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# An Entrepreneurs Guide For Homemade Food Production



"INCREASING FOOD-LITERACY  
COMPETENCIES OF ADULTS"

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## 1. INTRODUCTION

Entrepreneurship is one of the main factors that come to the fore in the transition from industrial society to information society and determine economic development. Entrepreneurship is a multidimensional concept. It should be addressed not only with its financial and employment dimensions, but also with its social, political, cultural, global and career dimensions. The role of entrepreneurs in the development and improvement of a country is extremely important. In this case, one of the important factors in revealing the entrepreneurial potential is education. The aim of entrepreneurship education is to ensure that a number of hidden features are revealed and aware of the entrepreneurial potential of a person.

Since entrepreneurs are the ones who set up their own businesses by seizing some opportunities in the market, they not only create job opportunities for themselves, but also create employment for others if they are successful (Seçgin, Y. 2020).

Entrepreneurship education is an important factor that increases awareness of entrepreneurship and causes the emergence of new ventures. (Durrant, D.E.2014).

Individuals see entrepreneurship as an opportunity to create their own destiny, to make a difference, to reach the peak of their potential, to make significant profits, to contribute to society and to be recognized for their efforts, and to do the work they enjoy (Scarborough, N. 2014).

It is discussed whether the entrepreneurial tendency is innate or acquired later. Even if the entrepreneurial tendency is an innate feature, it must be revealed, developed and directed as a behavior. Entrepreneurship trainings have an important effect on revealing and developing the potentials of individuals with entrepreneurial desire and tendency. (Seçgin, Y. 2020).

Food products, which are the most basic needs of people, are at the top of the issues that all societies give importance to in the universe

where the global structure develops. In addition to the correct and reliable production of food, it is also of great importance that it is delivered to the consumer. Many entrepreneurs in the food production sector operate in the production and marketing of foods suitable for consumer preferences.

Many people like the idea of doing something they enjoy and making money from it, and producing and marketing homemade foods is one such business. In home catering businesses, people often feel that they do not have any professional experience or training and may have a hard time deciding where to start.

The aim of the project is to increase the competence of adults with skills in food processing, cooking, baking, etc. and to enable entrepreneurs to set up their businesses to produce and market homemade food in home kitchens or small businesses.

“Increasing Food Literacy Competencies of Adults” Project is supported by the European Commission within the scope of Erasmus+ Program and is carried out under the coordination of Bursa Center Research Institute of Food and Feed Control. Project stakeholders are the General Directorate of Agricultural Research and Policies (GDAR), Bursa Technical University (BTU), Bursa Metropolitan Municipality (TARIMAS) and Bursa Provincial Directorate of Food, Agriculture and Livestock (IGTHM) in Turkey. The foreign stakeholders of the project are the National Technology Center for Food and Canning Industry (CTC) from Spain, Széchenyi István University (SZE) from Hungary, and the Center of Food and Fermentation Technologies (TFTAK) from Estonia.

Being able to produce homemade food, which has an important place in food literacy, is not just an inherited competence, it is a skill acquired later. However, due to changing lifestyles, there are significant deficiencies in home cooking skills that young people need to acquire from parents, grandparents. In addition, the lack of sufficient educational materials on food literacy and the lack of comprehensive education in schools appear as other reasons for this problem.

Inadequate food literacy knowledge affects not only people's health and well-being, but also the entrepreneurial spirit. For example, adults such as retirees and housewives are not confident in starting such activities due to their insufficient skills in food production and marketing when they can actually do food-related jobs at home. This situation may cause them to encounter the problem of social exclusion. On the other hand, houses can be the center of food production, adults can continue their lives by trading food from their homes. That is, there are social and economic benefits to increasing adults' food-related qualities and skills.

The "Entrepreneur's Guide for Homemade Food Production" prepared within the scope of the project will be a good resource for target groups such as retired, housewives, unemployed adults, who aim to produce and market homemade food, as well as trainers and teachers in vocational schools and institutions. It is aimed to increase the competencies of people who produce and market homemade foods with the educational material prepared in an innovative and easy to understand way. Statistics show that home-based businesses have higher survival rates than general business startups. However, owning a home-based food business has some challenges, including regulatory requirements for food safety, health, and costs.

For this reason, the studies and materials prepared for entrepreneurs who want to operate in this field are very important and have the quality of a guide.

This guide has been prepared to help participants develop the necessary knowledge and skills to become Food Entrepreneurs, as well as increase their digital competencies. The guide is smart and easy to understand and compatible with digital platforms.

This guide will help homegrown food entrepreneurs increase their income, increase entrepreneurial spirit, promote social cohesion and active citizenship, and develop digital competencies.

## 2. WHAT IS ENTREPRENEURSHIP?

The concept of entrepreneurship is undoubtedly one of the most interesting and studied areas of recent years. It is of great importance both in terms of its contribution to the country's economy, its relationship with the welfare level of people, and the competition of countries with each other in the international arena (Yüceol N. 2018).



Entrepreneurship involves finding ideas, transforming them into products or services, and then attempting to bring products to market (Johnson D. 2001).

The concept of entrepreneurship is based on the term “entreprendre”, which is used by the French Richard Cantillon and means entrepreneur. It is also defined as a process that creates value for the individual and society, responds to economic opportunities or creates economic opportunities, and causes changes in the economic system with the innovations it brings. (Onay M. and Çavuşoğlu S. 2010).

By establishing their own businesses, people first increase the welfare for themselves and their families, and then contribute to the employment of other individuals. It is possible to say that people tend to be entrepreneurial with the presence of some innate features and

some acquired features. Entrepreneurship becomes a driving force against negativities by creating innovations in rapidly changing economic conditions. Entrepreneurs contribute greatly to the strengthening of the economy by using resources effectively, producing innovative ideas, providing employment opportunities and creating various markets. In addition to environmental and social conditions, personality traits are also of great importance in the emergence of entrepreneurship (Yüceol N. 2018).

**“An entrepreneur is someone who takes risks and innovates by observing environmental opportunities.”**

According to another definition, an entrepreneur is a dynamic and creative person who constantly observes the environment, follows the demand, creates new demands, realizes the changes in demand in a timely manner, establishes a business by obtaining resources and creating resources, is open to competition, and does not hesitate to take risks and take responsibility. The common point of the definitions about the entrepreneur is the entrepreneur's ability to see the opportunities that others look but not see, and turn them into business ideas, and also his tendency to take risks. (Arslan, İ and Toksoy, M. 2017).

Whether out of necessity or pleasure, many women or men who do not have a job or do not want to sit idle are active in various fields as entrepreneurs.

It is seen that women, whose weight has been felt to a great extent in the working life in developed and developing countries in recent years, prefer to start their own business by using their personal savings or bank loans instead of being paid employees for reasons such as using their talents, economic independence, flexible working hours, and wanting to be their own boss. (Arslan, İ and Toksoy, M. 2017).

As of 2016, it is estimated that there are 163 million women entrepreneurs in 74 countries. While there were 15 thousand employers and 443 thousand female employers in Turkey in 1989, the number of



female employers increased to 95 thousand and self-employed to 707 thousand in 2017. The rate of private property employer enterprises owned by women in Turkey is 18.7%. With this ratio, Turkey is the country with the lowest female entrepreneurship in Europe. According to the European Union Commission report, 69% of women entrepreneurs in Turkey are between the ages of 25-49, and 82% have received a low level of education. 45% of them engage in part-time entrepreneurship activities for reasons such as housework or working in another job. As a matter of fact, while the average working time of women entrepreneurs in Europe is 36.4 hours per week, Turkish women entrepreneurs allocate an average of 34.3 hours to their enterprises (Aksay B. 2019).

### **Female entrepreneur:**

- It is a woman who has a business that she has established in her own name, at home or in a place outside the home.
- This is the woman who works alone or with other people employed in this workplace and/or establishes a partnership as the owner of the business.
- It is the woman who carries out activities related to the production of any good or service, distributes, markets and sells this good or service.
- It is the woman who establishes relations on her behalf with the person, organization, institution or organizations that need to be in a business-related relationship.
- It is the woman who decides herself on the organization of the business process, the planning of the production of goods and services, the operation of the workplace, its closure or development.
- It is the woman who has a say over the investment and usage areas of the income she earns from her job. (Arslan, İ and Toksoy, M. 2017).

