

Food and Agricultural Marketing Regulations

Standardization has many benefits in terms of manufacturer, firm, economy and consumer.

European legislation sets general and specific marketing standards for the minimum quality and minimum maturity of all fresh fruits and vegetables.

UNECE standards in general; were created by describing the definition of production, quality related provisions, sizing related provisions, tolerance related provisions, presentation related terms and marking related provisions.

Users are free to choose whether they work with the EU or UNECE standard. If your product is not covered by a specific European standard, similar standards in Codexalimentarius can be used.

Marketing Environment (Consumer Behaviour, Trends, etc.)

Identifying consumer behavior correctly is the most important key to success in mobile marketing, as in traditional marketing.

In the age of technology and information, the communication styles and environments of consumers also change their understanding of consumption and therefore their consumption behavior and lead to the emergence of new forms of purchase.

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Agri-Food Marketing Training Material

ENHANCING SOCIAL INCLUSION
OF YOUTH THROUGH EMPLOYMENT
IN AGRIFOOD SECTOR



PROJECT
AGRI FOOD
2021

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AGRI-FOOD PROJECT

“Enhancing Social Inclusion of Youth Through Employment in Agri-Food Sector”

AGRI-FOOD Project is funded by the Erasmus+ Program in the field of KA205 Strategic Partnerships for Youth.



The project is coordinated by the Bursa Metropolitan Municipality TARIMAS, and in this project, project stakeholders from three countries are working together. The project started on 01.02.2020 and the project duration is 20 months.

Our project will be carried out with 2 national partners and 2 international partners. Our national partners are the Central Research Institute of Food and Feed Control (CRIFFC) and the General Directorate of Agricultural Research and Policies (GDAR), while our international partners are the Center of Food and Fermentation Technologies (TFTAK) from Estonia and the National Technology Center for Food and Canning Industry (CTC) from Spain.

Agri-Food Marketing Training Material

This Training Material will be a good resource for target groups such as traders and exporters aiming to market their own products, as well as trainers and teachers in vocational schools and institutions.

Marketing

Agricultural marketing is a system that includes all stages from the delivery of agricultural products to the consumer, and covers all activities in the process starting with the quantity and quality of the producer, from the preparation of the product to the market, standardization, storage, transportation and finally delivery to the consumer.

There are three basic services in agricultural marketing: collection, processing and distribution.

Food Marketing Systems

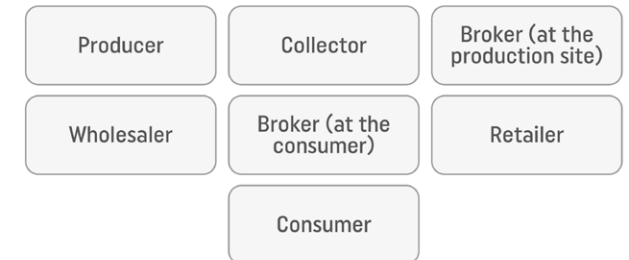
Different types of business in the world:

- Business types in terms of economy
- Business types in terms of activity scope
- Business types in terms of capital ownership
- Business types in terms of laws
- Business types in terms of economical mergers
- Business types in terms of global economy
- Business types in terms of their sizes
- Business types in terms of their produced goods
- Business types in terms of their consumers

With another definition businesses can be classified as; one person businesses, companies, cooperatives.

Marketing Channels and Intermediaries

Figure 1. Marketing Channels From Producer To Consumer



Types of Trading

Types of trade; are classified as retail, wholesale, foreign and e-commerce. All of these trade types can be applied in marketing systems of agricultural products..



Marketing Strategies

Marketing strategy is a section of the business plan that outlines the overall advertising plan on how to find and attract customers or customers with your business.

The strategy is to be successful by making a difference.