

The market of dairy products of Turkey

In Turkey milk and dairy products are one of the basic views of the foodstuffs, which are used by the population. Owing to cultural and religious traditions the country populations consumes basically national dairy product of local manufacture: natural firm yoghurt, drinking yogurt Airan, soft white cheeses.

In Turkey the basic dairy product is yoghurt, per capita consumption makes up about 45 kg per year. Recently manufacture of «easy» grade of yoghurt and other dairy products (with the low maintenance of fats) received wide development.

As far as a Turkish cuisine, vegetable oils (corn, sunflower, olive) are traditionally used. Consumption of the butter is very low in the country and also makes only 1,2 kg per year per capita.

In the annual manufacture on the average 9 million tons of milk or 130 liters per capita in Turkey, its consumption of a fresh makes only 2,5 litres per capita. The basic part of milk is used for manufacture of national dairy products and dried milk.

Chief exports of dairy products are cheeses and oil. The basic directions of dairy products export are the European countries, the countries of the Near East and Central Asia. Together with traditional grades of cheese («Oltu», «Izmir Tulum», «Feta», salty diarbakyrsky) such grades as «Mozarella» (for pizza preparation), «Cheddar» and brynza are delivered. Companies, which produce milk, are equipped with modern equipment. The big share of investments goes exactly to this sector of economy.

In order to support and stimulate local manufacturers of milk the government of Turkey applies strict measures for local market protection, which are appeared in an establishment of high tariffs (from 45% to 150%) on import of dairy products from abroad. Without application of measures of tariff regulation only three kind of dairy products and only from the EU countries within the established quotas: 4 thou tons of a milk powder, 3 thou tons of cheese, 2 thou tons of a butter, can be imported into Turkey annually. Turkish import of dairy products is actually limited only by these volumes.

Turkey imports technical casein in the limited volumes with the tendency to the further decrease. It is connected with the fact that domestic demand for this production is almost completely satisfied by local manufacturers.

Besides, according to the Turkish legislation, technical casein classified as the sensitive goods for domestic market and concerning local manufacturers of this production measures of State support are applied – the subsidy at a rate of 2,7 euros is paid for manufacture of each 100 kg of casein. Domestic purchasing price for casein of Turkish manufacture are regulated by the government and considerably exceed average world prices. According to active legislation in Turkey, the price for import casein can not be by 10 and more percent below the price of casein of local manufacture. In a case if this rule is not observed, import casein is imposed with surtaxes that equalize its possibilities to be realized with similar production of Turkish manufactures.

Import of technical casein in the country is sanguinary controlled by the Ministry of Agriculture and occurred only in case of obtaining a relevant permit, which operates during

no more than a year.

In the operating Food code of Turkey norms of the technical casein, admitted for import in the country, are defined (Tabl. 1).

Tabl. 1. Norms for the technical casein, admitted for import in Turkey

Index	Norms for the technical casein	
	Acid	Rennet
Maximum humidity	10 %	10 %
The maintenance of a milk protein in a solid	90 %	84 %
The minimum maintenance of casein in a dairy protein	95 %	95 %
The maximum maintenance of fat in a solid	2,25 %	2 %
The maximum free acidity	0,27	-
The maximum share of ashes (including P2O5)	2,5 %	7,5 %
The maximum share of anhydride of lactose	1 %	1 %
The maximum volume of a deposit on 25 gr	22,5	22,5

At import of technical casein to Turkey the VAT at a rate of 18%, and also the custom duties at a rate of 3,2% are paid. Concerning the technical casein, occurring from the countries, which use privileges within the limits of bilateral agreements about free trade and the general preference system (GSP), and EU as well, the customs duties are not applied.

As of 2007 prices for technical casein in the Turkish market developed at a rate of 4500-5000 dollars for ton on the terms of FCA.

The basic suppliers of given production to Turkey are France, Ireland and Ukraine.

Source: IRUE "National center of marketing and price study"