The increase in female labor force participation is generally perceived as the most important social and economic development of the 20th century. After the 1980s, the understanding of entrepreneurship showed

a rapid development and took its place as a production factor in the economy, caused many changes in the demographic characteristics of the workers in the world and women were also affected by this change to a significant extent. Until the Industrial Revolution, the duty of women consisted of housework and taking care of the family, but as a result of the developments, the number of working husband and wife increased with the entry of women into business life, and mothers who provide the livelihood of the family alone began to be seen more and more (Arslan İ.K. and Toksoy M.D. 2017).

The common point of the definitions about the entrepreneur is the entrepreneur's ability to see the opportunities that others look but not see, to turn them into a business idea, and to take risks.

Entrepreneurship can be defined as the activities related to the business by bringing together production factors such as capital, natural resources, and labor in order to evaluate the opportunities in the market by having a business idea and to produce goods and services.

The fact that women's entrepreneurship is developed and encouraged in all societies with high production capacity and advanced in terms of social development in the world reveals the role of women entrepreneurship in social development as well as in economic growth. The emergence and development of women's entrepreneurship, which performs vital functions in the socio-economic process, undoubtedly takes place in a complex process in which many factors play a role. Although the factors playing a role in this process vary, it is seen that the state undertakes an important mission among them. (Arslan İ.K. and Toksoy M.D. 2017).

Technological progress, which is a concept that develops with globalization, makes a positive contribution to the development and economic growth of countries. Technological progress, which contributes positively to economic growth, also causes changes in the production processes of countries. As a result of these changes, the employment structure changes and new employment areas are created. Technology plays an important role in development, eradicating poverty and

empowering discriminated groups in society. Accordingly, technologies, especially information and communication technologies, enable labor markets to become more inclusive, innovative, flexible and transparent. Therefore, it makes it possible to include disadvantaged groups such as women and the disabled in the labor market (Cafri, R , Selci, F . 2020).

The aging population is one of the important demographic events that come to the fore in the current century. In the century we live in, human lifespan is getting longer, birth rates are decreasing, and accordingly, the general number of the elderly population is gradually increasing. This event affects all segments of society from social security to health, from education to business life, from environmental issues to socio-cultural activities and family life. The retirement period is a process that often coincides with the aging period. The retirement period, which is a new beginning with the end of working life, is a period that does not only have an economic dimension, but also a legal, psychological, social and physical dimension. (Göksu, E. 2020).

Many people in the world and in Turkey start working again after retirement for many reasons.

It is possible to be included in the labor market for anyone who is demographically retired, female, qualified or does not have any field of expertise, but has the desire to open new doors for themselves in an unemployment environment. In order to be an entrepreneur, it is more important to be willing and determined than factors such as age and gender.

### 3. WHAT KIND OF FOOD BUSINESS SHOULD I START?

In order to be successful, an entrepreneur must start by doing a good enough preliminary research as well as his dreams and skills. If entrepreneurs want to operate in the field of food, researches, activity reports and statistical evaluations on this subject will be the right guide to start the business.



Edelman, one of the globally important companies in the field of communication and marketing, determined the food trends that are gaining importance today and expected to increase in the future in its report published in 2017. In the report, it was stated that products such as;

- Functional waters containing plant extracts and nutrients,
- Other functional drinks,
- Halal foods,
- Handmade and custom-made boutique foods and beverages have gained popularity and are expected to become more popular in the coming years.

In addition, electronic commerce, clean labels, sustainable production and the fight against waste are among the trends determined (Anonymous 2017).

As stated in the “Competitive Production in Agriculture and Food Specialization Commission Report”, while planning the food production and trade structure, it is necessary to follow the future developments of the sectors and create target market strategies. Although it is stated that it is very difficult to make future predictions for the food and beverage industry, which is considered important for all countries in the world, subject experts have some predictions. It is emphasized that consumers will seek more variety, less additives, but higher taste and quality, and within this framework, they will be expected to provide functions such as wellness, health, sophistication (especially the fusion of local tastes) and adding pleasure-entertainment. In order to meet these expectations, a consensus has been reached that technology and innovation will be an important component in the food industry. (Anonymous 2018a).

In addition to traditional product groups, it is expected that the market shares of organic products and products that have been processed in a unique way and have high added value and are ready for retail consumption will increase. Although the search for usefulness, which is the main expectation in food, continues, it is explained that innovation efforts will be the most important factor that will determine the degree of success in the food sector. One of the most important developments expected in this sector is the expectations that food technologies that affect the mood of the person (moodfood) will gradually enter daily life. In this context, it is considered that the next generation foods will be the foods that each person (customer) will design according to their needs and demands. It is stated that researches on the characteristics of foods that make it possible to change moods are continuing. These studies are undoubtedly carried out in an integrated manner with many scientific studies. For example, it is known that carbohydrates trigger the secretion of serotonin and this hormone makes people cheerful and sleepy, or protein obtained from curd reduces anxiety and fears. Time will show the benefits and costs of adapting this scientific information to the food industry within the framework of the above-mentioned reliability and health conditions. However, it is estimated that research,

technology development and innovation activities in the food industry will increase in parallel with the increasing demand of consumers, the diversification of demand and the increase in age differences, and the results of these studies will gradually lead to significant changes for the sector. (Anonymous 2018a).

As the factors affecting food consumption change and develop, new food trends emerge in the world. Many innovations that were not even possible to imagine before, first entered our lives and later found a place in the food industry. While people used to have to go to restaurants for food consumption, now they can both shop for food and bring restaurant meals to homes free of charge with very simple transactions over the internet. All these developments reveal new trends in the sector, and enable those who dream and implement these innovations to come to the fore in the competition (Anonymous 2018a).

As in the rest of the world, the rate of individuals eating outside the home has increased as a result of increasing income per capita, increasing urban population, increasing female labor force participation rate, traveling longer distances for work or education, or the demand to participate in social life.

Entrepreneurs who want to produce and sell their own homemade food from home or from small businesses such as cooperatives should plan their choices primarily by evaluating consumer preferences.

It is necessary to review the current status of home-made foods on a country-by-country basis to give an idea about which food product to start with.

A country's ability and skills in food production can be measured through the five main parameters given below.

1. The culinary culture and diet diversity of the country
2. Number, capacity and employment rates of food businesses
3. Food standards, especially hygiene

4. Existence of an effective public food control system

5. The ratio of the starving or malnourished population to the total population.

Turkey has a rooted and healthy culinary history, mostly based on herbal products, especially Mediterranean and Middle Eastern cuisine. Mediterranean cuisine is a diet mainly based on annual vegetables, olive oil and fish and is known as one of the healthiest and most environmentally friendly cuisines in the world. Middle Eastern cuisine is mostly based on wheat, grains, chickpeas, legumes and ovine meat consumption, especially sheep. In this culinary culture, it is extremely common to cook food well, preserve it with salt, and consume fermented products such as yogurt and pickles. In addition, consumption of fruit or fruit-based beverages is common in both culinary cultures (Birişik N. 2019).

## **4. FOODS THAT CAN BE PRODUCED AT HOME AND WITH HIGH SALE POTENTIAL**

### **4.1. FOOD PRODUCTS THAT CAN BE PRODUCED AT HOME IN TURKEY**

Tarhana (soup with dried yoghurt), tomato paste, pickles, fruit and vegetable preserves, jams and marmalades, ravioli, noodles, etc., are the first things that come to mind when it comes to homemade products in Turkey.

While production and marketing are mostly carried out individually from home, this activity is continued by establishing cooperatives.

These products are the products that have traditionally been produced at home for years, passed down from generation to generation through parents and take the first place in the preferences of consumers.

Thanks to its cooking technique and high nutritional value, “tarhana” has had an important place in Turkish cuisine in the past and today. It is a home-cooked food that is highly sought after by consumers as a semi-processed product with many varieties available. Although tarhana differs from region to region, it is generally obtained by mixing, fermenting,

drying and grinding flour, yoghurt, yeast, vegetables and spices. Although the ingredients and the final product name may change according to the regions where it is produced and again according to the consumer habits, it is the main ingredient of the indispensable soups of the winter months.

According to the Turkish Standards Institute (TSI)'s definition, tarhana is "wheat flour or cracked wheat flour or semolina or a mixture of these and yoghurt, pepper, salt, onion, tomato, flavoring and fragrant, harmless herbal substances (dill, mint, tarhana grass, etc.) after mixing and kneading, drying, grinding and kneading. It is a food with high nutritional value obtained by sieving" (Anonymous 2004a).

