different needs and functions. These can be classified as training, research, development of the domestic market for organic inputs and organic products (MOAN, 2002).

Generally, in 2000 there were 13.187 organic farmers and 59.649 ha of organic fields used for this practice. About 95 different organic crops are available for local and foreign markets. The main foreign markets for organic products is Germany (61%), USA (15%) and England (5%).

The other European countries make up between 2-3 %. The main commodity group is dried fruits and nuts. The total income from organic product exports was \$27.638.643 in 2001. More than 90% of organic production was attributed to the foreign market.

Table 1. State of Organic Agriculture in Individual Countries and Land Area Under Organic Management in Percent of Total Agricultural Area (SOEL-Survey, February 2002)

Country	Organic Land (ha)	Country	Organic Land (%)
Australia	7.654.924	Liechtenstein	17,97
Argentina	2.800.000	Switzerland	9,00
Italy	1.040.377	Austria	8,64
USA	900.000	Italy	6,76
Brazil	803.180	Finland	6,73
Germany	546.023	Denmark	6,20
UK	527.323	Sweden	5,20
Spain	380.838	Czech Rep.	3,86
France	371.000	Iceland	3,40
Canada	340.200	England	3,33
Austria	271.950	Germany	3,20
Sweden	171.682	Slovakia	2,45
Turkey	59.649	Turkey	0,22
TOTAL	17.156.455	TOTAL	100,00

Source: Yussefi and Willer, 2002

2. Material and Method

In this study, all needed materials have been derived from the sources published by the Ministry of Agriculture and Rural Affairs, FAO, IGEME (Export Promotion Center of Turkey) and AGEAN Exporters Union. The data has been analyzed with the use of percentages.

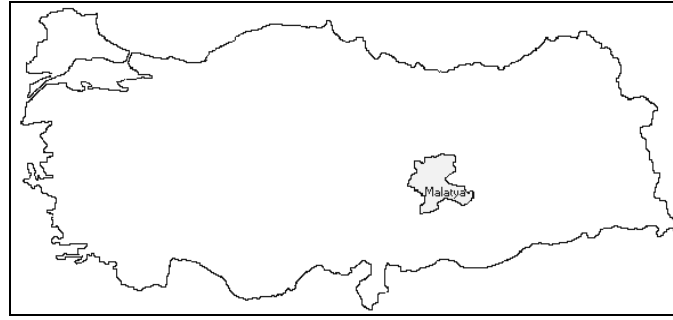
3. Results and Discussion

3.1. Organic Dried Apricot Production in Turkey

Turkey is one of the leading producer countries in the world with not only fresh apricot production but also organic dried apricot. Organic dried apricot is mainly produced in Malatya province in Turkey (see map1). Malatya which is located in the Central Eastern Anatolian Region produces nearly half of the crop and almost all of the export-oriented dried apricots in Turkey.

The production figure for fresh fig production in Malatya, Turkey in 2000 is 330.724 tons and for dried fig, 78.212 tons (see Table 2). Being the major supplier of world famous dried apricots, Turkey has also started to emphasize the fresh apricot exporting business as well.

On the other hand, the organic apricot production has taken into consideration that about 270 farmers are producing organic apricot and around 1680 ha of land are used for organic apricot production (Table 3).



Map 1. Malatya Province in Turkey

Table 2. Conventional Apricot Production in Malatya

Year 2000 DISTRICT	(ton) FRESH	(ton) DRY	% FRESH/TOTAL FRESH	% DRY/FRESH
AKÇADAĞ	98.000	22.500	29,6	23,0
DARENDE	78.540	18.635	23,7	23,7
MERKEZ	28.638	6.950	8,7	24,3
DOĞANŞEHİR	27.920	6.795	8,4	24,3
HEKİMHAN	26.728	6.500	8,1	24,3
BATTALGAZİ	19.956	4.726	6,0	23,7
DOĞANYOL	8.680	2.160	2,6	24,9
KALE	8.610	2.000	2,6	23,2
ARGUVAN	7.928	1.906	2,4	24,0
YEŞİLYURT	6.932	1.625	2,1	23,4
KULUNCAK	6.863	1.690	2,1	24,6
YAZIHAN	5.840	1.300	1,8	22,3
PÖTÜRGE	5.569	1.325	1,7	23,8
ARAPGİR	520	100	0,2	19,2
TOPLAM	330.724	78.212		

Source: The Ministry of Agriculture and Rural Affairs (MARA), Ankara, 2001.

