SAFiR BERRY

BERRIES IN TURKEY

WHO IS SAFIR BERRY?

- MORE THAN 40 YEARS OF EXPERIENCE IN FRUIT EXPORTS AND PRODUCTION AS A FAMILY
- OUR FATHER YAVUZ TANER'S COMPANIES ALARA & ALANAR HELPED TURKEY TO BECOME ONE OF THE BIGGEST PRODUCERS AND EXPORTERS OF CHERRIES AND FIGS IN THE WORLD, BROUGHT MANY PATENTED VARIETIES TO TURKEY
- SAFIR BERRY'S AIM TO REPLICATE OUR FATHER'S SUCCESS IN BERRY PRODUCTION AND EXPORTS
- AT THE MOMENT 45 HECTARES OF PRODUCTION TOGETHER WITH FELLOW INVESTORS/GROWERS, 100 HECTARES IN THE NEXT FEW YEARS + NURSERY OPERATIONS
- OUR GOAL IS TO MAKE TURKEY THE BIGGEST BERRY PRODUCER AND EXPORTER OF EUROPE AND MIDDLE EAST REGION

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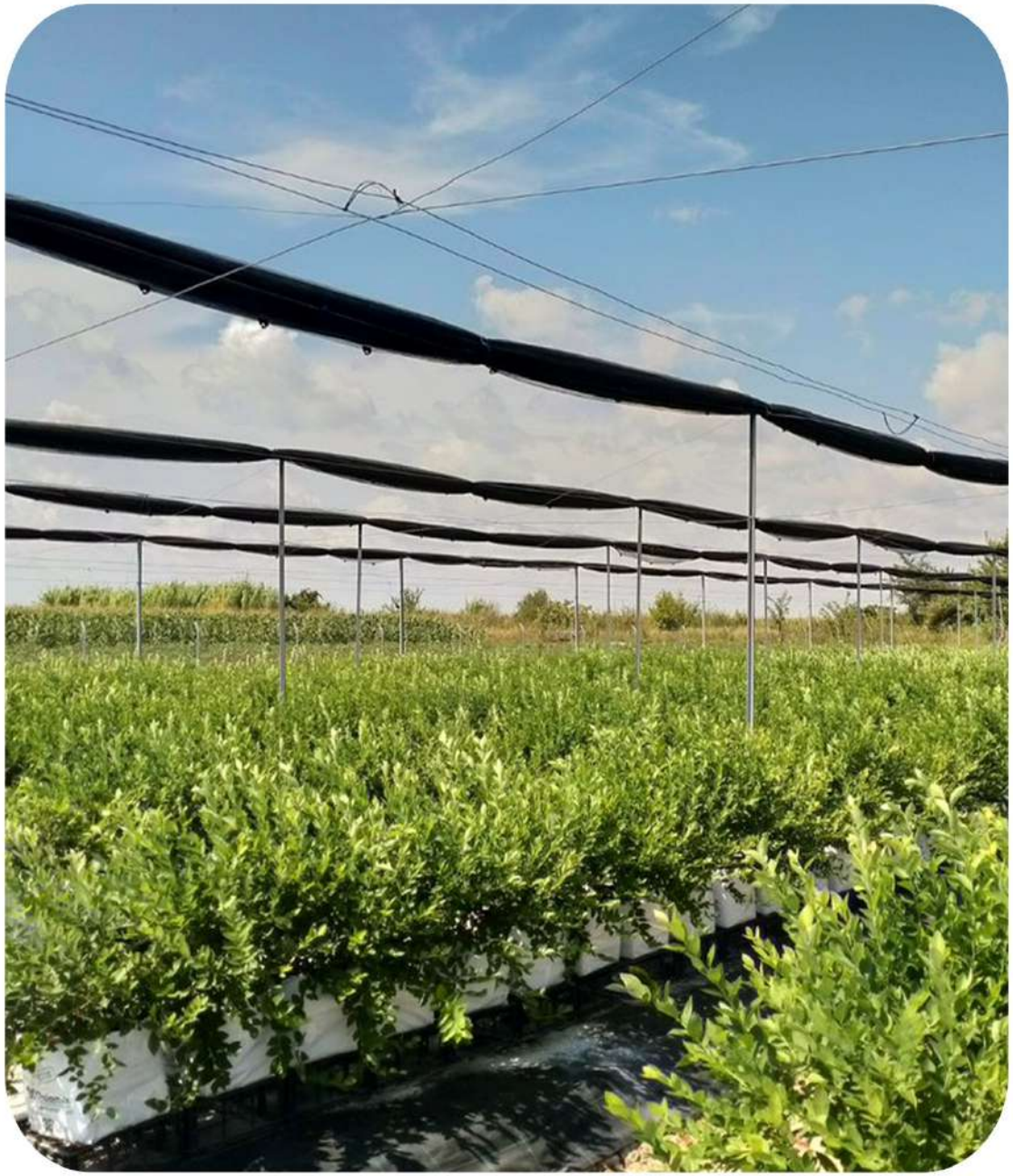

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WHY BERRIES?

