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Exporter Guide

Annual

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Report Highlights:
The Turkish market offers both rewards and challenges to the U.S. exporter. A large and growing population is rapidly changing its consumption patterns while maintaining many traditions as well. Economic growth in recent years in Turkey also is creating opportunities for high-value products, although limited by domestic and regional competition, high import and consumption taxes, and arduous import requirements.

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SECTION I. Market Overview

I.1. Economic Situation

The Turkish economy has enjoyed five years of growth since the financial crisis and recession of 2001. The economy grew on average of 7.9 percent between 2002 and 2004, and reached 7.5 percent in 2005; per capita GNP exceeded $5,000. The current projection for economic growth for 2006 is 5.5 percent, and for per capita GNP $5,300.

The inflation rate has fallen significantly in recent years. As low as 8 percent at the end of 2005, it currently stands at 10.5 percent –- still far below the 60 percent of a few years ago. The economy also is benefiting from stable foreign exchange rates, despite the impact of higher energy prices on the current account. Negotiations with the EU for full membership began in October 2005. The privatization of large state owned companies is also contributing to the positive economic environment. Foreign Direct Investment has increased dramatically, to more than $12 billion in 2006. Initially, growth was driven predominantly by export-led production. But currently, there are also indications of an increase in domestic demand. Unemployment, however, remains high at about nine percent. Nonetheless, economic growth is driving growth in some food and agricultural sub-sectors such as fast food, catering, and yarn and textile production.

Turkey's economy –-like its culture-- is a blend of both the modern and traditional. Turkey has a vibrant private sector and involvement of government is diminishing with the recent privatization in oil and communications industries. Agriculture accounts for approximately 12 percent of GNP although some 35 percent of the population is engaged in agriculture activities. The industrial and service sectors account for 19 and 68 percent of GNP respectively, at current prices. The agricultural share of GNP continues to decline, while the industry and service sector shares increase. The textile and apparel industry continues to be one of Turkey's most important sectors. The food processing sector is well developed, although it suffers somewhat from high input prices due to domestic production policies that raise some commodity prices well above the world price. These industries also enjoy significant tariff and non-tariff protection from import competition.

In 2005, Turkey exported a total of $73 billion worth of goods, up 16 percent from 2004, mainly consumer and semi-manufactured products. Exports continue to increase in 2006 and are expected to reach U.S. $79 billion at the end of the year. The European Union is Turkey's primary market, accounting for about 55 percent of all exports.

Between September 2005 and September 2006 total agricultural exports reached $8.3 billion, up about 11 percent year-on-year. In general about half of agricultural exports go to the EU. Turkey's main agricultural exports are fresh fruits, vegetables, tree nuts (mainly hazelnuts and pistachios), dried fruits (mainly raisins, apricots and figs), cereal products (mainly wheat flour and pasta, especially to Iraq), olive oil, tobacco, and tomato paste.

In 2005, Turkey imported about $6.5 billion in agricultural products, up 8 percent from 2004. Major agricultural imports include cotton, soybeans, soybean meal, vegetable oils, tobacco, tallow, and rice. The United States is the largest single exporter of agricultural products to Turkey with a market share of about 17 percent in 2005. One-fifth of all U.S. exports to Turkey are agricultural products. According to the U.S. Census data in 2005, U.S. food and agricultural exports to Turkey reached a record $1.08 billion, after falling below U.S. $600 million due to the economic crisis in 2001.

U.S. agriculture exports have benefited significantly from Turkey's return to economic prosperity. The United States supplies predominantly bulk commodities, which are key inputs to the growing textile and poultry industries. The strong lira has also benefited exporters to Turkey, making many products very affordable to Turkish importers. At the same time, Turkish exporters are having difficulty competing overseas.

I.2. Demographic Developments

Turkey has a population of about 72 million with an annual growth rate of 1.26 percent. Fifty percent of Turkey's population is under the age 25. Over the past 30 years, about a third of the population has shifted from rural to urban, although about a third of all Turks still live in rural settings. Unemployment continues to be a serious problem, running around nine percent. Women constitute a significant and increasing share of the workforce, which is also driving consumer trends towards convenience foods.

I.3. Consumer Buying Habits

Turkey's total retail food market is estimated to be valued at almost U.S. $40 billion a year and it continues to grow and modernize. Although supermarket and hypermarket outlets are expanding, small, specialized neighborhood outlets still play an important role. The vast majority of products available are produced locally using local ingredients, and while lower income group Turkish consumers spend close to 50 percent of their income on food, much of it is non-processed.

I.4. The market for U.S. products

Historically, export opportunities have been better for U.S. bulk commodities such as soybeans, soybean meal, vegetable oils, corn and cotton than for high-value consumer products. High tariffs, non-tariff barriers –especially on livestock products-- and competition from domestic industries and Europe have limited U.S. access to this market. Significant U.S. processed food exports to Turkey include condiments, snack foods and Tex-Mex products.

The following is a summary of the advantages and challenges facing U.S. exporters in Turkey.

