International Journal of Science and Research (IJSR)
ISSN: 2319-7064
ResearchGate Impact Factor (2018): 0.28 | SJIF (2018): 7.426

The Latest Situation in Turkey and the World of Organic Agriculture

Hülya Sayğı

Yumurtalık Vocational School, Cukurova University, Adana, Turkey

Abstract: ***Organic agriculture has been rapidly spreading in the world, and the global organic food market is gradually expanding. Turkey is a typical example of countries that develop their organic agriculture activities in accordance with their exportation potential. Quite big portion of the country's organic goods production is being exported abroad. The demand in Turkish domestic market is also on the gradual rise. Even though Turkey has very suitable ecological conditions and high exportation potential, the country's share in the world's organic food market is quite low. This study's main purposes are to describe what organic agriculture has been from yesterday to today, and to put forward the final state of organic agriculture in today's World and Turkey. As a result, the study will also propose solutions for organic agriculture and the main problems arisen in the expertise. Thus, it will bring forward suggestions in relation with policies, research - development, and education programs intended for improving organic agriculture in Turkey and increasing organic products exportations of the Country.***

Keywords: organic agriculture, policies, market development, World, Turkey

1. Introduction

Human beings have always had the need to feed themselves since the moment they started existing. Agricultural production systems, which have come out after hunting-gathering period, have shown improvement throughout history. To have met the after-WW2-increased population's food demand, existing systems weren't sufficient. 1950's and onwards, usage of technology, mechanization, and synthetic chemicals has increased greatly. Production systems, in which technology and synthetic chemicals are heavily used, such as modern agriculture, the Green (3rd Agricultural) Revolution, and conventional agriculture, caused some environmental and health problems. Agricultural production systems, in which synthetic chemical input and mechanization are intensively and senselessly used, ignored the fact that agriculture is an ecological, economic and social balance, and instead focused on achieving high yield in the short term. In such systems, synthetic chemicals were unconditionally accepted due to being easy-to-apply and giving-quick-results. However, insensible and not-controlled usage of these threatens human, animal &environmental health, negatively affects wildlife, air, water and earth, leaves residue on food products, causes targeted pesticides to develop tolerance and some not-so-important harmfuls to become main danger, and phototoxicity in plants (Yildirim,2012). Some pesticides used in order to get rid of diseases and to obtain quality products, damage not-targeted livings as well as destroying targeted harmfuls (McEwen and Stephenson, 1989). According to World Health Organization (WHO) data, every year 3 million agriculture workers get poisoned by pesticides of which 18.000 die. Furthermore, in the studies done, it is observed that people working longtime with pesticides suffer from problems such as breathing difficulties, memory deterioration, dermatological diseases, cancer, depression, neurological damage and miscarriage (Anonymous, 2007). Both manufacturers and consumers have been adversely affected. As for agronomists, they started getting worried about agriculture's sustainability, and put forward alternative agricultural models in which plant-based and animal-based productions done simultaneously, the link between production and consumption is shorter, is more advantageous by means of sustainability. Organic agriculture is a sustainable production model that protects human health and ecosystem. In order to increase soil fertility or to fight against diseases and harmfuls, techniques such as crop rotation, green manuring, compost application and biological control are used. Organic agriculture connects old and new applications, protects the environment in which all beings live in a shared manner, and strengthens the relationship between living beings thanks to processes it involves. Compared to other agricultural production models, it is a highly surveillable and trustable system that is monitored and audited by controlling certification institutes (Anonymous, 2010).

2. Organic Agricultural Production in the World

According to latest data today, organic agriculture area in the World have reached up to 69.8 million ha with 2.9 million farms producing. Of total organic production areas, 51% is in Oceania, 21% is in Europe, and 11% is in Latin American countries (Figure1).