Table 3. Organic Dried Apricot Production in Turkey

YEAR 1999	Control Firm	No. of Farmers	Area (ha.)	Production (tons)	Domestic Demand	Export (tons)
APRICOT	INAC	105	862,6	8613,6	354,25	3919,52
	IMO	60	218,2	335,8	-	355,8
	ECOCERT	41	452	1273	59,2	1099,3
	SKAL	65	150	600	490	110
TOTAL ORGANIC APRICOT		271	1682,8	10822,4	903,45	5484,62
%		2,2	13,7	88,2	7,4	44,7
TOTAL ORGANIC IN TURKEY		12275	46522,84	168306,2	342442,9	27629,15

Source : The Ministry of Agriculture and Rural Affairs (MARA), Ankara, 1999.

In addition, organic dried apricot production holds a 14% share of total dried apricot production (Figure 1.). Organic dried apricot production is mainly directed to the export market. The demand in the local market has started in the last years.

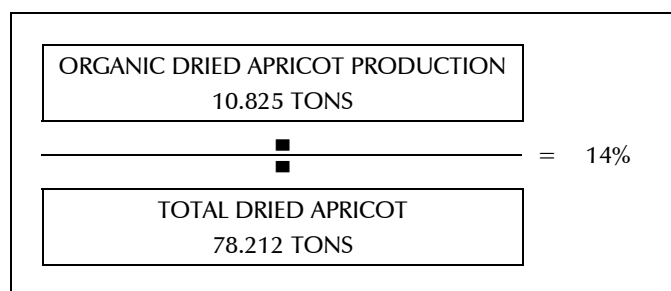


Figure 1. Share of Organic Dried Apricot within Total

3.2. Organic Dried Apricot Marketing in Turkey

Most of the organic dried apricot produced in Turkey is exported. In 2000, 1050 tons of organic dried apricot was exported from Turkey. For the time being the destination for the majority of exports is Germany, the UK and the USA (Table 4 and Figure 2). No major difficulty has been encountered in the exportation of dried fruits and nuts since Turkey is the major producer country. But, on the other hand, because of the competition, the dried apricot prices have been especially decreasing. For example, in 1997 the export price was 3.26 \$/kg and in 2001, the price was 1.56 \$/kg. In the same year the price for conventional dried apricot was 1.43 \$/kg and this is an important point. The export prices of the organic products are still relatively higher than the prices of conventional ones but not so much.

Table 4. Export Of Organic Product
(QUANTITY:Tons; VALUE:1000\$)

PRODUCTS	1998		1999		2000		2000	
	Q	V	Q	V	Q	V	Q %	V %
Raisin	2.839	3.855	3.289	4.150	4.028	4.610	33,4	22,1
Dried Apricots	953	2.724	1.045	3.033	1.050	2.344	8,7	11,2
Dried Figs	1.469	3.580	1.580	3.556	1.733	3.308	14,4	15,9
Hazelnuts	742	3.948	879	4.036	1.039	4.009	8,6	19,2
Pine Kernels	19	401	36	696	52	787	0,4	3,8
Lentils	335	359	616	575	897	788	7,4	3,8
Chickpeas	590	535	934	818	679	598	5,6	2,9
Apple Juice	0	0	555	761	290	388	2,4	1,9
Other Fruit Juice	0	0	15	52	236	363	2,0	1,7
Cotton	75	161	169	356	175	299	1,5	1,4
Pepper	29	54	131	166	145	217	1,2	1,0
Prunes	20	20	116	175	213	253	1,8	1,2
Poppy Seeds	213	376	137	172	165	208	1,4	1,0
Olive Oil	21	50	381	872	15	48	0,1	0,2
TOTAL (Including Others)	8.029	17.849	11.679	23.562	12.047	20.837	100,0	100,0

Source : The Export Promotion Center of Turkey (IGEME), Ankara, 2000.