The work flow chart for tarhana, which is described in the TSI Standard (TS 2282), is summarized in Figure 1.

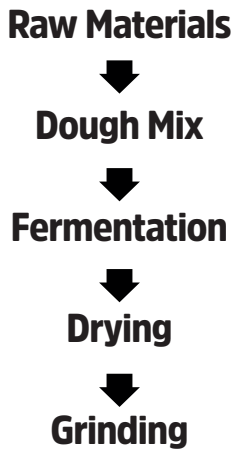


Figure 1. Tarhana Production Stages





Homemade “tomato paste” and “tomato sauce”, “chili paste”, which are among the indispensable dishes in Turkish cuisine, are foods that have many health benefits as well as adding flavor to the dishes. It is prepared with different cooking techniques from freshly picked tomatoes and peppers in the season, and is mostly preserved in canned form. (Figures 2 and 3 show sample flowcharts for tomato sauce and paste).

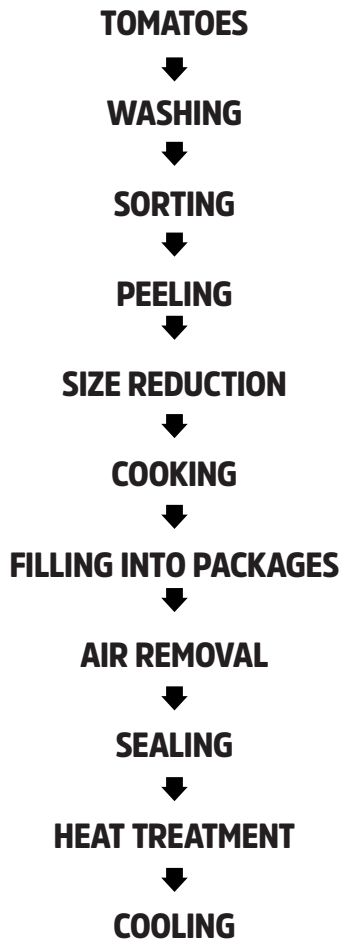


Figure 2. Tomato Sauce Production Flow Chart

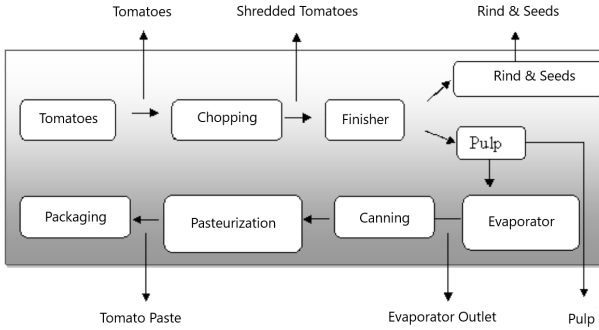


Figure 3. Tomato Paste Production Flow Chart (Çapanoğlu and Boyacıoğlu, 2010)



“Pickles” is one of the most popular foods of Turkish cuisine today as it was in the past. Pickle making is one of the most preferred food preservation methods from past to present. It has been used as a method of storage and durability, which has been used since the time when pickle salt and vinegar were recognized. After it was discovered that salt provides durability, the vegetables and fruits produced in this way have become indispensable for the kitchens while making them storable (pickled gherkins flowchart is given as an example in Figure 4).

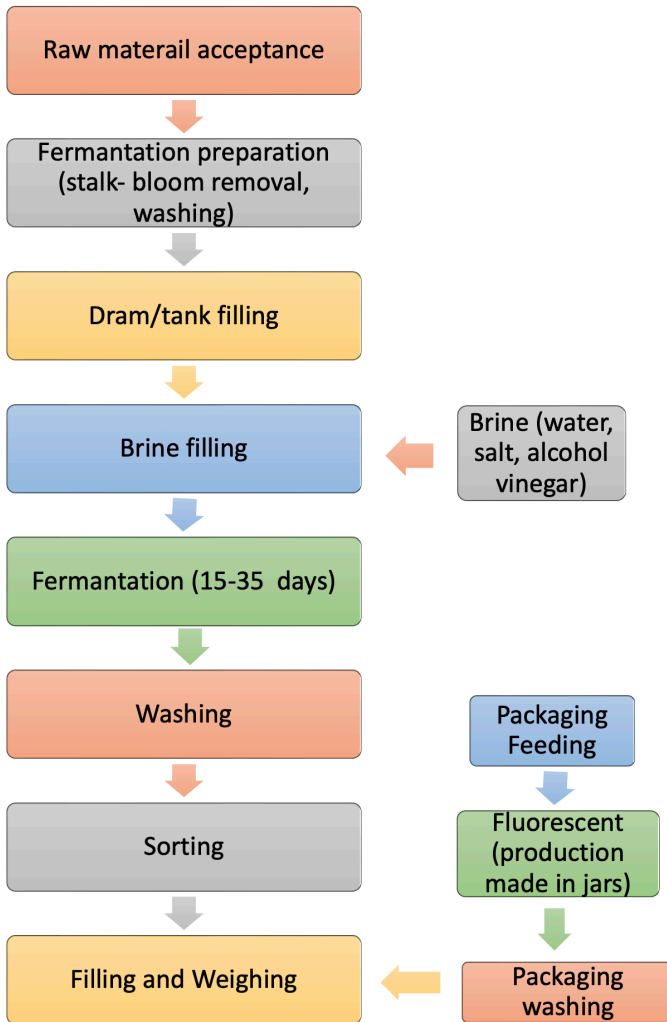


Figure 4. Gherkin Pickle Production Flow Chart (MEB, 2013)

Pastry products have an important place in Turkish cuisine. Pastry dishes such as “pasta”, “noodles”, “borek”, “ravioli”, “couscous” are some of them.

## 4.2. HOMEMADE FOOD PRODUCTS IN SPAIN

When home-made food products in Spain are examined, situations similar to Turkey draw attention. These foods have been traditionally produced for years and have been passed down from generation to generation. These recipes are the products most preferred by consumers due to their habits.

Only in the Castile-La Mancha Region of Spain, delicious La Mancha cheese is produced from La Mancha sheep breed, which is preserved in pure form. With its unique taste and features, the production process has remained unchanged over the years and has reached the present day. It is one of the semi or fully matured cheese varieties, although it varies according to the regions. It is an aromatic cheese that leaves buttery sugar on the palate with almond touches.



Cuajada is a traditional dairy dessert from the northern Spanish Regions of Navarra and the Basque Country. Real cuajada is made from fresh sheep's milk, which has more fat than other milks, a higher dry extract and makes it ideal for this dessert. In addition, there are two other essential elements for a quality cuajada: rennet and temperature. To achieve the desired result, it is very important to heat the milk to the temperature required by the rennet. In general, the recipe is very simple and is based on the formula used by the shepherds. Over the years, the recipe has been successful and is produced in towns and cities using typical clay jars that are still used today.

Marmalades and other sweet products; plum, strawberry, apricot, peach, tomato etc.

Sweet quince paste: Hard pulp from quince, usually eaten with a good Spanish cheese. May contain nuts, orange peel, etc.

Homemade pickles; There are many types of pickles and recipes, especially olives and capers.

Homemade fruit and vegetable preserves; canned whole tomatoes (with or without sweet or hot peppers), fried tomato sauce, canned peaches in light syrup, canned paprika.

Homemade empanadas; baked pastries are usually stuffed with tomatoes, tuna and hard eggs (can also use octopus or meat or just vegetables)

Homemade bizcochos (Sponge Cake); A traditional Spanish pastry that is usually consumed with milk.

Variety of breads are also available in Spanish markets.



### 4.3. HOMEMADE FOOD PRODUCTS IN HUNGARY

Food products offered for sale and produced in Hungary are divided into groups as raw materials, unprocessed products and processed products.

- Raw materials are divided into two according to their vegetable and animal origin. If the plant is harvested, cleaned, raw materials of animal origin, such as eggs, carcass meat, animal products such as meat and carcass are packaged and put up for sale, it is used with the expression “Hungarian product”.

- In the case of unprocessed products, the term “Hungarian product” may be used if the main product used is of Hungarian origin and all production processes (eg slicing, deboning, cleaning) are carried out in Hungary.