Advantages	Challenges
Change in retailing structure has opened new areas for branded import items.	It is hard to compete with locally produced items. The Customs Union with the European Union creates an advantage for EU exports to Turkey.
Some U.S. products (mainly bulk and intermediate commodities) are better priced than local products.	There is significant tariff and non-tariff protection for locally produced foods and agricultural products.
U.S. products have a good image in Turkey and Turkish consumers welcome U.S. tastes.	There are high import duties on various bulk and processed products such as; wheat 130%, corn 130%, rice 45%, wine 70%, popcorn 130%, tomato paste 135%.
International retailers who market a wide range of imported products in the sector have great influence on purchasing patterns.	There is a well-developed local food-processing sector supplying most product segments in the marketplace.

Advantages	Challenges
There is a growing demand for specialized products such as diabetic and diet foods, ready-to-eat foods and frozen food, which are mostly imported.	US food products are weakly promoted in Turkey. Competition for shelf space has led to high costs for introducing new products.

SECTION II: Exporter Business Tips

II.1. Local Business Customs/Practices

A visitor to Turkey can see the "modern," the "ancient" and the "traditional" all wrapped into one as East, literally, meets West. Business practices in Turkey can appear "Western" or "European" on the surface, but important cultural complexities exist. For those who plan on working in, or supplying to this market, it is advisable to read up on modern Turkish culture and business practices.

Personal contact is still very important for most if not all business transactions. In addition to building trust in relationships, establishing a personal relationship with the importer can assist the exporter in meeting the sometimes-daunting documentation requirements. Many importers and distributors prefer direct contacts with suppliers and exporters as there is a feeling that agents and middlemen complicate transactions, lower profits and provide more competition by selling to others.

In general, Turks are usually not as direct as Americans. They generally avoid confrontation. Criticism is often approached in an indirect manner.

Many importers and distributors also like to identify and import unique products that are not currently available on the market. Non-responsive agents who have been assigned to the region by large food manufacturers have frustrated a number of importers in Turkey.

II.2. Consumer Tastes and Preferences

On the one hand, Turkish tastes and preferences are very conservative. Fast-food restaurants, as well as most Turkish restaurants, specialize in traditional dishes, the most common of which is kebabs (of which there are several varieties) served with fries and bulgur or rice. Outside of Istanbul and Ankara, or the tourist destinations of Izmir, Antalya and the Aegean resorts, it is hard to find any foreign influence in the cuisine. On the other hand, the demographics in Turkey are driving many changes. Turkey has a large and young population with rising income levels (especially in urban areas). Increased foreign travel by Turks and by tourists to Turkey is also stimulating significant changes in the attitudes and consumption patterns. Moreover, rapid urbanization and the growing numbers of two-income families are increasing the demand for processed foods. Istanbul and Ankara not only have virtually all the multinational fast food chains, but support independent Tex-Mex restaurants, Thai restaurants, Japanese restaurants, etc.

Consumer expectations have also changed significantly. Faced with an increasingly diverse range of products, quality and price, consumers have become more demanding. In response to changing consumer expectations, large food retailers, especially international companies, are demanding higher quality standards from Turkish food manufacturers, which has led to new investments and improvements within the processing sector. Consumers in larger cities are more aware of international trends, have higher disposable incomes, and have automobiles to reach large warehouse-sized stores. Middle and upper-middle income shoppers are drawn to larger stores, especially if they provide imported and specialty items.

The rapid change in consumption patterns has led Turkish food processors to invest in ready-to-eat meals and frozen food products as well. There are about twenty companies that are in the frozen food and ready-to-eat meal market today with many diverse products.

II.3. Food Standards & Regulations

The May 27, 2004 Law on the Production, Consumption and Inspection of Food provides a framework for developing and implementing changes to specific standards such as the Turkish Food Codex. The ultimate objective is complete harmonization with EU regulations, and ultimately the EU Commission itself will review all of these regulations. This law required formation of a National Food Codex Commission whose responsibility is to prepare, review and approve all changes to the Turkish Codex, including those changes that take place through EU harmonization. The Commission consists of two members from the Agriculture Ministry, one from Ministry of Health, two scientists with expertise on food (one assigned by Min. Ag and one from Min. Health), one member from the Turkish Standards Institute, and one member from a non-governmental organization. The new food law introduces new concepts to Turkish food law, such as “Precautionary Measures” and “Traceability”. The commission so far has finalized regulations on various topics including alcoholic beverages, aromatized wine and food additives. On biotechnology issue so far only a draft law has been prepared; when it will be introduced to Parliament is unclear.

In addition to the 2004 Food Law, the Turkish food industry and food imports are primarily regulated by three related laws and regulations: the June 24, 1995 Turkish Food Law, the November 16, 1997 Turkish Food Codex and the June 8, 1998 Food Regulation. In recent years, according to the National Program for Harmonization, the GOT has been updating significant portions of the Codex to comply with EU regulations by publishing changes in the Official Gazette. The current Turkish Food Codex is available at www.kkgm.gov.tr. Advance notifications of such changes usually have not been notified to foreign governments or the WTO.

