



## **The Assessment of Türkiye's Competitiveness in Cherry Trade**

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**Article Info:***Author(s):**Hasan ARISOY**Mehmet Ferda KAYA**İsmail ARAS**Abdirizak Ali ABDULLAHİ**Received: 06/04/2023**Accepted: 08/07/2023***Keywords:***Cherry,**concentration coefficient,**trade intensity analysis method,**Türkiye***Abstract**

Cherries are a fruit that thrives in warm climates and has a robust presence in the global market. As cherry production areas expand, there is a corresponding increase in demand for this fruit worldwide. The trade of agricultural products has gained importance with the development of global trade. Cherries have a crucial place in Turkish agricultural exports. Fresh cherries are in the scope of this study. This study examines Türkiye's position in the global cherry trade, specifically in the fresh cherry market. Türkiye is a leading country in cherry production and plantation area and has seen an average annual export growth of 18.4% between 2001 and 2020. However, Türkiye's share in the world cherry market has decreased from 14% to 5.9% due to low unit export value. Chile, the USA, Hong Kong, Austria, Spain, and Canada are significant cherry exporters, with Chile dominating the market with a 72.5% share in 2020. The Trade Intensity Analysis Method which represents the course of trade flow among countries is used in the study. The study indicates that European countries which are Türkiye's traditional trade partner has the biggest trade share with Türkiye and that share did not change much over the years. By the way, the Asia market especially China, became a game-changer in cherry trade and Türkiye should prepare itself for this situation.



## 1. Introduction

Adam Smith's *The Wealth of Nations* which he wrote in 1776, is the beginning of modern economics. One of the most important parts of the book is the chapter on the theory of absolute advantages. This theory reveals that foreign trade is in favor of countries and has an impact on welfare (Smith, 1776). Although it has been more than 240 years since Smith's work and several theories have been developed, the fact that foreign trade is in favor of the countries has taken its place in the economic literature as a general acceptance.

Especially after the 1990s, the World Trade Organization sanctions on trade liberalization have accelerated the increase in world trade. As of 2020, world trade volume and value have grown by 4% and 5% on average since 1995 (WTO, 2020). Although world trade has shown an upward trend in the course of time, there has also been a decrease in some periods. As a matter of fact, the growth rate in world trade remained at 3.0% in 2018 and 2.6% in 2019, growth could then rebound to 3.0% in 2020. The main reasons for this periodic decline were the shrinking demand of developed countries and the trade agreements held in the regional dimension (TİM, 2016).

Trade volume is increasing in Türkiye as well as in the world. Türkiye's foreign trade volume in the last 30 years (1987-2020) was above the world

average, with an average annual growth of 18.4%. However, Türkiye is a country that has tackled foreign trade deficits for many years. As a matter of fact, the exports accounted for 17 billion 850 million dollars \$ in 2020, and the imports accounted for 22 billion 381 million dollars in the same year. As a result, the foreign trade deficit was 49 billion 915 million dollars, and the rate of exports meeting imports was approximately 72.5% (TUIK, 2020). Türkiye ranks 29th in the world with export exported \$177B. On the other hand, Agrofood exports make up 12.4% of Türkiye's total exports. It is understood that Türkiye's agricultural product exports perform better than total exports. Cherry is an important product subject to trade in world agricultural products. Cherry trade, especially in recent years, continues to increase. The total world cherry export value reached 3.8 billion \$ in 2020 from 348 million \$ in 2001. In this increase, Chile has a significant share. Chile increased its share of cherry exports from 5.4% to 72.5% in that period (FAO, 2020). Türkiye ranks first in terms of world cherry production area and quantity according to the 2016 data. However, it ranks fourth in cherry exports (FAO, 2020). Chile has become the world leader in cherry trade and has changed cherry market balances with its breakthrough.

Although there are many studies on cherries in the literature, there are a limited number of studies showing the course of cherry trade and trade

concentration. Açikköse & Gürbüz (2018), in the Bursa region, Çerçinli Öz and Bal (2016) in the Isparta region, and Tekdemir (2011) in the Konya-Ereğli region, discussed the overview of cherry exports, regional importance, and export increasing measures. Adanacıoğlu (2017) showed that cherry is an important export item and producers can obtain a revenue advantage if they use direct marketing methods. Gül et al. (2016) emphasized the importance of raising the quality of cherries and raising the awareness of producers. Akkoyunlu (2013), in his study called Agricultural Innovation in Türkiye, in Kemalpaşa district of Izmir, has described the contribution of innovation to production and sales made in cherry. Sredojevic et al. (2011) examined the production of cherries on the basis of the competitiveness of Serbia in agriculture. In their work, an export-oriented value chain and the rise in Serbia's cherry exports were examined.

