



AGREEN

CROSS-BORDER ALLIANCE FOR CLIMATE-SMART AND GREEN AGRICULTURE IN THE BLACK SEA BASIN

PRESS RELEASE NO:5

AGREEN INTERNATIONAL BUSINESS CONFERENCE ON BRANDING STRATEGY

Date : 29/07/2021

Venue: Ibis Hotel, Yerevan /ARMENIA (Hybrid Mode on Google Meet)

The 1st International Business Conference on the Joint Brand Strategy of the European Union Supported AGREEN Project, of which our university is a partner, was held in Armenia.

The first International Business Conference of the AGREEN "Cross-border Alliance for Climate-Smart and Green Agriculture in the Black Sea Basin" Project, carried out by Tekirdağ Namık Kemal University with European Union funds, was held in Yerevan, the capital of Armenia. Opening speeches of the International Conference on Joint Brand Strategy held in Yerevan with face-to-face and online participation for the leading stakeholders of the agriculture, trade and research sectors. The inauguration was made by Violeta Dimitrova-Naydenova, representative of Dobruja Agricultural and Business School.

The first period studies of the AGREEN Project, carried out within the scope of the Black Sea Basin Cross-Border Cooperation Program 2014-2020 2nd Call for Proposals, are based on feasibility studies of climate sensitive agriculture (CSA) in the basin countries, development of a common brand strategy originating from the Black Sea Basin, sales and distribution of CSA products within the market and designing an interactive map of the logistics centers and their channels together.

In this first international conference of the project, jointly carried out by 2 universities, 3 non-governmental organizations and a development agency from Turkey, Bulgaria, Romania, Greece, Armenia and Georgia, the feasibility results, joint brand strategy report, good practice examples and climate change in each country were presented. Logistics centers on retail/wholesale marketing of climate agricultural products were shared with the participants. Representing our university, the academics of the Faculty of Agriculture and AGREEN project experts Prof. Dr. Fatih Konukcu, Prof. Dr. M. Omer Azabagaoglu, Prof. Dr. Selçuk Albut and AGREEN Community of Practice Coordinator Lect. Dr. Duygu Doğan made several presentations. There has been an increased interest in what kind of applications the concept of climate smart agriculture covers, country-based applications in joint brand development, and the characteristics of retail/wholesale centers.

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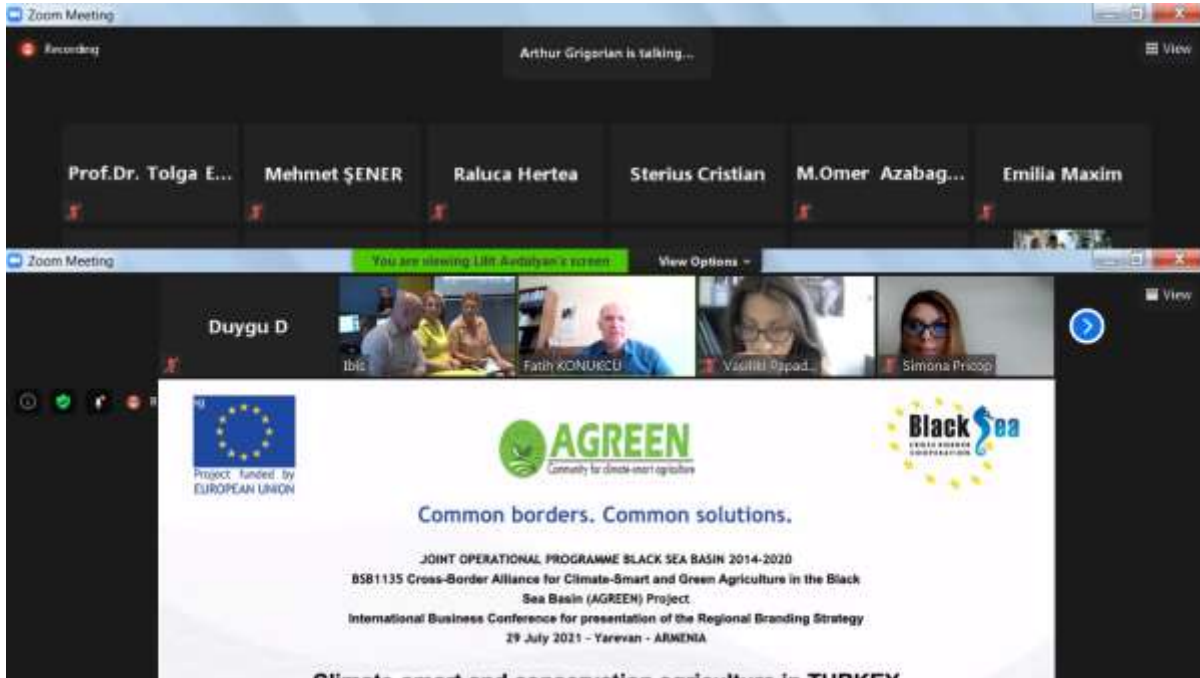


