

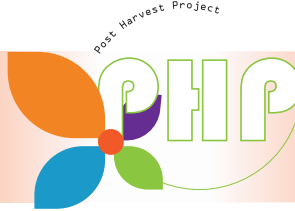


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# *Marketing Opportunities of Fruits*

## *Training Material*



"Best Innovative Approach to Minimize Post Harvest Losses within Food Chain"

POSTHARVEST

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TARIMAŞ BURSA LIVESTOCK AGRICULTURE IND. and TRAND.INC.

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ISEKI Food Association

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## **PREFACE**

Marketing is important for all agricultural companies, whether they are small or big. Current market should be well identified and researched before production. Production of a good, which does not have any marketing possibility or does have market but not produced in compliance with the market, will be fully pointless.

Some producers from our country or throughout the world might have established market connections. These producers might employ currently available organizations for marketing and market their products. However, small scaled fruit and vegetable producers generally have difficulties to find established markets. Therefore, they should develop marketing systems, adjusted according to their statuses. They can establish Cooperatives and Producer Associations, and mutually market their products. As a matter of fact, we believe that this is the most accurate method. Otherwise, they can also establish a marketing system, fully owned by them.

This training material, issued by us, Tarım A.Ş. along with our staff experienced on local and international marketing, shall be an innovative source for farmers, wholesalers, traders, trainers and instructors. Training of key actors in fruit and vegetable sector is essential in order to prevent food losses due to refusal of foodstuff and not complying with the standards within EU states and other countries.

While issuing this training material; we aim to reduce refusal of fruits and vegetables due to not complying with the marketing standards, and to increase the effectiveness of farmers, wholesalers, traders, trainers and instructors, and to reduce the loss of foodstuff.

For this purpose, we first studied EU standards in order to market fruits. Secondly, we exerted huge efforts for developing an innovative, easy to understand training material. We believe that this training material, issued by us, shall be a good guide for target groups or traders or exporters, who intend to market their products. Nevertheless, it shall also a good source for trainers and instructors within vocational training and educational schools and institutions.

Hope to be remembered while progressing on this beautifully drawn road,  
Best regards...

**Fetullah BİNGÜL**

Tarım Inc. General Manager

## 1. INTRODUCTION

Fruits and vegetables constitute a significant proportion of the world's nutritional resources. Thanks to their rich nutritive value and healthy nutritional possibilities, they have a large share and prevalence in the consumption chain.

The protein content of some of the fruits and vegetables, especially those rich in vitamins, minerals and fiber, is too high to be ignored. It is known that when you consume as much fruit and vegetables as you can with a good nutrition program, you fulfill nearly all of your daily vitamin and mineral needs.



The estimated levels of current fruit and vegetable consumption in the report published by WHO and FAO range from 100 g/day in underdeveloped countries worldwide to about 450 g/day in Western Europe (WHO, 2003a). Consumption of at least 400 grams of fruit and vegetables per day (excluding potatoes and other starchy noodles) is recommended to prevent chronic diseases such as heart disease, cancer, diabetes and obesity (WHO, 2003b).

Agriculture is a profitable and dynamic sector. The fresh fruit and vegetable sector is a high value added sector due to the employment that it creates and the foreign exchange that it brings from the planting until its packaging.

Due to the high yield and net income, the field of vegetable agriculture attracts more attention every day. In addition to traditional vegetable producers, it has become the focus of interest for the farmers and even for those who work in completely other sectors such as construction, tourism, transport. This has added a new dimension to the traditional producers' look in the vegetable sector and has also begun to bring significant structural changes in the form of business (Abak ve ark., 2010).

Fruit growing is carried out in about 11% of the total 26 million hectares of agricultural area and 15 million tons products are obtained from this area. Turkey has a 3% share of the total world production of this fruit production capacity. The most important difference of Turkey apart from other countries has the possibility of raising too many fruit species since it has different climatic conditions in a fairly large area (Koksall et al. 2010).

The fresh fruit and vegetable sector is one of the most important sub-sectors within the agricultural sector. The fresh fruit and vegetable sector involves the cultivation of fruits and vegetables by agricultural activities and the transportation of the grown products to the final consumers or processing plants before the completion of the natural decay period without any change of the original structure. Abundant and high quality production is needed to increase the exports of fruits and vegetables. As the fresh fruits and vegetables have a perishable structure, the topic of transportation is very important (Şahin D. 2016).



The competition in the fruit and vegetable sector continues worldwide. Developing countries that are planning to trade should determine their products with competitive advantage and policies to be implemented should be carried out taking these priorities into consideration. The most important problem in the fresh fruit and vegetable sector is being off the record. Additionally, commissions that play a role on the delivery of the products to the consumers increase the prices. In the agriculture sector, it will be more beneficial to go to the end step-by-step by getting results in the priority areas and products.

An adequate and updated database should be established. As a result of the failure to establish an agricultural database, all the approaches and projects implemented do not fully reach the desired objectives. The establishment of a regular and healthy farmer registration system, product quantities, product design, land use information, detailing issues such as the farmer's profile will help identify problems and project applications for the solution. Today, the only production is not enough. The product must be of good quality, in sufficient quantity, at low cost, to deliver the highest satisfaction to the consumer. There are not enough product exchanges in the market for fresh fruits and vegetables. This causes the manufacturer to be unable to market their product from the value it deserves. It also leads to price and quality instability in export value products. The establishment of product exchanges will ensure price stability in the fresh fruit and vegetable sector and prevent sectoral victimization. The development and organization of "business" knowledge in the production of fresh fruit and vegetables is an indispensable requirement for the sector. Effective operation of production areas far from the economic enterprise dimension will only be possible with an organization (Kızılaslan H. and Yalçın A.2012).

"Innovative Approaches to Minimize Post Harvest Losses within Food Chain" project is supported by the Ministry of the European Union and it is carried out under the coordination of Central Research Institute of Food and Feed Control in Bursa. Project stakeholders are General Directorate of Agricultural Research and Policies (TAGEM), Gaziantep University (GU), Bursa Metropolitan Municipality (AGRICULTURE INC.) and Bursa Commodity Exchange (BTB) from Turkey. Overseas stakeholders of the project are Food Canning National Technology Center (CTC) from Spain, Dunarea De Jos University (UDJ) from Romania and Food **Association** (IFA) from Austria.

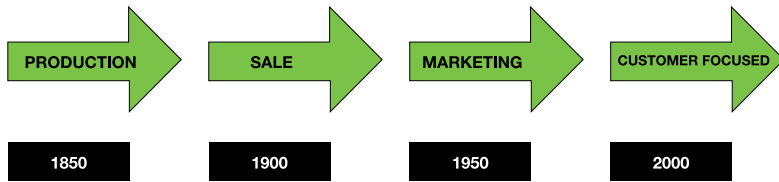
Reduction of harvest losses, evaluation of food wastes and preparation of vocational training materials for their economic recovery and training for sector employees are aimed for people working in the fruit and vegetable sector in the project.

“Marketing Opportunities Training Material of Fruits” prepared within the scope of the project will also be a good source for instructors and teachers in vocational schools and institutions as well as the exporters aiming to market their own products. It is targeted to increase the vocational qualifications of individuals and organizations that produce and market fresh fruit and vegetables with innovative, coherent educational material. According to studies conducted, the undeveloped and developing countries are suffering from significant loss of fresh vegetables and fruit until reaching the table, as well as during the harvest and after the harvest. It has been reported that there are losses during transport, storage and marketing, especially after harvesting. For this reason, the studies and the materials prepared for decreasing the losses in the stages until reaching the consumer are very important.

## **2. FRESH FRUIT AND VEGETABLE MARKETING SYSTEMS**

In general, marketing is defined as the whole of events, including product introduction, packaging, training salespeople, determining and meeting market requirements to improve the sales of a product.

When the historical development of marketing is examined, as shown in Figure 1, the development of marketing in the period between 1850 and 1990 is considered in 4 main stages and the final stage is expressed as “Customer Focused Marketing Approach”. The period of 1850-1900 is the period of production-oriented enterprises. In this period, businesses can sell all of the products which they produce and they did not make product promotion efforts like sales efforts and advertising. In addition, no factors related to customer needs and product quality were handled. 1900-1950 is the period of sales-oriented businesses. Products that attract customers’ interest have been tried to be put on the market. In this period, businesses have begun to realize that they have to produce what the consumers want instead of convincing them to get what they produce. This is considered to be the beginning of an understanding of market orientation that focuses on the customer needs of market segments (Pride ve Ferrell, 1999).