Türkiye, a major agricultural country, can take better advantage of the existing agricultural potential to close the foreign trade deficit. For this reason, increasing the number of studies on the trade of agricultural products is extremely important.

The aim of this study is to determine the position of Türkiye in the world cherry trade. Besides, the overall changes in the direction and value of the cherry trade between Türkiye and importer countries will be examined. Thus, the share that Türkiye has in the cherry markets of importer countries and the change in that share will be determined. Another purpose of this study is to discuss the impact of cherry export from various countries, especially Chile on Türkiye's cherry trade.

## 2. Material and Method

The main material of the study is the data obtained from the International Trade Center database (ITC-Trade Map). In addition, we benefited from

scientific studies related to the subject and the documents of the institutions like The United Nations Food and Agriculture Organization (FAO), and Türkiye Statistical Institute (TUIK), Türkiye Exporters Assembly (TIM).

Many methods can be used in the analysis of international commercial developments. In this study, the trade Intensity Analysis method is used which shows the progress of bilateral trade relations. With this method, the change in trade shares between the exporting country and importing country and the trade intensity between the two countries can be demonstrated (Froment and Zighera, 1964; Eraktan, 1988). Thereby, it contributes to the future planning of trading countries by determining the stability and continuity of the product trade between the two countries.

The model depends on the assumption that the importer country's export ratio is fixed. If this constant rate changes over time, some factors will be considered to play a role (Froment and Zighera, 1964; Arisoy et al., 2014).

Trade Concentration (territorialism) Coefficient =  $X_{ij} * X_k / X_i * X_j$

$X_{ikj}$  = k product export value of j country to i country

$X_k$  = world foreign trade value of product k

$X_{jk}$  = k product export value of j country

$X_{ik}$  = k product import value of i country

If the importing and exporting countries do not fall under the influence of structural and regional factors, the share of the exporter country in the importer country and the share of the importing country in total world trade will not change for this

product. If the increase in the world trade share of the exporting country is higher than it should be theoretically, the concentration variable shows that as a trade partner, the importing country has an increasing attitude and interest in favor of the exporting country.

By dividing the world trade share by the expected world trade share, one can determine determined how the concentration of the selected product trade between the two countries. The increase in this concentration coefficient in time shows the development of the time dimension of trade relations. Greater than 1 of the concentration coefficients indicates that the importing country has shifted to the product of the exporting country above the theoretically expected rate (Froment and Zighera, 1964; Eraktan, 1988; Eraktan and Arisoy, 2012).

In this study, the concentration coefficients between Türkiye and selected countries like Germany, Russia, Netherlands, Austria, Sweden, and Italy were calculated. These countries were selected since they

represent approximately 85% of Türkiye's total export value of cherries.

### 3. Results and Discussion

Cherry is a fruit that grows in hot climates and is widely traded. World cherry demand has scaled up over time correspondingly with the increase of the production area. Total cherry production area raised by 26% in the period between 2001 and 2020. Cherries are cultivated in many countries around the world. Türkiye has the largest plantation area for cherries, and it corresponds to 174% of all plantation areas. Türkiye's plantation area tripled during the period between 2001 and 2020. As one can observe from Table 1, which covers the seven biggest plantation areas of cherries and the world's total plantation areas, Spain and Iran's plantation areas stayed constant, while the USA and Chile experienced an increase in that period. Especially, Chile's plantation area increased almost six times.