The Ministry of Agriculture and Rural Affairs (MARA)’s General Directorate of Protection and Control (GDPC), has primary responsibility for production, import, and food safety issues regarding food, beverages, packaging material, veterinary products, feed and pesticide products. The General Directorate of Protection and Control has also recently obtained control over regulating the broad range of nutritional and dietary supplements.

All packaged products are required to obtain a license (registration) number issued by the Directorate after review of laboratory tests on the product. The license number is valid for ten years and generally takes about two weeks to obtain. In addition to a laboratory analysis at the time of registration, the law requires products to be inspected at the point of entry, wholesale and retail levels. The import process for each product culminates in the issuance (or sometimes not!) of an import permit, or license. In Turkish this is called a "Kontrol Belgesi", or control document. For processed products, these licenses are required on each shipment and expire, in some cases, after six months. While these are intended to be health control documents, these import permits are often denied or delayed for technical and political reasons (as has been the case with wheat, rice and corn).

Although many U.S. foods are imported into Turkey without problems, some U.S. companies have had difficulties complying with Turkish requirements for specific certifications and documentation, some of which are not normally issued in the United States. Requirements and standards for some imported foods may be stricter than those currently applied to domestically produced products. The General Directorate of Protection and Control has a somewhat conservative approach to regulating imports of food and agricultural products.

Strict and often-changing technical requirements for processed foods are intended to protect consumers and 'strategic' or 'national' products. For bulk agricultural commodities, seasonal import bans are enforced through the system of import licensing (and high tariffs) to protect domestic producers. A May 5, 2004 decree named "Implementation of Import Monitoring" enjoins the Foreign Commerce Secretariat to "closely watch the developments of designated imported goods." What goods to be monitored is determined by evaluations of the Import Department of Foreign Commerce Secretariat.

For a more detailed description of Turkey's food regulatory system, please refer to FAS Food and Agricultural Import Regulations Report (FAIRS) TU 5043 and FAIRS Certificates Report, TU 5031 available on the FAS website www.fas.usda.gov.

II.4. Import Process

In order to import any food product to Turkey, an importer must first submit a written application to the Turkish Ministry of Agriculture (MARA)'s General Directorate of Protection and Control. Attached to the application letter must be the following documents:
1. A completed import permit form obtained from MARA/Protection and Control;
2. A Proforma Invoice;
3. An Analysis Report providing physical, chemical, microbiological and heavy metal specifications of the product imported. Frozen seafood is exempt from this requirement. A statement about dioxin is also required from some countries.
4. For consumer-ready products, a sanitary or phytosanitary certificate from a government food inspection agency of the country of origin stating that the product meets the phytosanitary requirements of the importing country, is fit for human consumption and is freely marketed in the country of origin;
5. A sample of the Turkish label for the product.
6. For alcohol products, a "distribution certificate" provided by the producer's company to the importer and/or distributor indicating that the Turkish company is authorized to market and deliver the product in Turkey;
7. For "special" foods such as diet foods, foods for diabetics, vitamins, baby foods, etc. the importer must provide a written declaration that he will not advertise the foodstuff in such a way as to mislead the consumer.

The importer will normally receive written approval along with an import permit from the Ministry of Agriculture within one or two weeks.

II.5. Customs Process

Importers need to present an approved import license, bill of lading, certificate of origin, sanitary or phytosanitary certificate, the analysis report (physical, chemical, etc.) and other standard import documents to Customs upon entry of the product. Note: Port officials sometimes reject copies, even notarised copies, of documentation, and insist on originals. If an original document cannot be submitted, problems will be minimized if the notarial seal on a copy is on the copied original, not on a separate page. The Ministry of Agriculture officials take samples for testing to confirm the analysis report with results generally available in two to three days. Bulk or semi-processed commodities are subject to further checks for compliance with either the plant quarantine law or the animal health law.

Section III: Market Sector Structure and Trends

III.1. Retail Food Sector

The number of modern retail outlets and discount stores almost doubled during the last three years and is expected to grow for many years to come. While large super market chains are increasing their penetration in to smaller cities, hard discount chains are increasing their number of stores in the major centres. Mergers and acquisitions are also taking place as larger companies are buying smaller chains to increase market share. For example, in 2005 Migros, number one chain in Turkey, bought Tansas, number three chain, and Carrefour, number two bought, Gima, number four. Economic development in recent years has helped these modern market chains to increase number of stores, customers and sales while the number of traditional groceries had declined. According to the industry sources, the number of hypermarkets rose to 160 in 2005 compared to 130 in 2000, while the number of “bakkals,” that is local “mom & pop” grocery stores, declined to about 120,000 in 2005 compared to 135,000 in 2000.

Food prices in Turkey, especially for imported processed goods, are extremely high. For example, beef prices are higher in Turkey than they are in Switzerland. High tariff protection applies to processed food products such as 170 percent for yogurt varieties, 140 for cheese and 130 percent for popcorn. Although the average per capita income in Turkey has nearly doubled since 2002 to about U.S. $5,000 per year (2005), compared to Western Europe the purchasing power of the majority of Turks remains low.