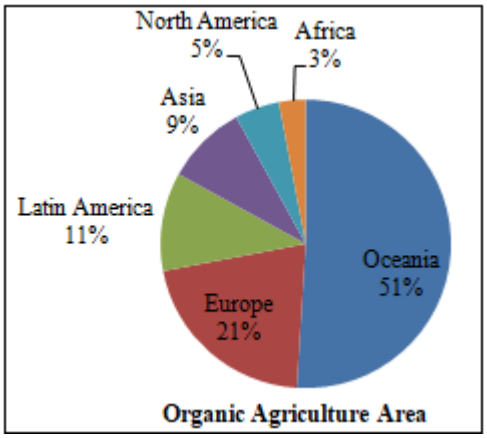

Figure 1: Organic Agriculture Area in the World (FiBL, 2019)

When organic agriculture per continents observed, and increase all over the world is detected (Table1.)

Table 1: Continential distribution of organic agricultural areas according to years (ha) (FiBL, 2019)

	2012	2013	2014	2015	2016	2017
Africa	1.148,90	1.208,25	1.259,98	1.682,06	1.800,82	2.055,48
Asia	3.150,22	3.321,99	3.482,48	3.882,36	4.832,13	6.050,70
Europe	547	476,759	509,089	508,151	546,663	541,906
Latin America	6.543,38	6.305,64	6.424,95	6.788,42	7.340,09	7.965,24
Oceania	53,37	62,511	85,159	73,802	113,164	158,871
Total	11.442,64	11.375,16	11.761,66	12.934,80	14.632,86	16.772,19

Australia (36 million ha), Argentina (3.3 million ha), China (3.023 million ha), Spain (2.08 million ha), America (2.03 million ha), and Italy (1.91 million ha) are the countries who have the highest organic production area. Turkey is in 17th place with 520.89 million ha area (FiBL, 2019). 66% of the organic agricultural areas in the world are counted as pasture and grazing area, 17% is arable land and 7% is considered as perennial plant growing area. It is observed that rice (4.5 million hectares) and cereals (2.6 million ha) are the leading crops in arable land, followed by green fodder (2.8 million ha) and oilseeds (1.2 million ha), and the lowest rate is of vegetable cultivation (676 thousand ha). Organically grown perennials cover an area of 2.6 million ha. Coffee (891 thousand ha), olives (883 thousand ha), hazelnuts (0.3 million ha) and cocoa (384 thousand ha) are grown in most of the areas where perennial cultivation is carried out. In addition, some other organically produced products can be listed as follows; grapes (403 thousand ha), tropical and subtropical fruits (380 thousand ha) and grape fruits (42.6 thousand ha).

3. Current Situation and development of Organic Agriculture in Turkey

The emergence of organic agriculture was directed towards exports and external demand. Initially, exports started with traditional products such as raisins, dried apricots and dried figs. Production continued with 8 products from 1985-1986 to 1990s, and organic agriculture sector and product range expanded with the 2000s. In 2016, this number reached 213.

Today, this product range includes nuts, apricots, raisins, figs, lentils, and cotton and textile products. While in 2003, approximately 15 thousand producers produced 113 thousand ha of organic production of 323 thousand tons, as of 2018, there is 2,371,612 tons of organic production done on 778 thousand ha areas by 79,563 producers. While a continuous fluctuation is seen when product numbers are evaluated according to years, these numbers increased to 213 in 2018 from 179 in 2003. When the production amounts of organic products are analyzed by years, it is seen that the production amount decreased after 2016, although the number of organic production areas and the number of producers engaged in organic production varies over years (Table 2).The reasons such as contract production, high price, technical and cash assistance are effective for the producers to turn to organic production activities. Sale prices of organic products are 10-15% higher than other agricultural products. This makes it difficult to market organic products (Turan et al. 2009; Ozturk and Islam, 2014).

