The inclusion of small producers in modern marketing channels: module 3 Turkey, results from the microdata

Celine Bignebat, . International Institute For Environment And Development

▶ To cite this version:

Module 3: Turkey

Meso-Study

May-July 2007

Regoverning markets workshop: micro results

2007/09/24-28 ; Morelia (MEX)

Agenda

- Selection of study sites, and methodology

- Results

Selection of study sites

- Turkey is composed of 81 provinces

- among which 78 are producing tomatoes

- But the first 12 provinces account for 73,1% of total tomato production (volumes)

- In these 12 provinces, 17 villages were selected (part randomly, part on purpose)

- Map

Map - Turkey
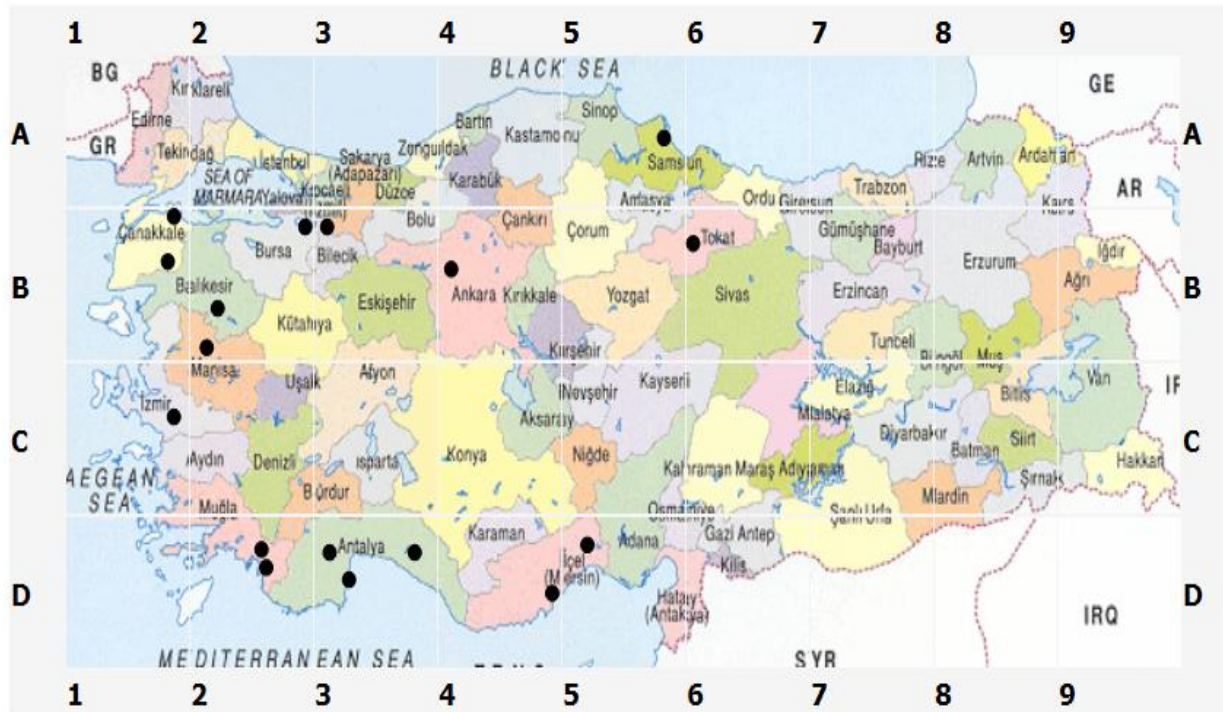
Antalya:	D3	Bursa:	B2	İzmir:	C1	Balıkesir:	B2
Mersin:	D4-5	Manisa:	BC2	Çanakkale:	B1	Samsun:	A5
Tokat:	B6	Muğla:	CD2	Ankara:	B4	Bilecik:	B3

The rationale of the selection

- Diversity:

  - Climate
  - Specialization in tomato
  - Orientation
    - Industry,
    - Tourism
    - Exports

Methodology

- Local directorate of the Ministry of Agricultural & Rural Affairs

- Farmers and other important actors (director of the coop, head of the village)