**Figure.1. The periods of marketing systems (Bose R., 2002)**

Philip Kotler is a famous marketing specialist and he popularised marketing mix **that** is the combination of four elements, called the **4P's** (first letter of some words: Product, Price, Place, Promotion).

Marketing is the process of planning how services can be designed and presented by understanding the needs and expectations of customers. A product should be produced first, then it should be priced according to the market conditions, then it should be delivered to the consumer and finally, it must be made available on the market.

Many new marketing approaches have appeared in the time interval from traditional marketing to modern marketing. These new approaches have been implemented according to time, circumstances and they are still being implemented. Developing technology and the widespread use of the internet have made production easier and better quality. Also, it has made easier for manufacturers to access all world markets. There is now a global market. Consumers have been able to buy every product which they want from anywhere in the world. Expectations and needs have changed as the level of knowledge of consumers have increased. Satisfaction ratings have risen. Businesses have become obliged to develop appropriate products to satisfy their customers and to make a profit. Businesses should act in the light of this information (Alabay M.N. 2010).

Agricultural marketing covers many activities that include the quantity and quality of the product will be produced, product preparation, standardization, storage, transportation, and delivery to the consumer.

Agriculture and food marketing services are classified as main and side services.



Marketing main services

- Collection
- Processing
- Distribution

Marketing assistance services

- Product harvesting and collection
- Classification, standardization and quality control,
- Processing
- Packing
- Transport
- Storage
- Taking risks according to hazard
- Price determination
- Finance and accounting
- Sales
- Demand creation, new product development and innovation (Vural H. 2014)

The public, private sector, trade exchanges, cooperative and unions, collectors and wholesalers play a role in the marketing of agricultural products with economic importance. Marketing systems vary according to product structure. The marketing method of fresh fruits and vegetables differs from that of animal products, industrial plants and cereals. The way to reach the consumer in a traditional marketing system can be grouped into three main groups as producers, wholesalers and retailers.

It is very important to select marketing systems correctly and use appropriate marketing channels in agricultural products where the risk of loss is high due to the nature of the product such as fresh fruits and vegetables.

## **2.1. FRESH FRUIT AND VEGETABLE MARKETING SYSTEMS IN EUROPEAN UNION COUNTRIES**

European Union countries are among the leading producers in the world in terms of fruit and vegetable production. Warehouses are generally established by municipalities and farmers' cooperatives in the

EU countries. In Europe, daily prices are around the average price of the warehouse (taking into account transport costs). Significant central warehouses are London (Covent Garden), Paris and Munich. The sale places in the warehouses are rented to sellers such as producers, brokers, wholesalers and importers. It is the centers where the market regulation policies are established during periods when the product is abundant or scarce. If the price of the product leads to financial loss for domestic producer, the import of that goods is not allowed.

Packaging, sorting and cold storage facilities are also included in the warehouses (Vural, 2006). The purpose of the construction of warehouses; to ensure that the fresh fruit and vegetable trade is carried out in accordance with the quality, standard and health rules in a free competitive system and to protect the interests of producers and consumers and those who acquire fresh fruit and vegetable trade in a balanced and equitable way and to restore the wholesale market to a modern and contemporary infrastructure system (Polat, 2010).

Measures are being taken in the EU for the specific structure of vegetable and fruit production and trade where the European Union (EU) has given great importance to delivering fresh, safe and healthy products to consumers. EUCOFEL (European Union of the Fruit and Vegetable, Wholesale, Import and Export Trade) established in the EU operates in the topics of EU pricing mechanism, export incentives, quality standards, hygiene rules, customs taxes, packaging and packaging wastes, support funds, information exchange. EUCOFEL intends to improve the contribution of fresh product consumption to healthy living by increasing consumption of fresh products on the EU market. In the trade of fresh fruits and vegetables in the EU; Regulation No. 2200/96 on Fruit and Vegetable Joint Market and Regulation No. 1148/2001 on Compliance with Fresh Fruit and Vegetable Marketing Standards constitute the main framework. Apart from these two statutes, there are also a number of directives and regulations on the trade of fresh vegetables and fruits.

Regulation No. 2200/96 on Fruit and Vegetable Joint Market Regulation contains 4 basic items.

These;

- Classification of fresh vegetables and fruits and establishment of standards,

- Establishment of producer organizations,
- Intervention arrangements,
- Trade with the third country.

#### Regulation 1148/2001 on Compliance with Fresh Fruit and Vegetable Marketing Standards

- Determination of the authorized body to carry out quality standard audits,
- Establishment of trader database,
- Doing compliance audits,
- Doing compliance of import and export quality checks (Özsu, 2005).

Producer organizations are supported by the thought that they will play an active role in marketing fruits and vegetables in the EU. Membership is voluntary; however, it is necessary for the members to market their products through producer organizations. Democratic rules provide farmers with the opportunity to control their organization. These organizations are obliged to provide farmers with technical assistance in terms of environmentally friendly production methods. Member countries officially recognize producers' organizations by considering a certain minimum number of members and the minimum amount of marketable products. First-hand wholesale sales of products, whether imported or otherwise marketed by channel, are in principle auctioned (auction sale).

Supermarkets and hypermarkets prefer buying directly from producer associations. Manufacturers associations carry out auctions on the cooperatives channel that they set up. All of the manufacturers' associations have superior associations and branch associations. In EU countries, there is no obligation to enter wholesale markets for fresh vegetables and fruits. Vegetable and fruit wholesaler, retailer, distributor and packer in the European Union; responsible for the labeling of all products that are sold or sold for sale. If the product is unlabeled and the merchant receiving the product accepts the product in this way, it is responsible for labeling the product. When we look at practices related to the wholesale trade of vegetables and fruits in the EU member countries, it is seen that there are differences among member countries (Kızılaslan H. ve Yalçın A.2012).

Market arrangements for agricultural products in the European Union are covered under the Common Agricultural Policy (CAP). The objectives of CAP are; to improve production standards and technology, to ensure effective use of agricultural production tools, to increase agricultural productivity within the EU, to stabilize the markets, to provide supply and food security in products, to provide economic stability and social stability in the production and to provide economic and social prosperity of producers (Pezikoğlu, 2016).

## 2.2. FRESH FRUIT AND VEGETABLE MARKETING SYSTEMS IN TURKEY



The first legal regulations on fruit and vegetable trade in Turkey was made in 1580 by Law No. 1930. It is observed that these regulations are directed towards wholesale markets, which are the main centers for the purchase and sale of vegetables and fruits. The next legal regulations are the Law No. 80 in 1960, the Law No. 552 in 1995, and the Law No. 5957 in 2010, respectively. It is seen that with the Law No. 5957 on the Regulation of Trade of Other Goods with Sufficient Supply and Demand Depth, the above mentioned legal regulations have been abolished and the trade of vegetables and fruits has been regulated with a new perspective. Law No. 5957 brings along many regulations. The most important of these is the notification process (Coşkunçelebi, 2012).

Marketing channels of agricultural products show differences from products to products and from region to region (Anonymous, 2010a).

Fruit and vegetable marketing operations in our country are generally carried out in the form of non-public marketing.

New searchings in Turkey's fruit production needs to be widespread in all species to meet the domestic consumption and certified production models (good farming practices, Global GAP, organic agriculture) that have high quality, low cost and a long period of time are required to be widespread in all types. In this context, our fruit fields need to be restructured as intensive and modern gardens where the mechanization can be used effectively. Depending on developments in the world fruit sector, it is necessary to increase the number of marketable products, to reduce the cost, to plan the supply-demand balance, to meet the domestic consumption and to develop the exports to the stable markets (Dumanoğlu ve ark., 2015).



Diversity and production quantities in vegetables produced in Turkey are sufficient. Production in Turkey is more than the needs. However, external dependence continues in the entrances. The most important problem is the marketing stage. Vegetable industry is highly competitive for the future. Solving the problems will ensure that our place in the foreign markets will be guaranteed.



The problems experienced by the vegetable sector are not different from the producers in other sectors. One of the most important problems in the vegetable sector is the marketing possibilities. Although Turkey is a country that produces vegetables, it can only sell 4% of its production. 25-30% of the vegetables produced in Turkey are subject to lose before and after marketing. Competitive power must be high in owned markets. The processing and marketing of vegetables will also be important in the future. It is also seen that local products are preferred in foreign markets.

