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GAIN Report

Global Agricultural Information Network

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Fresh Deciduous Fruit Annual

Report Categories:

Fresh Deciduous Fruit

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Report Highlights:

MY2015 is expected to be a good year for apples and pears after the substantial drop in yields the previous year. Apple production is expected to be 2,540,000 MT and pear production is expected to be 395,000 MT. On the contrary, grape production is expected to be down 16 percent to 1,885,000 MT due to frost damage in the Aegean region. Exports of all deciduous fruits increased to Russia in MY 2014 due to Russia's import ban on European products and the increase was especially substantial in apples (from 319 MT to 11,848 MT) even though there was an overall decrease in apple exports as a result of decreased production.

Executive Summary:

Yields in deciduous fruits are expected to recover to normal production levels except for grapes in MY 2015 (July 2015-June 2016). Grapes were badly hit by the unfavorable weather conditions in the spring of 2015. Production of apples is expected to increase about 21 percent in MY 2015 and become 2,540,000 MT.

Pear production is also expected to increase 37 percent in MY 2015 compared to 290,000 MT in MY 2014 and become 395,000 MT.

Table grape production is expected to decrease 345,000 tons and become 1,855,000 MT.

Middle Eastern countries (namely Iraq, Saudi Arabia, Syria, and Egypt), Bulgaria and Russia are the top export destination for Turkish deciduous fruits. Exports of apples and pears are predicted to increase in MY 2015 due to increased production figures and the eventual decrease in prices. Imports are negligible and are decreasing every year. Grape exports are expected to decrease more than 20 percent and imports are expected to increase accordingly in MY 2015.

Commodities:

Apples, Fresh

Grapes, Table, Fresh

Pears, Fresh

Production:

Even though there are many apple, grape and pear varieties grown in Turkey, most of these are not commercial varieties. Deciduous fruit producers usually run small operations; however, some large commercial orchards were established in recent years, which grow commercial varieties with better quality seedlings and modern agriculture methods. Most of the production in large and commercial orchards is exported as they grow new varieties that are high in demand in export markets.

Apples have traditionally been the most economically significant deciduous fruit crop for Turkey, followed by table grapes and pears.

Apples

Turkey is the second biggest producer of apples in Europe behind Poland. Turkey's diverse geographic regions allow for production of 460 varieties of apples, but only 10 of these are marketed commercially.

Apples are grown in many regions across Turkey, but approximately 50 percent of all commercial apple production comes from three provinces; Isparta, Karaman and Nigde. These cities are located in the southern part of Central Anatolia and the Northern Mediterranean Regions. Commercial apples are also grown in Antalya, Eregli, Denizli, Yalova and Amasya cities. *Amasya* is the most popular local variety and constitutes about 10 percent of total production. The picture below shows a modern *Amasya* variety apple orchard.



Apple plantation areas are not increasing substantially but there is a notable switch from traditional apple trees to modern shrub-type varieties that yield more because they can be planted with much closer spacing. Today almost half of the total apple production is composed of modern varieties.

Almost half of the apples grown in Turkey are *Red Delicious (Starking)* and about one third are *Golden Delicious*. *Granny Smith*, *Fuji*, *Gala*, *Jonagold*, and *Braeburn* varieties are also becoming more popular. New varieties are becoming increasingly popular among growers due to their higher export potentials. Share of organic production is about 3 percent of the total apple production in Turkey.

Apple production is expected jump back to its normal levels and be 2,540,000 MT in MY 2015 compared to 2,109,000 MT in MY 2014.

Table Grapes

Grapes are grown in many regions throughout Turkey and are a significant commercial crop. Seedless grapes are mainly grown in the Aegean Region (Western Turkey). Marmara Region (North-west Turkey) produces grapes for wine production and for fresh consumption. The earliest varieties come from the Mediterranean Region (Southern Turkey). Harvest season begins in early May in the Mediterranean Region and continues until late October throughout Turkey.

In MY 2015, grape production was hit by a spring frost in the Aegean region where losses up to 40 percent were suffered. These unfavorable production conditions were reflected as a 16 percent decrease

in the overall table grape production in Turkey. In MY 2015, grape production is expected to be 1,885,000 MT compared to the normal production figure of 2.2 MMT.

Pears

After a 27 percent fall to 290,000 MT in MY 2014, pear production is expected to recover back to the production level of MY 2013 and be 395,000 MT in MY 2015.

Many different varieties of pears are grown in Turkey and are harvested throughout the year. Almost 50 percent of the production comes from the Marmara region, followed by Aegean and North Mediterranean regions, concentrated in cities like Bursa, Yalova, Antalya, Ankara, Konya, and Burdur. Both domestic and foreign pear varieties are grown in Turkey. The major varieties are *Santa Maria*, *Akca*, *Mustafabey*, *Cassia*, *Williams*, *Ankara* and *Deveci*.

