# Identifying of the Factors Affecting Fresh Fruit Production and Marketing in Canakkale/Turkey

**Özge Can Niyaz[1], Nevin Demirbaş[2]**

[1]Canakkale Onsekiz Mart University, Faculty of Agriculture, Agricultural Economics Department, Canakkale/TURKEY

[2]Ege University, Faculty of Agriculture, Agricultural Economics Department, İzmir/TURKEY

Fresh fruit production and marketing is of significance in Canakkale as a consequence of suitable climate and natural conditions. The aim of this study is to identify the factors which affect fresh fruit production and marketing. In this respect, a survey has been carried out in Canakkale, and questionnaires prepared in accordance with the objectives of the study have been filled out through face to face interview with 98 producers who have been chosen by means of stratified random sampling.

Product scope of this study includes apple and peach which constitute 71% of the total fresh fruit production in Canakkale. This study has employed basic statistical methods along with Logistic Regression Analysis. Factors affecting fresh fruit production have been identified through Binary Logistic Regression Analysis, whereas factors affecting fresh fruit marketing have been found out by means of Multiple Logistic Regression Analysis. Besides, rational solution suggestions have been also offered for issues raised in the result of the survey by considering the characteristics of the production areas.

**KeyWords:** Fresh fruit production, fresh fruit marketing, agricultural policies, production and marketing policies, Canakkale, Turkey.