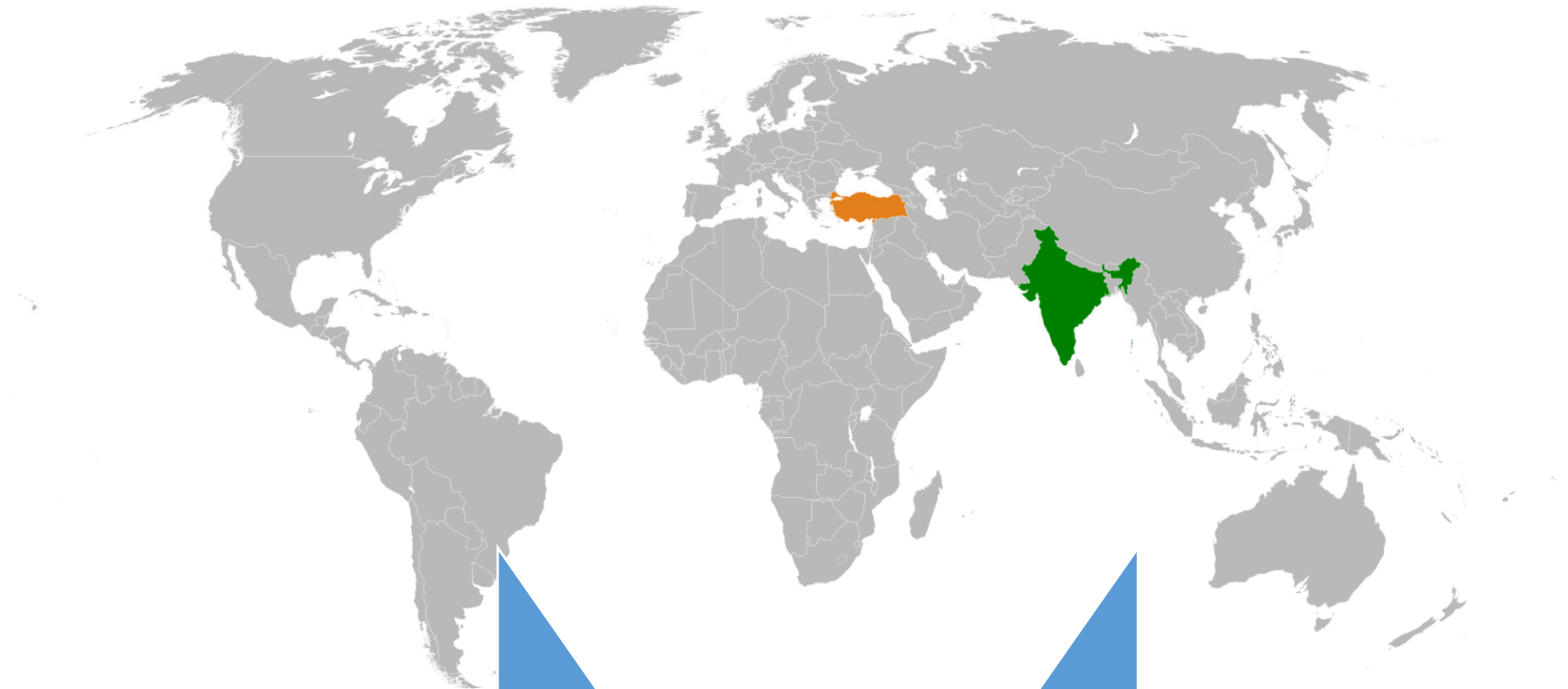


EGEAN EXPORTERS' ASSOCIATION

URETTİN TARAKÇIOĞLU
CHAIRMAN

eib
AN EXPORTERS
OCIATIONS





Turkey's Export To India
586 million dollars

India's Export To Turkey
5,6 billion dollars

2014

**India's Food &
Beverage Import
from the World
18,4 billion USD**

**India's Food
& Beverage
Import from
Turkey
60 million
USD**

**Turkey's Food &
Beverage Import
from the World
9,6 billion USD**

**Turkey's
Food &
Beverage
Import from
India
199 million
USD**



As you can clearly see from the figures India & Turkey are big food importers and Turkey is a big consumer and good client Indian goods, especially in food and beverage category.

These two countries both Turkey and India have growing economies with their young populations, potential growth and demand in foods is inevitable.

Both countries will continue to be the target markets by the food manufacturers around the world; those especially are the multinational food companies.

Some Turkish herbs like oregano, sage and laurel leaves are new for the Indian market but has a big potential to grow in the near future.

HERBS & SPICES IN TURKEY

Turkey has a vital role in the international herbs and spices market. There are approximately 2,500 varieties of Medicinal & Aromatic plants in TURKEY and most of them are processed and exported from the Aegean Region which is located west coast of Turkey.



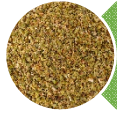
Turkey is the leading producer and exporter of a variety of herbs such as mediterranean oregano, laurel leaves and sage . Over time Turkey has seen an increased demand of spices due to the worlds growing population , requirements for enhanced flavor, dietary needs ,used its antioxidant properties and other social factors .Turkey's spices and seeds have unique shapes and flavours in comparison to others around the world ; especially those of : cumin , anis , poppy and fennel.

Some of Turkey's spices & herbs are hand picked in the wild while others are cultivated in a controlled environment.

Wild : Laurel Leaves ,sage ,thyme , rosemary, savory, oregano.

Cultivated : Oregano, anise, cumin, fennel, poppy.

