

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT
POLICY

Required Report - public distribution

Date: November 1, 2010

Turkey

Fresh Deciduous Fruit Annual

Turkey Fresh Deciduous Fruit 2010

Approved By:

Rachel Nelson

Prepared By:

Yasemin Erkut

Report Highlights:

In MY 2009 Turkish exports of apples and pears grew, in part due to new markets such as Iraq and Iran. Apple, grape and pear production continued to increase in MY 2010.

Executive Summary:

Both MY 2008 and MY 2009 were good years for apple production and MY 2010 is predicted to be a good as well. Apple production increased about 7 percent and reached 2,750,000 MT in MY 2009.

MY 2009 was also a good year for grape producers, as production increased slightly to 2,000,000 MT. MY 2009 pear production increased about 4 percent compared to the previous year, reaching 376,000 MT.

In MY 2009 new markets opened borders to Turkish fresh deciduous fruits. Apple exports to Iraq increased significantly and pear exports doubled from MY 2008 due mostly to increased exports to Iran. Table grape exports decreased slightly in MY 2009, although an increasing number of Turkish farmers have been leaving the vineyard business for table grape production.

Commodities:

Apples, Fresh

Grapes, Table, Fresh

Pears, Fresh

Production:

Turkey's diverse geographic regions produce a variety of fruits, including many varieties of deciduous fruit. Among all of the deciduous fruit, apples have traditionally been the most economically significant crop followed by table grapes and pears. Following extraordinary increases in wine taxes, producers began switching from production of grapes for wine and to production of table grape or raisins.

Deciduous fruit producers usually run small operations; however a few large commercial orchards were established in recent years, which use better quality seedlings and newer technology. There is an increasing trend of establishing new orchards for more export oriented production.

Apples

Apple production continued to increase in MY 2009 largely due to good weather conditions and better production techniques. Total production increased by 10 percent and reached 2,750,000 MT in MY 2009. MY 2008 was also a good production year and production was recorded as 2,500,000 MT.

Weather conditions so far in My 2010 have been favorable for apple production. Industry contacts and official statistics predict that production will return to MY 2008 levels unless a major disruption occurs.

About half of the apples grown in Turkey are Red Delicious (Starking) and about a third are Golden Delicious. Of native varieties, Amasya is the most popular variety that is grown, which constitutes about ten percent of total production. The Granny Smith, Fuji, Gala, Jonagold, and Braeburn varieties are also becoming more popular.

These new varieties are becoming increasingly popular among growers because of the greater export potential.

According to FAO data, Turkey is among the top ten apple producers in the world. Apples are grown in many regions in Turkey but approximately 50 percent of all commercial apple production comes from three provinces; Isparta, Karaman and Nigde. These provinces are located in the southern part of Central Anatolia and the Northern Mediterranean Regions. In addition to them, commercial apples are also grown in Antalya, Eregli, Denizli, Yalova and Amasya. In some of these areas, drip irrigation is used.

Table Grapes

Turkey has grown grapes for thousands of years. Grapes are grown in many regions throughout Turkey and they are a significant commercial crop. Seedless grapes are mainly grown in the Aegean Region. The Marmara Region produces grapes for wine production and for fresh consumption. The earliest varieties come from the Mediterranean Region.

Table grape production increased 14 percent from 1,970,000 MT in MY 2008 to 2,250,000 MT in MY 2009. This was mostly due to good weather conditions in the major growing areas and an increased rate of conversion of vineyards to table grape production. Producers also predict a good year in MY 2010 with production predicted to be around 2,150,000 MT, which would be a slight decrease from the MY 2009 level.

There are no official statistics about the breakdown of grape utilization; industry contacts claim that 50 percent of total production is used for fresh consumption. The rest are dried, utilized in pectin and its derivatives, or used in the wine and spirits industry.

Pears

Many different varieties of pears are grown in Turkey and harvested throughout the year. There are both domestic and foreign varieties produced in Turkey. The major varieties are Santa Maria, Akca, Mustafabey, Cassia, Williams, Ankara and Deveci.

Turkish pear production increased about 10 percent in MY 2009 and reached 385,000 MT compared to the previous marketing year. Pear production is not predicted to change significantly in MY 2010 and is estimated to reach around 380,000 MT.

Pears are grown throughout the country, but are concentrated in the Southern Marmara, Northern Mediterranean, and Central Anatolian Regions, including Bursa, Yalova, Antalya, Ankara, Konya, and Burdur Province.

Consumption:

Apples

Traditionally about 90 percent of Turkey's apple production is consumed as fresh fruit. About five percent are processed into juice, canned products, vinegar or dried products, and about one or two percent are exported. The remainder is lost, and was added into domestic consumption in the production, supply and demand table.