Table 2: Number of products and producers by year with production area and quantity in Turkey

Years	No. Of Products	No. Of farmers	Arable areas (ha)	Natural picking areas (ha)	Total production areas(ha)	Production quantity(ton)
2003	179	14.798	73.368	40.253	113.621	323.981
2004	174	12.751	108.598	100.975	209.573	377.616
2005	205	14.401	93.134	110.677	203.811	421.934
2006	203	14.256	100.275	92.514	192.789	458.095
2007	201	16.276	124.263	50.020	174.283	568.128
2008	247	14.926	109.387	57.496	166.883	530.224
2009	212	35.565	325.831	175.810	501.641	983.715
2010	216	42.097	383.782	126.251	510.033	1.343.737
2011	225	42.460	442.581	172.037	614.618	1.659.543
2012	204	54.635	523.627	179.282	702.909	1.750.126
2013	213	60.797	461.395	307.619	769.014	1.620.466
2014	208	71.472	491.977	350.239	842.216	1.642.235
2015	197	69.967	486.069	29.199	515.268	1.829.291
2016	225	67.878	489.671	34.106	523.778	2.473.600
2017	214	75.067	513.981	22.148	543.033	2.406.606
2018	213	79.563	540.000	86.885	626.885	2.371.612

http://www.tarim.gov.tr/sgb/Belgeler/SagMenuVeriler/BUGEM.pdf, (Date of access: 24.11.2019).

As well as in many European countries, in Turkey the statistical infrastructure for organic agricultural products in foreign trade yet to be built. Statistical values related to the foreign trade of organic products can be reached only from the records of Aegean Exporters' Associations. At this point, it is important that the companies register with the exporters' association in relation to the product group in question during the export process. In the early years of organic agriculture, the export operations were carried out entirely in the form of raw materials, while today organic products are processed and exported. At this point, marketing of organic products by processing or increasing their durability is more profitable both for the national economy and for the producer (exporter). When the findings obtained in Table 3 are evaluated, raisin, hazelnut, fig, apricot, fruit and vegetable products, legumes, pistachio, cotton and lentil products, sesame, wheat and chickpea are among the main exported products. According to the findings obtained in

Table 3, with 41.634 tons wheat and wheat products take the first place among the organic products exported, followed by fruit and fruit products with 25.964 tons and grapes with 10.572 tons respectively.When the results of Table 4 are evaluated, it is the UK that exports the highest amount of organic products in 2018 in terms of quantity and amount. This is followed by Germany, USA, Netherlands, France and Switzerland respectively. The number of export countries is 14 and the export market is the highest in the EU after the UK. Turkey is engaged in the import of organic products besides exporting organic products. Soybeans, wheat, corn, lentils, chickpeas, dried fruits, rice, barley, sunflower seeds, coconut oil, flax seeds, fertilizer, noodle, rice flour, coffee, hazelnut paste and sesame are some of the products imported (Table 5).In the light of the findings given in Table 5, 99.446 tons of non-seeded soybeans are among the most imported products and this product is supplied from UAE, Ethiopia, Kazakhstan and Russia.Soya beans are followed by Wheat and Wheatgrass with 32,622 tons and the need for wheat and wheatgrass is met by only Dubai, Kazakhstan, Russia, Croatia, England, Switzerland. Corn comes in third place (27,545 tons) and is also imported from UAE, Dubai, Kazakhstan and Moldavia.

Table 3: The most exported organic products in 2018

Product Name	Quantity (Tons)	Cost ($)	% Tons	% $
Wheat And Wheat Products	41.633,90	131.146.772	37	36
Fig And Fig Products	7.996,93	51.980.044	7	14
Fruit And Fruit Products	25.964,37	48.293.736	23	13
Hazelnut And Hazelnut Products	5.356,76	40.015.020	5	11
Grape And Grape Products	10.572,35	26.430.886	9	7
Apricot And Apricot	4.773,70	22.627.358	4	6
Products				
Lentil Types	5.229,36	16.054.144	5	4
Vegetables and Vegetable Products	5.407,06	5.947.769	5	2
Spices	1.027,74	4.470.685	1	1
Olives And Olive Products	707,71	4.097.634	1	1
Chickpea	1.360,47	2.340.002	1	1
Pistachio	26,76	795.976	0	0
Others	1.618,91	6.928.917	1	2
Total	111.690,68	361.128.943	100	100

http://www.tarim.gov.tr/sgb/belgeler/sagmenuveriler/Bugem .Pdf, (Date of access: 24.11.2019).