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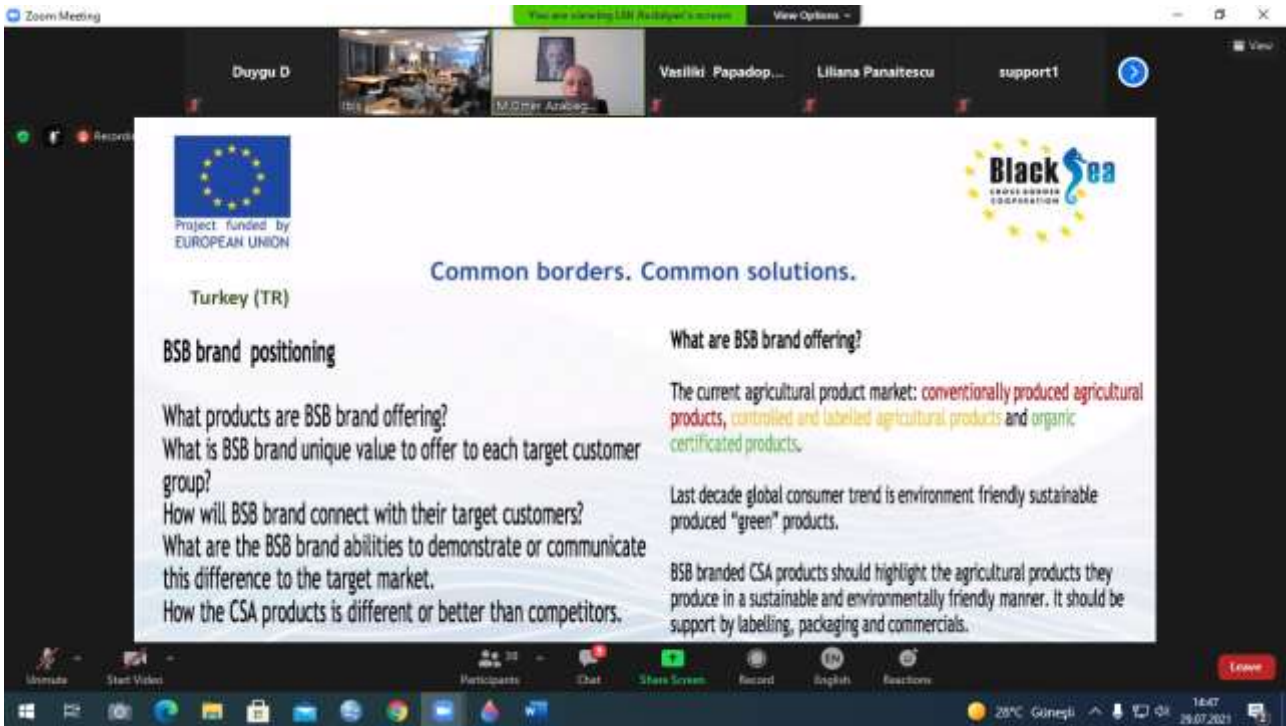


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Printscreen 5



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Turkey (TR)

BSB brand positioning

What products are BSB brand offering?
 What is BSB brand unique value to offer to each target customer group?
 How will BSB brand connect with their target customers?
 What are the BSB brand abilities to demonstrate or communicate this difference to the target market.
 How the CSA products is different or better than competitors.