**Table 1. World cherry area (hectare)**

Years	World	Türkiye	USA	Syria	Italy	Iran	Spain	Chile
2001	353640	30200	27559	11187	27320	25302	27830	6210
2005	355457	43000	32027	12000	27888	27815	23515	7100
2010	396328	67046	34411	27521	30020	27817	24290	13143
2011	404534	69985	34730	28022	30207	28166	24967	13174
2012	403606	74414	34961	29674	29736	28537	24972	13642
2013	416948	76459	36462	29536	30581	32110	25300	16243
2014	408422	79042	36300	29471	29766	20748	25594	16933
2015	411829	81409	36353	30016	30123	21300	26492	20591
2016	420582	84746	37110	35004	29970	28397	25252	24498
2017	420701	85401	37430	29702	29274	18784	27592	25109
2018	416191	84087	34400	30383	29160	12581	27370	30179
2019	439500	83447	34600	29961	29210	28330	27470	38392
2020	445068	82729	34400	30317	29010	24033	27760	39645

Source: FAO Statistics. 2020.

Türkiye not only leads global cherry production but also leads the plantation area. Türkiye meets almost one quarter of the world's cherry production. The USA and Chile come after Türkiye for

cherry production. Moreover, in cherry yield the USA is the leading country, however Türkiye follows a fluctuating course in years. (FAO, 2020).

**Table 2. World cherry export (000 \$)**

Years	World	Chile	USA	Hong Kong. China	Türkiye	Austria	Spain
2001	348359	21674	152093	176	48702	27546	15521
2005	647759	56044	217871	1138	92146	66516	39127
2010	1271081	300782	356467	33807	147828	85647	64092
2011	1528721	368615	449223	73845	131001	72652	79842
2012	1666011	377332	523535	98855	156394	105107	74657
2013	1564522	390200	427603	78424	154717	69973	66445
2014	1948191	659676	475011	127816	145032	57715	97439
2015	1758994	509291	427294	181804	122672	55265	65646
2016	2412423	850547	455074	347643	182539	55265	66488
2017	2259711	571249	604094	301736	159042	97294	80861
2018	3068879	1078972	500458	647801	161674	69908	73968
2019	3576901	1559684	477744	764728	183839	54528	93206
2020	3814810	1594769	477671	849068	223709	52619	66408

Source: FAOSTAT, 2020.

The world's total cherry export value was 3.8 billion \$ in 2020 (Table 2). World cherry export increased approximately six times between 2001 and 2020. The most crucial cherry exporter countries in the world are, respectively, Chile, the USA, Hong Kong, Türkiye, Austria, Spain and Canada. Those countries consist 84% of the cherry exports. It is striking that Chile has experienced a dramatic change. In 2001, Chile's share of world cherry export was 5.4%. However, in 2020 that value rose to 72.5%. Thanks to huge investments in cherry production (Ramondo, 2009; Blonigen et al., 2014; Luong, 2018). Chile's cherry export went up in the same period, and then Chile became a leading country in cherry export.

Türkiye's cherry export with an average growth of 18.4% annually in spite of the fluctuations between 2001 and 2020. However, Türkiye's annual export rise for the same period was 18.4% (FAO, 2020). Türkiye's export value increased over the years, however Türkiye's share of export in the world diminished. In 2001, Türkiye's share in the world

export of cherries was 14% in 2001, while it decreased to 5.9% in 2020 (Table 2). There are two reasons for the fall of the market place in Türkiye. First, the upward trend in cherry export is higher than in other exporting countries excluding Türkiye. Secondly, Türkiye's unit export value is low compared with other exporting countries (Table 4).

The most important cherry importer countries are China, Hong Kong, Germany, South Korea, Austria, and Canada (Table 3). The share of Asian countries in cherry imports is relatively high. Besides, the Asian market draws attention as a developing market. In recent years, especially in China, there has been a demand rise in parallel with the rise in global demand. China applied a consumption based growth strategy after the 2008 economic crisis, and became a significant market for cherry. Even though China was not one of the biggest 10 importer countries in 2007, nowadays it has become the biggest cherry importer. On the other hand, several countries have decreased their imports. For example, Japan was the biggest

importer in 2001, but now it ranks 11<sup>th</sup>. The main reason is the increase in Japan's cherry production.