This advantage should be evaluated well for the future. The quality of the raw materials used in production is important in preserving local flavors. The quality of Turkey's local varieties should be increased through plant breeding. By this means, genetic resources will be evaluated (Yanmaz R. et al., 2015).

### **3. MARKETING CHANNELS**

Marketing channels are the way which the manufactured products will follow up to reach the final consumer. According to another definition, the products produced follow a variety of ways to reach the final consumer, meet with various intermediaries and they are processed in different forms. These ways and places that products meet with

various events such as processing, storage, packing, hand over from their production are collectively called “marketing channels” (Güneş, 1996).

Agricultural marketing channels vary from country to country. Because the agricultural production structure, nutrition habits of each country and the demands of the consumers are different from each other (Anonymous, 2010a).

Marketing channels should be structured not only for the domestic market but also for the consumer market or the international market. Thus, by expanding the market area of any product, marketing opportunities can be increased.

Various channels are available in the fresh fruit and vegetable marketing in Turkey. Some of the fruit and vegetable producers sell their products to the consumers by selling them on the over-the-street markets or on the farm (production site). Some producers are able to market their products by selling them to the commissioners at the production site, as the production site is far from the market or the shipping cost is heavy.

The broker markets the products bought from the farmers to the distribution channels of wholesalers and from there it is transferred to supermarkets, groceries and delivered to consumers. It can also market its products directly to producers, agricultural cooperatives and exporting firms. Another marketing channel is that fruits and vegetables reach retailers through agricultural cooperatives and from there reach consumers.

The relatively longest line of fresh fruit and vegetable marketing channels is “producer-collector-broker (at the production site)-wholesaler-consumer (at the consumption site)-retailer-consumer”. However, fresh fruits and vegetables are mostly marketed in warehouses (Niyaz Ö.C., Demirbaş N. 2016).

In EU countries there is no obligation to enter wholesale markets for fresh vegetables and fruits. Fresh vegetables and fruits are generally delivered to retailers from three channels; (1) wholesale markets, (2) major distributor markets, and (3) producer associations. Major distributor markets can be wholesale and retail distribution (Niyaz Ö.C., Demirbaş N. 2016).



## 4. TYPES OF TRADE

Developments in technology have contributed to the development of globalization. As a result of the development of technology, people's communication has increased. The need for technology has increased the expectation of customers as the whole world has become a market for the customer, and in parallel, customer-centric understanding has been dominant in marketing (Alabay, M.N., 2010).

Trades are classified as retail, wholesale, foreign and e-commerce. All of these trade types can be applied in the marketing systems of agricultural products. Depending on the structural characteristics of existing agricultural products, the most appropriate marketing system should be preferred. Particularly in the marketing of products such as fresh fruits and vegetables, the marketing system to be preferred should be decided considering that these products are perishable. By this means, the losses after harvesting will be the lowest.

**Retail trade;** is a form of sale based on the sale of goods in single or multiple pieces, not collectively.

**Wholesale trade;** it is a form of sales of goods made in bulk rather than retail. In wholesale, the price of the product is lower than the retail sale. Forms of payment like check and note are usually used in wholesales.

**Foreign trade;** is defined as the whole of the import and export of a country.

The direct benefits that exports provide to the firm in foreign trade are;

- Opportunity to expand their market share
- If the capacity is not fully used in the internal market, it increases the productivity, reduces the dependence on the internal market, or allows the internal market to relax
- It allows you to penetrate foreign markets and spread internal competition
- Entering the outer market by exporting tested products in the inner market reduces the cost of market research
- The intense competition in international markets encourages exporters to adapt their products according to the needs of the market. Thus, the level of technological "knowhow" is improved (Vural H., 2014).



**e-commerce;** is a method of shopping for any product or service that allows you to trade or order through a website with various payment methods.

In the fresh fruit and vegetable marketing systems, countries make a selection by considering their agriculture policies, legislation, management structures, marketing channels etc.

It is a high value-added sector due to the employment that it creates and the foreign exchange that it brings. Abundant and high quality production is needed to increase the exports of fruits and vegetables. As the fresh fruits and vegetables have a sensitive and perishable nature, the topic of transport is very important. Packaging is another factor in increasing the exports of the sector. Packaging and branding will increase demand in foreign markets. For this reason, informing and encouraging exporters and making quality systems widespread are highly important (Şahin D. 2016).

#### **4.1. EXPORT OF FRESH FRUIT AND VEGETABLE IN EUROPEAN UNION COUNTRIES**

When exporting fresh fruit and vegetables to Europe, the following conditions must be observed.

- Food safety
- Product quality
- Social environmental and business harmony

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

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

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

More and more buyers are asking for preliminary information on their disinfection programs and records.

Contaminants are substances that have not been intentionally added to food but it can be present at various stages of production, packaging, transport or holding. Similar to MRLs for pesticides, the European Union has set limits for several pollutants. For most fresh fruits or vegetables, the lead contamination limit is 0.10 mg/kg and cadmium is 0.050 mg/kg.

Microbiological hazards such as salmonella and *E.coli* should be considered when supplying unpasteurized fruit juices or sprouted seeds, as well as pre-cut fruits and vegetables. These items should not be present during product inspection. The European Regulation (EC) No 2073/2005 provides information on test methods, sampling plans and measurement limits.

Fruits and vegetables exported to the European Union must comply with European legislation on plant health. The European Union has established plant health requirements to prevent the introduction and spread of harmful organisms to plant and plant products in Europe. These requirements are managed by authorized food safety authorities in importer and exporter countries. Countries need to make on-site health agreements with the European Union. Otherwise, export to Europe will not be possible. The following fruits and vegetables are subject to health inspections and require plant health certificates before being transported.



- Leafy vegetables (celery, basil);
- Citrus;
- Kumquat;
- Eggplant;
- Trabzon waste (kaki):
- Apples;
- Pear;
- Mango;
- Passion fruit;
- Plum;
- Guava;
- Currants;
- Blueberries;
- Several exotic items such as rose apple, soursop (guanabana), quince and bitter cucumber

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## Control of imported food to the EU

To ensure food safety and prevent environmental damage, products will be subject to official controls. These checks are carried out to ensure that all food marketed on the European market is safe and in compliance with all applicable legal requirements.

There are three types of control:

- a) Documentary checks;
- b) Identity checks;
- c) Compliance with marketing standards.

If the incompatibility of certain products originating from certain countries is repeated, the European Union may decide to implement the controls at a higher level or to set emergency measures. Controls can be carried out at all stages of import and marketing in Europe. However, it is done at most control entry points.

Traceability of products for fresh fruit and vegetable importers is obligatory. In order to fulfill this obligation, European importers will require proof of origin for all fruits and vegetables. In addition to a plant

health certificate, packing list and specific documentation, a distinctive traceability code such as lot number or GLOBALG.AP Number (GGN) will also be used.

### **Additional Documentation**

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Since food safety is a top priority in all European food sectors, it is possible for most buyers to require an extra guarantee from the seller in the form of certification. All buyers in the supply chain, such as traders, food processors and retailers, expect to implement a food safety management system based on hazard analysis and critical control points (HACCP).

In addition, GLOBAL G.A.P., BRC, IFS, SQF, FSSC 22000, or other standards developed by the industry should be followed.

All of the management systems mentioned are accepted by the Global Food Safety Initiative (GFSI), which means that they are generally accepted by major retailers. Compliance with certification programs varies between countries, trade channels and market conditions. Buyers are expecting lighter applications during supply shortages.

### **Labeling and packaging**

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Foodstuffs located in the EU market have to meet legislation on food labeling.

Fresh fruit or vegetable packaging must carry the following characteristics.

- Name and address of the packager or distributor;
- Name and variety of the product (if not visible from outside the product packaging);
- Country of origin;
- Class and size (according to marketing standards);
- Lot number for traceability or GGN if GLOBALG.AP is certified (recommended);
- Official check mark to change the package name and address (optional).



Packaging marketed in Europe must comply with the general requirements for protecting the environment, as well as the special provisions designed to prevent any risk to consumers' health. The packaging must protect the product against dirt, leakage and moisture loss. Products and packaging must be uniform.

### *Additional conditions for buyers*

## **Social and environmental harmony**

There is growing interest in the social and environmental conditions in the production areas. For most fresh fruits and vegetables, social harmony is important, although product quality has the highest priority.

Initiatives and attention related to social responsibility (CSR) vary according to different parts of Europe. In the eastern part of Europe, fewer buyers require strict social cohesion, and even some multinational companies in Western Europe have their own compliance programs.

