

Project title: Research Study on Competition for Cherry Production and Marketing of Turkey

Research Area	Agricultural Economics
Research Program	Agricultural Production Management Researches
Executive Institute	International Agricultural Research and Training Center
Supporting Institute/s	General Directorate of Agricultural Research and Policies Aegean University Faculty of Agriculture Department of Agricultural Economics Aegean Agricultural Research Institute Aegean Exporters' Associations
Project Leader	Dr. Zerrin Çelik
Assistant Researchers	Zübeyde Albayram Doğan, İlkay Ekinci, Dr. Mehmet Tutar, Salih Gökkür, Doç. Dr. Hakan Adanacioğlu, Gökay Çelikli, Dr. Mehmet Hasdemir, Dr. Filiz Pezikoğlu, Gülşah Mısır, Dr. Mehmet Emin Akçay, Dr. Adnan Doğan, F. Pınar Öztürk, Meltem Emre, Dilek Karamürsel, Dr. Betül Sayın, Musa Kuzgun, Şerife Gülden Yılmaz, Seda Çakır Namdar, Dr. O. Sedat Subaşı, Dr. Hilal Yılmaz, Selcan Akkoyun, Serhan Candemir, Dr. Gülçin Altıntaş, Atila Altıntaş, Oğuzhan Aydın, Erol Çakmak, Doç. Dr. Esen Oruç, Ahmet Haşim Keskin, Hikmet Erdem, Zafer Yaşar, Hakan Saçtı
Research Period	01.01.2018-31.12.2019

Project Summary:

Turkey has always been an important fruit producer with various kinds due its geographical position. There have been significant developments in cherry production and export lately. But there can be problems in production, prices and marketing due to certain reasons. This may endanger sustainability and competitive capacity of the producers in the region and also the region itself. The aim of the research is to demonstrate the competitiveness of the cherry sector of Turkey. In order to demonstrate competitiveness, trade measures, cost-effectiveness measures and effectiveness measures will be used. The current comparative advantage (Revealed Comparative Advantage, RCA) against the world and the EU of cherry production sector in Turkey. Producer costs, producers' prices, world prices, and price variances major competitor countries' producer costs will be used in the cost-profit measure. Besides the latest developments in cherry production will be evaluated based on farmer surveys in the city, which is important for cherry production and exportation in Turkey. The vulnerabilities and sensitivities of farmers will be examined to technological development, climate change and changes in economic conditions in recent years. And SWOT analysis will be used for the planning and strategy making process to improve cherry sector in the region. In this context, solutions that will increase the competitive power of the sector will be recommended by interview with the producers involved in the marketing channel, middlemans and exporters.

Key words: Cherry, competitiveness, comparative advantages, SWOT analysis, Turkey.