**Table 3. World cherry import (000 \$)**

Years	World	China	Hong Kong. China	Germany	South Korea	Austria	Canada	Taiwan. China
2001	421684	46705	19622	55895	1365	34439	23903	26740
2005	718339	73278	21507	85738	8851	75240	62603	50513
2010	1246879	270565	124454	77220	33051	87343	131120	56847
2011	1555921	438655	179401	128950	43101	70766	160578	80412
2012	1771228	644298	248075	135358	82711	98720	160321	88585
2013	1644381	567325	199542	138146	89844	80384	138574	68594
2014	2046671	962737	338670	124009	125452	66021	131312	92249
2015	2074125	1082825	333843	112378	125801	63309	110982	75404
2016	2547947	1421588	535114	160744	124976	118147	107475	88312
2017	2540380	1324675	441915	192653	160405	77864	139065	110655
2018	3494222	2243069	835167	162446	163096	66768	124012	103541
2019	3680980	2491802	989897	164218	136758	71470	125189	100648
2020	393252	2601000	862291	187407	140748	103339	149058	93294

Source: FAOSTAT, 2020.

Türkiye is also responsive to the developments in Asian markets. Even though Türkiye does not export to China, it takes measures to enter the Chinese market. In this context, the Republic of Türkiye Ministry of Agriculture and Forestry and the Republic of China's Quality Control, Inspection and Quarantine General Administration (AQSIQ) has prepared the "Protocol for Plant Health Requirements for Cherry Exports from Türkiye to China", and "Regulation for Plant Quarantine" (Anonymous, 2015).

Besides, according to a study made in Chile, one third of Chinese consumers tend to consume cherries in the summer (Anonymous, 2017). It is an advantage for Türkiye since it harvests cherry in the summer.

Türkiye generally uses road transportation for cherry trade. Çerçinli Öz and Bal (2016) determined that 97.59 % of exporting firms prefer road transportation. This is an obstruction preventing competition with Chile.

Every country wants to increase export incomes. That is why unit export value is as important as the quantity of exports (Vandenbussche, 2014). In 2013, Türkiye and Chile exported nearly the same amount of cherry, but Türkiye had an export income of half of what Chile earned. Chile had a competitive advantage since Chilean cherry producers organized and cooperated. Besides, Chile had a price advantage since Chile's harvest time is different from Europe, and its R&D based production in the global value chain (Bamber and Femandez-Stark, 2015).

**Table 4. Unit export values for cherry exported countries**

Exporter Countries	Unit export value (\$/ton)					Export value (000 \$)	Export Quantity (Tons)
	2016	2017	2018	2019	2020	2020	2020
World	4405	4324	4335	4827	5057	3814810	754387
Chile	7189	7010	5846	7083	6872	1594769	232055
USA	6288	5664	5960	5887	7520	477671	63524
Hong Kong. China	4259	4353	4684	4559	5144	849068	165065
Türkiye	2288	2645	2147	2283	2564	223709	87252
Austria	3726	3909	3688	3476	3870	73352	18954
Spain	3132	2906	2338	3443	3582	66408	18537
Canada	6231	5493	6447	6208	7927	54096	6824
Uzbekistan	1582	2190	4172	1942	1935	60705	31371
New Zealand	11794	14936	13602	15856	14835	41376	2789
Australia	10538	12480	11149	11481	13229	55693	4210

Source: FAOSTAT, 2020.

In Table 4, unit export values for cherry exporting countries are given. The world average cherry export income is 5057 \$/ton for the year 2020. Türkiye has relatively poor performance with half of the global average cherry export income. The only country which had a worse performance than Türkiye is Uzbekistan. With respect to unit prices, Spain is the closest country to Türkiye. In general, the cherry price

exported from Europe is lower than in other parts of the world. The unit value of exports in Türkiye has been decreasing over the years. The simultaneous maturation of cherries in Europe and Asia is one of the factors that reduce the unit value of exports, and the quality, type and consumer preferences of the cherry can also lead to a change in the unit export value.

**Table 5. Türkiye's unit export values for imported countries**

Imported Countries	Unit export value (\$/ton)					Export value (000 \$)	Export Quantity (Tons)
	2016	2017	2018	2019	2020	2020	2020
Total	2288	2645	2147	2283	2564	223704	87254
Germany	3228	3659	3568	3197	3501	90642	25894
Russia	1548	1510	1306	1712	1749	51774	29599
Netherlands	4318	4715	4773	3977	3579	7663	2141
Austria	3021	4021	2959	2981	3519	13638	3876
Sweden	2549	2678	243	2778	2432	6698	2754
Italy	2549	2678	243	2778	2432	6698	2754
Norway	4387	4674	4471	4701	5156	7847	1522
Iraq	283	397	287	274	612	4431	7243
Denmark	3191	3199	3134	2735	3176	3932	1238
Belgium	6630	6804		2550	2544	201	79
United Kingdom	2367	3311	3155	232	2838	3896	1373
Saudi Arabia	1634	2574	1572	2685	821	46	56
Belarus	757	1212	931	1192	1580	1708	1081
Singapore	6507	5572	4492	3938	4426	2275	514
Hong Kong. China	5155	4752	3672	4026	4459	5922	1328