- In the case of processed foods, the designation “Hungarian product” may be used if all the ingredients used to make the product are of Hungarian origin. Of course, there are some ingredients such as salt or spices that typically cannot be mined or grown in Hungary, so these ingredients may come from abroad.

The Hungaricum Act came into effect on July 1, 2012. The term “Hungaricum” used by this law is a collective term that denotes a value worthy of distinction and emphasis within the classification and registration system and represents the high performance of the Hungarian people, thanks to its typical Hungarian character, uniqueness, peculiarity and quality. (Anonymous 2021j, Anonymous 2021k).



## Examples of homemade food products produced in Hungary;

- **Sausage, thick sausage and double sausage**

In the past, only pepper was used to season sausages, while the British blockade of 1809 made the pepper unusable for a time, so locals began using strong home-grown peppers as seasonings. Sausage making, recipe and traditions related to it have been passed down from father to son for generations (Anonymous 2021l, Anonymous 2021m).



- **Food products from fattening geese**

The goose has always had a prominent role in Hungarian poultry farming due to its versatility. Hungarian food products obtained from fattening geese are important for the country's economy as well as their cultural and gastronomic importance with historical and symbolic aspects.



The products obtained from free-range geese fed with corn feed are gastronomic treasures that can only be produced by providing labor, care, expertise and animal welfare. (Anonymous 2021n, Anonymous 2021o).

- **Winter Salami**

Winter salami is made according to a unique recipe developed at the end of the 19th century and still kept secret, using pork and lard, secret seasoning, gut stuffing, cold smoking and dry aging. Winter salami should only be made using natural ingredients



from properly raised large pigs. In order not to damage the tissues, the meat is cut into pieces rather than minced. In the spice room, the amount of various spices used to make salami is measured, but the amount is a secret of the salami master (Anonim 2021ö).

- **Chimney Cake**

The chimney cake got its name from the long cylindrical shape that resembles a chimney. At the end of the 18th century, the cake spread throughout the Hungarian-speaking world and formed the basis of bourgeois and folk cuisine. In the 19th and 20th centuries, the chimney cake recipe was included in many popular Hungarian recipe books, and from the beginning of the 20th century, the surface of the cake began to be sweetened with granulated sugar and walnuts. The cake has many names and nicknames across the country (Anonim2021p).





- **Hot and sweet paprika paste**

Hungarian paprika paste is made from hand-picked, high-quality chili peppers. Their unique color and flavor sets them apart from products from other pepper producing countries. Its raw material is grown 100% locally (Anonim 2021r).



- **Quince Cheese**

Quince cheese is a yellowish-brown, translucent fruit jelly with a firm texture that is easy to remove with a knife. Quince has a century of history in Hungary (Anonim 2021s, Anonim 2021t).



- **Cabbage Pickle (Vecsés Pickles)**

Cabbage Pickle, produced with traditional recipes, is one of the important homemade foods of Hungary (Anonim 2021u).



#### 4.4. HOMEMADE FOOD PRODUCTS IN ESTONIA

The main homemade products sold in the markets in Estonia are fermented vegetables (cabbage, cucumbers, different vegetable mixes, etc.).



## Semla

Semla consists of a wheat bread with the top cut off and then topped with a mixture of milk and almond paste. The cut top serves as a cover and is sprinkled with powdered sugar. Today it is usually served with coffee or tea.



In addition, homemade smoked fish and meat products are very common in the markets.



Aspic (Meat jelly) is an appetizing jelly made from meat. It is a dish traditionally made from a mixture of meat, trotters, and other ingredients, cooked for a few hours, then cooled to form a jelly. It is a traditional Christmas and wedding meal served as an appetizer or meal.

## 5. HOW CAN I START A HOME FOOD PRODUCTION BUSINESS?

Many people like the thought of doing something they enjoy and making money out of it. In home food production businesses, people often feel that they do not have any professional experience or training and may have a hard time figuring out where to start. However, it should be known that not having any work experience, not being a well-known person in the field of marketing or not having a business degree does not prevent you from starting a home food production business. This guide is an important guide as it summarizes the legal requirements for producing and selling homemade food products for some countries.

Every entrepreneur should know and have a “Business Plan” that will make you think about what you want your business to be, where it is going and what you want to get out of it.

In order to prepare a Business Plan, there should be some questions you should ask yourself first.

- Who will be my target group?
- What will I produce?
- How will I produce?
- How much will I produce?
- How will I market?
- What are my legal requirements?
- How will I promote my products?
- Where will I sell my products?
- How much startup capital will I need? Will I provide this myself or use credit?



Your answers to these questions will help you identify your strong and weak points, and thus complete your shortcomings with both economic incentives and technical training.

Entering the food production business will bring up some issues that need to be considered and known, since it is directly related to human health. There are basic rules to produce a healthy and nutritious food. Many health and safety requirements must be met.

- Food safety management - Having a HACCP (Hazard Analysis and Critical Control Points) system and following these procedures
- Hygienic food production - Controlling the safe preparation, cooking and storage of food.
- Food allergens and food labeling - Knowing the regulations on these issues and applying them when necessary.
- Physical condition of buildings and facilities - Suitable for production, to a high standard of cleanliness, with proper ventilation and pest control measures.

Everyone who wants to produce food at home will naturally have certain questions in mind.

**“Do I need to get permission from any institution?”**

**“What documents should be prepared?”**

Although the answers to these questions vary according to countries and years, they constitute the legal obligations section.

There will be legal obligations to be complied with after the production and sales have started, as well as the arrangement of the legally required documents.

Healthy food production is only possible with an effective inspection and control activity. The main purpose of these controls is to eliminate the elements that impair human health and to achieve the purpose of nutrition. For this reason, the inspections carried out under the title of inspection and control aim to ensure that the food is protected from biological, physical and chemical risks for the consumer and that it is in compliance with the legislation in terms of declared content and presentation.

For this reason, the purpose of the audit can be expressed simply as the detection and prevention of the following risks.

- Violation of legislation: Label, weight, registration, traceability, content, etc.
  - Microbiological risks: Molds, bacteria, viruses, parasites, etc.
  - Chemical risks: Antibiotics, pesticides, heavy metals, contaminants, etc.
  - Physical risks: Stone, pine, nails, heat, light, humidity, etc.
  - Deterioration due to other causes: Enzymes, pests, processes, etc.
  - Activities to deceive the consumer: Imitation and adulteration, etc.
- (Unified N. 2019)

## **6. WHAT LICENSE DO I NEED TO SELL HOME-MADE FOODS?**

### **6.1. LEGAL REQUIREMENTS IN TURKEY**

Legal obligations in Turkey are determined and controlled by the Ministry of Agriculture and Forestry. The current legal regulation on homemade foods is followed by a prepared directive. Instructions and details are given below.



## **“EXPLANATIONS ON FOOD PRODUCTION TO BE MADE IN PRIVATE HOUSING PLACES WITH PRIORITY SETTLEMENT PURPOSE”**

1) Products such as tomato paste, tarhana, molasses, jam, pastry, pies, sweets, dried fruit and vegetables produced in the residence may be offered by the manufacturer to the final consumer and/or the local retailer who sells to the final consumer in addition to the final consumer, in the residence, in the neighborhood market or similar places. In this situation;

a) If it is sold only to the end consumer, the business is registered in the other part of the GGBS without giving the registration certificate.

b) In case of supply to the local retailer who sells to the end consumer in addition to the end consumer, the business is evaluated as retail and a registration document is issued.

## **6.2. LEGAL REQUIREMENTS IN SPAIN**

### **Law No. 4/2019 of 3 April on the Local Sale of Agri-Food Products of the Spanish Autonomous Community in the Region of Murcia**

#### **The aims of this law are:**

- To regulate and promote the sale or supply of agri-food products produced in small quantities by agricultural or forestry producers or cooperatives or groups for products delivered directly to the final consumer or with the intervention of a single intermediary.

- To improve the viability and economic conditions of agricultural enterprises, to increase the income of agricultural producers by increasing the added value produced by these sales forms, as well as to promote sustainable farms or companies.

- Promote the growing social demand for local products, with a smaller ecological footprint, greater freshness and flavor, to be sold at a more affordable price to end consumers.

