

## **ABSTRACT**

### **AN EVALUATION OF TURKEY'S TABLE OLIVE AND OLIVE OIL EXPORT PROBLEMS**

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Turkey is among the most important producing countries in the world in terms of wealth of olive tree, table olive and olive oil production. In this study, competition and problems of Turkey in table olive and olive oil in foreign market were assessed within the framework of thoughts and views of sector shareholders. In this study, Board of Directors of Aegean Olive and Olive Oil Exporters Association (11 members) and executives of export companies which are members of Aegean Exporters Associations (24 companies) were interviewed. The data obtained as a result of the semi-structured in-depth interview were classified by forming a significant integrity with primary, secondary, and tertiary codes. It was determined in the study that the most important problem was the instability in sustainability and price of quality raw material, due to its adverse effect on the competitiveness of the table olive and olive oil export. In terms of the sector, being stable is as important as taking place in new markets in exports. Although companies in olive and olive oil sector have agreed on this problem, they have different views on the solutions. While the first proposed solution “warehouse receipt system” is indicated to be both visual and functional on the supply and value chain, the sector does not agree on “Inward Processing Regime”, the other solution proposal. Another important problem of olive and olive oil sector is the custom duty applied by the European Union to Turkey and that right of the quota allotted for other countries is not allotted for Turkey. Agreeing on this problem, the exporters indicate that the “bulk” export, which is damaging the global image and restricting the branding activities, will be temporary, but the policies which will be adjusted with the European Union will be permanent.

**Key Words:** Olive Oil, Table Olive, Export, Quality Raw Material, Sustainable Raw Material, Qualitative Research Method