THE VALUE OF MARKETING FOR CHERRY IN TURKEY

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SUMMARY

Cherry production, like other fruits such as apples, apricots, hazelnuts has been increasing significantly in Turkey. Cherry production in Turkey was 270,000 tons in 2006. Cherry production in Turkey is about 14% of the total cherry production of the World. The cherry marketing also like production has been increasing rapidly in Turkey. The value of marketing for cherry in Turkey was examined in this study. Some important marketing problems of cherry in Turkey and best practices of marketing in EU were determined.