- The aim of agri-food producers is to increase consumers' knowledge of the quality of food and the social and ecological impacts of consumption

patterns, to promote cooperation between production and consumption linkages within the food chain.

- To contribute to job creation, regional structuring and also sustainable rural development by promoting the diversification of economic activity in rural areas.

- To benefit consumers.

- Local sales methods.

- Within the framework of this law, two methods are regulated under the name of local sales: direct sales and short channel sales. (short marketing and short distribution)

- Direct selling means the sale of self-produced or carefully prepared agri-food products made directly to the final consumer by an agricultural or forestry producer or a group thereof.

Delivery of products can be made as follows:

a) On the farm.

b) In enterprises owned by the producer or group.

c) At local markets and fairs.

d) In the consumer's own home or in the premises established by the consumer group itself.

e) "Online" (internet) sales as long as it is made without intermediaries and within the Autonomous Community of the Region of Murcia.

A short marketing channel sale is understood as the sale or supply of self-produced or elaborate agri-food products by an agricultural or forestry producer or a group, at most by a single intermediary institution. In any case, the place of delivery of the products to the final consumer will be on the territory of the Autonomous Community of the Region of Murcia.

Short chain of distribution sales is understood as the sale or supply of self-produced or elaborated agri-food products by an agricultural producer or a group to a local business located in the same area. products



come from or from neighboring regions of the Autonomous Community in the Region of Murcia.

The Regional Government of the Region of Murcia will establish, within the scope of its powers, the adaptations in accordance with the following provisions on food hygiene in relation to the products to be sold under this law.

### **Supporting Local Sales**

The Government of the Region of Murcia will especially promote local sales through support measures within the framework of the policies implemented in the Region of Murcia for the development of the rural environment.

Public administrations can set measures to develop and promote local sales in their regions.

The Government of the Region of Murcia will promote information and education programs for citizens, especially for children and youth on the benefits of short marketing channels and their contribution to the local economy and sustainability.

### **Notices on local sales in the Region of Murcia**

A Register of Local Sales of Agri-Food Products is created in the Region of Murcia, which will be managed by the Regional Ministry responsible for agricultural matters for information and control purposes.

Town councils will notify the Registrar of the declarations and correspondence they receive.

### **Official check**

Compliance with the requirements set by this law regarding local sales will be subject to verification by the competent authorities in public health, trade and consumption in agricultural matters within the scope of their respective powers. Their actions shall be of official control for all purposes, including the status of the authority of the officials performing them.

### 6.3. LEGAL REQUIREMENTS IN ESTONIA

The sale of homemade products in Estonia is regulated by the local Department of Agriculture and Food. To sell your products in the market or at some events, you must notify the Department of Agriculture and Food. Failure to notify will be considered illegal. Before starting to sell products, the salesperson must have a license, self-monitoring plan and health certificate and comply with the special hygiene requirements issued by the authorities. The shelf life of the products should be determined and labeled correctly.

### 6.4. LEGAL REQUIREMENTS IN HUNGARY

#### **Food safety conditions for marketing and sales of local producers**

The Parliament created the concept of the producer market with the amendment made to the Trade Law CXXXV of 2011 and the CLXIV Law of 2005. Its purpose is to ensure the sale of manufactured agricultural and food products in local markets while complying with specific food safety requirements.

The law on food safety conditions for rural Small-scale producers (small businesses, primary producers, small-scale producers, family farms, cooperative members) to sell quality agricultural products on local producer markets came into force on 1 January 2012. Its aim is to supply quality local agricultural products at affordable prices to markets and those living near the market, towns or villages.

Food production and processing must in any case comply with all rules of the European Community and national law, at all stages of the food chain, regardless of the size of the enterprise or the type of food produced and the sales channel.

In all Member States of the European Union, the essential requirements to comply with food hygiene standards will be fulfilled in accordance with Regulation (EC) No 852/2004 of the European Parliament and of the Council of 29 April 2004 on the hygiene of foodstuffs.

## **Who and how can carry out small business activities?**

**Small-scale producer:** A natural person who directly supplies the final consumer with a small amount of the basic product he produces or a wild product harvested by him or a small amount of food produced from the basic product he produces.

## **What is the reporting method of small producer activities?**

The small producer is obliged to notify in writing the start, change, suspension and termination of his activity to the Food Chain Safety and Animal Health Directorate, Food Chain Safety and Animal Health Directorate District Veterinary and Food Inspection Directorate, according to the location of the District State Directorate. The office will register the small producer and issue a registration number.

## **Documents required for small-scale production**

- a) Evidence of compliance with the reporting obligation,
- b) Data sheet,
- c) Official veterinary certificate,
- d) Meat transport document,
- e) Keeping records

## **Where can food produced by a small-scale producer be sold?**

- Own farm (residential),
- In its own district and in Budapest or in a market up to 40 km from the farm location,
  - At a trade fair, event or authorized temporary point of sale for the final consumer or
  - In retail or catering establishments, including mass catering,
  - At the village guest table in your own farm.

## **Persons who can take part in sales and production**

In addition to the small producer, these jobs can also be done by people living in a shared household with themselves, their spouse, adult child, brother, parent or grandparents.

## **Explanation of basic product, raw and processed product concepts**

Pursuant to Article 2 (1) (b) of Regulation (EC) No 852/2004 of the European Parliament and of the Council of 29 April 2004 on the hygiene of foodstuffs (hereinafter: Regulation (EC) No 852/2004), the primary 'products' means products of primary production, including land, livestock, hunting and fishing products.

Primary products may undergo further processing after their manufacture, manufacture and collection and may be unprocessed or processed products according to the treatment.

In the case of unprocessed products, peeling, cutting, cleaning, freezing, etc. can be done.

Processed products can be subjected to processing processes that significantly change the properties of the original product, such as heat treatment, smoking, ripening, drying, marinating, extraction.

## **Conditions for small-scale food production;**

Under the regulation, a small-scale producer may sell basic non-animal products, other basic animal products and meat products grown on its own farm and allowed for public consumption.

During market and fair sale, the small-scale producer must be informed of the public health rules for fair, market and market sales set out in Chapter 2 of Government Decree 55/2009. (III. 13.), 59/1999. (XI. 26.) EUM decision should also be followed.

Regulation (EC) No 852/2004 of the European Parliament and of the Council on the hygiene of foodstuffs, detailed in Annex II, Chapters I and V to XII, with regard to food chain safety and food hygiene requirements.

General conditions apply for the place of production and distribution of the food.

### **Recording of quantities sold**

The small-scale producer must record the quantity of products produced, the time of production, the quantity sold, and the place and time of sale. The record or a copy of it must be kept by the small-scale producer at the point of sale. The small scale producer is obliged to keep the records for 2 years.

### **Labeling of small-scale products;**

Section 6 of the Decree will apply FVM-ESzCsM-GKM to the labeling of foodstuffs in Decision 19/2004 (II. 26. ) if the small-scale producer sells the food produced in packaging to a retail or catering establishment.

### **Responsibility of the small scale producer;**

The small-scale producer is responsible for the safety of the food it places on the market, ensuring and documenting traceability in accordance with Article 18 of Regulation (EC) No 178/2002 (from the production to the sale of the basic product) in order to comply with the relevant legislation.

### **Relevant legislation;**

VM Decision 51/2012 (VI. 8.) on food safety conditions of sales in local producer markets

- 55/2009. (III. 13.) Decree Law on Fairs, Markets and Shopping Centers
- 52/2010. (IV. 30.) Ministry of Agriculture and Rural Development Decree on the production, processing and sale of food by small-scale producers (Anonim 2021i, 2004b).

## 7. WHAT KIND OF SUCCESSFUL BRANDING PROCESS SHOULD I FOLLOW?

Perhaps more important than producing agricultural products today is the ability to sell or trade these products. More important than being able to sell products is “selling value-added products”, “branding” and being permanent in the market. Agricultural products are difficult and risky products to trade due to their short storage life, storage and transportation costs, and high loss and loss rates during trade. Moreover, since the majority of these products are harvested once a year and 30% of the production amount faces natural risks, the Agricultural Market is a market where it is difficult to control or plan the supply. When the agricultural products subject to foreign trade in the world are evaluated on the basis of main groups, processed agricultural products take the first place with 44% (Birişik N. 2019).