## **Company performance**

Adapting food safety requirements, quality standards and certifications is a prerequisite for the marketing of fresh products in

Europe, but it is still not a guarantee for success. Buyers look for trust and reliability, which means that the performance of the sellers is as important as the product. Some of the most important things in the market are timely delivery, proactive communication and commitment.

However, when quality begins to deteriorate or demand slows down, products will find buyers at very low prices.

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### **Niche Market (Organic products)**

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In addition to official and common requirements, special conditions apply to niche markets such as organic fruits and vegetables.

An increasing number of European consumers prefer food products produced and processed with natural methods. Organic fruit and vegetables have a higher production cost but are also more valuable in the European market.

To market organic products in the European Union, it is necessary to use the organic production methods specified in EU legislation.

**In addition, it is necessary to use these production methods for at least two years to market fruits and vegetables organically.**

The seller must apply for an import permit from the EU organic control bodies. Once an accredited certificate holder has been audited, the products may be accompanied by the EU organic logos as well as the logo of the standard owner (Anonymous 2018d).

## **4.2 FRESH FRUIT AND VEGETABLE EXPORTS IN TURKEY**

“Turkey Exporters Assembly with the Regulation on the Establishment and Duties of the Exporters’ Union (Official Journal Date: 03.09.2009 Official Journal Number: 27 338)” covered illustrating the activity Turkey Exporters Assembly, 61 exporters association which operates on a regional and sectoral basis, 27 exporting sector, exporters and 13 General Secretariats serving exporters’ associations at national and international level.

The purpose of this Regulation, Turkey Exporters Assembly No. 5910 shall be applied in the subject covered by the Law on the Establishment

and Duties of the Exporters' Association to determine the procedures and principles.

### **Turkey Exporters Assembly's tasks:**

- Representing exporters in and outside the country,
- To ensure coordination and solidarity among the Exporters' Unions,
- Taking part in the studies for determining export targets and policies; to work towards achieving the determined export target, to contribute to the work carried out in other institutions and organizations,
- To work in coordination with public institutions and organizations and non-governmental organizations in direct or indirect matters related to foreign trade and to contribute to the work carried out.
- Export Regime and Export Regulations issued Decision; accordingly, Paper and given instructions to the relevant institutions constitute the most important part of the provisions governing the export of Turkey's legislation,

One of the products subject to the test within the scope of the relevant communiqué is fresh fruits and vegetables. Purpose of supervision;

- Promote high-quality production,
- Preventing problems at the point of import (destination) or rejecting the goods,
- To protect the image of our export products in world markets,
- To increase the quality and competitiveness of our export products.

### **Export Compass**

"Export Compass Portal" is created by the Turkey Assembly of Exporters, all data regarding foreign trade and information, it is an information platform that shows that in which conditions the products can be exported to which countries (<https://www.ihracatpusulasi.org.tr/>).

The portal is both a guide for users who want to start exporting and a support point for exporters who want to increase their exports.

#### **4.2.1. KINDS OF EXPORT**

Export types are described in the following figures by Turkey Exporters Assembly.

#### **A- General Principles**

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For the start of the export process, the exporters must apply to the customs office to be exported with the customs declaration approved by the General Secretariat of the Exporters' Union.

#### **B- Pre-Consolidated Export**

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Exports are carried out in accordance with international agreements, laws, decrees and other relevant legislation, exports of goods subject to the preliminary authorization of a certain authority by applying the provisions of export legislation after obtaining the preliminary authorization from the relevant authorities

#### **C- Registration Affiliated Exports**

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Goods belonging to the exporting country shall be determined by the Communiqué to be published in the Undersecretariat. Customs declarations must be registered as General Secretary of the Exporters' Union before exporting the goods.

#### **D- Consignment Export**

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Consular export applications are made to the General Secretariat of the relevant Exporters' Associations.

#### **E- Exportation of Imported Goods**

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The export of new or used goods that have entered free circulation within the framework of customs legislation is carried out within the framework of general principles. However, the legislation to support exports, the provisions on the return of investment legislation and customs legislation are reserved.



## **F- Exports to the Free Zone**

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Exports to free zones are subject to export regulation provisions. However, Inward Processing Regime, KDV applications and regulatory provisions pertaining to Export Credit Bank of Turkey reserved the application.

## **G- Free Exports**

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The goods that can be exported free of charge are stated below.

a) Gifts and merchandise received or sent by real persons or legal entities, quantities in accordance with commercial customs, advertising and promotional materials, goods and packaging materials imported for reuse or recycling,

b) Free shipment of the goods exported in accordance with the proper manner beforehand shall be made in accordance with commercial customs and customs, the pieces which are guaranteed to be exported with shrinkage

## **H-Exports via Commercial Leasing**

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Exports by commercial lease are subject to the provisions of customs legislation (Anonymous 2018a).

### **4.2.2. DOCUMENTS REQUIRED DURING EXPORT**

#### **Customs declaration**

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Information Recorded in the Customs Declaration

- Declaration (“EU” code for export transactions for the parties to the Convention on Common Transit Regime, “EX” code for export transactions for other countries)
- Shipper / Exporter
- Forms (If more than one item is an item, fill in if you use continuation forms.)
- Installation Lists (if you have more than one item and do not use the continuation form)
- Number of Items (Total number of the item declared in the used

- team and attendance forms)
- Reference number
- Buyer
- Financial Consultant/Certified Public Accountant
- Destination Country (The code of the first country to which the issuer is sent)
- Trade Country (Code of export country)
- Agricultural Policy
- Representative/Representative
- Export/Export Country (The name of the exporting / exporting country is written in this box.)
- Country of Origin
- Destination Country (This box is the name of the country where the last entry will go).
- Identification of Vehicle at the Departure and Country Registered
- Container
- Delivery method

### ***Invoice***

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### **Commercial Invoice**

It is the account document sent by the seller to the purchaser in which information such as the type, name, quantity, unit sales price, delivery type and total price of the goods are declared.

A commercial certificate given to the customer by a merchant who sells the commodity or does the work in order to show the customer the amount that is obliged to pay for the commodity sold or the work done.

The invoice is not a commercial document for placing a contract, but it is for the fulfillment phase of the contract. In this respect, the invoice does not identify the conditions of the contract, but is a document that shows some of the conditions that have been established and proves them under certain conditions.

- The commercial invoice prepared by the exporter must comply

- with the legislation of the importing country.
- It is the first document to be issued after the export goods are prepared and before the shipment.
  - The number of copies of commercial invoices, usually in two copies, one in English and one in Turkish, may vary according to the agreement between the parties.
  - Exporter prepares the commercial invoices with the attorney of the Ministry of Finance and / or notarization.
  - The invoice can be approved by the trade chamber at the request of the importing country.

### **Proforma Invoice**

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The invoice indicating the offer is called “proforma” and the final one is called the “original” invoice. It is the beginning of trade.

- It is the offer that the merchant sends to the purchaser and includes the name, property, quantity and price, form of delivery and payment of the f, condition of the shipment.
- The proforma invoice does not create any financial obligations.
- If the buyer places an order on this offer and the acts according to method of payment, then the sale is now finalized and the invoice will be returned to the final sales invoice or commercial invoice.
- The proforma invoice must be definitely written on the invoice.

#### **Original invoice**

It is an invoice that is issued after the sales transaction takes place.

### **Freight Invoice**

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Freight is the expression of shipping of the goods in sea and / or inland waterway transport. The freight is paid by seller-exporters in the sales with CF or CIF delivery forms.

In the sales invoice related to the goods, the freight amount can be shown separately or in the goods cost line. This invoice is called freight bill.

### **Consular Invoice**

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It is the invoice that origin of the goods, unit price and value of the goods have been approved by the Consulate of country in which the goods will be shipped to.

Some countries' foreign trade regimes require the submission of consular invoices that will be the basis for customs procedures for imports of goods.

### **Legalised/Certified Invoice**

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A certified invoice is obtained by certifying a commercial invoice that is billed to a foreigner buyer to the Consulate of the importer country.

The exporter first makes out his/her original invoice and then the Certificate of Origin is certified by the professional chamber (the chamber of commerce and / or the chamber of industry) which he / she is affiliated. Then, the importer submits the commercial invoice and Certificate of Origin to the Consulate of the importer country. The commercial invoice is approved by the Consulate.