Source: ITC. 2020

In Table 6, we select the countries which are the biggest trade partner of Türkiye in cherry trade. After that, we calculated the concentration coefficient

for the selected countries between 2001 and 20120 (Table 7, Graph 1).

**Table 6. Chile's unit export values for imported countries**

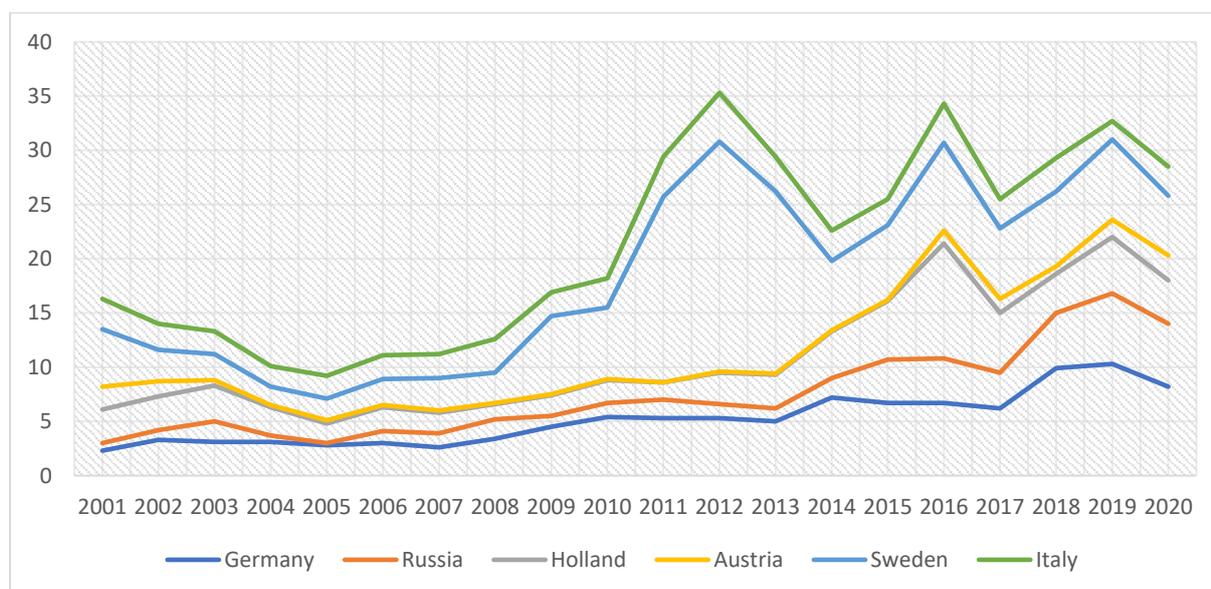
Imported Countries	Unit export value (\$/ton)					Export value (000 \$)	Export Quantity (Tons)
	2016	2017	2018	2019	2020	2020	2020
Total	7189	7010	5846	7083	6873	1594439	231991
China	7652	7558	5974	7247	6935	1469081	211844
USA	4551	4450	4253	5400	5593	26213	4687
Taiwan. China	7501	7072	5901	6930	7982	16715	2094
Hong Kong. China	4481	5147	5185	6268	6399	3430	536
Brasilia	4675	3810	4515	4766	5314	11786	2218
United Kingdom	6298	5598	5237	5326	5340	10013	1875
South Korea	7180	7247	7522	7441	8172	25644	3138
Thailand	7880	7833	6668	8056	8097	8057	995
Spain	6345	5313	5749	7421	7853	2670	340
Netherlands	6179	5655	5773	6619	6787	2579	380
Ecuador	2040	2063	2099	1963	2387	3850	1613
France	7771	8619	7629	8660	8433	1130	134
Mexico	5885	7647	6552	8855	8398	949	113
Italy	7255	6676	7311	7136	8458	406	48
Germany	7612	7765	8429	10670	11321	600	53
Canada	4984	5644	4854	5807	5336	3079	577
Russia	10711	9581	10852	11101	11853	1375	116

Source: FAOSTAT, 2020.