The structure of the retail sector is significantly influenced by the type of food consumed by the majority of the population. For low-income groups, it is estimated that 40 percent of the diet is made up of bread –-some report that Turks have the highest per capita bread consumption in the world-- with an additional 15 percent made up of rice, potatoes and pasta products. For the entire population, processed foods make up only about 15 to 20 percent of consumption. Thus, the share of hypermarkets in the overall food retail market is still low compared to Western Europe or North America but is increasing rapidly. Industry sources estimate that in 2005 various size modern markets control approximately 45 percent of the organized food retail market compared to 43 percent in 2004 while the share of neighborhood “bakkals” declined to 35 percent in 2005 from 37 percent in 2004. Industry sources project that the share of modern markets will reach 60 percent by the year 2010. For a more detailed description of Turkey’s retail food market, please refer to FAS Ankara Report TU 4005 available on the FAS website www.fas.usda.gov.

III.2. Food Processing Sector

Turkey, with its rich agricultural base, has a highly developed food-processing industry. According to the 2002 census there are over 32,700 food-processing firms in Turkey. Most are small to medium sized enterprises of which only a small percentage of these firms use modern technology for production and quality control.

The major local holding companies are investing in food processing to benefit from the recent developments in this sector. Rapid growth is foreseen in production of various food items like dairy products namely milk, yogurt (particularly in verities that fall in to functional food group), cheese, chocolate and ice cream and also, biscuits and fruit juices.

Large food processors prefer to purchase locally or import their food supplies directly most of the time. However, small to medium sized processors get in contact with importers, brokers, and/or wholesalers. Often times, an importer also acts as a wholesaler.

For a more detailed description of Turkey’s food processing sector, please refer to FAS Ankara Report TU 2047 available on the FAS website www.fas.usda.gov.

III.3. HRI Food Service

Changing demographics, increasing tourism and continuing economic growth in the last four years has brought rapid development of all sectors; fast food, institutional food, restaurants and hotels.

There are about 50,000 restaurants in Turkey. Restaurants comprise the leading market segment in the food service sector, accounting in 2005 for 30 percent of total food service sales – 85 percent in food and 15 percent in beverages. It is a large category covering all outlets from traditional kebab and “pide” (similar to pizza) houses to luxurious restaurants offering a wide variety of international dishes.

Luxury restaurants comprise the main market for imported food and beverages, but only 5-10 percent of the total restaurant market. Traditional restaurants, which are open for lunch as well as dinner and often serve wine, beer and alcohol, are estimated to have over 50 percent of total restaurant sales. Their use of imported food and beverages is negligible, as high prices (as a result of high tariffs) are a major deterrent to most independent restaurateurs. Fast-food restaurants comprise the remainder of the restaurant sector, and can be divided into two main sub sectors - modern and traditional. Traditional fast food comprises of small take-out restaurants specializing in kebabs and other local dishes that are sold at low prices for stand-up or take away customers. The modern fast-food sector is comprised of McDonalds, Burger King and other international and local chains serving salads, sandwiches, hamburgers, chicken and pizza. Outlets are located predominantly in larger urban areas. An average 10 percent growth rate is expected in restaurant food service for the next five years.

Foreign restaurants procure their imported items either through importers or wholesalers. The main import items are wine, beer, fish and seafood, specialty cheeses, sauces and pastry, and staple items like corn, rice, etc. when domestic supplies are not appropriate.

Fast food chains are a relatively new concept in Turkey having begun only 17 years ago. Turkey's fast food market also benefited from the recent economic developments and total size of the market reached $1.5 billion at the end of 2005 compared to $600 million in 2001. The sector is expected to continue to grow another 15 percent in 2006. Some new chains are getting ready to operate in Turkey but currently there are 25 fast food chains with a total of 800 outlets. About 75 percent of them are located in big cities.

In the 1980’s, institutional food services began emerging in Turkey to supply food to cafeterias in factories, schools, hospitals, private companies, and public sector organizations. The institutional food service sector developed rapidly in recent years particularly after the Turkish military, old-age homes and hospitals started out-sourcing meal preparation. Recent privatization of large state-owned companies such as refineries and steel mills is expected to help the sector to enlarge further. Total size of the sector for 2006 is estimated at about $5 billion compared to $3 billion in 2003. There are about 1,080 food service enterprises in Istanbul alone and the total for Turkey is estimated to be more than 3,000.

Turkey has become one of the world’s major tourist destinations, receiving annually more than 20 million tourists mostly from European countries. The number of luxury hotels has continuing to increase year by year. The hotel sector has estimated to have 25 percent market share of total food service sales. From 2001-2005 the hotel sector grew about 20 percent per year parallel to the growth in the tourism industry. Tourism sector income is expected to reach $21 billion in 2006 compared to US$ 10 billion in 2001.

For more information on this sector, please refer to FAS Ankara report TU 5005 available at the FAS website www.fas.usda.gov.