The concept of brand, which is the building block of marketing practices, is evaluated from the perspective of the modern competitive market based on the economy, within the scope of today’s modern competitive market understanding. The brand is the way to compete and to be in a good position in the market. As in other sectors in the world, companies that understand the importance of the brand more have aimed to make their brands even stronger. Branding is becoming increasingly important in agriculture and agro-industrial products. In today’s competitive world, the branding process has a critical importance for companies that provide inputs to agriculture and that market agricultural products (Saner G., Güler D. and Saner S. 2016).

It is important for businesses to create a strong brand so that they can develop and ensure continuity. With the rapid development and spread of technology, product features have been standardized and many similar products have begun to be produced. In these conditions, the most important factor that will make the products different from each other is the brand. Businesses can only extend the life of their products to the extent that their brands can afford it. Branding is a process that gives a new product to the market recognition, making a name and being accepted by the 'market' where it is presented, and gaining competitive power to the brand owner.

Since the most important difference of agricultural products and foods from other products is health and being perishable products, the quality element is of great importance. Obviously, the consumer does not buy the product, but the brand value of that product.

In today's market conditions, consumers pay attention to almost every feature of the products and show very selective behaviors while making their choices in the face of an ever-increasing variety of products. In parallel with the increase in the level of education, consumers prefer that the products they buy are healthy and produced under hygienic conditions when choosing products. Therefore, packaging is an important parameter for consumers to choose a wide variety of foods. Generally, foodstuffs are presented to consumers as packaged on the shelves of big markets and marketed by picking and picking method by attracting the attention of customers. Almost every product on the shelves is exhibited within the framework of its own packaging features and almost assumes the function of a salesperson. (Dilber F., Dilber A. and Karakaya M. 2012).

In food products, packaging has become a concept that is effective in consumers' purchasing decisions by appealing to the emotions of consumers, rather than being a factor that only preserves the product and prevents it from spoiling. The packaging, which plays the role of a salesperson, is a factor that makes the first contact with the consumer and conveys the message that the producer wants to convey to the consumer.

For this, packaging is considered as the fifth P of marketing (Packaging).

The idea that packaged foods are healthy, of good quality and gives confidence comes to the fore in the behavior of consumers to buy packaged foodstuffs.

## 8. HOW CAN I BENEFIT FROM GRANTS AND INCENTIVES?

### 8.1. GRANTS AND SUPPORTS IN TURKEY

Marketing and entrepreneurship are two different academic disciplines as well as interrelated fields of study. The scholarly literature also suggests that entrepreneurial businesses have a number of different marketing capabilities to better understand customer needs, market trends, and market positioning. (Dal, N. E. and Dal, V. 2016).



#### DEVELOPMENT AGENCIES

There are 26 development agencies in Turkey. Development agencies and organizations bring together resources and expertise to support women's employment. For this, they provide vocational and technical training. They fund women's co-operatives by giving them grants and funds. The strengths of these supports are that they can offer a more professional and advanced equipment and design for the cooperative at the establishment stage. The weak point is that the supports are limited to the life of the project.



For example, the first priority issue within the scope of the 2020 rural economic development financial support program of Bursa Eskişehir Bilecik Development Agency (BEBKA), one of the Development Agencies, was to increase the added value and marketing opportunities of herbal and animal products produced in rural areas (Anonim 2021f).



## EMPLOYER ORGANIZATIONS AND ROOMS

Structures such as the Chamber of Commerce and the Stock Exchange also support women's cooperatives to support women's employment. Employers' organizations and chambers support production and service in women's cooperatives, especially since they meet a certain labor demand.

Some of the "TOBB Women Entrepreneurs Board Establishment, Working Procedures and Principles" (Anonymous 2021 h);

a) Develops policy proposals and presents them to the relevant public institutions in order to improve the female entrepreneurial potential in our country in terms of quantity and quality and to make it better equipped.

b) Leads the spread of entrepreneurship culture among women.

c) Organizes training, seminars and panels to support potential and existing entrepreneurs.

d) Organizes events that will bring together students studying in secondary and higher education institutions, successful entrepreneurs and people who have knowledge about entrepreneurship.

e) Organizes mass training programs to improve the competencies of potential and current women entrepreneurs on current technologies.

f) Makes project proposals to the Provincial Boards to develop women's entrepreneurship.

g) It ensures that the successful projects implemented by the boards in the provinces become widespread in other provinces as well.

h) By developing a coaching system, it enables experienced entrepreneurs to support new business starters.

i) It determines the measures that will help entrepreneurship in sectors that will contribute to the development of the Turkish economy and directs women entrepreneurs to start a business in these sectors.

## **LOCAL GOVERNMENTS**

Local governments are one of the most important structures that provide support in the establishment and functioning of women's cooperatives. They receive support applications from cooperatives and can support:

- Rent and invoice,
- Space allocation for the sale of products,
- Ensuring the participation of women's cooperatives in events such as fairs, exhibitions and festivals,
- Support in the purchase and sale of products.

## **AGRICULTURE AND RURAL DEVELOPMENT SUPPORT INSTITUTION (ARDSI)**

One of the most important steps taken towards the institutionalization of rural development, which is a part of development plans and national rural development strategies, is the establishment of the Agriculture and Rural Development Support Institution. Thus, it is aimed to contribute to significant progress in rural development by carrying out activities for the implementation of rural development programs. ARDSI is a subsidiary of the Ministry of Agriculture and Forestry. The European Union Instrument for Pre-Accession Assistance (IPA) provides rural development IPARD funds. (IPARD- Instrument for Pre-Accession Assistance Rural Development)

ARDSI operates with the mission of “Contributing to sustainable rural development throughout the country by effectively implementing rural development programs within the framework of the principles and objectives envisaged in the national development plans and strategies”.

Within the scope of the “List of Value-Added Products” published by ARDSI, manufacturers of homemade food products are included in the scope of support.

Value-added product refers to a change in the physical condition or appearance of a product, such as making strawberry jam from strawberries.

In this context, many products below are supported.

Meat Processing (up to 0.5 tons/day processing capacity) and Dairy Processing (up to 10 tons/day processing capacity) • Fruit and Vegetable Processing (Pepper Paste, Puree, Molasses, Marmalade, Jam, Pestil, Pickles, Fruit and Vegetable Juices, Canned, Vinegar, Roasting, Brine, Sours and Paste) • Table Olives and Olive Products • Production of Dried Fruits and Vegetables • Boza • Salep • Pulses ( Processing and Packaging) • Corn Drying • Local Food (Food, Pastry, Dessert, Confectionery, Bakery) • Spices • Rock Salt • Herbal Teas and Aromatic Coffees • Cotton Oil, Laurel Oil, Sesame Oil • Sauces • Bone broth

## **SMALL AND MEDIUM ENTERPRISES DEVELOPMENT ORGANIZATION (KOSGEB)**

KOSGEB is a public institution established in 1990 with the Law No. 3624 to improve the place of Manufacturing Industry Enterprises in the economy.

Examples of training and financial support provided by KOSGEB (Anonymous 2021g);

**Traditional entrepreneurship education** is provided for entrepreneurs to gain knowledge about starting and running a business, to realize their roles and responsibilities in this process, and to gain knowledge and experience that can prepare a business model for business ideas.

Advanced entrepreneurship education is provided in order to provide the knowledge that entrepreneurs who will operate in innovative, medium-high/high technology sectors and the manufacturing sector may need.

The aim of this support program is to increase the survival rate of new businesses established by entrepreneurs.

**“Traditional Entrepreneur Support Program”** Businesses founded by entrepreneurs who have completed Traditional Entrepreneur Training can apply to this program.

The aim of this support program is to increase the survival rate of new enterprises established by entrepreneurs in sectors determined in line with the strategic priorities of our country.

**“Advanced Entrepreneur Support Programme”** Businesses established by entrepreneurs who have completed Advanced Entrepreneur Training and operating in the fields specified in the Advanced Entrepreneur Program Activity Fields Table determined by KOSGEB can apply to this program.

**“Entrepreneurship Support Programme”** The aim of this program is to support and expand entrepreneurship, which is the main factor in the solution of economic development and employment problems, and to establish successful businesses.

## 8.2. GRANTS AND SUPPORTS IN SPAIN

Spain is traditionally and historically divided into several autonomous communities called comarcas. Some rural development grants are available for all communities. For example, “Northeast Comarca Local Development Strategy Grants” for the region of Murcia is one of them.

