

Project plan: "PIB23C01K1 ToT Sustainable (fresh) fruit production"	
General	
Country	Türkiye
Execution	The project will be tendered by the Netherlands enterprise agency (RVO)
Budget	€ 79,000 excluding Dutch VAT and including local taxes, travel costs and all other costs
Start	January 2025
Project duration	18 months
Project information	
PPP Framework	This G2G/K2K project is developed within the framework of the Partners for International Business (PIB) program Holland House of Fruits (Holland House of Fruits: One-Stop Berry Shop Farming the future). This public-private partnership program is a collaboration between the Netherlands Ministry of Foreign Affairs (BZ), the Ministry of Agriculture, Fisheries, Food Security and Nature (LVVN), the Netherlands Embassy in Ankara, Türkiye, the Netherlands Enterprise Agency (RVO) and the Holland House of Fruits cluster, consisting of eight Dutch companies active in the (soft) fruit sector, and cluster coordinator Holland Rosetta (See annex 1 for information on the participating companies). The main objective of this public-private partnership is to position the Dutch (soft) fruit sector, in particular the Holland House of Fruits cluster, as a reliable partner for the Turkish (soft) fruit sector. By leveraging innovative Dutch technologies, this collaboration aims to enhance Turkish (soft) fruit production and efficiency, enabling to meet European standards and successfully export to the European Union, thereby contributing to the sustainable development of an international (fresh) soft fruit production chain in Türkiye. The aim of this PIB public-private partnership is to achieve the following in the period 2023-2026: 1. Positioning the Dutch sector as the partner in providing innovative solutions, technology and knowhow; 2. Knowledge and exchange of best practices between the Turkish and the Dutch (soft)fruit sectors to increase the mutual level of quality (and quantity) of international (soft)fruit trade 3. Long-term cooperation between Dutch and Turkish stakeholders in the fruit sector, leading to business opportunities with an increased turnover.
Project purpose	Knowledge cooperation is one of the means to achieve the goals of the PIB. The main goal of this K2K project is to better position Dutch providers of innovative solutions, technology and knowhow of sustainable (fresh) soft fruit production on the Turkish market. This is done by presenting available knowledge in the Netherlands and increasing the knowledge and skills of Turkish producers, local consultants, trainers at vocational schools and other stakeholders. The project also contributes to sustainable development of the soft fruit sector. The focus is on professional blueberry, strawberry and raspberry production. The project should lead to:

	1. A better understanding of the knowledge gaps in fruit production like soil quality, water quality and fertilizers, diseases and plagues in (soft) fruits, the use of pesticides etc; 2. increasing confidence in the Dutch (integrated) approach, knowledge and use of technology in all stages of the production chain: from the use of certified planting material, growing advice, biological plant protection, technology and software for fertigation, labor management, grading and packaging, market trends; 3. a strengthened network and increased visibility, within which trading partners can find each other and willingness to cooperate with the Netherlands; 4. a better understanding and recognition of societal impact and sustainable production related to the sustainable development goals (SDGs).
Institutional setting	The soft fruit sector in Türkiye is driven strongly by producers, private companies and investors. The number of investments is still growing strongly, despite a less favourable investment outlook due to high interest rates. These parties all use their own knowledge or the knowledge and availability of consultants for growing advice. If they can be provided with knowledge and ideas from NL, then the impact of the K2K project for the consortium members could be immediate. The produce is supplied to local or international buyers, depending on the prices. In 2024, the local market was more attractive than the international market. Worldwide, the demand is still much higher than the supply, making the soft fruit sector an attractive proposition. The production figures in TR are growing quickly. Of course, export will require sufficient quality, traceability and food safety standards. The role of the government is not targeted to soft fruit specifically. General legislation and subsidy policies concerning the fruit sector apply for producers. The prevailing legislation regarding breeders' rights is aligned with international legislation. To a certain extent the TR Ministry of Agriculture has their own research institutes in this field. They can be involved, as it helps the network, visibility and promotion of NL interests. Vocational school and universities are not specialised in soft fruit growing. If there are experts, then the expertise is largely academic. There is very little interaction between academia, government and business community. The expectation for involvement from this educational parties should be realistic, but the project offers an opportunity to create action, involvement and possibly cooperation. The above will make a K2K project very useful and of additional value. Primarily the focus should be on producers and their advisors/consultants. In this way the short term impact of the PIB project can be maximised and momentum gained. Simultaneously, a network can be initiated and extended to involve and develop cooperation (for the longer term) with vocational school and/or universities and the Ministry on this subject. The aim of the K2K project is to involve the target audience for maximum immediate impact, but not to exclude possible other stakeholders.