Table 4: Countries exported the most in 2018

Country	Quantity(Tons)	Cost($)	% Tons	% $
England	22.593,44	62.915.954,67	36,62	29,22
USA	7.271,73	31.369.690,33	11,79	14,57
Germany	7.976,45	28.259.705,55	12,93	13,13
Netherlands	6.872,48	25.073.960,26	11,14	11,65
France	5.773,81	21.809.399,52	9,36	10,13
Switzerland	2.811,95	11.356.171,02	4,56	5,27
Italy	2.397,83	11.051.690,62	3,89	5,13
Canada	1.019,24	3.516.049,60	1,65	1,63
Sweden	958,02	3.238.918,82	1,55	1,50
Austria	664,04	3.087.092,11	1,08	1,43
Sri Lanka	7,24	2.102.058,41	0,01	0,98
Australia	423,27	1.717.205,80	0,69	0,80
Japan	383,66	1.465.627,46	0,62	0,68
Belgium	381,22	1.424.310,10	0,62	0,66
Total	59.534,38	208.387.834,3	96,51	96,79
Others	2.154,92	6.900.351,5	3,49	3,21
Grand total	61.689,3	215.288.185,8	100,00	100,00

http://www.tarim.gov.tr/sgb/Belgeler/SagMenuVeriler/BUGEM.pdf, (Date of access: 24.11.2019).

Table 5: 2018 Organic imported products, quantities and countries imported

Product name	Quatity (Ton)	Countries imported
Soybeans (Non-Seed)	99.446	UAE, Ethiopia, Kazakhstan, Russia
Soy Beverage		Italy
Egypt	27.545	UAE, Dubai, Kazakhstan, Moldova
Wheat, Wheatgrass Powder, Wheat Glucose	32.622	Dubai, Kazakhstan, Russia, Croatia, England, Switzerland,
Sunflower seeds	8.834	UAE, Russia
Lentils (Red)	5	Kazakhstan
Dried Fruit (Plum, Date/Persimmon, Mulberry, Apple, Fig, Apricot Gojibery)	898	France, Argentina, Algeria, Tunisia, Australia, Kyrgyzstan, Sri Lanka
Grapes (Dried)	40	England, Russia, China, hollandair, Pakistan, the US, Italy
Sesame / Seed)	206	USA
Ginger (Ground)	1,30	Uganda, Egypt, India
Cocoa And Powder	12	Germany, Sri Lanka
Beans, Mung Beans	20	Peru, England, Holland, Haiti
Licorice Root	250,3	Uzbekistan
Turmeric (Powder)	2	Kazakhstan, Georgia
Rice Flour And Starch	13	Sri Lanka
Flax Seed	4.750	England, Belgium
Herbal tea	1,2	Kazakhstan
love-in-a-mist	88	Germany
Chickpea	900	India, Egypt
Walnut (without shell)	4	Kazakhstan
Tomato (Ketchup)	47,7	Moldova
Black pepper	2,8	Netherlands
Carrot (Frozen), Canned	40,4	Sri Lanka
Banana Puree And Flakes	82,8	Spain, Austria
Mustard	4	France, Ecuador, Netherlands
Chia Seed	3,15	France
Coconut Oil	12	Germany, Netherlands

Chicken egg		Ghana
Chicken Meat	1,60	Saudi Arabia
Bee milk	1,00	Qatar
Vegetable Oil Based Milk Mixture	34	France
Pasta	1	Spain
Jam (Cherry, Apricot, Strawberry)	0,25	Italy
Organic Energy Drink (All I Need)		Dubai
Total	175.868,45	

http://www.tarim.gov.tr/sgb/Belgeler/SagMenuVeriler/BUGEM.pdf, (Date of access: 24.11.2019).