Below are some pictures of local varieties:

Akca Variety



Deveci Variety



Consumption:

Apples

Apples are one of the most preferred fresh fruits in Turkey due to their widespread access, traditional use, and a large number of varieties. Traditionally, about 90 percent of Turkey's apple production is consumed as fresh fruit. About 5 percent is processed into juice, canned products, vinegar or dried products, and about 5 percent are exported. Per capita consumption of apples is around 30 kg compared to the EU average of 20.6 kg and world average of 8.2 kg.

There is a lack of consumer awareness in terms of varieties. Consumers recognize apples according to their colors (such as red, yellow and green) and taste. Turkish consumers usually prefer red apple varieties, and 43 percent of the total apple production is composed of red varieties. Turkish consumers prefer sweet and strong flavored varieties, therefore *Gala* and *Fuji* varieties are typically selected in taste tests.

Amasya variety is the most important one among local varieties and their market demand is increasing. *Red Delicious* is preferred more at the beginning of the harvest season, and *Golden Delicious* after the New Year. This is because *Red Delicious* apples become softer a few months after they are harvested unless they are kept in cold storage. *Amasya* apples can be marketed longer than *Red Delicious* without cold storage. Controlled atmosphere storage facilities allow apples to be marketed throughout most of the year. Current cold storage capacity is about 1 million MT, and almost half of this capacity (450 thousand tons) is located in the city of Isparta.

Table Grapes

Consumption of grapes is around 35 kg per capita, which is one of the highest consumption rates for all fresh fruits in Turkey. Fresh grapes are seasonal and are available throughout summer until the middle of autumn and consumption is heavy in season. Grapes are mainly sold in loose format, which is preferred by the consumers, but packaged grapes are also available in supermarkets and hypermarkets.

Industry sources estimate that about 53 percent of Turkey's total grape production is consumed as fresh table grapes, about 36 percent is dried (including seedless sultanas that are primarily exported) and about 11 percent is processed, primarily for molasses, wine production (which has been growing rapidly in recent years), *raki* (a traditional distilled alcoholic drink), juice, and vinegar. Of the 53 percent marketed as fresh grapes, 41 percent is seeded varieties and 12 percent is seedless varieties.

Pears

About 90 percent of pears are consumed fresh. Three to five percent are exported, two to three percent are canned, and the remainder is unsuitable for use. Pear consumption per capita is 5 kg. Rusty varieties like Conference and Comice are not preferred by Turkish consumers. The most preferred varieties are Santa Maria (constitutes 30 percent of total production), Deveci (20 percent), Ankara (10 percent), Williams (10 percent), Keiffer (5 percent) and Akca (5 percent).

In recent years, Santa Maria, Deveci and Williams varieties are cold stored and sold in the markets until March.

Trade:

Although Turkey is among the top deciduous fruit producing countries, exports traditionally have not been high compared to production. The major reason for the low export volume has been the lack of new varieties which are preferred in many importing countries. The turmoil in the Middle East also affected export markets in terms of logistics.

In 2014, Russia announced a ban on its food imports from EU due to political reasons. This reflected positively in the Turkish deciduous fruit exports as Russia's demand was directed to Turkey. Even though it is not yet certain how Russia will proceed with their import policies in MY 2015/16, if the current ban is continued, the positive effect on Turkish deciduous fruit exports are forecast to continue.

Apples

Iraq, Syria, Russia, and Egypt were the top three export destinations for Turkish apples in MY 2014, making up 96 percent of all Turkish apple exports. Turkish apple exports decreased from 193,000 MT in MY 2013 to 127,590 MT in MY 2014. This was mainly due to the bad harvest as a result of unfavorable weather conditions. Exports to Russia, however, increased from 319 MT in MY 2013 to 11,848 MT in MY 2014. Apple imports increased slightly to 2,335 MT in MY 2014 and are expected to fall back to 2,000 MT in MY 2015.

Table Grapes

Russia, Bulgaria and Ukraine are the top destinations for Turkish table grape exports. Depending on the year, 85 to 95 percent of all exported fresh grapes are seedless varieties.

In MY 2014, Turkey exported 256,771 MT of fresh grapes, up 25.8 percent from 204,000 MT in MY 2013. Of this, 63 percent of all fresh grape exports were to Russia, eight percent were to Bulgaria and seven percent to Ukraine. In MY 2015, grape exports are expected to decrease more than 20 percent due to lower production figures and imports are expected to increase accordingly. Imports in the first 8 months of 2015 have already doubled compared to the same period of last year, and increased from 520 MT to 1,031 MT.

Pears

Pear exports increased from 13,000 MT in MY 2013 to 16,044 MT in MY 2014 and are predicted to increase further to 25,000 MT in MY 2015. Iraq, Russia, Bulgaria and Saudi Arabia have been the top export destinations for pears, followed by Cyprus. Imports are negligible and are in a decreasing trend. Turkish imports have decreased to 112 MT in the first 8 months of 2015, down from 199 MT in the same period of the following year.