### **Exemption Certificate**

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These are the documents prepared for the exemption of VAT on commerce made by foreigners (or T.C. nationalities who certify that they reside in a foreign country).

Seller applies to registered tax office and obtains the KDV Export Exemption Permit for sales in foreign currency to those not residing in Turkey. This document is valid for accompanied goods export treatment.

### **Broker Buying and Selling Invoices**

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When goods are purchased through a broker, a buying invoice is issued by the broker to show the purchase price, purchase expenses and commission fee of the goods. When goods are sold through a broker, a selling invoice is issued to show the amount that is obtained after deducting the buying invoice amount from the total of sales amount, sales expenses and commission fees.

## Itemised Bill

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A detailed invoice is a document issued by the seller or sender in accordance with the invoice on the premises. It is issued for the goods which are subject to taxation on the value of the goods and sent in the containers rather than one. They are also varied in type and value and the invoice shows the content of each container as type, value and amount of the goods.

## Certificate of Origin

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It is the document that shows the production location of the goods subject to export. Some countries may require that certificates of origin to be approved by their local consulates.

Necessary Information to be found on the Certificate of Origin

- Sender
- Receiver
- Type and description of goods
- Package type
- Number of parcels
- Brand and number of parcels
- Net and gross weight of goods
- Unit price of goods
- Value of goods (FOB, CF, CFR, etc.)
- Name of the shipping vehicle and departure date
- Shipping port or shipping place

## A.TR Movement Certificate

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A.TR Movement certificate is issued to benefit from the tax exemptions for the goods which are exported to member countries from Turkey, in accordance with the provisions of the additional protocol between the European Union and Turkey. This document is issued for export to Member States of the Union.

The movement certificates used as A.TR.1 and A.TR. 3 on trade between the EU and Turkey has begun to be used only as A.TR after the Customs Union Agreement was signed. In the case of exports made to

the European Union, the “A.TR Movement Certificate” must be issued by the authorities of the exporting country and endorsed by the customs authorities in order to benefit from the customs exemption of goods in accordance with the Additional Protocol.

The A.TR Movement Certificate may also be issued after the export of the goods in some cases. This document is a free movement document. The Customs Union with the European Union includes industrial products. Nevertheless, a group of products named processed agricultural product whose vast majority is food industry products is under the Customs Union.

Tomato paste, fruit and vegetable canneries, fruit juices, cheese, frozen and dried all kinds of foodstuffs, meat products are considered as agricultural products by the Union. Thus, these products are not included in the Customs union. In order to be able to benefit from the preferential regime in the trade of these products, the movement certificate EUR.1 must be issued to determine the origin status.

ATR, EUR.1 and FORM A documents can also be issued after the shipping of the goods. Documents for this process are submitted to the Chamber with a petition and the approval process is performed.

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### **EUR.1 Movement Certificate**

It is the document that is issued during the exports to EFTA countries, to European Union of the iron and steel products (ECSC products), to countries where Turkey signed the free trade agreements with and to European Union of agricultural products. This certificate, which provides for the utilization of the customs discount and which can be obtained from the Chamber which it is affiliated with, will be presented to the customs directorate to endorse after approval by the Chamber.

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### **Suppliers' Declaration**

It is used in conjunction with A.TR movement certificate and shows the origin of the goods covered by the pan-European cumulation system which is subject to trade between the Union and Turkey. Preferential origin of goods proved by Suppliers' Declaration.

The Suppliers' Declaration is used as substitutive document when this type of good is exported as same or processed to another country

where is included in Pan-European cumulation system and certificate of origin is demanded to be able to benefit from preferential treatment.

The Suppliers' Declaration indicates that the subject provides the relevant preferential treatment rules and that the declarer is ready to submit any supporting evidence to that declaration.

The exporter of the goods that will be subject to trade between Turkey and the European Union, issues a Suppliers' Declaration and send to a buyer during or after the export to prove the preferential treatment status of the goods that he supplied, processed or produced.

Each supplier may rely on statements made by its supplier when declaring the preferential treatment status of the subject of the trade. A Suppliers' declaration can also be based on EUR.1 Movement Certificate, invoice declaration or other proof of origin and information.

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### **EUR-MED Movement Certificate**

EUR-MED Certificate of Movement is the proof of origin used for the export of the relevant products to the parties of PAAMK (Pan European Mediterranean Cumulation).

PAAMK System is a cross-cumulation system including Turkey and the EU-EFTA and some Mediterranean countries. A free trade agreement between all countries involved in the PAAMK system is required, and all of these agreements (excluding bilateral trade) require application of the same origin rules. The FTA (Free Trade Agreement) must be completed between at least 3 countries involved in the PAAMK system for the operation of the system.

To apply, a petition, a Turkish invoice, a covenant and exporter's declaration if the goods to be exported is foreign origin is obligatory.

In Turkey, it is compulsory to use EUR-MED Movement Certificate if an imported input (from one or more of the Mediterranean countries) which is originated within the scope of FTA is used in the production of goods that is subject of export.

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### **Phytosanitary Certificate**

The plant and herbal product exporter must obtain the "Plant Health Certificate" which shows that the products to be exported are free from

diseases and harmful substances.

This document is obtained from the Ministry of Agriculture and the Ministry of Agriculture, Provincial Directorates of Agriculture, Plant Protection Branches.

Due to the international validity of this implementation, the Plant Health Certificate is an important document. It is obligatory to present this document to the customs authorities during export.

Procedure to obtain Plant Health Certificate;

In order to control the fresh fruits and vegetables, the exporter has to pay the "Technical Assistance Fee" to the bank account opened by the Exporters' Association for this purpose. He fulfils the Agricultural Quarantine Service Plant Export Petition taken from Control Branch Office of Provincial Directorate of Ministry of Agriculture and Rural Affairs. After applying to Plant Protection Branch, hygienic control is performed by the controller where the exported product is shipped. The Controller organises and signs the Plant Health Certificate.

Certificates are valid for 10 days for fresh fruits and vegetables, 20 days for dry fruits and 20 days for cereals and pulses. Even if agricultural products have been examined before, they can be re-examined at any time and everywhere until the time of export.

In the export controls carried out by the Ministry, the buyer country demands are taken into consideration.

If aflatoxin, pesticide, etc. analysis are requested for fresh fruits and vegetables besides the Phytosanitary Certificate by the purchasing country, exporter companies should apply to the Control Branch Office of Provincial Directorate.

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## **Health Certificate for Animal Export**

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Exporters need to obtain "Health Certificates" indicating that these products are clean from diseases that can be passed on to humans and animals when exporting live animals, animal products and seafood.

There are seven different health certificates for export of live animals, animal products and seafood, and for each, the competent authority is the Agriculture Provincial Directorates of the Ministry of Agriculture and Rural Affairs. The exporter initiates the procedure applying to provincial



Directorates of Agriculture authorized by export with a petition, a receipt showing the payment of the technical assistance fee and the domestic referral report.

### **Conformity Certificate**

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The agricultural products included in the Regulation on Technical Regulations and Standardization in Foreign Trade are subject to mandatory quality control in exportation. The aim of this practice is to preserve reputation of our traditional agricultural products in foreign countries and create stable markets.

Exporting companies apply to the Foreign Trade Standardization Inspectors Group Headquarters of the Undersecretariat of Foreign Trade. As a result of the controls performed, if the goods meet the standard, the Exporter's "Inspection Document" is given by the Group Presidency of Standardization Inspectors for Foreign Trade to be presented to the customs.

Companies which export fresh fruits and vegetables can ensure that fresh fruit and vegetable parties can enter the European Union countries without being audited if they submit the Control Documents issued by the Foreign Trade Standardization Supervisors.

### **Seedless Raisins Analysis Certificate**

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Companies that will export seedless raisins to Canada, USA and Australia are obliged to obtain a certificate of analysis for lead residues and pesticides given by the İzmir Health Accident Institute or İzmir Provincial Directorate of Agriculture or Ege University Drug Development and Pharmacokinetic Research and Application Centre Laboratory (ARGEFAR). Sampling procedures are performed by the Standardization Group Presidencies of Foreign Trade affiliated to the Regional Directorates of Foreign Trade Undersecretariat.

### **Commercial Quality Audit Qualification Certificate**

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It is aimed to reduce bureaucracy by exemption from party-based inspections of exports of agricultural products by Standardization Inspectors of Foreign Trade affiliated to the Regional Directorates of Foreign Trade Undersecretariat. Besides, it is considered to extend the

quality consciousness by directing our exporters to self-testing.