4. General Situation of the Domestic Market in Turkey

In Turkey, organic production is done in accordance with the demand gotten from foreign countries, and the records related to the current state of the domestic market. Organic products are mostly sold in a limited number of supermarkets, agricultural shops, herbal and organic public markets in large cities (Demiryurek, 2011). Despite positive developments in the domestic market, the share of organic production in agriculture is very low. Factors like hindrance to the development of the internal market; the production of organic agricultural products dependent on the outside, the lack of market research required in the domestic market, the lack of variety of organic products, the high prices of organic products, and the average price that consumers are willing to pay for organic products have significant effects (Marangoz, 2008; Ipek and Cil, 2010; Deviren and Celik, 2017). Problems experienced in the exportation of organic products and competitors periodically coming to the advantageous positions can be considered among opportunistic factors to be used for the development of the domestic market in Turkey.The reason for not reaching intended levels until now is the lack of demand due to human beings lacking knowledge about agriculture. In order to develop the domestic market, efforts should be focused on promoting and informing people about organic agriculture and even education should be started from primary school period. Earlier researches indicate that middle-age consumers and income levels have significant impacts on determining demand. Super-hyper markets are responsible for the sale of organic products in the domestic market. However, it is known that such markets are in financial difficulties and cannot produce solutions for allocating stalls for organic products.On the other hand, the most important places where organic products can be sold are open markets and sales shops. Previous research shows that consumers buy about 80% of agricultural products such as fruits and vegetables from open markets. In a similar study, approximately 55% of consumers see vegetable and fruit markets as the places where organic products can be purchased (Merdan, 2014).

5. Problems Encountered in the Marketing of Organic Products

The marketing of organic products can be achieved by selling the products at the right place and time with the right price through distribution channels to consumer. In order to easily market organic products it is necessary to work in a planned systematic manner to determine the demand, to identify the gaps in supply, and to find out the necessary methods to reach consumers.In reality, organic products are not accepted by consumers and pose a great risk to sellers who will market these. In the later step, because the producer cannot make profit, they abandoned organic production and turn to conventional agriculture. The following are the main reasons why these issues occur.

5.1. Inadequate Product Variety and Not Being Able to Ensure Continuity

People or organizations that sell organic products should have the quantity and quality of products to meet the needs of consumers at the point of sale. At this part, the formation of marketing network depends on the continuous operation of the system between the manufacturer, wholesaler and retailer.The marketing network can be improved by increasing demand for organic products. In Turkey vendors market regular products with natural organic products. In order to eliminate this confusion, organic products should be supplied from the places that have been inspected by the certification institutes (Merdan, 2014).

5.2. Short shelf-life of the products

The use of additives, synthetic chemicals and pesticides in organic products is not permitted. Therefore, the shelf life of organic products is shorter than the products obtained by other methods since no additives are used. Especially fresh vegetables and fruits, milk and dairy products are in high demand but these products should be consumed in a short time.

5.3. Lack of Information on the Marketing of Organic Products

The knowledge level of individuals in marketing organic products is insufficient. Those who will market organic products must be trained. In Turkey, the number of organizations to provide such training is little to none. In this prospect, it is important to increase the number of relevant institutions.

5.4. High Pricing of Organic Products

The high price of organic products makes these products more attractive, but also causes problems in sales transactions. Organic product sales places in Turkey are concentrated in regions where people have high income levels. General approach is that organic products aren't demanded in places where the income level is high, and that sales places are closed in a short time. Consumers in Turkey; do not accept to pay high prices for organic products, and are very conscious about pricing. Most organic products are sold at a price of 30-40% higher than conventional products.