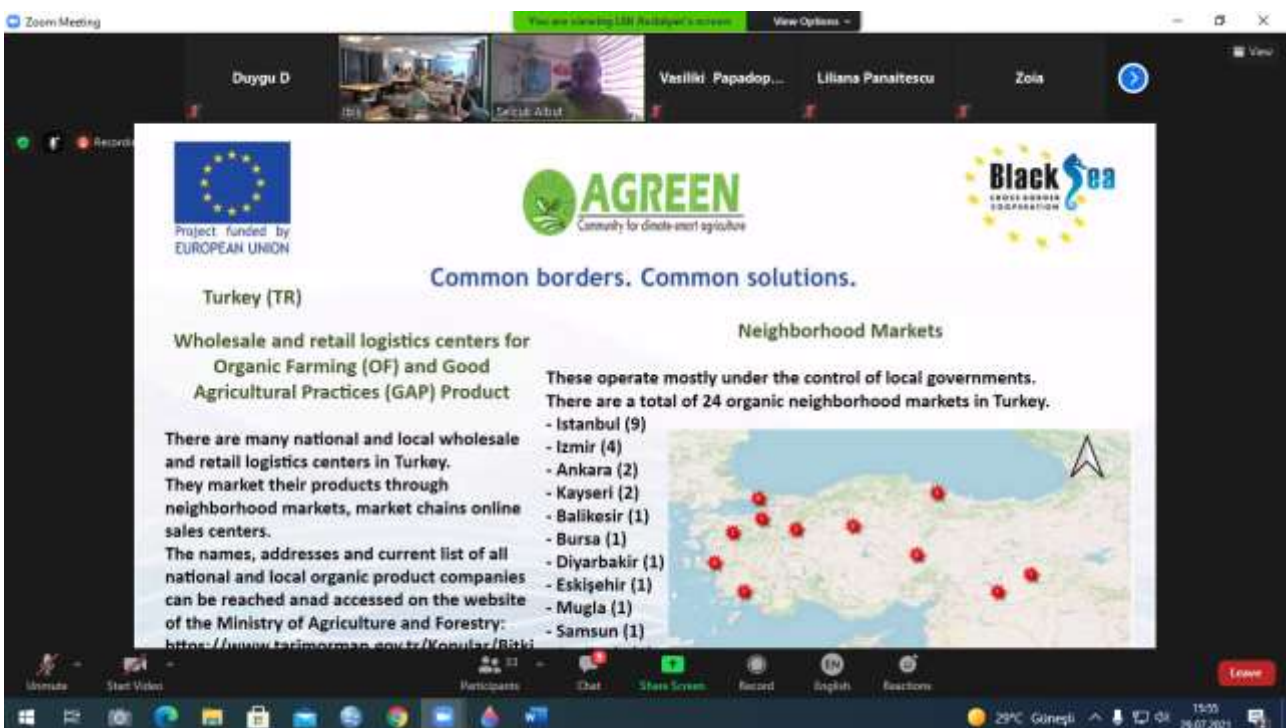
What are BSB brand offering?

The current agricultural product market: **conventionally produced agricultural products, controlled and labelled agricultural products and organic certified products.**

Last decade global consumer trend is environment friendly sustainable produced "green" products.

BSB branded CSA products should highlight the agricultural products they produce in a sustainable and environmentally friendly manner. It should be support by labelling, packaging and commercials.

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Turkey (TR)

Wholesale and retail logistics centers for Organic Farming (OF) and Good Agricultural Practices (GAP) Product


These operate mostly under the control of local governments. There are a total of 24 organic neighborhood markets in Turkey.

- Istanbul (9)
- Izmir (4)
- Ankara (2)
- Kayseri (2)
- Balikesir (1)
- Bursa (1)
- Diyarbakir (1)
- Eskişehir (1)
- Mugla (1)
- Samsun (1)

There are many national and local wholesale and retail logistics centers in Turkey. They market their products through neighborhood markets, market chains online sales centers.

The names, addresses and current list of all national and local organic product companies can be reached and accessed on the website of the Ministry of Agriculture and Forestry: <https://www.tarimorman.gov.tr/Konular/Bisik>

Neighborhood Markets



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Press Release 5 has been written in Turkish and English within the format of a "e-news release" and has been shared with media representatives.

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"End"

Joint Operational Programme Black Sea Basin 2014-2020 is co-financed by the European Union through the European Neighbourhood Instrument and by the participating countries: Armenia, Bulgaria, Georgia, Greece, Republic of Moldova, Romania, Turkey and Ukraine.

This publication was produced with the financial assistance of the European Union. Its contents are the sole responsibility of Tekirdag Namik Kemal University and do not necessarily reflect the views of the European Union.

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