**Table 7. Major countries' cherries foreign trade (000 \$)**

Years	World Export Value	Türkiye Export Value	Germany's Import Value	Türkiye's Exports to Germany	Russia's Import Value	Türkiye's Exports to Russia	Netherlands's Import Value	Türkiye's Exports to the Netherlands	Austria's Import Value	Türkiye's Exports to Austria	Sweden's Imports Value	Türkiye's Exports to Sweden	Italy's Import Value	Türkiye's Exports to Italy
2001	401787	49284	55895	15587	4705	400	15242	5742	34439	8952	2507	1629	17147	5881
2002	433263	49384	48706	18396	3322	344	18861	6648	34007	5451	2865	933	12131	3331
2003	546738	77696	64068	28012	10727	2917	25483	11777	49717	3806	3742	1275	21315	6212
2004	589564	118001	80349	50544	29202	3454	30357	15655	99983	3045	6139	2095	39749	14911
2005	646730	93594	85738	35032	41856	1360	25877	6741	75240	2750	5969	1737	23498	7151
2006	768875	129261	94915	47443	59737	10976	26835	9831	91400	2911	5961	2423	30110	11344
2007	856747	144203	96788	42948	96001	21404	29686	9269	87832	2509	6199	3127	25677	9722
2008	1047748	113458	100537	37079	92099	18315	37542	5817	73022	468	4531	1370	26556	8906
2009	958158	132939	72810	45702	121678	17424	35136	9290	88895	1259	2348	2347	34387	10704
2010	1201773	147835	77220	51618	143674	22725	31398	8289	87343	1081	3272	2643	30271	9924
2011	1570436	131042	128950	57043	125580	17847	32640	4433	70766	82	3425	4885	30302	9475
2012	1647798	156394	135358	67610	110195	13259	27394	7518	98720	516	3624	7290	31768	13549
2013	1582427	154717	138146	66930	122066	14445	28353	8686	80384	727	4498	7387	23992	7531
2014	1938715	145032	124009	67067	93912	12973	29730	9572	66021	435	12323	5860	28415	5866
2015	1763437	122672	112378	52465	71053	21452	23502	8906	63309	558	11559	5550	20096	3370
2016	2388961	182539	160744	81972	85386	26766	20035	16288	118147	10624	16081	10004	32758	8917
2017	2259711	159042	192653	84021	94517	21704	31020	12062	77864	7060	11834	5395	18427	3489
2018	3068879	161674	162446	84398	116816	31369	32761	6196	66768	2323	11685	4259	23245	3848
2019	3576901	183839	164218	86898	129323	43464	37578	10125	71470	5845	8263	3131	37937	3239
2020	3814810	223710	187407	90642	150978	51776	32574	7663	103339	13638	12459	4019	42101	6698

Source: FAOSTAT, 2020.



**Graph 1. The concentration coefficients of Türkiye in cherry**

Türkiye has increased its cherry trade with Germany which takes place on the top of importing countries. The concentration coefficient which was 2.3

in 2001, increased to 8.2 in 2020. Türkiye's trade density with Germany continues to increase in cherry exports (Table 8).

**Table 8. The concentration coefficients**

Years	Germany	Russia	Netherlands	Austria	Sweden	Italy
2001	2.3	0.7	3.1	2.1	5.3	2.8
2002	3.3	0.9	3.1	1.4	2.9	2.4
2003	3.1	1.9	3.3	0.5	2.4	2.1
2004	3.1	0.6	2.6	0.2	1.7	1.9
2005	2.8	0.2	1.8	0.3	2.0	2.1
2006	3.0	1.1	2.2	0.2	2.4	2.2
2007	2.6	1.3	1.9	0.2	3.0	2.2
2008	3.4	1.8	1.4	0.1	2.8	3.1
2009	4.5	1.0	1.9	0.1	7.2	2.2
2010	5.4	1.3	2.1	0.1	6.6	2.7
2011	5.3	1.7	1.6	0.0	17.1	3.7
2012	5.3	1.3	2.9	0.1	21.2	4.5
2013	5.0	1.2	3.1	0.1	16.8	3.2
2014	7.2	1.8	4.3	0.1	6.4	2.8
2015	6.7	4	5.4	0.1	6.9	2.4
2016	6.7	4.1	10.6	1.2	8.1	3.6
2017	6.2	3.3	5.5	1.3	6.5	2.7
2018	9.9	5.1	3.6	0.7	6.9	3.1
2019	10.3	6.5	5.2	1.6	7.4	1.7
2020	8.2	5.8	4.0	2.3	5.5	2.7

