The Workshop On Cross-border Agri-food Trade

TURKEY’S DRIED FRUIT EXPORTS

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Contents

• Brief on Turkey
• Aegean Dried Fruit Exporters Association
  – Promotion
  – Coordination
  – Monitoring
• Dried Fruits Promotion Committee of Turkey
• Production & Export
ECONOMIC OUTLOOK FOR TURKEY

- GDP: USD 800 billion - 2014
- GDP per capita: USD 10,404 - 2014
- Exports: USD 158 billion - 2014

- 16th largest economy - 2013
- Robust economic growth - 4.7% average annual real GDP growth - 2002-2014
THE EXPORTS STRATEGY OF TURKEY FOR 2023

• Initiated by
  – The Ministry of Economy and
  – Turkish Exporters Assembly in 2009.

• Goals by 2023:
  – USD 500 billion of exports volume and
  – USD 55 billion dollars of food exports
  – Become 10th largest economy
  – Hold 1.5% share of the world’s trade
  – Achieve 80% exports/imports ratio in 2023
HISTORY OF AGRICULTURE IN TURKEY

• Many archeological sites with significance in the history of agriculture Catalhoyuk, Gobeklitepe

• Catalhoyuk:
  – One of the earliest sites of plant domestication (10,000 years ago)
  – More than 1000 houses where people collected wild grasses and used the seeds for food, while also planting some for the next year’s crop
TURKEY

• One of the major producer and exporter of dried fruit and nuts
• Top producer and exporter of high quality sultanas, dried figs and dried apricots
• More than 100 years dried fruit export experience
TURKISH DRIED FRUITS

- Exports to more than 150 countries, (the EU, the US and the Russian Federation)
- Traditional export products
- Have high quality and unique taste
- Well known in international markets
QUALITY SYSTEM IN TURKEY

In house quality standards of companies

AEA: Aflatoxin project, Grape Quality Project

Private quality schemes/processing and marketing:
BRC

Private quality schemes/primary production:
Global GAP

Legislation-official standards
EXPORTERS ASSOCIATIONS

• Umbrella organizations, operating in several regions of Turkey since 1937.
• 61 Exporter Associations - 13 general secretariats in 24 different sectors.
• Aegean Exporters' Associations (AEA) is one of the 13 general secretariats in Turkey
• 12 Associations under AEA’s roof, operating in 12 different sectors.
• Aegean Dried Fruits Exporters’ Association is one of those 12 Associations
Aegean Dried Fruits Exporters’ Association

- Founded in 1939, Izmir
- More than 400 members
- 65% of the Turkish dried fruit export
- Monitors developments in the value chain of the dried fruit sector within or outside Turkey
- An important stakeholder for Ministry of Economy, Ministry of Agriculture and other related institutions, universities, organizations
Aegean Dried Fruits Exporters’ Association

- Member of
  - INC,
  - FRUCOM,
  - IFOAM,
  - International Seedless Dried Grapes Producing Countries Conference

- Participates in *European Dried Fruit Meeting* organised by the *Waren-Verein der Hamburger Boerse*
Aegean Dried Fruits Exporters’ Association

- Support national and international symposia
- Support scientific research and training projects
- Organize seminars, meetings together with universities and other related bodies to increase quality of export products
- Help increase safety and quality of products
- Prepare and disseminate brochures, posters
  - to increase the awareness of the producers on the issues of Aflatoxin, Ochratoxin-A, Good Agricultural Practices, etc.
BOOKLETS

Apricot Growers  Grape Growers  Fig Growers
MEETINGS AND SEMINARS

Meetings with Commodity Bourses

Meetings with growers
SYMPOSIA

Food Research and Development Brokerage Events with partnership of Ege University (2012-2013-2015)
With partnership of Wageningen University in 2013
BROCHURES/POSTERS FOR GRAPE GROWERS
**Aflatoksinsiz Kuru İncir nasıl Yetiştirilir?**

**Aflatoxin:** Kuru incirde bazı kükürlerin oluşturduğu sağlığa zararlı ve tohumluk bir madde olabilir.

**Aflatoksinli kuru incirlerin iz pazara satışı veya ihracatı YASAKTIR.**

**Aflatoksinsiz Kaliteli Kuru İncir için:**

- İlere maddede sağlıktan itibariyle yaşayan tohumlar.
- Endüstriyel ürünlerin izin alması veya ihracatı YASAKTIR.
- **Aşağıdaki nedenlerden dolayı tetikleyici etki vermesi:**
  - Uzun süre tohumdan alınan tohumlar.
  - Tatlı ile örtünümüzdede sağlığın ve güvendiğimiz bir madde vermesi.