Section IV: Best High-Value Product Prospects

The best high-valued products for the imported food market (retail) are internationally recognized branded food products. These types of products in general account for 30 percent of overall imported food products. These include cocoa and instant coffee, chocolate and confectionary goods, cookies and crackers, breakfast cereal, cheese, alcoholic beverages, sauces, seafood and pet foods. The change in wine and beer import and distribution regulations now allows imported products to be sold in the retail market, which created new opportunities for U.S. wine and beer to be sold in the Turkish market, although taxes are high. Functional food items such as food supplements and “sports drinks” also represents a new opportunity for U.S. exports since it is a new sub-sector with a rapid growth.

Section V: Key Contacts and Further Information

Organization	Contact Name	Address	Phone	Fax
The Union of Chambers of Commerce, Industry, Maritime Trade And Commodity Exchanges of Turkey/ *Turkiye Odalar ve Borsalar Birligi (TOBB)*	Mr. Rifat Hisarciklioglu Chairman	Ataturk Bulvari 149 Bakanliklar Ankara, Turkey	90-312-413 8000 90-312-413-8022 (direct)	90-312-418-3268
Ankara Chamber of Commerce / *Ankara Ticaret Odasi*	Mr. Sinan Aygun Chairman	Eskisehir Yolu Uzeri, II. Cadde No.5 06530 Sogutozu Ankara, Turkey	90-312-285-7950 90-312-285-7954	90-312-286-2764
Ankara Chamber of Industry/ *Ankara Sanayi Odasi*	Mr. Zafer Caglayan Chairman	Ataturk Bulvari 193/4 06680 Kavaklidere Ankara, Turkey	90-312-417-1200 90-312-417-1204	90-312-417-2060 90-312-417-5205
Chamber of Marine Trade/ *Deniz Ticaret Odasi*	Mr. Metin Kalkavan Chairman	Meclisi Mebusan Cad. No: 22 34427 Salipazari Istanbul, Turkey	90-212-252-0130	90-212-293-7935 90-212-243-5498 (direct)
Istanbul Chamber of Industry / *Istanbul Sanayi Odasi*	Mr. Tanil Kucuk Chairman	Mesrutiyet Cad. No.:118, 34430 Tepebasi Istanbul, Turkey	90-212-252-2900	90-212-249-3963 90-212-249-5084
Istanbul Chamber of Commerce / *Istanbul Ticaret Odasi*	Mr. Murat Yalcintas Chairman	Resadiye Cad. 34112, Eminonu Istanbul, Turkey	90-212-455-6000	90-212-513-1565
Aegean Chamber of Industry / *Ege Bolgesi Sanayi Odasi*	Mr. Kemal Colakoglu Assembly President Mr. Ender Yorgancilar Chairman	Cumhuriyet Bulvari 63 35210 Pasaport Izmir, Turkey	90-232-441-0909	90-232-483-9937
SET-BIR (Union Of Dairy Producers)	Ms. Melek Us, Secretary General	Coban Yildizi Sok. No:1/ 14 Cankaya, Ankara, Turkey	90-312-428-4774 90-312-428-4775	90-312-428-4746

Organization	Contact Name	Address	Phone	Fax
BESD-BIR (Union of Poultry Producers)	Mr. Zuhal Dasdan, Chairman	Cetin Emec Blv., 85 Sok. No.5A, Ovecler, Ankara	90-312-472-7788	90-312-472-7789
Turkish Flour Millers Federation/ *Turkiye Un Sanayicileri Federasyonui*	Mr. Edip Aktas, Secretary General	Konrad Adenauer Cad. 248, Yildiz, Ankara	90-312-440-0454	90-312-440-0364
Turkish Feed Millers Association/ *Turkiye Yem Sanayicileri Birligi*	Mr. Ulku Karakus, President	Cetin Emec Blv., 2. Cad., No.38/7, Ovecler, Dikmen-Ankara	90-312-472-8320	90-312-472-8323
Turkish Seed Industry Association/ *Turkiye Tohumcular Birligi*	Mr. Ayhan Elci, Secretary General	Mithatpasa Cad. 50/4 Fazilet Apt. 06420 Yenisehir, Ankara Turkey	90-312-432-0050 90-312-432-2650 (direct)	90-312-432-0050
Union of Pasta Producers/ *Makarna Sanayicileri Dernegi*	Mr. Ergin Erzurumlu, Secretary General	Cinnah Cad. No. 59/5, Cankaya, Ankara	90-312-441-5547	90-312-438-3433
Foreign Economic Relations Board / *Dis Ekonomik Iliskiler Kurulu - DEIK*	Mr. Ufuk Yilnaz Chairman	TOBB Plaza Talatpasa Cad., No.3, Kat:5 , 34394 Gultepe - Levent Istanbul, Turkey	90-212-270-4190 90-212-339-5000 pbx	90-212-270-3092
Turkish-American Business Association / *Turk-Amerikan Isadamlari Dernegi*	Mr. Ugur Terzioglu, Chairman	Buyukdere Cad., Tankaya Apt., No.18, Kat:7, Daire:20, Sisli, 34360 Istanbul,Turkey	90-212-291-0916 90-212-291-0917	90-212-291-0645 90-212-291-0647
Turkish Industrialists and Businessmen Assn./ *Turk Sanayicileri ve Isadamlari Dernegi-TUSIAD*	Mr. Omer Sabanci Chairman	Mesrutiyet Cad., No.74 80050 Tepebasi Istanbul, Turkey	90-212-249-1929 pbx	90-212-249-0913 90-212-249-1350
Assn. Of Bursa Industrialists & Businessmen / *Bursa Sanayici ve Isadamlari Dernegi- BUSIAD*	Mr. Ali Ihsan Yesilova Chairman	Kultur Park Ici Arkeoloji Muzesi Yani, 16050 Bursa, Turkey	90-224-233-5018	90-224-235-2350
Assn. Of Foreign	Mr. Saban	Barbaros Bulvari	90-212-	90-212

