

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Date:

GAIN Report Number:

Turkey

Post: Istanbul

Introducing Pecans to Turkey

Report Categories:

Export Accomplishments - Other

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Report Highlights:

FAS Istanbul efforts to introduce pecans to the Turkish market have resulted in an initial import of pecans from the state of Georgia in the amount of 2 metric tons valued at \$35,000.

General Information:

FAS Istanbul produced a trade program for three members of the Georgia Pecan Growers Association in October 2013 that resulted in an initial shipment containing 1 metric ton of shelled and 1 metric ton of in-shell pecans valued at \$35,000. The shipments are meant to familiarize Turkish consumers with pecans, which are novel to Turkey.

The importer, Ataman Company, hopes the introduction will spur future sales, making pecan imports a part of their product line. One likely application is in the production of the traditional Turkish dessert “baklava”, which typically uses walnuts or pistachios.



Pictured: Exporters from the Georgia Pecan Growers Association and FAS Istanbul staff standing in front of a pecan tree planted in the garden at the Ataman farm.