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## FEEDING THE WORLD

# BLACK SEA AREA

Making the most of opportunities in the Black Sea area

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in the Black Sea area. The climate is excellent, there are possibilities for cheap energy (primarily geothermal) and there is a growing demand from supermarkets for local horticultural products. Ukraine and Romania also show increasing demand for excellent locally produced horticultural products.

International supermarkets are establishing new enterprises in the urban areas in the Black Sea area. However, the availability of high-quality horticultural products is insufficient. This offers new opportunities for the horticultural industry and the Dutch are exploring related opportunities in Turkey, Ukraine and Romania.

### Rapid growth

Turkey has been developing into a modern economy very fast over the past years (2010 growth: 8.6%), and the demand for fruits and vegetables on the interior market is growing by 5% to 7% per year. The Turkish economy shows strong growth and has a strong financial sector. Many international supermarkets are establishing a presence. Modern horticultural nurseries are continuously being founded and doing good business, building on a long tradition of horticultural exports to Russia and the Middle East.

The total area of modern greenhouses (glass and plastic) in Turkey currently amounts to 750 ha. This is expected to grow to 1350 ha in 2015. Yields are high – the modern nurseries in the area of Izmir, for example, produce 44 kg of tomatoes per square metre – and production is expected to increase during the coming years. The mean interior price of vegetables in Turkey is so high that relatively small amounts of vegetables are exported. Similar developments are occurring in Ukraine and Romania, where there is also a shortage of good horticultural products in supermarkets.

Many major investors are willing to invest in modern nurseries in the Black Sea area. However, the lack of knowledge of the horticultural industry at a management level makes it very difficult to turn a horticultural enterprise into a success

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