Organization	Contact Name	Address	Phone	Fax
Capital Coordination / *Yabanci Sermaye Koordinasyon Dernegi-YASED*	Erdikler Chairman	Murbasan Sok., Koza Is Merkezi B-Blok, Kat:1 34349 Besiktas Istanbul, Turkey	272-5094	274-6664
Independent Industrialists and Businessmen's Assn./ *Mustakil Sanayici ve Isadamlari Dernegi - MUSIAD*	Dr. Omer Bolat Chairman	Mecidiye Cad., No.7/50 Cansizoglu Is Merkezi, 34387, Mecidiyekoy, Sisli Istanbul, Turkey	90-212-213-6100/ 2 lines	90-212-213-7890 90-212-216-0142
The Banks Association of Turkey / *Turkiye Bankalar Birligi*	Mr. Ersin Ozince Chairman	Nispetiye Cad., Akmerkez B3 Blok, Kat:13-14 80630 Etiler Istanbul, Turkey	90-212-282-0973 90-212-282-0988	90-212-282-0946 90-212-282-0947
Turkish Industrial Development Bank / *Turkiye Sinai Kalkinma Bankasi A.S.i-TSKB*	Mr. Halil Eroglu Chairman	Meclisi Mebusan Cad., No.:161 34427 Findikli Istanbul, Turkey	90-212-334-5050	90-212-243-2975
Union of Turkish Agricultural Chambers / *Turkiye Ziraat Odalari Birligi*	Mr. Semsi Bayraktar Chairman	GMK Bulvari No:25 Demirtepe Ankara, Turkey	90-312-231-6300	90-312-231-7627
Chamber of Agricultural Engineers / *Ziraat Muhendisleri Odasi*	Mr. Gokhan Gunaydin President	Karanfil Sok., 28/12 Kizilay Ankara, Turkey	90-312-418-5597 90-312-425-0555	90-312-418-5198
Chamber of Forest Engineers / *Orman Muhendisleri Odasi*	Mr.Ali Kucukaydin, Chairman	Necatibey Cad., 16/13, Sihhiye Ankara, Turkey	90-312-229-2009	90-312-229-8633
Market and Public Opinion Researchers Assn. / *Pazarlama ve Kamuoyu Arastirmacilari Dernegi*	Mr. Betul Khan, Chairman Ms.Jale Elhadef, General Coordinator	Istiklal Cad., Imam Adnan Sok., Peva Han, Kat:3, 34435 Beyoglu Istanbul, Turkey	90-212-249-2319	90-212-249-9956
Advertising Firms	Mr. Jeffi	Istiklal Cad., No.407,	90-212-	90-212-

Organization	Contact Name	Address	Phone	Fax
Association / Reklamcilar Dernegi	Medina President	Kat;4, Beyoglu Istanbul, Turkey	243-9363	243-9370
Advertisers Association / *Reklam Verenler Dernegi*	Mr. Hakan Uyanik, President	Ali Nihat Tarlan cad., Karaman Sok., Hofman Is Plaza, No:2/15, Kat:7 34744 Bostanci Istanbul, Turkey	90-216-361-4452	90-216-361-4429
Food Importers Association / *Tum Gida Ithalatcilari Dernegi-TUGIDER*	Ms. Melahat Ozkan Secretary General	Buyukdere Cad. No:64/13 Somer Apt. Kat:5 Mecidiyekoy, Istanbul Turkey	90-212-347-2560	90-212-347-2570
Beverage Producers Association / *Mesrubatcilar Dernegi*	Mr. Ismail Sayit President	Bedri Rahmi Eyuboglu Sok., Derya Apt., No.3, Kat:6, 34726, Kalamis Istanbul, Turkey	90-216-345-9915 90-216-348-3616	90-216-348-1029
Turkish Franchising Association / *Ulusal Franchising Dernegi-UFRAD*	Mr. Mahir Saranga	Ergenekon Cad., Pangalti Is Merkezi, 89/15 Kat: 3, 80240 Pangalti, Istanbul, Turkey	90-212-296-6628	90-212-219-0564
Paper and Paper Pulp Industrialists Foundation / *Seluloz ve Kagit Sanayicileri Vakfi*	Mr. Erdal Sukan Chairman	Buyukdere Cad., Cinar Apt., No95, Kat:3, D:11-12 Mecidiyekoy Istanbul, Turkey	90-212-275-1389	90-212-217-8888
Textile Research / *Tekstil Arastirma Dergisi*	Mr. Celal Yuksel, President	Millet Cad., Sule Apt. No.35, Kat:3 34300 Findikzade, Istanbul, Turkey	90-212-588-4524 90-212-589-0179	90-212-632-7129
Turkish Clothing Manufacturers Assn. / *Turkiye Giyim Sanayicileri Dernegi*	Ms. Aynur Bektas Chairman	Mehmet Akif Cad., Haydar Akin Is Merkezi No.: 2, 1. Sok., No.23, Kat:5 Sirinevler Istanbul, Turkey	90-212-639-7656	90-212-451-6113
International Overland Transporters Assn. / *Uluslararasi Nakliyeciler Dernegii*	Mr. Cetin Nuhoglu, Chairman	Nispetiye Cad., Seheryildizi Sok., No.10, Etiler Istanbul, Turkey	90-212-359-2600	90-212-359-2626

