THE PROBLEMS OF FRESH FRUIT PRODUCTION AND MARKETING IN CANAKKALE PROVINCE AND SOLUTION SUGGESTIONS

Niyaz, O. C.[1], Demirbas, N.[2]
[1]Onsekiz Mart University, Faculty of Agriculture, Department of Agricultural Economics, Canakkale, Turkey
[2]Ege University, Faculty of Agriculture, Department of Agricultural Economics, Bornova/Izmir, Turkey

Summary

Fruit production and marketing has a significance place in Turkey and especially in Canakkale due to suitable climate and natural conditions. However, there are a number of serious problems about the marketing of the products. The objective of this study is to reveal the problems in fresh fruit production and marketing by using data which was obtained from farmer survey. This study covers apple and peach which constitute 71 % of the fruit production in Canakkale province. Questionnaires have been filled out through face to face meeting with 98 farmers which have been selected by the stratified random sampling method.
The Five Point Likert Scale has been employed to be able to find out production and marketing problems. Chi-square Analysis has been used for discrete variables to identify whether there are differences among groups in terms of performed applications along with the characteristics of producers. The land size of the farms, which have been analyzed, is usually small. More than half of the farmers are primary school graduates and have high occupational experiences. One of the most striking points of this study is that cooperatives are not sufficiently efficient in production and marketing despite the fact that they have quantitatively high number of members.

Key words: *Fresh fruit, Canakkale, production, marketing*