	Therefore, good communication and promotion of the K2K project is essential.
Problem analysis and background	The Soft fruit production of strawberries, blueberries and raspberries is still in a nascent stage in Türkiye but the production area is increasing rapidly, especially of blueberries. 2024 was a good year, with high local producer prices. In the long run, exports and the world market will be a interesting destination. Investments in the sector are needed to make the next steps: higher production quantities, higher yields, better quality and more sustainable production methods. These investments include land and equipment, but also better plant varieties, more efficient and sustainable growing techniques and a better understanding of the market. Knowledge is essential for making these investment decisions. Given the development stage of the soft fruit sector in Türkiye (very small player worldwide but with great potential), it is the ideal moment to position the Netherlands as a go-to-partner for the production of soft fruits. This is also the aim of the PIB consortium in general. The K2K project can contribute to this by providing knowledge and offering NL as a knowledge partner. As mentioned before, by leveraging innovative Dutch technologies, this collaboration aims to enhance Turkish (soft) fruit production and efficiency, enabling to meet European standards and successfully export to the European Union, thereby contributing to the sustainable development of an international (fresh) soft fruit production chain in Türkiye. Knowledge in Türkiye lies with private parties and their consultants. This should therefore be the primary aim of the K2K project. However, the K2K project can simultaneously animate other stakeholders to become more active (vocational schools, universities, new investors etc). this will create a win-win situation. The situation in Türkiye is to a certain extent fragmented, this is natural due to the strong growth of the sector through very many different initiatives and large scale of the country. At the same time, the absolute number of people involved is limited. It should not be too difficult to find the most influential players and target groups. The focus regions for this project are the Aegean Coast (Bursa/Izmir) and the region around Antalya. This is where most activity takes place. Other regions may develop in the future. Given the current state of play, the K2K and PIB can work together and position NL as a visible partner for sustainable development and competitiveness.
Results	<u>The project leads to the following outcomes:</u> 1a) Insight through a SWOT analysis in the strengths, weaknesses, opportunities and threats of the Turkish soft fruit sector, especially regarding the level of knowledge and knowledge gaps;

1b) Recommendations where knowledge - that is available in The Netherlands - can be of added value and fill knowledge gaps in Türkiye.

2a) A proposal for a training program for blueberry, strawberry and raspberry, based on the SWOT analysis and recommendations. The program should take into account theoretical and practical aspects of the Dutch chain approach and focus both on professionals already working in fruit production (in-service) and vocational institutes and students (pre-service).

2b) Successful implementation of a training program for the target audience.

2c) increased knowledge and skills of Turkish fruit producers and local consultants in sustainable, efficient (fresh) soft fruit production as a result of the training program.

2d) Increased capacity of Turkish Technical and Vocational Education and Training Institute(s) (TVETs) and their trainers for strengthening knowledge and skills of actual and future Turkish fruit producers in sustainable (fresh) soft fruit production;

Deliverables / output:

A. Inception report after 3-6 months, including:

- Comprehensive SWOT analysis in the strengths, weaknesses, opportunities and threats of the Turkish soft fruit sector, especially regarding the level of knowledge and knowledge gaps;
- Overview of existing knowledge gaps regarding sustainable (fresh) soft fruit production in Türkiye and a plan of measures to address the challenges and opportunities in the TR soft fruit sector with regards to knowledge;
- Overview of potential participants from Turkish fruit producers and consultants, knowledge institutes and possibly government for the training program.

B. A Training program

- Proposal for a training program for blueberry, strawberry and raspberry. The program should take into account theoretical and practical aspects of the Dutch chain approach, from grower to consumer and all intermediate stages, such as planting materials, physiology of the different crops in different stages, soil or substrate, fertigation methods, plagues and diseases and understanding of water, soil and leaf analysis. The process of harvesting, post-harvest management and quality maintenance of the product.
- focus on both students (pre-service) and professionals already working in fruit production (in-service).
- The proposal should include suggestions for sustainably embedding the trainings in local structures (TVETs or other).

C. Implementation of the training program

- The program should be sustainably implemented in Türkiye in collaboration with Dutch and Turkish partners
- The training program will be made available in the Turkish language in the form of a syllabus or manual.

	D. Interim report after 9 months indicating how the project is advancing towards achieving the expected results. E. Final report within 3 months after conclusion of the project, indicating: ○ the extent to which this project has contributed to achieving the expected results as indicated above; ○ the way in which this project has contributed and is expected to continue to contribute to the development of trade and/or investment opportunities in Türkiye for Dutch companies; ○ the way in which the increased education and training capacity in Türkiye will be maintained and/or further developed. ○ Training manual/syllabus will be attached to the report.
Observations for further development	• The training must be given in Turkish, directly or through a translator. The costs for the translator are for the contractor and fall within the assignment that RVO provides. • Implementation of the K2K project will be done in close cooperation with the agricultural department at the Embassy in Ankara, the Dutch cluster coordinator and RVO. The content of the training curricula and the selection of the participants in the trainings (final approval by RVO) will be on the basis of proposed candidates by the contractor but will take into account suggestions by Dutch cluster companies. • The proposal should include a budget, including all costs of inventorying potential candidates, developing and implementing training of trainers; developing and implementing training of managers/operators, including all logistics, development of the content of the programme, working methods, study material for the participants, and any other services needed for a successful implementation of the project. • The participants will pay for their own costs to participate in the project activities (time investment, travel and lodging). However the contractor should provide for meals and refreshments during trainings. • Possible input of Dutch cluster members in the project will be at their own cost.