V.1. Important Regulatory and Governmental Contacts

Ministry of Agriculture and Rural Affairs/ *Tarim ve Koyisleri Bakanligi*	Mr. Mehmet Mehdi Eker, Minister	Eskisehir Yolu, 9. Km., Lodumlu, Ankara	(90-312) 286-5320	(90-312) 287-7213
Ministry of Agriculture and Rural Affairs/ *Tarim ve Koyisleri Bakanligi*	Mr. Vedat Mirmahmutogu llari, Under Secretary	Eskisehir Yolu, 9. Km., Eski Koy Hizmetleri Binasi, Lodumlu, Ankara	(90-312) 287-7222	(90-312) 287-7213
General Directorate of Protection and Control/ *Koruma ve Kontrol Genel Mudurlugu*	Dr. Nihat Pakdil, ADG Mr. Durali Kocak, Asistant Director General	Akay Cad. No. 3, Bakanliklar, Ankara	(90-312) 425-7789 (90-312) 417-9623	(90-312) 418-6318
General Directorate of Production and Development/ *Uretim ve Gelistirme Genel Mudurlugu*	Huseyin Velioglu, Director General	Eskisehir Yolu, 9. km Eski Koy Hizmetleri Binasi, Lodumlu, Ankara	(90-312) 287-3360	(90-312) 286-3830
Turkish Grain Board/ *Toprak Mahsulleri Ofisi*	Ismail Kemaloglu, Director General	Milli Mudafa Cad. No.18, Kizilay, Ankara	(90-312) 418-2316/ 17	(90-312) 417-4702
Ministry of Industry/ Sanayi Bakanligi	Mr. Ali Coskun, Minister	Eskisehir Yolu 7.Km., No. 154, Sogutozu, Ankara	(90-312) 286-0696 286-2006	(90-312) 286-5325
Undersecretariate of Foreign Trade/ *Dis Ticaret Mustesarligi*	Tuncer Kayalar, Under Secretary	Eskisehir Yolu, Inonu Bulvari No: 36, Emek, Ankara	(90-312) 215-7016	(90-312) 215-7018
Undersecretariate of Treasury/ *Hazine Mustesarligi*	Mr. Ibrahim Halil Canakci, Under Secretary	Eskisehir Yolu, Emek, Ankara	(90-312) 212-5745 212-8630	(90-312) 212-2297
Ministry of Environment & Forestry/ Cevre ve *Orman Bakanligi*	Mr. Osman Pepe, Minister	Ataturk Bulvari, No: 153 Bakanliklar, Ankara	(90-312) 425-4606 425-2818	(90-312) 418-7354
Ministry of Health/ *Saglik Bakanligi*	Prof. Dr. Recep Akdag, Minister	Sihhiye, Ankara	(90-312) 430-6095 - 98	(90-312) 431-4879
Ministry of Finance/ *Maliye Bakanligi*	Mr. Kemal Unakitan, Minister	Ilkadim Cad. No. 2, Bakanliklar, Ankara	(90-312) 425-0080 425-0023	(90-312) 425-0058

Table A. Key Trade and Demographic Information

Agricultural Imports From All Countries USD U.S. Market Share (%): 2005 *	$6.5 Billion (17 percent)
Consumer Food Imports From All Countries USD U.S. Market Share (%) All data 2004 UN figures	$700 million (6 percent)
Natural fiber (cotton, wool) Imports From All Count. U.S. Market Share (%) 2005*	$1.6 Billion (32 percent)
Total Population / Annual Growth Rate (%)(2005*)	72 Million / (1.26%)
Number of Major Metropolitan Areas	7
Percentage of woman in the work force (05/2006)	27%
Unemployment rate (05/2006)	8.8%
Unemployment Rate between youth (15-24 years old)(05/2006)	4.7%
Per Capita GNP 2005* (U.S. Dollars)	$5,000
Current Exchange Rate (US$ 1 = Turkish Lira)	YTL 1.5