5.5. Consumer'sChanging Pleasure and Preferences

Among the organic products, vegetables and fruits are among the products with the highest demand. These products are followed by bakery products, meat and dairy products and fruit juices. Vegetables and fruits contain more chemical additives than other products. In fact, the price, taste and appearance of the product are often influential in consumer preferences.

6. Marketing Opportunities and Development Methods in Organic Production

With the developing technology, increasing incomes and differentiating needs, there is a rapid change in the world the results of which is reflected in the societies' lifestyles, production, consumption and marketing approaches.

As how it is with conventional agricultural products, production, marketing, sales and distribution of agricultural products should be considered together.However, production, sales and distribution activities are carried out in the marketing department and the first two are done in line with the information obtained from the market. Essential in organic production, not only in the production but also in the marketing stage of the product is to exhibit the behavior in accordance with the ecological balance (Ersun and Arslan, 2010). In recent years, demand for organic products is being gradually increased both nationally and internationally. In this context, there are significant changes in consumer demands in terms of choosing reliable foods. Therefore, consumers now make a choice on what to buy by considering that the product they will buy is suitable for human health before the price and that it is produced safely (Eryilmaz et al. 2015; Ilgar, 2017). There are some difficulties in identifying the changing needs and demands of consumers and meeting their demands. Factors such as seasonal fluctuations caused by climatic conditions in the organic products market, uncertainties in price formation, global warming and climate changes, length of production process, fluctuations in exchange rates and demand cause some difficulties in terms of meeting the demands of consumers and growth of the market. In this context, it is not considered sufficient to determine consumer trends.It takes time to measure consumer responses, and producers are forced to bear the cost of time at the point of meeting demands. At the same time, there are some difficulties in the production process since chemical drugs and additives are not used. In the survey done by IFOAM and FIBL, it is observed that organic farming is practiced on 69.8 million hectares by 2, 9 million producers (FIBL, 2019). In a 2017 survey, it is observed that the United States (40 billion euros) has the largest retail market share of organic food and beverages in the world, was Germany (10 billion euros), France (7.9 billion euros) and China (7.6 billion euros). The largest single market is the United States, followed by the European Union (34.3 billion euros) and China. Separated into regions, while North America is first place with 43 billion euros, it is followed by Europe (37.3 billion euros) and Asia (FiBL,2019). These figures show that despite the problems, the sales volume of organic agricultural products increases rapidly with the change in the needs and demands of consumers (Ayla and Altıntas, 2017). As the organic product market is a newly developing market, it can be said that there are deficiencies in creating consumer awareness for organic products, meeting the demand and increasing distribution channels. Although the high price caused by the lack of demand for organic products limits the purchase of organic products, the main problem in the organic product market is the inadequacy of distribution channels. The inadequacy of distribution channels is seen as a common problem in all developed or developing countries. In today's organic product market, both the amount of demand and the number of producers are increasing, and organic products become a sector that can form their own market. These developments have increased the number of organic product outlets and many retailers have placed organic products in their sales departments. It is now possible to find organic products in ordinary supermarkets such as Carrefour and Migros. Organic agricultural production which began operations to meet the foreign demand in the 1980s, seems to have expanded its domestic-market-aimed production network with the domestic demand increasing in the 2000's. In order to increase domestic demand and deliver organic products to consumers, a supermarket-based initiative was launched.Since the prices of organic products are higher than the prices of conventional products, these initiatives have not been successful. Later, in order to meet the domestic demand, stores were established to market and sell organic products in big cities and regions with high foreign population (Aksoy, 2001). In order to carry out the marketing activities effectively, product promotion must be done with the correct information, the real demand should be determined and the products that are interchangeable in the market should be followed. In the organic product markets, semi-finished products can be sold to consumers instead of raw materials.