Source: FAOSTAT, 2020

The other important importing country is Russia. The concentration coefficient demonstrates that the trade density between Türkiye and Russia increased from 0.7 to 5.8 between 2001 and 2020. Even though the two countries had political issues after 2015, it is striking that the concentration coefficients were 6.5 and 5.8. There are two potential reasons behind this record. The first reason is that cherry is a seasonal product, and its trade takes a short period of time, which is why the cherry trade was not affected due to the jet crisis. This crisis started on November 24, 2015, and lasted until June 12, 2020. However, the cherry exports were not affected. The

#### 4. Conclusions

Cherry, which is a seasonal fruit and must be stored, can grow in different geographies of the world. Türkiye is a leading country in cherry production but comes after the US and Chile in cherry exportation. Besides exports, domestic consumption of cherries is high in Türkiye.

Türkiye has increased its cherry exports over the years. However, its share in the cherry market has decreased over the years. Türkiye has chosen to focus on European markets because of geographical proximity, suitable trade policies, and the relative prosperity of European consumers. For example, Iraq, which is the third biggest country in Türkiye's cherry exports with respect to quantity, exported only 4431 \$/ton in 2020. The value of exports to European countries is around 3000-4000 \$/ton. The focus on prosperous countries has also increased Türkiye's exports.

As a result of the study, there are two trends in the world cherry markets. The first one is the dramatic rise of Chile in cherry markets. Second is the rise in cherry imports from Asian countries. Chile has accomplished this level of exports through all-out

second one is the sanctions imposed on Russia by the EU, the US, Canada, and Norway because of Russia's annexation of Crimea, and de-escalation efforts in Ukraine. Due to sanctions, Russia halted its food exports from those countries, but it increased its cherry imports from Türkiye.

Türkiye's cherry trade with Netherlands, Sweden, and Italy has also increased throughout years. However, its cherry trade with Austria has significantly declined (Table 8). Even though Austria has increased its cherry imports, it has chosen some other markets.

policies. The continuity in R&D policies played an important role in this success. China has implemented policies encouraging consumption in order to encounter the 2008 economic crisis. In this context, its cherry exports have significantly boosted throughout those years. In addition to China, other Asian countries such as Hong Kong, South Korea, Taiwan, and Japan have also raised their cherry imports.

Türkiye has played its cards well and tried to obtain shares in cherry imports from those countries by making bilateral trade agreements. After negotiations with Chinese delegations, the reason why Türkiye has lagged behind in cherry exports was revealed. The quality and taste of cherries are affected when they are stored in cold stores for 16 days as a protection caution for Mediterranean fruit flies. In order to solve this issue, the delegations of the two countries have negotiated and made progress. Herein, all stakeholders, especially exporting firms, should pay attention. Türkiye has the advantage that consumers in China tend to consume cherries in the summer.

While Chile which has an important share in cherry imports from China exports cherry through the

sea route, Türkiye prefers to export through road transport. That is why Türkiye opts for the neighboring countries. Yet, it needs to increase its capacity in sea routes in an attempt to reach far and new markets.

In conclusion, Türkiye is an important country in cherry exports and is taking steps to enter to new markets. In addition to those steps, it is important to make progress in some areas like augmentation in modern packing facilities, the discovery of methods

for the speedy shipment, and making publicity and advertisement for new markets like Asian markets. The coordination between the cherry producers and exports will bring about a cut down in production costs, and provide a competitive advantage. Therefore, cooperation should be encouraged. In order to boost the incomes of cherry exports, it is needed to enter into the Far East countries such as China and South Korea.

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