DETERMINATION OF CONSUMER PREFERENCES FOR FRESH FRUIT AND VEGETABLE IN TERMS OF FOOD SAFETY: A CASE STUDY OF CANAKKALE PROVINCE

Özge Can NIYAZ[1], Nevin DEMIRBAŞ[2]
[1]Çanakkale Onsekiz Mart University, Department of Agricultural Economics,
17100, Çanakkale-Turkey.
[2]Ege University, Department of Agricultural Economics,
35100, İzmir-Turkey.
Emails: [1]ozgecanniyaz@comu.edu.tr, [2]nevin.demirbas@ege.edu.tr

Abstract: *Fruit and vegetable production have a significant place in the Turkish agricultural production due to suitable climatic and natural conditions. Also, Turkey has a huge production capacity and with ever increasing competitive structure in both fresh fruit and vegetable production and exportation. According to the average of 2010-2012 years, the share of fruit and vegetable in total agricultural products exportation value from Turkey to the European Union (EU-27) is 33.4%. The share of fruit and vegetable in the marketed crop product value is 62.8% according to the average of 2011-2013 years in Turkey. In the same period, the share of fresh fruit and vegetable in Canakkale province's total crop products value is 50.2%. In the last years, the most important problems in the fruit and vegetable trade in all of the world are non-authorized pesticides, pesticide residues exceeding permissible limits, packaging requirements, with contaminants exceeding regulatory levels, and/or with inadequate general quality. Consumers in the producer countries and domestic markets are also affected these food safety problems. The aim of this study is to determine fruit and vegetable consumption decisions of consumers who live in Canakkale province in terms of food safety. Data of the study will be collected from 166 consumers determined using simple random sampling. The Five-Point Likert Scale will be used in measuring some views of the consumers. Factor analysis and logistic regression will be used to analyze the data.*

Key Words: *Fruit and Vegetable, Consumer Preference, Food Safety, Canakkale, Turkey.*