Producers holding sufficient capital can reach the consumer directly and producers without sufficient capital can reach the consumer through unions and cooperatives. In Turkey, opportunities in domestic market are more than of the ones in foreign markets. However, domestic market producers are limited in number. On another hand, due to the fact that the organic product market is new, consumers do not accept to pay high difference for organic products at this time.As well as this, the analysis in the necessary market is not done, it makes taking part in domestic market risky(Aytogu, 2006).

Accurate marketing analysis depends on market research. In the market research, firstly, information should be gathered about where the research will be conducted, what factors will affect the demand, where and when the consumer will reach the product. Taking these data into consideration, the number of distribution channels and their effectiveness should be increased in order to make a sound decision in marketing research. In Turkey, manufacturers prefer to take part in the contracted production system instead of offering organic products to the market. In Turkey, manufacturers prefer to take part in binding-with-contract system instead of putting their organic products up in the market. Since the Turkish domestic market is not developed enough, the products which cannot be presented to marketing firms cannot find the opportunity in the domestic market. Contract-binded agriculture is put into action in two steps by producer and industry. First, the producer makes production

planning in accordance with the demands of the industrialist. In the second, industrialists share their opinions about what they want to produce by reaching out to producer organizations (Merdan, 2014). As the certification costs are high in organic production, the producer has difficulty in presenting the products which he produced in Turkey and abroad but can easily overcome this problem if he joinsin an organization or a union and producer group. Society for Ecological Agriculture Organization (ETO) has voiced that annual consumption of organic products by the per capita in Turkey remains below 1 euro. The findings of organic product consumption lead us to two important conclusions: First, the potential demand for organic products needs to be determined. In the second, consumers should be conscious about organic products. From this point of view, the balance of supply and demand should be kept at the desired level. In order to put this into action, promotion activities should be focused on informing and raising the awareness of producers and consumers and even people should be educated at a young age. From this point of view, the balance of supply and demand should be kept at the desired level. In order to realize this, promotion activities should be focused on informing and raising the awareness of producers and consumers and the latter should be educated at a young age.

7. Conclusion and Evaluation

Turkey's domestic market hasn't developed well due to the fact that it is a developing country and its organic production is directed towards the foreign market. In inadequate development of the domestic market; differences in prices, inadequacy in product diversity, lack of extensive market research, undeveloped marketing network, and inadequacy of written and visual promotion activities are effective. The fact that the prices of organic products are more expensive than the prices of other agricultural products reduces the demand in the domestic market, and lead consumers firstly into meeting their mandatory needs. This reduces the preference for organic products.However, due to factors such as developing economy, changing consumer demands and the importance given to human health, it is expected that purchases will increase and the domestic market will grow further with the awareness of consumers in the future. The organic products produced in Turkey that have not gone up in the foreign markets are either presented in the domestic market or consumed as conventional products. The number of organic products produced by applying organic methods and subjected to control and certification is very small. In Turkey, organic products are sold in super-hypermarkets, stores and open-markets. From this point of view, since the domestic market has not developed much for the time being, distribution channels are inadequate.For the development of the domestic market, more producers should be introduced to the market, and studies should be conducted to inform consumers and increase awareness on organic products. At the same time, an accessible information network should be established in order to create an active consumer demand and raise the awareness of the producer. In addition, demand-based incentive policies should be developed by the government in order to evaluate the market opportunities both in the domestic and foreign markets. In order to have a say in the domestic and foreign markets, promotion and research activities in the organic production system should also be given importance. Although Turkey, known as the agricultural country, have quite the appropriate resources at hand to make organic production, uses only a small proportion of its agricultural lands as organic production areas. In order for organic production in Turkey to reach developed countries' level, a conscious demand needs to be created by firstly taking the socio-economic and psychological conditions of the country into account, and results are assessed by economy specialists. In addition, policies should be developed to support producers in technical and economic terms at every stage of production. If the necessary arrangements and support are provided by the central government in the development of organic production, both the desired development in the domestic market will be achieved, and a large share in the foreign market will be achieved. Efforts should be made to inform all segments of the society through appropriate marketing channels that will provide easier access to organic product consumers and increase demand for organic production. In order to maintain their existence and to keep pace with the changes taking place in the world, organic producers need to define and direct consumer-oriented marketing strategies that will cover all consumers. As a result, inadequate state support in marketing of organic products, limited variety of products, lack of research and development activities, lack of good planning, insufficient knowledge levels of producers and consumers, short shelf life of products, lack of access to sound data on organic products are among the problems encountered. The solution of these problems should be established by increasing the variety of products for the development of the domestic market, by allowingmore producers to enter the domestic market, by putting efforts into informing and raising awareness of producers and consumers about organic products, and forming an information network that is easy to access and transfer.