- DEMAND FROM EUROPEAN SUPERMARKETS, INCREASING DEMAND ALL AROUND THE WORLD
- SUPERFOOD, HEALTHY, POPULAR, EASY TO CONSUME
- PROFITABLE
- VERSATILE, GROWS IN EVERY REGION / CLIMATE
- NATIVE TO TURKEY, STRAWBERRIES, MULBERRIES, RASPBERRIES, BLACKBERRIES, CURRANTS, BLUEBERRIES GROW IN THE WILD

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CURRENT STATUS OF BERRY PRODUCTION IN TURKEY

TABLE 1. FRUIT PRODUCTION QUANTITY OF SOME BERRIES IN 2014-2020 IN TURKEY.

BERRIES	FRUIT PRODUCTION QUANTITY (TONNES)						
	YEARS						
	2014	2015	2016	2017	2018	2019	2020
Strawberry	376.070	375.800	415.150	400.167	440.968	486.705	546.525
Raspberry	4.587	4.320	4.312	4.989	5.875	5.975	5.445
Blackberry	2.402	2.425	2.468	2.739	2.540	2.708	2.511
Blueberry	180	180	185	225	375	443	1.287

- BERRY PRODUCTION IN TURKIYE STARTED IN 1960'S WITH STRAWBERRIES, RASPBERRY, BLACKBERRY IN THE 70S AND BLUEBERRY AND ARONIA VERY RECENTLY
- ACCORDING TO THE DATA OF THE TURKISH STATISTICAL INSTITUTE (2018), THE SHARE OF TÜRKIYE IN THE WORLD BERRY PRODUCTION IS 8%.

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STRAWBERRIES

- A CONTINUOUS INCREASE IN PRODUCTION FOR THE LAST 50 YEARS
- PRODUCTION IN TURKIYE STARTED IN THE 1970S
- THE PRODUCTION REACHED FROM 9,700 TONS TO 546,000 TONNES IN 2020
- TURKIYE HAS BECOME AN IMPORTANT COUNTRY IN THE WORLD'S STRAWBERRY PRODUCTION, RANKING 4TH AFTER CHINA, USA AND MEXICO, RANKS 12TH IN EXPORTS.
- STRAWBERRY EXPORTS IN 2020 INCREASED BY 14.7% AND REACHED TO 47.912 TONS

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RASPBERRIES AND BLACKBERRIES

- TÜRKIYE IS THE HOMELAND OF RASPBERRIES
- RASPBERRY CULTIVATION SINCE 1990'S
- IN 2021, 5,093 TONS OF PRODUCTION IN TÜRKIYE. AFTER STRAWBERRY, THE SECOND IMPORTANT BERRY FRUIT IN TURKEY.
- HOWEVER MOST OF THE PRODUCTION IS CONSUMED AS FROZEN OR DRIED. THE EXISTING VARIETIES ARE NOT SUITABLE FOR FRESH CONSUMPTION (VERY SHORT SHELF LIFE) AND EXPORTS.
- BLACKBERRIES MOSTLY GROWN WILD ALL AROUND TÜRKIYE
- SAME AS RASPBERRIES NO SUITABLE VARIETIES FOR EXPORTS

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BLUEBERRIES

- PRODUCTION STARTED IN 2000'S IN BLACK SEA REGION WHERE THE SOIL IS
- SUITABLE, NEW ORCHARDS MOSTLY IN SUBSTRATE
- TODAY PRODUCTION AROUND 2,500 TONNES IN 400 HECTARES (MOSTLY NEW ORCHARDS)
- CONSUMPTION IN LOCAL MARKET, TRIALS OF EXPORTS
- HUGE INTEREST FROM GROWERS/INVESTORS