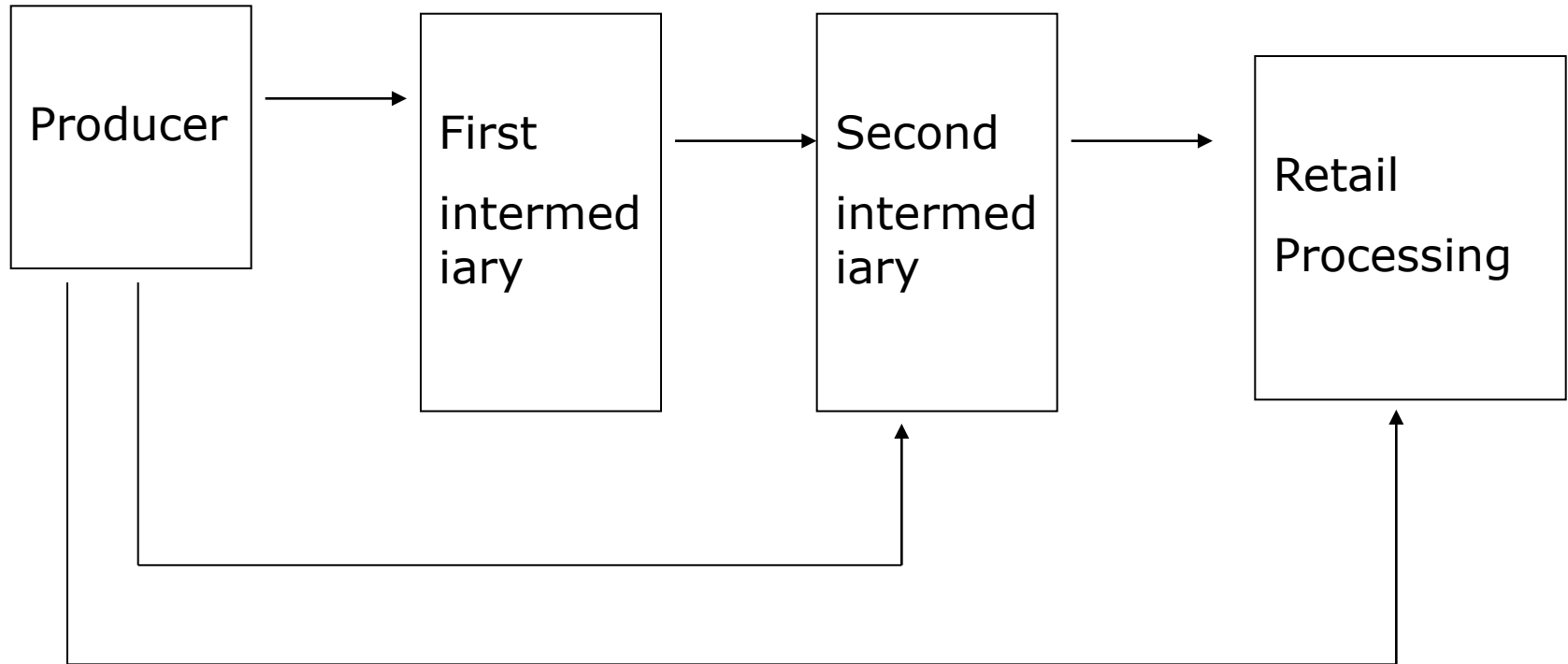- Collective interviews, 10 to 30 participants, 1 to 4 hours.