Turkish consumers prefer medium-sized apples weighing approximately one kilo per 6 pieces. Turkish consumers usually prefer Red Delicious at the beginning of the 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 properly. Controlled atmosphere storage facilities, however, allow apples to be marketed throughout most of the year. Amasya apples can be marketed longer than Delicious without controlled storage facilities.

Table Grapes

Industry sources estimate that about 50 percent of Turkey's grape production is consumed as fresh table grapes, about 35 percent is dried (including seedless sultana primarily for export markets), and about 15 percent is processed, primarily for wine production which has been growing rapidly in recent years (about 10 to 12 percent annually). Grapes are also processed into *raki*, a traditional distilled alcoholic drink, juice, and vinegar. Of the share marketed as fresh grapes, 85 to 90 percent are consumed domestically, 8-10 percent is exported and the remainder is not suitable for use and has been added into the domestic consumption calculations in this report.

Pears

About 90 percent of pears are consumed fresh. Three to five percent are exported, two to three percent are canned, and the remainder are unsuitable for use.

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 was the lack of new varieties which have become popular in many importing countries. MY 2009 was a very significant year for Turkish exporters as new markets opened to Turkish fresh deciduous fruits.

For example, MY 2009 was a good year for apple exports. Exports soared from 24,000 MT in MY 2008 to 91,000 MT in MY 2009. Iraq continued to be the major importer and about 62 percent of all apple exports went to Iraq. This was mainly due to the competitive advantage of Turkish apples and lower consumer quality expectations of Iraqi people compared to European markets. Iraq is predicted to be a major market for Turkish apples in MY 2010 as well.

Pear exports also increased by 32 percent and reached 21,600 MT in MY 2009. Iran and Saudi Arabia were the top export destinations for pears in MY 2009. Iran traditionally was not a top export destination for Turkish pears due to trade restriction but following research conducted by Iranian officials exports to Iran increased significantly. In addition, Iranian domestic production was damaged by cold weather in MY 2009, therefore further helping Turkish exports. MY 2010 exports are predicted to be about the same.

Despite previous predictions table grape exports decreased about 7 percent in MY 2009 compared to MY 2008 and were recorded as 189,000 MT. This was mainly due to high prices in Turkey compared to competitors abroad. Price sensitivity is rather high in major export destinations for table grapes, i.e. Russia and Ukraine. Russia, Bulgaria and Ukraine continued to be the top three export destinations for Turkish table grapes. In MY 2010 table grape exports is predicted to bounce back from MY 2009 levels and reach 205,000 MT.

The Middle East and some European countries are the major importers of Turkish deciduous fruit. Iraq, Saudi Arabia and Egypt are the primary destinations for Turkish apples and Saudi Arabia, Romania and Germany are the major markets for pears.

Apple Exports MY 2009		
Country	Quantity (MT)	Value (USD)
Iraq	57,790	21,216,657
Egypt	13,628	5,277,326
Jordan	9,053	3,499,953
Syria	3,597	1,290,996
Saudi Arabia	3,321	1,792,592
Cyprus	2,207	1,200,984
Mersin Free Trade Zone	302	512,759
Azerbaijan	272	152,380
Turkmenistan	215	233,294
Libya	165	125,739
OTHER	634	330,419
TOTAL	91,184 MT	35,633,099 USD

Pear Exports MY 2009		
Country	Quantity (MT)	Value (USD)
Iran	8,850	5,065,652
Saudi Arabia	3,538	2,301,523
Germany	1,876	3,011,991

Romania	1,458	867,996
Bulgaria	923	635,416
Cyprus	820	649,371
Netherlands	572	726,414
Azerbaijan	441	249,133
Russia	413	349,843
Albania	336	228,197
OTHER	2,408	2,563,125
TOTAL	21,635 MT	16,648,661 USD

Table Grape Exports MY 2009		
Country	Quantity (MT)	Value (USD)
Russia	85,436	77,215,699
Bulgaria	40,539	27,827,209
Ukraine	16,174	10,576,723
Germany	14,269	13,673,185
Saudi Arabia	13,309	8,956,585
Belarus	3,705	3,291,897
Poland	2,807	2,489,008
Austria	2,678	2,826,625
Romania	1,889	1,225,207
Netherlands	1,316	1,227,055
OTHER	7	6,636,778
TOTAL	189,314 MT	155,945,971 USD

Stocks:

Apples, as well as some pears and grapes, are stored in atmosphere-controlled and climate-controlled storage facilities. No data on stocks is available.