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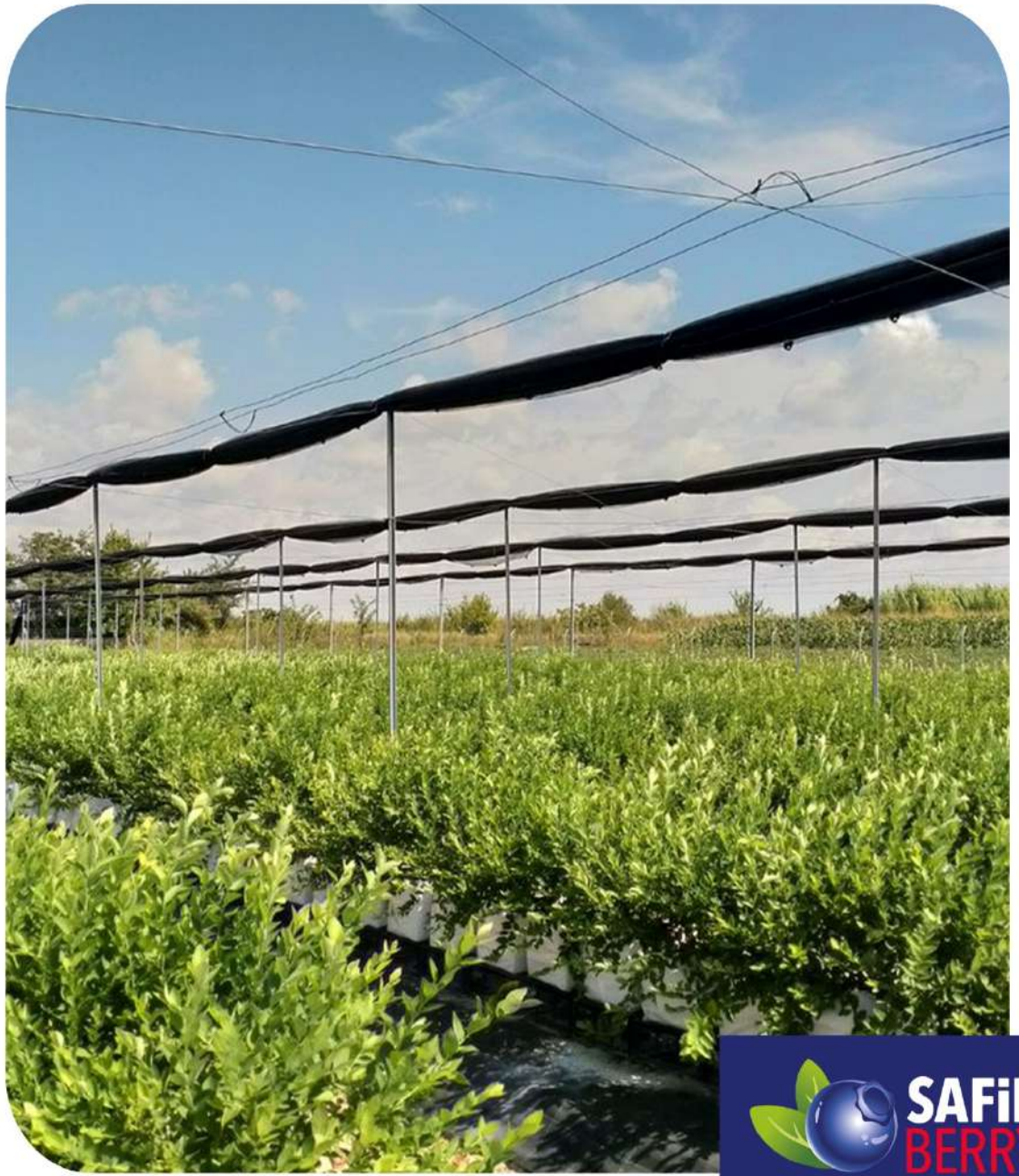

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TURKIYE'S POTENTIAL, ADVANTAGES, GOALS AND DISADVANTAGES IN BERRY PRODUCTION

- DIFFERENT CLIMATIC AREAS, 6-9 MONTHS HARVEST PERIOD, BETWEEN FEBRUARY TO OCTOBER
- GEOLOGICAL ADVANTAGE, PROXIMITY TO MAJOR MARKETS, EUROPE (4-5 DAYS), GULF COUNTRIES, MIDDLE EAST, RUSSIA, FAR EAST (AIR FREIGHT TO ALL MAJOR MARKETS WITH TURKISH AIRLINES)
- KNOWHOW OF FRUIT EXPORTS
- LOW LABOR COSTS
- TARGET PRODUCTION SURFACE 10,000-15,000 HECTARES
- TARGET EXPORTS 100,000 TONNES PER YEAR
- HOWEVER IF TURKIYE WISHES TO REACH THESE TARGETS, TURKISH GROWERS NEED ACCESS TO NEW GENETICS/VARIETIES!
- KNOWHOW FOR BERRY GROWING IS LIMITED, TURKISH GROWERS NEED EXPERTISE!
- THE STATE OF TURKISH ECONOMY

