

### Abstract:

Fruit and vegetable processing industry is very important for Turkey regarding both the internal and the external market. A review of Turkish agricultural history shows that dramatic changes have occurred in fruit and vegetable industry. It seems evident that changes will continue for the coming years. Especially developments of South Marmara Regions fruit and vegetable processing industry provide a good example for the agri-food sector.

Today, consumer preferences drive markets. Reshape of the international agricultural trade is required due to, mainly, the globalisation of the markets. This will give growers more competition and the issues of marketing, international trade, environmental protection and government policies will be important factors for them.

The aim of this study it to examine the current situation of Turkish fruit and vegetable processing industry and highlight some points for the competitiveness of the industry. SWOT analysis was applied regarding the product quality, consumption, production, imports, exports and structure of market competition and distribution aspects.