### **Exchange Registration Declaration**

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One of the documents that must be presented to customs for export of agricultural products is the Exchange Registration Declaration.

It is requested from exporters during agricultural product customs exit procedures in order to record agricultural products, to prevent tax losses and evasions, to reduce bureaucratic procedures and to develop the stock markets.

### **Processed Agricultural Products Declaration Form / Analysis Result Report**

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The certificate indicating the agricultural shares in the processed agricultural products, in case of the free circulation of these products. It is approved by a chemist.

### **CITES Document**

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The CITES document should be added to declarations during the registration stage of the customs declarations when exporting endangered species of Wildlife and Plants.

### **Harvest Certificate**

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Controls of flower bulbs in production areas, during planting, vegetation, harvest and export phases are carried out by the Directorate of Provincial Agriculture and Forestry. An approved "Harvest Document" is issued stating that the resulting bulbs are grown or produced.

### **Certificate of Origin**

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It is obligatory to obtain Certificate of Origin from Directorate of Provincial Agriculture and Forestry in order to be granted permission to export natural flower bulbs that is obtained from state forests.

### **Boycott/Black List Certificate**

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Countries that are in war with each other or whose political affiliations have been cut or damaged put a black mark against each other. Therefore, they ask for their trade partners to declare and confirm that the partner is not in the blacklist.

### **Certificate of Analysis**

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Document showing the result of the analysis made by the independent institutions and organizations of the sample of the goods, in case the importer or the public institutions need to determine the quality or purity of the goods to be imported by the expert.

### **ATA Carnet**

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ATA Carnets are customs documents that provide temporary import and export of goods between the parties of the International Provisional Import Convention (Istanbul Convention) and its Annexes without requiring any other documents.

During the import process for the goods coming with the ATA carnets, no further action is required by the customs or the importer. It ensures that the period of clearing through customs of the importing goods or re-exporting goods is shortened.

The validity of an ATA Carnet is one year.

### **Inspection Certificate**

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This document is issued by a surveillance company that investigates whether the goods shipped are in accordance with the importer's order. The surveillance company audits that the delivery of the goods to the buyer is carried out in accordance with the conditions such as quantity, quality, packaging, labeling, loading, transportation and delivery time.

### **Kosher Certificate**

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It indicates that the products are prepared according to Jewish rules and represents quality, hygiene and trust. Kosher Certificate is required for the food products to be exported to Israel to certify compliance with Jewish religion.

This certificate is regarded as an important element in exports to the countries where Jewish people live intensively.

Except for food products, Kosher Certificate is required for some cleaning-hygiene products, textile products and electrical household appliances in some cases.

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## **Insurance Documents**

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The insurance documents are the documents issued by insurance company or insurance broker and given to the person who takes out a policy (the exporter or the importer).

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## **Insurance Certificate**

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It is a document that companies with more than one loadings prepare before final insurance.

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## **Insurance Policy**

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The insurance policy is the document of the insurance contract and is a certificate signed and insured by the insurer showing the rights and obligations of both parties. It guarantees the risk of loss or damage during the shipment of goods.

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## **Bill of Lading, Transport Documents**

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Bill of lading is the valuable document that represents the goods. It is issued by the transportation company which is responsible of the shipment of the goods. The most important documentary that proves consignment. It is a transport document used for transport by train, airplane or ship. It guarantees that the goods are taken from a certain place in the country of the exporter and is delivered to the importer. It is a transport contract between the transporter and customer.

## ***Transport Documents***

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## **Marine bill of lading, Ocean bill of lading, Bill of lading**

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A document issued by the transporter or ship agent upon the request

of the shipper, which commits the goods to be loaded and delivered to the buyer at the destination and transported in the determined manner. The most important feature of this bill of lading is the quality of negotiable documents.

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### **Airway bill**

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This bill of lading is a receipt. It is not a negotiable document. It is issued on behalf of the importer.

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### **Letter of Air Transport**

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A document which contains information about the goods (sender's name, address, origin of goods, place of delivery, package name, weight, quantity, freight charge and value) issued by the sender.

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### **Railway Consignment Note**

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It refers to the transport contract between the sender and the carrier railway authority indicating that the goods will be transported by rail.

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### **Road Waybill/CMR Consignment Note**

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This document, also called Truck Bill of Lading, is a transport document issued in accordance with the CMR [Convention Merchandises Route] for international transportation by truck or articulated lorry.

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### **Forwarder's Receipt**

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This document, which is used for railway and mostly road transport, is issued by transport companies carrying goods for their own name and for the account of others for a certain fee by transport agents.

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### **FCR/FCT/FBL**

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These documents are a type of transporter receipt. However, these documents have been standardized by the FIAS (International Federation of Freight Forwarders Association) for their transport agents and are only used for road transport.

### Parcel Post Receipt

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When the parcel that includes to goods that would be sent to importer by post are delivered to the post office to dispatch to the importer or bank of the importers, this document is issued.

### TIR Carnet

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It is the document that enables to carry goods under TIR System and issued by through the Guarantor Establishments of the member countries.

### Weight Note

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It is the document indicates the list of net and gross weights and volumes of the goods which are declared in the export declaration, the customs declaration and the declaration of the clear by the exporter. It also shows the amounts of goods in each vehicle and the weight of each parcel. In the case of carrying with trucks or wagons, the “weigher plugs” that come from automatic weighing devices also replace the check list. This document is important if the goods are damaged during carriage.

### Packing List

---

It is issued to indicate the types and number of goods in the packages by the seller. In foreign customs, the goods are controlled by the customs authorities by means of sampling. In addition, foreign buyers can send merchandise to various retail or wholesale stores according to the packing list to be sent to them by the exporter.

The “Guideline for Exporter Companies that Require Health Certificates for the Export of Harmful Foods, Foodstuffs and Substances Contacted with Foodstuffs and Materials” prepared by the Ministry of Agriculture and Forestry describes how to obtain the certificate to be regulated in export operations.

### **GUIDELINES FOR EXPORTER COMPANIES WHICH REQUIRE A HEALTH CERTIFICATE TO EXPORT VEGETABLE FOOD, PLANT BASED FEED AND FOOD CONTACT MATERIAL**

A Health Certificate is issued by 81 Provincial Directorate of Food, Agriculture and Livestock (Food and Feed Branch), in the event that

exporters which demand to export vegetable food, food contact material, vegetable feed and feedstuffs and non-animal foodstuffs for food or feed purposes request.

Exporters that will demand a health certificate should first examine the following law, regulation and instruction ([www.tarim.gov.tr/Mevzuat](http://www.tarim.gov.tr/Mevzuat)).

- 5996 Veterinary Services, Plant Health, Food and Feed Law (Official Gazette dated 13.06.2010 and numbered 27610)
- Implementation Regulation of Health Certificate for Herbal Food and Feed Exports and Implementation Regulation for Products Returned to Exports (Official Gazette dated 25 November 2011 and numbered 28123)
- Regulation of Health Certificate in the Export of Vegetable Foods and Feeds and Implementation Instructions for the Products Returned to the Exports (Issue No. 9965 dated 10.03.2015)
- Turkish Food Codex Regulation and Communiqués

### Export pre-notification

Information of the products to be exported is entered into the Food Security Information System (GGBS) on the web site of [ggb.s.tarim.gov.tr](http://ggb.s.tarim.gov.tr) by the manufacturer / exporter or the representative prior to the application.

“TR Identification Number” and “Password” information which are determined by the Ministry are used to log in GGBS. Exporter firms log in GGBS by using the information, TR Identification number: ihracat and Password: 2012ihracat.

Export is responsible of correctness of the information entered into GGBS. It will be useful to examine the export pre-notification guide on how to enter information in GGBS.

After entering the information on exporter firm and products to be exported into the GGBS, a pre-notification number and password is given by the system. The temporary password and pre-notification number is used to search the registration entered by the firm, to add and/or update product.

Export pre-notification form is printed out the GGBS. The forms is

stamped and signed by the manufacturer/exporter or the representative. Then, it is delivered to the provincial/ district directorate together with other documents.

Pre-notifications that are not applied or approved by provincial/ district directorate in due of time are deleted from the system automatically. Export procedures cannot be initiated for applications that have been deleted from the system.

### **Export application**

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The application regarding the export operations registered to the GGBS shall be made to the province / district directorate where the products to be requested by the producer / exporter or the representative within 7 days at the latest from the date of registration.