Policy:

According to Foreign Trade Undersecretariat officials, the Turkish government has provided USD 40 per MT in export subsidies annually to apple exporters. This subsidy, however, is not given in cash, but is given via deductions in utility costs such as electricity and water or can be deducted from income taxes. The latest subsidy was provided between December 1, 2005 and May 31, 2006.

There are no subsidies provided to pear and grape exporters.

Duties for imports of fresh apples, pears, and table grapes have not changed since they were announced on January 1, 2004.

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

Product	Tariff Code	Duty (%)	Effective Date
Fresh Apples	0808.10	60.3	January 1, 2004
Fresh Pears	0808.20.10 & 0808.20.50	60.3	January 1, 2004
Fresh Table Grapes	0806.10	54.9	January 1, 2004

Marketing:

Fresh deciduous fruits are sold domestically or exported through private traders and specialized marketing cooperatives.

Production, Supply and Demand Data Statistics:

APPLES

Apples, Fresh Turkey	2008/2009		2009/2010		2010/2011	
	Market Year Begin: Jul 2008		Market Year Begin: Jul 2009		Market Year Begin: Jul 2010	
	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Area Planted	160,000	160,000	160,000	165,000		165,000
Area Harvested	160,000	160,000	160,000	165,000		165,000
Bearing Trees	38,900	38,900	39,000	40,000		40,000
Non-Bearing Trees	10,000	10,000	10,000	12,000		12,000
Total Trees	48,900	48,900	49,000	52,000		52,000
Commercial Production	2,600,000	2,500,000	2,800,000	2,750,000		2,500,000
Non-Comm. Production	0	0	0	0		0
Production	2,600,000	2,500,000	2,800,000	2,750,000		2,500,000
Imports	3,800	4,000	2,849	3,000		2,000
Total Supply	2,603,800	2,504,000	2,802,849	2,753,000		2,502,000
Fresh Dom. Consumption	2,479,800	2,379,700	2,665,849	2,562,000		2,317,000
Exports	24,000	24,300	37,000	91,000		85,000
For Processing	100,000	100,000	100,000	100,000		100,000
Withdrawal From Market	0	0	0	0		0
Total Distribution	2,603,800	2,504,000	2,802,849	2,753,000		2,502,000
HA, 1000 TREES, MT						

PEARS

Pears, Fresh Turkey	2008/2009		2009/2010		2010/2011	
	Market Year Begin: Jul 2008		Market Year Begin: Jul 2009		Market Year Begin: Jul 2010	
	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Area Planted	210,000	210,000	210,000	215,000		215,000
Area Harvested	210,000	210,000	210,000	215,000		215,000
Bearing Trees	10,000	9,900	10,000	10,000		10,000
Non-Bearing Trees	1,700	1,900	1,600	2,000		2,000
Total Trees	11,700	11,800	11,600	12,000		12,000

Commercial Production	360,000	356,000	376,000	385,000		380,000
Non-Comm. Production	0	0	0	0		0
Production	360,000	356,000	376,000	385,000		380,000
Imports	130	150	130	150		150
Total Supply	360,130	356,150	376,130	385,150		380,150
Fresh Dom. Consumption	343,850	330,150	353,830	353,550		350,150
Exports	6,280	16,000	12,300	21,600		20,000
For Processing	10,000	10,000	10,000	10,000		10,000
Withdrawal From Market	0	0	0	0		0
Total Distribution	360,130	356,150	376,130	385,150		380,150
HA, 1000 TREES, MT						

GRAPES

Grapes, Fresh Turkey	2008/2009		2009/2010		2010/2011	
	Market Year Begin: Jun 2008		Market Year Begin: Jun 2009		Market Year Begin: Jun 2010	
	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Area Planted	290,000	482,000	295,000	479,000		479,000
Area Harvested	290,000	482,000	295,000	479,000		479,000
Commercial Production	1,970,000	1,970,000	2,000,000	2,250,000		2,150,000
Non-Comm. Production	0	0	0	0		0
Production	1,970,000	1,970,000	2,000,000	2,250,000		2,150,000
Imports	200	100	200	100		100
Total Supply	1,970,200	1,970,100	2,000,200	2,250,100		2,150,100
Fresh Dom. Consumption	1,768,200	1,768,100	1,794,200	2,061,100		1,950,100
Exports	202,000	202,000	206,000	189,000		200,000
For Processing	0	0	0	0		0
Withdrawal From Market	0	0	0	0		0
Total Distribution	1,970,200	1,970,100	2,000,200	2,250,100		2,150,100
HA, MT						