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TABLE 2. BLUEBERRY PRODUCTION IN TURKEY UNTIL 2021

YEARS	ORCHARD AREA (HA)	PRODUCTION QUANTITY (TON)
2013	49	170
2014	53	180
2015	53	180
2016	58	185
2017	58	225
2018	99	375
2019	106	443
2020	213	1287
2021	420	2496

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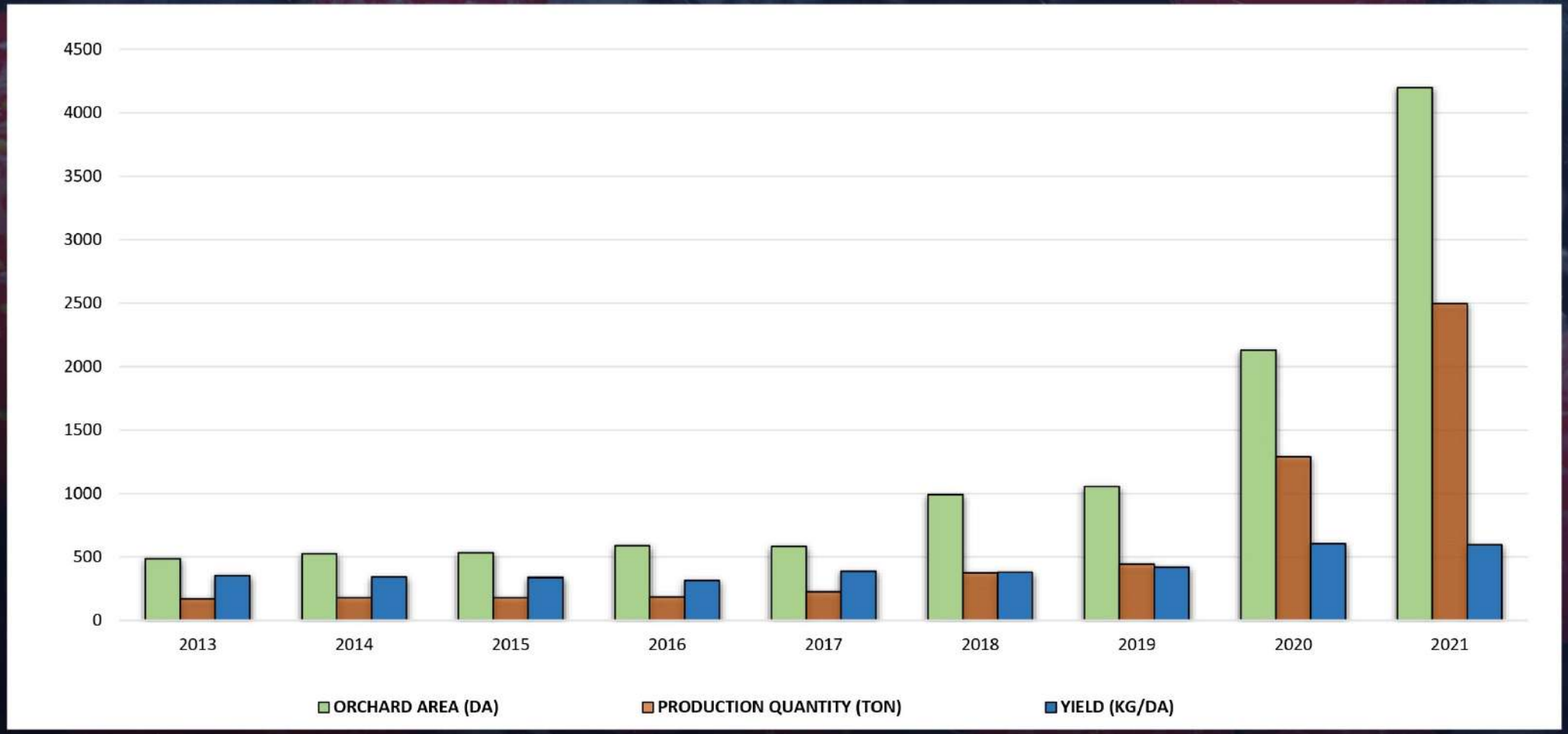
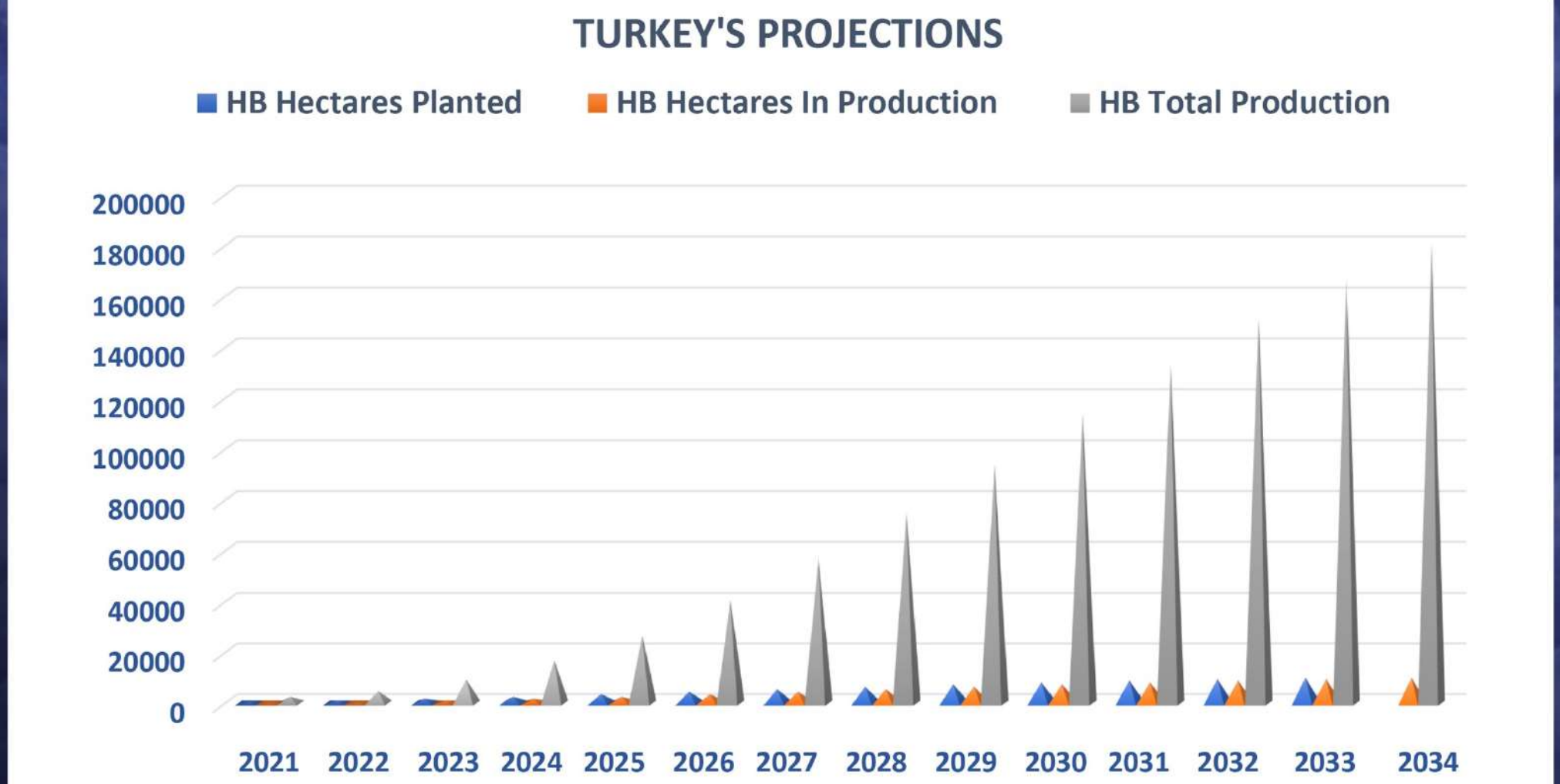
TABLE 2. BLUEBERRY PRODUCTION IN TURKEY UNTIL 2021




TURKEY'S PROJECTIONS
HB Hectares Planted
HB Hectares In Production
HB Total Production
200000
180000
160000
140000
120000
100000
80000
60000
40000
20000
0
2021
2022
2023
2024
2025
2026
2027
2028
2029
2030
2031
2032
2033
2034

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CO-OPERATION OPPORTUNITIES BETWEEN MOROCCO-TURKEY AND THE OTHER COUNTRIES

- JOINT MARKETING A LONGER AND STEADY SUPPLY OF PRODUCE FOR THE MAJOR MARKETS
- ACCESS TO NEW MARKETS
- KNOWHOW EXCHANGE

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