References

[1] Anonymous, "Pesticide", 2007, http://en.wikipedia.org/wiki/Pesticide/Environmental_effects, Accessed December 09, 2007.
[2] Anonymous 2010.Organic Agriculture.Republic Of Turkey, Ministry of Food, Agriculture and Livestock.
[3] http://www.tarim.gov.tr/uretim/Organik_Tarim.html, Access: April 18, 2013.
[4] Akgungor, S. (1996). "The Seedless Raisins Yield Produced by Ecological Methods in Turkey, Cost and Marketing: Salihli and Gulab Example" Can Offset, Izmir. 67s
[5] Aksoy, U. &Altindisli, A. (1997). "The Production of Ecological Agricultural Products, Exporting and Developing Possibilities in Turkey and in the World", Chamber of Commerce, Publication Number: 1999, -70, Istanbul.
[6] Aksoy, U. (2001). "Ecological Agriculture: An Overview", Turkey 2. Ecological Agriculture Symposium, Antalya
[7] Ayla, D. &Altintas, D. (2017).Bir An Evaluation on Organic Production and Marketing Problems ", Kastamonu University Journal of Economics and Administrative Sciences, 19 (4): 7-1

[8] Aytogu, R. K. (2006). “Organic Agriculture Analysis and EU Market Opportunity”, Istanbul Chamber of Commerce Publications, Istanbul.
[9] Bozyigit, S. &Dogan, G. K. (2015). "Current Marketing Problems of Natural and Organic Products Producers in Turkey: An Exploratory Research", Journal of Business Administration AKU-17 (2): 33-47
[10] Demiryürek, K. (2011). "Organic Agriculture and Organic Farming Concept of the World and Situation in Turkey", Gaziosmanpaşa University, Faculty of Agriculture Journal, 28 (1): 27-36.
[11] Demiryürek, K. (2004), three "World and organic agriculture in Turkey", Journal of Harran University, Faculty of Agriculture, ss.63-71.
[12] Deviren, N. V. &Çelik, N. (2017). "Evaluation of the Economic Analysis of Organic Agriculture in the world and Turkey", International Journal of Social Research, 10 (48): 669-678
[13] Ersun, N. &Arslan, K. (2011). "Organic Agriculture and Good Agricultural Practices in Turkey: Production and Marketing Principles", Istanbul Chamber of Commerce Publications, Istanbul
[14] Eryilmaz, G. A .; Demiryurek K. & Emir, M. (2015). "The European Union and Consumer Behavior Against Organic Agriculture and Food Products in Turkey," Anatolian Journal of Agricultural Sciences, 30: 199-206.
[15] Eti, H. S. (2014). “Marketing of Organic Foods and Analysis of Consumer Attitudes and Behaviors Against Organic Foods”, Namık Kemal University, Graduate School of Natural and Applied Sciences, Ph.D. Thesis, 198s, Tekirdağ.
[16] Ilgar, R. (2017). “Sustainability in Agriculture and Organic Agriculture in Çanakkale Province”, Eastern Geography Journal, 22 (37): 159-178.