

**Title** Determination of role of cold storage practices for apple marketing in Turkey  
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### **Abstract**

Total apple production is about 60 million ton in the world. Turkey is the seventh country among all countries with 2 million ton (3,2 %) apple production in the world. Turkey do export approximately 25-30 thousand ton and export value is around \$10-11 million. The parity of export to production is very low. However, world apple demand is so diverse and high but Turkey can't benefit from this opportunity. Furthermore, apple can be grown in every region in Turkey because of appropriate geographical and climatic conditions. The earliest apple cultivation starts from August and continues until mid of October. Following the harvest period, cold storage is necessary for preservation of apples during December and June months. Afterwards harvest, it is not possible to market entire products and it is necessary to extend the marketing activities for whole year by considering supply and demand balance. As a matter of fact, one of the agricultural policy aims is protecting from producer income losses and prevent from high prices for consumers. For this reason, it is essential that apple supply should be distributed regularly to market during the year to get advantage for consumers to meet for their demand and for producers to sell at high market prices. At that point, cold storage practices are a tool for realizing that aim and a choice for marketing facilities. Due its importance mentioned above, cold storage is applied by producers more especially for apple and other storable fruits. However, demand of cold storage is affected from many variables like cost of storage, conditions of storage, product demand structure, climate, regional and product market features. In this study, cold storing affect on marketing and price level and also alternative marketing and economic aspects of storage strategies are aimed to search on apple products in Turkey.