Results

- Main production constraints:

  - Input procurement (high costs -pesticides problems for low-costs inputs, scarcity of information- land price) – 1 -
  - Scarcity in qualified labour – 3 -
  - Difficulties in marketing – 2 -

Marketing channels - domestic

Marketing channels - domestic

- **Intermediaries:**
  - Commissionners on the wholesale markets (local or national level)
  - Cooperatives

- **Sub-intermediaries:**
  - Local agents
  - Merchants

- **Direct sales:**
  - Supermarkets
  - Open markets
  - Exporters
  - Processing firms

Results: marketing channels identification

Channel	1st	2nd	3rd	4th
CWM	7	2	0	0
Firms	2	1	3	0
Local agents	3	2	1	0
Merchants	2	6	2	0
Exporters	2	4	0	0
Coops	1	1	0	0
Open Market	0	2	3	1
Supermarkets	0	0	0	4
Total	17	18	9	5

Results: marketing channels identification

- City Wholesale Markets, major channel
- Importance of merchants (or local agents in the West)
- Absence of signicative collective action
- Supermarkets as a minor marketing channel
- Low number of marketing channels (no alternatives?)
- Geographically differentiated (few wholesale markets in the N-W)

Results: Why? Marketing constraints

Lack of bargaining power:

- Dispersion: collecting activities
- Distance to wholesale markets
- Lack of own storing, grading, packaging facilities (credit shortage)
- No national or local production planning ➔ price fluctuations
- No trust, one-sided contracts (except exporters and firms) ➔ long term relationships
- Corruption

Conclusion

North:

Summer production, field, industry, local agent, few WM in consumption zones
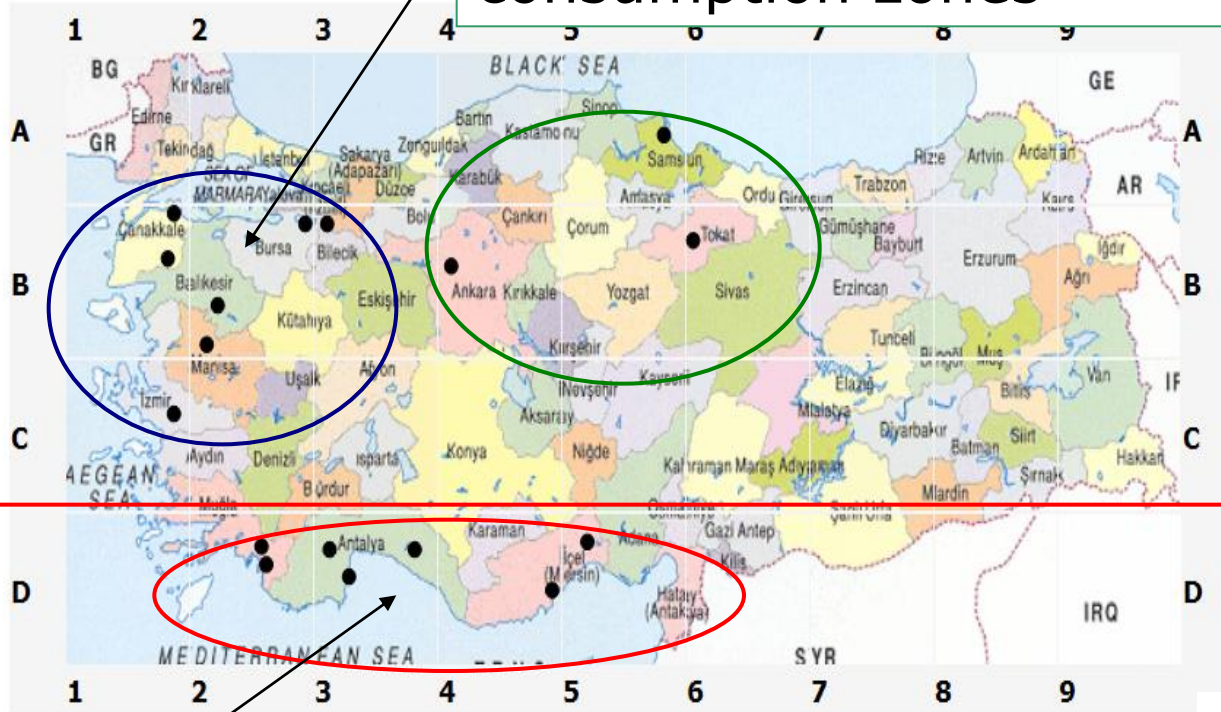
South:

Winter production, greenhouses, exports, merchants, numerous local WM in production zones