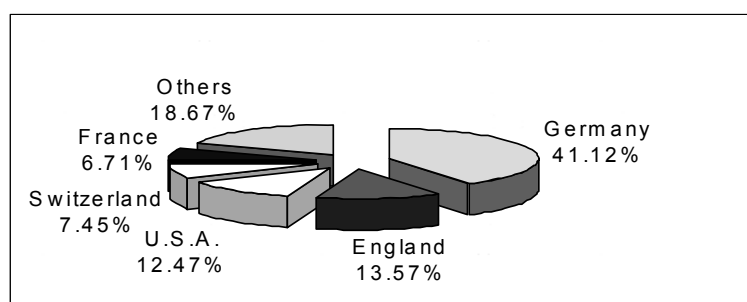


Figure 2. Exports of Organic Dried Apricot by Countries (% Within Total Quantity : Tons)

Source : The Aegean Exporters' Union, Izmir, 2001

On the other hand, the domestic market is developing rapidly, with organic products appearing in markets, supermarkets, and hypermarkets in the last years. The organic dried apricot marketing chain is provided in Figure 3. Along this chain, the exporter firms reach an agreement with the producers. Secondly, the firms apply and get a production certificate from the Ministry of Agriculture and Rural Affairs. After this step, the firms acquire products from the producers and supply them to the foreign market. The Aegean Exporters' Union is a coordinator union and helps in the export process. According to national regulations, all goods produced and exported as organic need to be declared to the exporters' union. The Aegean Exporters' Union in Izmir is responsible for the collection of all the information from other regions. In addition, exporters can also sell the products to the domestic market. The Control and Certification Body and exporters also play a role in this. Moreover, the Ministry of Agriculture and Rural Affairs can also control farmers, certification bodies and exporters.

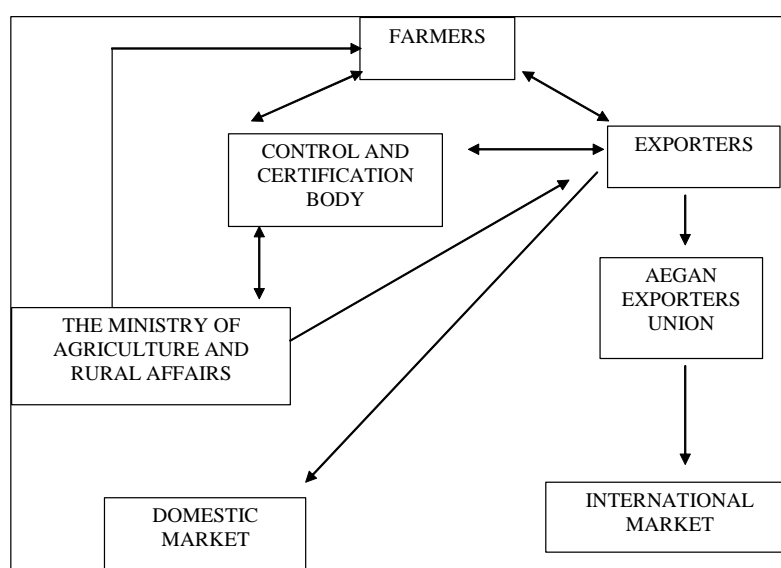


Figure 3. Marketing Chains of Organic Dried Apricot in Turkey

4. Conclusion

Even though the organic dried apricot has an important place in the Turkish export frame, there are many problems existing in the market. For example, the price of organic apricot production is decreasing year by year and is nearly selling at the same price as the conventional one. This factor is diminishing the price premium because of its privilege of being an organic product. The low price margin of organic dried apricots seems to be a limiting factor for the enhance-

ment of the future market. Thus, the exporters need to avoid competitive prices and agree on actual prices for organic dried apricots.

References

- [1] Aksoy, U. and Altındışli, A., 1999, Production, Export and Possibilities to Develop Organic Farming Products in the World and Turkey, Chamber of Istanbul Commerce, No :70, Istanbul-Turkey.
- [2] Schayes, S.R., 2001, Turkish Organic Products Organic Food Report, U.S. Embassy, Ankara.
- [3] The Aegean Exporters' Union, Statistics, 2001, İzmir-Turkey.
- [4] The Ministry of Agriculture and Rural Affairs (MARA), 1999, Statistics, Ankara-Turkey.
- [5] IGEME, 2001, Organic Agricultural Products. (www.igeme.gov.tr), Ankara.
- [6] WILLER, H., YUSSEFI, M., 2002, Organic Agriculture Worldwide-Statistics and Future Prospects. Foundation Ecology & Agriculture, (SÖL) 2002, Germany.
- [7] IGEME, 2002, Organic Agricultural Products of Turkey, Export Promotion Center of Turkey, Ankara.
- [8] MOAN, 2002, Network on Mediterranean Organic Agriculture, (www.organicmedit.org)