**Mücevher pazarında hafif etkinlik ve tedbirlerin uygulanması:**

![](image1)

**Aflatoksinsiz yetişme:**

- Su ve tohumdan alınan tohumluların uygun şekilde süreklenmesi.
- **Doğal ve organik kimyasal ürünlerle:**
  - Su ve tohumdan alınan tohumluların uygun şekilde süreklenmesi.

**Eksilik böcekleri ile mücadelede:**

**Değerli Kuru İncir Üreticileri:**

- **Eksilik böcekleri ile mücadelede:**
  - Çeşitli türlerin arasından seçilmesi.
- **Doğal böcekleri ile:**
  - Çeşitli türlerin arasından seçilmesi.

**Nisan ayının ilanı**:

7-10 Nisan cadehaların kurdu ve içerekرع

**Eksilik böcekleri ile mücadelede:**

- **Çeşitlilik**:
  - Çeşitli türlerin arasından seçilmesi.
- **Doğal böcekleri ile:**
  - Çeşitli türlerin arasından seçilmesi.
DRIED FRUITS PROMOTION COMMITTEE OF TURKEY

Established officially in October 2012.
9 members appointed by the Aegean, Istanbul and Southeast Anatolia Dried Fruits Exporters’ Associations.

• Dried grapes, dried apricots, dried figs and pistachios.
• Increase awareness, consumption, competitiveness and market diversity.
DRIED FRUITS PROMOTION COMMITTEE OF TURKEY

• Domestic and international promotional activities
  – (fairs, in-store promotions)

• Target countries:
  – China, USA, Russia, Indonesia, Malaysia, Japan, India, Brazil, South Korea
Quality and safety are monitored from the field to the consumer
OUTLOOK

• Dried Apricots:
  • No new planting for dried apricots
  • Research on alternative crops in the production region (dried prunes)

• Seedless Dried Grapes:
  • No new planting for seedless dried grapes
  • Research on new table grape varieties

• Dried Figs:
  • No new planting for dried figs
  • Research on new fig varieties
TURKISH DRIED FRUITS EXPORT QUANTITY BY MAIN COUNTRIES 2014

- Germany: 17%
- UK: 14%
- France: 32%
- USA: 7%
- Netherlands: 5%
- Italy: 7%
- Australia: 7%
- Iraq: 6%
- Spain: 4%
- Russian Federation: 2%
- Other Countries: 3%
TURKISH DRIED FRUITS EXPORT QUANTITY BY PRODUCT 2014

- SULTANAS: 52%
- DRIED APRICOTS: 18%
- DRIED FIGS: 15%
- OTHER DRIED FRUITS: 3%
- ROASTED CHICKPEA: 3%
- OTHER ROASTED FRUITS: 5%
- WALNUT: 1%
- ALMOND: 1%
- DRIED APPLE: 1%
- PISTACHIO: 1%
- APRRICOT KERNEL: 1%
- PINENUT: 1%
- DRIED PRUNE: 1%
### Seedless Dried Grapes

**Official Estimate & Export by Seasons (1,000 MT)**

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*As of 31 May 2015*
DRIED APRICOTS
OFFICIAL ESTIMATE & EXPORT BY SEASONS (1.000 MT)

* As of 31 May 2015
DRIED FIGS
OFFICIAL ESTIMATE & EXPORT BY SEASONS (1,000 MT)

* As of 31 May 2015
CONCLUSION

• Developing market for dried fruits and nuts
• Increased need for standards
• Higher demand to enhance communications among stakeholders
Thank you