The export applications to be made from the Free Trade Zone are made to the provincial / district directorate where the Free Trade Zone is located.

Following documents are used in application for export.

- a) Declaration (output from GGBS)
- b) Attached List (Output from GGBS)
- c) A Covenant on products that are produced in the direction of purchasing country or importer firm would not release to the domestic market (Appendix-5)
- ç) Export Pre- Notice Form (Print out from GGBS)
- d) Certificate of Authority / Warrant of Attorney (this document is requested ad hoc and kept in the exporter firm file in the absence of any change during the validity period)
- e) For the export of composite products that contain certain amounts of ingredients where control frequency is applied by the purchasing country, an Ingredient List of the product to determine the analysis requirement
- f) In case an imported product is to be exported without being changed, Import Conformity Certificate issued during de facto import phase (customs document number which is given for this document through “e-document” application of Single Window



System on export application instead of Import Conformity Certificate) and Customs Declaration for import

- g) Health Certificate which is provided with the product for the products subject to commercial activity without any process after entering to Free Trade Zone, Health Certificates which are provided with each one of the imported raw products that constitutes the product manufactured in the Free Trade Zone, Free Trade Zone Disposition Form issued by Free Trade Zone directorate instead of the certificate for the Turkey originated products and raw materials entering to Free Trade Zone, Free Trade Zone Disposition Form and Import Conformity Certificate issued by Free Trade Zone directorate instead of the certificate for the imported products or raw materials that entering Free Trade Zone from Turkey.

### **Some Important Aspects of Regulations and Instructions**

Except for companies operating in free trade zones; it is obligatory that the company which manufactures the products to be exported has the registration or approval certification required by the Law. The same provision applies to products that return from the exporting country.

- In the export, primarily the request of the purchasing country is taken into consideration. In case the purchasing country does not have any request, provisions of Turkish food / feed legislation are considered.
- The request for analysis of the purchasing country regarding the products to be exported shall be specified in the export declaration by the producer / exporter company or its representative. If the purchasing country has a request, this request can also be submitted in the declaration appendix. In order to determine the conformity of the product with the purchasing country requirements, samples are taken by the provincial / district directorate and exports procedures are carried out according to the analysis result.,
- If the supervisor requires, physical inspection of the product can be done on-site.
- No certificate will be issued for products that have expired / recommended consumption date and / or products that are

fusty and / or rotten and / or foreign substances are mixed and / or degraded.

- According to the Turkish food / feed legislation, products which are not allowed to be produced in terms of production technology and / or product content but which are intended to be produced / processed in accordance with the request and / or legislation of the purchasing country shall be informed by the producer / exporter before the production by referring to the provincial directorate. The provincial directorate may allow the production / processing of the product with the export record by evaluating it.
- A separate Certificate shall be issued for the products to be exported if they are produced by more than one manufacturer or if they are produced in different provinces or on different addresses in the same province of the same manufacturer.
- The certificate is not issued if the products for which the certificate is requested are not within the provincial boundaries of the export application or if the export / shipment of the products has been realized.
- In determining the composite products that are not subject to veterinary controls, the "Regulation on Animals and Products Subject to Veterinary Control in Entry into Country" shall be taken into consideration and the certificate shall be issued accordingly (Anonymous 2018c).

## **5. MARKETING STRATEGIES**

Expectations of Europe for food safety are considerably high, therefore marketing of fresh agricultural products is subject to a variety of legal provisions and consumer requirements. However, in marketing, it is also possible to make a difference by applying the quality standards of the supplementary or niche market (niche market: an unexplored sub-market, where there are still unresolved needs).

### **5.1. MARKETING STANDARDS**

European legislation sets general and specific marketing standards for minimum quality and minimum ripeness of all fresh fruits and vegetables. This marketing standard specifies the properties, the different size codes

and tolerances allowed in quality and size of “Extra Class”, Class I and Class II products.



Preferred sizes vary between different European markets, but the quality is usually “Extra Class” or Class I. In some Eastern European countries, the market for Class II products can be found in the processing industry. Marketing standards are designed to ensure that the product is labelled as robust, clean, and accurate. The general marketing standard sets forth the definition of “robust, fair and marketable quality” for these products and requires that their country of origin bear its full name.

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





There are specific marketing standards (MS) for fresh fruits and vegetables listed below. For these products, a certificate of conformity must be available for each shipment. These certificates may be issued by the European regulatory authorities and in some cases by the country of origin.

- apples;
- citrus;
- Kiwi fruit;
- lettuce, curly and broad-leaved plants;
- peach and nectarine
- pear;

- strawberry;
- sweet pepper;
- table grapes;
- Tomato.

The specific marketing standards referred to in Regulation (EC) No 113/200 (1) (b) No 1234/2007 are set out in Part I of Annex I to 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 instance, there are marketing standards for table grapes in **“PART 9: MARKETING STANDARD FOR TABLE GRAPES”** and marketing standards for tomatoes in **“PART 10: MARKETING STANDARDS FOR TOMATOES”**.

Specific Marketing Standards are constituted with describing the definition of production, the provisions on quality, the provisions on quality, the provisions on sizing, the provisions on tolerances, the provisions on presentation and the provisions on labelling in general.

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

- General marketing standards: in Appendix I (GMS), EU Regulation No 543/2011 Part A; or
- Applicable UNECE standard (less stringent than EU standard).

For instance; there are **“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”** and **“UNECE STANDARD FFV-17** concerning the marketing and commercial quality control of **FRESH FIGS”**.

UNECE standards are constituted with describing the definition of production, the provisions on quality, the provisions on sizing, the provisions on tolerances, the provisions on presentation and the

provisions on labelling in general.

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



Importation of processing oriented products does not conform to EU marketing standards. However, they must be clearly marked on the packaging “for processing” or other equivalent statement (Anonymous 2018d).

## **6. GOOD AGRICULTURAL PRACTICES (GAP)**

Despite the differences in practice between countries and organizations, Good Agricultural Practices is defined as implementations in order to make agricultural production system socially liveable, economically profitable and productive, protecting human health, giving importance to animal health and welfare and the environment. (Anonymous 2010b).

Good Agricultural Practices (GAP) are very important in terms of both safe food consumption and quality and efficient agricultural production. By practising GAP while the health of consumers is being preserved, the profit and competitiveness of the manufacturers will increase.

There are a number of initiatives on the national and international platform to protect consumers and to increase reliability in the products they would buy. One of these initiatives is the introduction of GLOBALG.A.P. (EUREPGAP) protocol, which was prepared in 1999 by large European grocery supermarkets and set the minimum standards that should be used in agricultural production under the heading of Good Agricultural Practices (GAP). GLOBALG.A.P. it is not just a certification system that aims to guarantee the health and safety of consumers. At the same time, it is trying to facilitate international trade through an innovative solution such as Benchmarking (Benchmarking - Benchmarking). Thus, equivalence of Good Agricultural Practices, which are being carried out nationally or regionally according to ISO 65 / EN 45011 accreditation standards, to GLOBALG.A.P. is approved all over the world (Öner G. and Işın Ş., 2010).

Good Agricultural Practices covers all stages of production and marketing, from soil to table. Prior to making a decision, the crops or agricultural activities previously grown in the field of production should be known, the effects on human health and environment should be assessed, and if there are risks that cannot be controlled, these areas should not be used in good agricultural practices.

Manufacturers should conduct a risk assessment before deciding for production. Risk assessment shall be conducted by taking into consideration soil type, erosion, level and quality of groundwater, existence of sustainable water resources, first use of land, contamination with parasites and impacts on adjacent areas. Rotated production shall be applied to maintain soil health, reduce dependence on agrochemicals and maximize plant health.

After deciding to implement Good Agriculture Practices, the first thing to execute in order to carry out the necessary procedure is to apply to the authorities authorized by the ITU to record the production process.

All the processes performed during production must be recorded by the farmers and kept for prospective controls. These records shall include information such as product type, geographical area where the product is, fertilizer application time, application reason, technical permit, trade name and amount of the chemical used, application tool, operator name and how many days after the application time should be harvested, irrigation time, method and amount.



Techniques that reduce erosion and protect the physical structure of the soil should be used during cultivation.

The selected varieties must be virus free and resistant to disease and pests.

Good quality seeds, seedlings or saplings should be used.

Soil analysis once a year and leaf analysis when needed shall be performed to use fertilizer in the right time and right amount.

Fertilization shall be applied in the amount and time that the plant needs, after determining which fertilizer is favourable for the soil structure.