### **LINE 1.2. ECONOMIC DIVERSIFICATION FOR RURAL JOB CREATION:**

Minimum project budget: 3,000 euros.

Aid intensity: minimum 35% and maximum 40% for the agri-food industry and 45% for other projects.

Maximum amount of assistance: 50,000 euros.

### **LINE 3.2. ASSISTANCE FOR THE CREATION, EXPANSION OR DEVELOPMENT OF COMPANIES AND PROJECTS IN THE TOURISM INDUSTRY**

Minimum project budget: 3,000 euros.

Aid intensity: minimum 35% and maximum 40% for the agri-food industry and 45% for other projects.

Maximum amount of assistance: 100,000 euros.

### **LINE 4.2. SUPPORT FOR EFFICIENT PROJECTS FOR EXPERTISE AND SMART AND SUSTAINABLE INNOVATION**

Minimum project budget: 3,000 euros.

Aid intensity: minimum 35% and maximum 40% for the agri-food industry and 45% for other projects.

Maximum amount of aid: 18,000 euros

Other Spanish Autonomous Communities also have incentives for local and homemade food. However, manufacturers must register with an official registry to ensure they meet the minimum requirements

for producing “safe” food. For example, in the AC of Aragon there are subsidies for the development and promotion of the local sale of agri-food products.

Circular AGM / 339/2021 of 25 March confirming the regulatory basis for subsidies for the promotion of the local sale of agri-food products in Aragon. The purpose of this circular is the Aragon Subsidies of 25 March 2015 and the Aragonese Government’s Decision 136/2013 of 30 July on agriculture, livestock and environmental subsidies, which is not against it.

Beneficiaries are persons engaged in agricultural and livestock production, who are professional farmers in accordance with the provisions of the Law on the Modernization of Agricultural Enterprises of 4 July 1995 and are registered in the Register of Farmers and Farmers of the Aragon Autonomous Community. Structuring and regulating the local sale of Aragon’s agri-food products and the production of local organizations and agriculture and forestry in the local sales database of Aragon agri-food products, regulated by the Government of Aragon’s Decision No. The way of presentation of the communication of people or their groups has been created. Subsidies have the following features:

The subsidies provided in this Order may not exceed the maximum limit of 80% of eligible and justified expenditures.

2. The maximum amount of subsidies to be granted to persons dedicated to the local sale of their own products may not exceed EUR 200,000 in any period of three fiscal years, in accordance with the provisions of Regulation (EU) No. 1407/2013 of the Commission of 18 December 2013.

3. The subsidies provided in this scheme are fully funded by the Administration of the Autonomous Community of Aragon.

Moreover, all over Spain there are calls for subsidies for the self-employed to mitigate economic losses.

### 8.3. GRANTS AND SUPPORTS IN ESTONIA

Small businesses and producers benefit from supports in Estonia. These processes are regulated by the Ministry of Rural Affairs and support is implemented through the Estonian Agricultural Registers and Information Board funded by the European Agricultural Guarantee Fund. Small producers can apply for a support of a maximum of € 1250 per applicant.

#### **Support to small producers in agriculture**

This support is available for small agricultural producers by the Estonian Agricultural Registers and Information Board. The aim of this support is to increase the competitiveness of small producers and to diversify production, to help agricultural producers to bring regional products to the market and to find new marketing solutions for them. In this case, all small producers dealing with animal husbandry or fruit and vegetable cultivation can apply for this support.

#### **Support to young producers in agriculture**

This cooperation is also funded by the Estonian Agricultural Registers and Information Board and includes the support of young farmers in agriculture to increase the number of young agricultural entrepreneurs in the field. The cooperation helps support the start of agricultural production or the acquisition of a company in this field. Applicant must be under 40 years of age.

#### **Project “Innovation in organic plant production” by the non-profit organization “Organic club”**

The aim of this project is to support organic plant producers to increase the competitiveness of organic production and the sustainability of the economy and the environment. The law includes the support of organic crop and vegetable growing.

## 8.4. GRANTS AND SUPPORTS IN HUNGARY

Every year there is the opportunity to apply for funds to promote national values and Hungaricums in Hungary and abroad. The Hungaricum grant is a one-time, non-refundable grant.

In addition to the Hungaricum grant, it is also possible to apply for various state and local government programs to support small farms, such as rural development programs. This program is a 5-year lump sum to modernize the processing of manufactured raw materials and the technology used to produce traditional, artisanal products. (Anonim 2021ü, Anonim 2021v).

In addition to subsidies, farmers who operate to produce certain crops on their own farms are also entitled to various tax breaks. (Anonim 2021y).

Manufacturers and brand owners can also apply for the High Quality Food (HQF) trademark scheme, a new, reliable, professional and scientifically unquestionable, value-creating domestic quality system that distinguishes high-quality foods from other products in the commercial product range. HQF is a new national trademark system based on a unique complex inspection system based on the National Office of Food Chain Safety. Unlike many other trademarks, it is not the intention that all products bear the HQF trademark. Only high quality products deserve recognition. (Anonim 2021z).

## 9. HOW CAN I SELL HOMEMADE FOOD PRODUCTS?

Homemade food products are usually marketed and sold through the following channels:

- Via website
- Through close relations, to the environment
- Markets provided by local governments, through stands
- By means of exhibitions, fairs, bazaars
- Via store and sales office
- Via private sector channels (eg markets, cafes and restaurants)
- Through consumption cooperatives



**Intermediary system:** Women's co-operatives, especially those engaged in contract manufacturing, need a top intermediary for marketing because they are at the bottom of the contract manufacturing chain. However, the intermediation system creates a competition between women and cooperatives and decrease the wages and therefore decrease the value of labor. For this reason, women's cooperatives try to create sales channels without intermediaries.

**Social Market:** There are institutions and structures that buy the products of women's cooperatives to support women and to support women's empowerment. For example, some companies declare that they offer such support within the scope of their local government units social responsibility project.

- Important aspects in expanding the marketing field:
  - The fact that the products meet certain standards and are original
  - Good promotional activities, effective use of the press, especially the internet.
  - Women's co-operatives in different places develop good relations and expand areas to sell each other's products.
  - Fairs, exhibitions, festivals are very important areas for marketing. These can be tracked and requested from local governments and chambers of commerce.

## 10. COOPERATIVENESS

A cooperative is an organizational model that is established and managed by people who come together to realize their common goals, and has both economic and social goals. According to the International Cooperative Association, a cooperative is "an autonomous body of people who voluntarily come together to meet their common economic, social and cultural needs and aspirations through a jointly owned and democratically controlled enterprise". In this context, cooperatives are partnerships established to meet the economic, social and cultural needs of people in cooperation with other people or to protect their common economic interests.

## **FOUNDATION PROCEDURES OF COOPERATIVES**

### **1. WHICH COOPERATIVES ARE ESTABLISHED BY THE MINISTRY OF COMMERCE / PROVINCIAL DIRECTORATE OF COMMERCE ACCORDING TO THE COOPERATIVES LAW?**

It is possible to list the cooperatives to be established by the Ministry of Commerce, General Directorate of Tradesmen, Craftsmen and Cooperatives as follows.

- 1) Agricultural Sales Cooperatives
- 2) Tradesmen and Craftsmen Credit Guarantee Cooperatives
- 3) Road Cargo Cooperatives
- 4) Road Passenger Transport Cooperatives
- 5) Sea Freight Cooperatives
- 6) Seaway Passenger Transport Cooperatives
- 7) Women's Enterprise Production and Business Cooperatives
- 8) Consumption Cooperatives
- 9) Supply Dispatch Cooperatives
- 10) Tourism Development Cooperatives
- 11) Small Art Cooperatives
- 12) Fresh Vegetable and Fruit Marketing Cooperatives
- 13) Marketers Business Cooperatives
- 14) Production and Marketing Cooperatives
- 15) Mutual Insurance Cooperatives
- 16) Education Cooperatives
- 17) Renewable Energy Production Cooperatives
- 18) Service Cooperatives

- 19) Child Care Services Cooperatives
- 20) Scientific Research and Development Cooperatives
- 21) Publishing Cooperatives
- 22) Housing Estate Management Cooperatives
- 23) Wholesale Business Cooperatives

The superior organizations of these cooperatives (Unions).

### **1. How are cooperatives established?**

According to the Cooperatives Law, a cooperative is established with an articles of association signed by at least 7 partners. The signatures on the articles of association must be approved by the Trade Registry Directorate.