HERBS & SPICES IN TURKEY



Oregano



Thyme



Laurel Leaves



Sage



Rosemary



Cumin seed



Fennel Seed



Anis Seed



Poppy Seed

OREGANO

World's largest Oregano Plantations
are located in Turkey



Turkey's Annual Production is 12.000 tons

SUSTAINABILITY & CULTIVATION RELATION IN OREGANO

Cultivation is crucial for a sustainable future.

As a result of continuous GAP education in the oregano growing areas, we observe that fields are much better taken care of, compared to the previous years. Better farming practices surely increase the yield.

In 2006, the annual production was 6.400 tons and increased to 12.000 tons in 2014.

This year we had good rains and if during harvesting period the weather conditions continue to be suitable we may expect to have a better crop than last season.

THYME



Turkey's Annual Production is 2.500 tons

Main origin countries are Poland, Turkey, Morocco, Egypt, Spain and France.

Year by year the demand and the consumption for Turkish origin thyme is increasing. The quality of the Turkish thyme started to be more appreciated. We also must support farmers to start cultivating of thyme for the sustainability of the nature and the cover increasing world wide demand.



THYME & OREGANO

Turkey's export to World 2015		Turkey's export to India 2015	
QUANTITY	VALUE	QUANTITY	VALUE
15.000 tons	56 million \$	500 tons	800 thousand \$

%65 of World Thyme & Oregano Export is from TURKEY

LAUREL LEAVES



Turkey is the main laurel leaves producer and exporter of the World.



Turkey's Annual Production is 16.000 tons

Laurel is an evergreen tree mainly growing along the coastal line of Turkey. Turkey is supplying the 90% of the world' demand. The collection period starts mid August lasts until end of March.

Entrance to the forests for collection is banned between the months of April-August. Branches are cut with the leaves on and are transferred to drying areas. There are two methods for drying the laurel leaves ; as a general statement the laurel leaves obtained from the South Coast are dried under the sun and the laurel leaves obtained from the North Coast are machine / oven dried.

The sun drying period is short hence especially during winter time machine drying becomes much more important. The challenge with this item is the organization of collection in a timely manner so that the drying period is synchronized with the arrival of the raw material. This is why machine drying becomes more important.

Annual production in Turkey is about 16.000 tons.

There are many factors that affect the price of laurel leaves such as weather conditions, inflation and exchange rates of the Turkish Lira.

Although some cost factors in Turkey such as labor, transportation have increased, prices remained at the same levels for the past 4-5 seasons.

Please do not take into consideration the average price of laurel leaves which will not reflect the reality as there are big price differences between Hand Select and FAQ qualities.



LAUREL LEAVES



Turkey's export to World 2015		Turkey's export to India 2015	
QUANTITY	VALUE	QUANTITY	VALUE
13.000 tons	37 million \$	40 tons	70 thousand \$

%90 of World Laurel Leaves Export is from TURKEY

SAGE



**Turkey's export to World
2015**

9 million \$

**Turkey's export to India
2015**

50 thousand \$

Turkish **Sage** is mostly collected from the wild.

The variety of sage that we have in Turkey , is different than ***officinalis*** variety either physically , either flavor wise.

Every year collectors are diminishing hence the produced quantity is limited.

On the other hand the cultivation of sage is increasing in Turkey.

We as Exporters' Association support the farmers to cultivate the sage.

If we can succeed to increase the farming we will have the possibility to supply a final product with higher quality and with more abundant volumes.



ROSEMARY



Turkey's export to World 2015	Turkey's export to India 2015
2 million \$	7 thousand \$

Rosemary is growing wildly but as the demand is growing and for the sustainability of the nature we must start to cultivate as well. Due to its antioxidant properties it started to be an ingredient in most dishes.



FENNEL SEED



**Turkey's export to World
2015**

3 million \$

**Turkey's export to India
2015**

-

Fennel is a native plant of the Mediterranean region and originally grew in those areas bordering the Mediterranean Sea.

It is used as a herbal tea and also as a spice. Roots, stalks, leaves and dried seeds of the plant are edible.

The main cultivating origins are Turkey, Egypt and India.

In Egypt fennel crop starts in May, however in Turkey in July- August.

During last years farmers did not plant enough because of the big pesticide issues.

New crop expectation is around 1000-1500 tons and most of the quantities are already contracted therefore roughly 500 tons will be available free in the market.

CUMIN SEED



**Turkey's export to World
2015**

11 million \$

**Turkey's export to India
2015**

7 thousand \$

Turkey was the biggest supplier to India during 80's and 90's.
Konya-Eskişehir-Afyon triangle and Urfa are the main regions for
cumin production.
The annual volume nowadays is 5,000-7,000 tons.



ANISEED



Turkey's export to World 2015	Turkey's export to India 2015
8 million \$	40 thousand \$

The major producers in the world are Turkey & Syria.
Harvested volumes during the last years in Turkey are approx 5,000 tons and Syria is producing approx. 6,000 tons .
Harvesting period is from June to August.
The major usage of anise seeds in Turkey is the famous alcoholic liquor called Raki which is putting pressure on prices.



POPPY SEED

Poppy Seed is the most exported product from Turkey to India in 2015 between Food and Agricultural Products



**Turkey's export to World
2015**

31 million \$

**Turkey's export to India
2015**

26 million \$

Poppy is farmed legally under governmental control and supervised by Turkish Grain board.

Obviously the main objective for farming this product is for its pharmaceutical properties of the flower .The harvesting time is July.

The seeds are a by product. India is the major market for the “white poppy” seed which is a very popular ingredient in Indian cuisine.

On the other hand, blue poppy seed is also obtained . This product is exported mainly to European market.



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CHAIRMAN

THANK YOU

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