Procedures for irrigation, fertilization, pesticide use and all the other implementations shall be recorded.

Irrigation systems that would make the best use of water resources and provide the water that the plant needs shall be established. Wastewater (sewage water) shall never be used for irrigation. Regarding the principles of risk assessment, the irrigation water source should be analysed at least once a year for microbial, chemical and mineral pollutants.

In line with the “Integrated Combat Technical Instructions” for combat with diseases and pests, cultural precautions, mechanical combat, biological combat or biotechnical methods shall be applied first. Chemical combat shall be performed as a last choice.

All pesticide applications shall be recorded. The frequency of pesticide residue analyses shall be planned based on risk assessments. An immediate action plan shall be available if the maximum residue limits are exceeded.

Potential waste products in a plant and sources of pollution shall be indicated.

Harvest shall be performed under hygienic conditions.

All potential waste products (paper, cardboard, plastic, product residues, oil, rock wool etc.) and possible sources of pollution (chemicals, oil, fuel, sound, light residues, leakage from packaging house) of agricultural enterprise shall be indicated.

Workers who use, transport and implement agricultural chemicals should be educated in this regard; first aid training shall be available to



those in operation.

Good Agricultural Practice is implemented with “Regulation on Good Agricultural Practice” provisions in Turkey. It is aimed to provide an agricultural production that does not harm the environment, human and animal health, and protection of natural resources, traceability in agriculture and sustainability and supply of reliable product. GAP Certification in Turkey has begun to be given since 2007 and there have been 98 thousand hectares of production in 56 provinces and with 8,170 manufacturers by year of 2013 (IR Dellal. Et al., 2015).

The aim of the Regulation on Good Agricultural Practices published in the Official Gazette dated 7/12/2010 and numbered 27778 is to regulate the procedures and principles of agricultural practices to carry out an agricultural production that does not harm the environment, human and animal health, to protect natural resources, to achieve traceability and sustainability in agriculture and to provide reliable product supply (Anonymous 2010b).

In order to improve production and to sell manufactured products to the right markets, there are great responsibilities to the producers and to the individuals and organizations that package, distribute, store and market these products.

Retailers who dominate most of the fresh fruit and vegetable market in Europe, convened under the name of EUREP in 1997 (EUREP, a non-profit-making establishment that is centred in Koln, Germany and the membership to this organisation is based on voluntariness and objective criteria) to minimize the certain risks that threaten human health in recent years. They have constituted the EUREPGAP standards in 1999 which forms the basis of today's Good Agricultural Practices the Eurepgap standard was revised in 2007 and named as GLOBALG.A.P. by being accepted by all the countries of the World.

The reason behind the change of the name as GLOBALG.A.P. is that this application is not only confined to the European Union countries but also is accepted and widely spread in many countries of the world.

The first certificate given by Euroep in 2001 was for a producer in Bologna for banana. The UK, the Netherlands and Spain are listed as the first three rankings of the number of Globalgap certified producers and the range of certified products as land (Özkaçar K. and Ören M.N., 2011)

Good Agricultural Practices supports the continuous development of methods and technologies related to farming with regards to the principles of Hazard Analysis and Hazard Analysis (HACCP), Integrated Combat with Pests (IPM) and Integrated Productive Growth (ICM). Good Agricultural Practices covers the full production process of certificated agricultural product which is from before cultivation of plant to processed final product (Öner G. and Işın Ş., 2010).

### **6.1. GLOBAL G.A.P.**

A product that has GLOBALG.A.P. Certificate is registered to GLOBALG.A.P. database system and included in the Product Supply chain. Therefore, a GLOBALG.A.P. certified product is included in the sales and marketing network all over the world. This demonstrates the importance of GLOBALG.A.P. in terms of marketing.

GLOBALG.A.P. certification is performed in two different ways depending on the commercial structuring of the applicants. The first of these is the individual certification of the manufacturer. The other one is to certify the multiple producer group which are formed by gathering the cooperatives, manufacturer associations or the producers that the exporter supplies products under the one roof. In addition, GLOBALGAP implements a "benchmarking" procedure in all countries of the world in which Good Agricultural Practice-like regulations exist, to ensure that products grown and registered in accordance with these regulations are accepted by EUREP.

The process to obtain the GLOBALG.A.P. Certificate is carried out in 5 steps as shown in Figure 2.

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### **5 steps to be certificated**

1. Download the relevant GLOBALGAP Standard Documents and Checklists from the document centre or follow the link on the relevant standard page
2. Compare the proposals from the certification bodies in your country, sign up with your chosen user and get your GLOBALGAP Number (GGN). You can find a complete list of GLOBALGAP approved certification bodies on the site.
3. Perform a self-assessment using the checklist and correct all

the points that you do not meet. At this point, a GLOBALG.A.P. Licensed agriculture insurer who is an educated and approved consultant, can assist you during your inspection preparations. You can find the full list of GLOBALG.A.P. licensed agriculture insurers on the site.

4. Set an appointment with your GLOBALG.A.P. approved certification body. An inspector then performs the first examination on site.
5. If you successfully meet the requirements of the standard, you will receive a GLOBALG.A.P. Integrated Farm Assurance Standard certificate for the relevant Version and Scope which is valid for one year.

### **Figure 2. Procedures to be certificated**

([https://www.globalgap.org/uk\\_en/what-we-do/globalg.a.p.-certification/five-steps-to-get-certified/](https://www.globalgap.org/uk_en/what-we-do/globalg.a.p.-certification/five-steps-to-get-certified/))

After the field inspection, if there is no incompetency, the audit certificate will be presented for certification (if there is an incompetence, a time period is provided to correct these incompetences). Document is approved and finally, verification of the document will be published on GLOBALG.A.P. database.

## **6.2. BRC**

In addition to GLOBALG.A.P., other food safety management systems may be required. Almost all purchasers on the Northwest European market expect to be complied with the BRC Global Standards, which are applied as standard for hygiene and safety.

The BRC Global Food Standard is designed for retailers who supply food products to British retailers regardless of the product or country of origin. Certification in accordance with the standard helps manufacturers, brand owners and retailers to fulfil their legal obligations, while ultimately protecting consumers.

In order to comply with this standard, the food industry (suppliers) has to adapt the six basic criteria to their management systems. Standard is comprised of chapters of HACCP System, Quality Management

System, Plant Environment Standards, Product Control, Process Control and Personnel. The BRC Food Standard categorized food processing and reviewed and published it under 6 headings. Applicants should review these categories when applying for certification and apply through the category appropriate for them. Production (fresh and frozen fruits and vegetables) category is one of these.

On the European continent, purchasers sometimes need to comply with the IFS food standard, the Safe Quality Food (SQF) programme, FSSC 22000 or other standards developed by the industry.

### **6.3. IFS**

IFS is a standard to control retailer and wholesaler branded food product suppliers / manufacturers. The food standard is designed for companies carrying out the following activities:

- processing food products
- transporting food products
- primary packaging

### **6.4. SQF**

It is a problem-free solution to food safety from land to fork and quality certification, and accepted by The Global Food Safety Initiative (GFSI). It provides supply chain management both for the first manufacturer (SQF 1000) and for food manufacturing and distribution (SQF 2000).

### **6.5. FSSC 22000**

The FSSC 22000 standard (Food Safety System Certification 22000) has been developed to regulate food safety-based relationships between parties as well as between countries and is a standard based on HACCP principles.

One of the most important features of FSSC 22000 is that it can only be implemented by food producers. Among the products that may be covered are animal products (except slaughtering and pre-slaughtering implementations), vegetable products, shelf stable foods and foods that can be stored at ambient temperature, chemical biological products used for food production.

All mentioned management systems are accepted by the Global Food Safety Initiative (GFSI). Compliance with certification programs varies between countries, trade channels and market conditions.

## **7. GOOD HYGIENE PRACTICES (GHP)**

The necessary checks and measures to be taken in the stages of procurement, production, preservation and presentation mean the foodstuffs to be safe and not to harmful to human health. In short, it is to provide all the conditions necessary to produce safe food.

It is hygienic practices which are the basic requirements of food safety and HACCP system. Besides cleaning and maintenance procedures, hygiene procedures also include hygiene of employees, materials used in food processing and environment. Good Hygiene Practices can be taken as GHP certification and standard. It is one of the basic conditions included in HACCP applications. Pesticide control procedures are also evaluated together with Good Hygiene Practices.

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