***Turkish Statistical Institute, Under Secretariat of Foreign Trade and BICO**

Table B: Turkey Food and agricultural imports

Food and agricultural imports (US$ 1,000,000)				
Products	**2004 U.S.A.**	**2004 World**	**2005* U.S.A.**	**2005 World**
Live animals	1	10	0.1	14
Grains	163	558	49	226
Fresh & Tropical fruits	7	161	0	284
Meals	78	401	49	341
Alcoholic and non-Alcoholic drinks	4	31	0.3	23
Tobacco	34	239	22	276
Vegetable oils	103	532	65	745
Oil seeds	104	470	112	625
Hides and skins	24	397	13	293
Logs	4	287	3	362
Wood pulp $ paper	75	221	N/A	278
Natural fibers (cotton, wool, etc.)	504	1,564	527	1,643
Other	71	1,188	240	1,370
TOTAL	1,156	6,059	1,077	6,480

Source: Under Secretariat of Foreign Trade, * BICO

Table C. Consumer–oriented agricultural total

Turkey Imports- Top 15 Ranking	2002	2003	2004
	1000$	1000$	1000$
Germany	69,755	77,123	104,253
Netherlands	48,670	59,757	76,827
Ireland	45,596	38,712	64,314
France	24,406	28,032	39,227
United States	16,941	29,634	43,867
Italy	24,604	29,685	40,451
Ecuador	22,406	28,032	39,227
Spain	15,862	25,467	26,058
Denmark	15,862	19,502	24,741
United Kingdom	11,482	16,701	18,529
Cyprus	11,923	16,655	19,720
Switzerland	10,386	12,147	20,120
Poland	8,223	9,909	17,630
Belgium	10,234	7,475	11,895
Bulgaria	5,158	6,131	8,896
Ukraine	2,382	6,325	10,940
Other	61,706	77,074	90,006
World	423,944	526,782	699,969

Source: United Nations Statistics Division

Table D. Turkey Leading Fish & Seafood Product Exporters

	2003	2004	2005	2006*
	1000$	1000$	1000$	1000$
Norway	10,976	23,211	25,694	16,579
Spain	6,104	7,570	6,266	499
Seychelles	0	2,039	1,710	0
France	2,403	671	2,246	4,057
Ireland	3,044	282	129	0
Mauritania	1,272	2,829	934	0
Greece	0	0	3,129	2,369
India	481	890	1,235	952
Singapore	379	597	873	492
United States	592	552	172	167
Ghana	0	2,973	0	0
Libya	0	2,267	3,206	20
N. Cyprus	0	1,288	2,926	0
Other	7,233	9,071	20,038	3,563
World	33,076	54,240	68,558	28,206

Source: 2003 United Nations Statistics
2004, 2005, 2006 (Jan.-May) Turkish Statistical Institute

Table E: Consumer Food and Edible Fishery Products

Turkey Imports	Imports from the World			Imports from the U.S.			U.S. Market Share		
(US$ million)	2002	2003	2004	2002	2003	2004	2002	2003	2004
CONSUMER-ORIENTED AGRICULTURAL TOTAL	**424**	**527**	**700**	**17**	**31**	**34**	**4%**	**6%**	**6%**
Snack Foods (Excl. Nuts)	27	32	46	1	1	1	0.68%	0.80%	1%
Breakfast Cereals & Pancake Mix	9	15	19	0	0	0	0.22%	0.14%	0.06
Poultry Meat*	1	1	1	17	40	64	0%	0%	0%
Dairy Products (Excl. Cheese)	20	36	47	1	1	1	0.76%	0.03%	1%
Cheese	9	9	17	1	1	1	1%	0.03%	0.18
Eggs & Products	14	12	16	1	2	3	4%	20%	18%
Fresh Fruit	40	52	60	1	1	0	0.05%	0.11%	0%
Processed Fruit & Vegetables	24	24	34	1	1	1	3%	2%	2%
Fruit & Vegetable Juices	5	6	9	1	1	1	0.85%	5%	1%
Tree Nuts	22	24	33	3	3	6	12%	14%	18%
Wine & Beer	1	1	3	1	1	1	1%	0.41%	2%
Nursery Products & Cut Flowers	12	16	24	1	1	1	0.02%	0.01%	0.83%
Pet Foods (Dog & Cat Food)	6	9	13	3	4	5	52%	45%	41%
Other Consumer-Oriented Products	221	268	373	9	19	28	4%	7%	7%
FISH & SEAFOOD PRODUCTS	19	33	55	1	1	1	2%	2%	1%
Other Fishery Products	14	26	43	1	1	1	2%	2%	1%

Source: Combination of data from FAS' Global Agricultural Trade System using data from the United Nations Statistical Office and US Census Bureau, Department of Commerce Statistics.
***Note: Poultry meat exports to Turkey are transshipments from Mersin Free Trade Zone and it is not included in to the country total imports.**