

**Title** The role of wholesale markets in the supply chain for fresh fruit and vegetables in Turkey  
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### **Abstract**

Turkey produces around 4% of the world's fresh fruit and vegetables. In the distribution of fresh produce in the domestic market, the wholesale market system dominates. The distribution of fresh fruit and vegetables, other than organic products, food industry ingredients and export product, is subject to regulation. The Wholesale Market Law requires all fresh fruit and vegetables to both enter and exit a wholesale market before reaching retailers and the final consumer. This paper discusses the operation of the wholesale markets in Turkey and with the help of a SWOT analysis, identifies areas for improvement for the distribution of fresh fruit and vegetables.