Country Presentation: Turkey

@ ESSEDRA Policy Advocacy Event

08.11.2013
Sofia, Bulgaria

Field research: Summary

• 19 products have been identified
Policy profile through Ark of Taste nominated products

• Most problems of small scale farmers/food producers in Turkey are similar.
• Common issues are:
  • Rural areas are stuck in the cycle of poverty; consequently producers tend to save the day only
  • High rate of industrialization in rural areas
  • Low rates of generational renewal in villages
  • Animal welfare is a big problem
  • IPARD funds are not fairly distributed

• People continue their lives without any guarantees for their future
• Cooperatives are not that that effective—low rates of collaboration among producers—individualism is common
• Producers need training & education about sustainability
• High rates of construction yields in industrialization of rural areas
• Support funds are low and not fairly distributed
• Traditional production is not defined by the current law
• The producers need to earn money today and they need to access to the market for that. They have no patience to wait for long-term actions
• Increasing their economic income is the starting point
• Solution: They need to gain visibility and be promoted and linked to consumers directly

Our actions
• Getting public awareness is crucial for saving these endangered products and related communities/ producers.
• MDD organized a press conference on 17.07.2013 where also some nominated products were showcased by the national media.
• 70 internet news, 18 published articles-columns, 8 TV shows-interviews by the mainstream media
ESSEDRA Press Conference

http://tvarsivi.com/player.php?i=2013070569597

Collaborating with local administrations: Divle Cave Cheese example
Divle village

Divle Cave Cheese
Divle cave

What we have done

• Visit to the village with representatives of General Directorate of Ministry of Food, Agriculture and Livestock and organized a roundtable meeting with local producers

• Outcomes: - a union or cooperative of producers is a must, ministry will work on that

• A possible SF presidium

• For better promotion of the product, a sustainable supply chain is needed; producers are put in contact with some high-class restaurants is Istanbul.
What we have done

- Another stakeholder is Fikir Sahibi Damaklar Convivium from Istanbul. Divle cheese and other cheeses selected for field research were showcased-tasted in their events, such as Slow Fish Istanbul, where also journalists from mainstream media were present.
- An Essedra panel was a part of Slow Fish Istanbul. With the participation of project partners from Bulgaria, Croatia and SF, we have presented our project and importance of saving food biodiversity to the public, journalists etc.
- Results: 5 more articles about Essedra, and Ark of Taste nominated products form Turkey in mainstream media.

Overall outcome

- Raised public awareness about Essedra and endangered food products as well as food biodiversity.
- These unknown food products became more visible and there is an increased demand for them by conscious consumers and chefs.

THANK YOU FOR YOUR ATTENTION