Stocks:

Apples and pears are stored mostly in cold storage facilities. Eighty five percent of all storage facilities are cold storage and the rest are atmosphere-controlled facilities. Even though there is no data for stocks, the total storage capacity is 1 million tons. Table grapes are not stored for notable periods of time, whereas for apples and pears, the harvested prime quality produce goes directly to cold storage and is marketed from there. Lower quality produce, which generally accounts for 20 – 25 percent of the apple harvest, is sent to the juice sector. Maximum release from cold storage facilities to the market takes place until January, and the larger sized fruits go first. No stocks remain at the end of the season.

Policy:

There are no subsidies provided to fresh deciduous fruit exporters, but a communiqué published in 2015 provides for 140 TL/MT reimbursement for processed fruit exports.

Producers of all fruits can benefit from the 350 TL/decar government support when they are establishing a new orchard. This support is given only to producers who buy certified saplings.

Duties for imports of fresh apples, pears, and table grapes are provided below.

Table- 1: Import Duties for Fresh Apples, Pears, and Table Grapes Product

Product	Tariff Code	Duty (percent)	Effective Date (since)
Fresh Apples	0808.10	67	January 1, 2013
Fresh Pears	0808.30	67	January 1, 2013
Fr. Table Grapes	0806.10	61	January 1, 2013

Marketing:

Fresh deciduous fruits are mostly sold domestically and a relatively smaller amount is exported through private traders and specialized marketing cooperatives. There are a number of cooperatives in each growing region throughout Turkey, but none of them are remarkably large and their budgets are usually limited. They help small growers market their products domestically and generally do not carry out any overseas marketing activities.

Apples are sold for 3.5 TL, pears are sold for 5 TL and grapes are sold for 5 TL as of October 2015 in the markets (average domestic prices). Generally speaking, the price farmers receive is about one third the retail price (Currency conversion rate note: 1 US \$ = 2.9 TL as of the date of this report).

Production, Supply and Demand Data Statistics:

Apples, Fresh	2013/2014	2014/2015	2015/2016
Market Begin	Jul 2013	Jul 2014	Jul 2015

Year						
Turkey	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Area Planted	165000	165000	170000	170000	0	170000
Area Harvested	165000	165000	170000	170000	0	170000
Bearing Trees	40000	40000	45000	45000	0	50000
Non-Bearing Trees	120000	12000	12000	12000	0	15000
Total Trees	160000	52000	57000	57000	0	65000
Commercial Production	2900000	2680000	2050000	2109000	0	2540000
Non-Comm. Production	0	250000	200000	180000	0	200000
Production	2900000	2930000	2250000	2289000	0	2740000
Imports	1800	1770	3900	2335	0	2000
Total Supply	2901800	2931770	2253900	2291335	0	2742000
Fresh Dom. Consumption	2608800	2638770	2053900	2063745	0	2432000
Exports	193000	193000	100000	127590	0	190000
For Processing	100000	100000	100000	100000	0	120000
Withdrawal From Market	0	0	0	0	0	0
Total Distribution	2901800	2931770	2253900	2291335	0	2742000
(HA) ,(1000 TREES) ,(MT)						

Pears, Fresh	2013/2014		2014/2015		2015/2016	
Market Begin Year	Jul 2013		Jul 2014		Jul 2015	
Turkey	USDA	New	USDA	New	USDA	New

	Official	Post	Official	Post	Official	Post
Area Planted	215000	220000	220000	220000	0	220000
Area Harvested	215000	220000	220000	220000	0	220000
Bearing Trees	10000	15000	15000	15000	0	15000
Non-Bearing Trees	20000	20000	20000	20000	0	20000
Total Trees	30000	35000	35000	35000	0	35000
Commercial Production	370000	395000	280000	290000	0	395000
Non-Comm. Production	20000	20000	15000	15000	0	20000
Production	390000	415000	295000	305000	0	415000
Imports	200	213	800	160	0	150
Total Supply	390200	415213	295800	305160	0	415150
Fresh Dom. Consumption	355000	392213	261200	282116	0	380150
Exports	25200	13000	24600	16044	0	25000
For Processing	10000	10000	10000	7000	0	10000
Withdrawal From Market	0	0	0	0	0	0
Total Distribution	390200	415213	295800	305160	0	415150
(HA) ,(1000 TREES) ,(MT)						

Grapes, Fresh	2013/2014		2014/2015		2015/2016	
Market Begin Year	Jun 2013		Jun 2014		Jun 2015	
Turkey	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Area Planted	295000	295000	295000	295000	0	295000
Area Harvested	295000	295000	295000	295000	0	295000
Commercial Production	2200000	2000000	1770000	2200000	0	1885000
Non-Comm. Production	0	200000	150000	150000	0	120000
Production	2200000	2200000	1920000	2350000	0	2005000
Imports	600	603	800	1013	0	1500
Total Supply	2200600	2200603	1920800	2351013	0	2006500
Fresh Dom. Consumption	1996600	1996603	1660800	2094242	0	1797500
Exports	204000	204000	260000	256771	0	209000
Withdrawal From Market	0	0	0	0	0	0
Total Distribution	2200600	2200603	1920800	2351013	0	2006500
(HA) ,(MT)						