### **2. Preparation, signing and approval of the Articles of Association**

After seven people come together for the establishment of the cooperative, the articles of association must be prepared and each page must be signed by the 7 founding partners and the signatures must be certified by the trade registry directorate. In practice, sample articles of association prepared by the Ministry of Trade (Cooperatives Law Art.88) are used. However, it is not mandatory to use sample articles of association. Provided that they carry the provisions of Article 4 of the Cooperatives Law and comply with the mandatory provisions of the law, the founders can prepare articles of association as they wish. However, in this case, the establishment permit should be obtained from the Ministry of Commerce, not from the Provincial Directorate of Commerce.

The Ministry of Commerce has delegated its authorization to the Provincial Directorates of Commerce, provided that the sample articles of association for road freight, road passenger consumption, tourism development, supply distribution, small arts, fresh vegetable and fruit marketing, women's initiative production and management, education and service cooperatives are accepted exactly.

Likewise, in the articles of association; Permission procedures for changes in title, headquarters, capital and shares are also carried out by the Provincial Directorates of Commerce.

### **3. Required Documents for the Establishment Applications of the Women's Enterprise Production and Processing Cooperative to the Provincial Directorate of Commerce**

In order to grant the establishment permission to the cooperative, two copies of the petition are written to the permission authority. In this petition, it is clearly stated that  $\frac{1}{4}$  of the cash capital committed by the founders is deposited in a special account to be opened in the name of the cooperative being established in a bank affiliated to the Banking Law No. 5411, in a way that only the cooperative can use. While the original of this petition is given to the permitting authority, its copy is kept in the establishment file of the cooperative.

The following documents are given to the permitting authority.

**a) Permission petition:** It is sufficient for the permit petition to be signed by one or more of the founders.

**b) Articles of Association:** Six articles of association signed by the founders, two of which are approved by the trade registry manager, and four of which are photocopied from approved copies are given to the authorizing authority.

If the cooperative is established in the Ministry, the Ministry retains two copies, which are photocopies, after the annotation regarding the establishment, and returns the other four copies to the founders. The Ministry removes one copy in its establishment file and sends the other copy to the Provincial Directorate of Commerce, where the headquarters of the cooperative is located.

If the cooperative is established in the Provincial Directorate of Commerce, the relevant Directorate keeps one copy which is a photocopy and returns the other five copies to the founders, after the relevant Directorate has annotated the organization.

**c) Establishment information form:** In this form, the title and address of the cooperative, the number of founding partners, and telephone number, if any, are written. In addition, the identity information of the first board of directors and supervisory board members is also written on the form.

**d) Bank receipt:** A bank receipt showing that at least  $\frac{1}{4}$  of the founding capital of the cooperative has been deposited into a special account opened in a bank in the name of the cooperative being established.

**e) Criminal record documents:** For those whose criminal record documents belonging to the first board of directors and supervisory board members cannot be proven with a document from the conditions of election (relatives, kinship and other) a written undertaking should be given.

#### **4. Inspection and permission by the Ministry (or Provincial Directorate)**

The permitting authority examines the establishment applications from two sides. These are in terms of form and in terms of substance. The examination in terms of form consists of investigating whether the documents we have mentioned before exist, and whether the articles of association with these documents contain the generally accepted forms. In the examination in terms of its merits, it is investigated whether the articles of association contradicts the mandatory provisions of the Cooperatives Law and whether the mandatory provisions are included in the articles of association as per the Cooperatives Law.

#### **5. Registration and announcement of the cooperative for establishment**

The registration of the cooperative is made in the trade registry. The trade registry is kept by the chambers of commerce and industry or the trade registry directorates to be established within the chambers of commerce under the supervision and control of the Ministry of Commerce. If there is no chamber or if there is no adequate organization,

the trade registry is kept by the trade registry directorate in a chamber to be determined by the Ministry of Commerce. Trade registry managers are obliged to examine whether all the conditions stipulated by the Law and the Trade Registry Regulation are fulfilled for the registration of the event whose registration is requested.

## **6. Letter of Undertaking**

The directorate also requests a letter of undertaking from those who want the registration of the cooperative, apart from the registration petition and the documents pertaining to the signatures.

The title of the cooperative, its capital, its headquarters and the date of establishment of the cooperative are clearly indicated in the undertaking.

It is signed under the undertaking by stating that the information it contains is correct, and if the opposite is determined, the responsibility belongs to the person or persons who signed the undertaking.

The information that should be included in the undertaking can also be declared in the application petition. In this case, a separate undertaking is not required.

## **7. Inspection by the registry manager**

There is no provision in the Cooperatives Law regarding the examination to be carried out by the registry manager. In this regard, it is necessary to go to the Turkish Commercial Code. Accordingly, the registry manager is responsible for examining the following issues.

## **8. Matters to be registered and announced**

According to Article 3 of the Cooperatives Law, the matters to be registered and announced are as follows:

- 1) The main contract date,
- 2) The purpose, subject and duration of the cooperative, if any,
- 3) Title and headquarters of the cooperative,

- 4) The minimum amount paid for the capital of the cooperative and its cash portion, and the value of each partnership share,
- 5) Partnership share documents are written on the name,
- 6) What the businesses consist of with capital in kind and cash assets taken over and the values appraised for them,
- 7) How the cooperative will be represented and supervised,
- 8) Names and surnames of the members of the board of directors and persons authorized to represent the cooperative,
- 9) The form of announcements to be made by the cooperative and, if there is a provision in the articles of association on this matter, how the decisions of the board of directors will be notified to the shareholders,
- 10) Branches of the cooperative: Cooperatives can open branches in and outside the country if they deem necessary. Branches are registered in the trade registry of the place where they are located by referring to the registry record of the center.

The provisions regarding joint stock companies are applied by analogy in the registration applications regarding the issues not mentioned above regarding the cooperatives.

### **9. Obtaining the registry certificate**

After the establishment of the cooperative is registered in the trade registry, a registry document (certification) is issued by the registry director and given to the relevant persons (Trade Registry Regulation article 16).

In this document, information such as the MERSIS (Central Civil Registration System) number, the trade name of the cooperative, the field of activity of the cooperative, the capital of the cooperative, the persons authorized to represent the cooperative at the time of issuing the document are included. In case the certification becomes unusable or is lost, a new certification is issued upon the request of the relevant parties, by collecting the expenses and fees. The registration certificate is

valid as long as there is no change in the information in the certificate or a new one is issued.

## **10. Announcement**

The registered facts are announced unless there is a contrary provision in the Law or the Trade Registry Regulation. After the above-mentioned transactions are completed, the Trade Registry Manager sends the issues to be announced in an appendix to the Trade Registry Gazette via MERSIS (Central Civil Registration System).

## **11. Effect of registration and announcement on third parties**

Registry records, wherever they are located, have legal consequences for third parties starting from the business day following the date of announcement of the registration in the registry gazette. If the entire advertisement is not published in the same copy, it will have legal consequences as of the business day following the publication of the last part. These days will also start the periods that will start to run from the date of the announcement of the registration. Special provisions regarding the fact that a fact will have consequences for third parties immediately upon registration or that the periods will run immediately are reserved. The claims of third parties that they do not know the registry records that have started to have consequences against them are not heard.

A fact that has not been registered even though its registration is mandatory, or that has not been registered but announced while its declaration is mandatory, can only be claimed against third parties if it is proven that they knew or should have known about it.



## **2. WHICH AGRICULTURAL PURPOSE COOPERATIVES ARE ESTABLISHED LICENSE BY THE MINISTRY OF AGRICULTURE AND FOREST / PROVINCIAL DIRECTORATE ACCORDING TO THE COOPERATIVES LAW?**

These are the agricultural cooperatives established in accordance with the Cooperatives Law No. 1163:

1. Agricultural Development Cooperative
2. Irrigation Cooperative
3. Fisheries Cooperative
4. Beet Growers Cooperative

### **WHAT IS THE PURPOSE OF AGRICULTURAL DEVELOPMENT COOPERATIVE?**

The aim of the Agricultural Development Cooperative, which is the best example of the uniform multi-purpose cooperative model,

- \* To improve the agricultural production of its partners,
- \* To carry out procurement, supply, operation, marketing and evaluation activities related to their needs,
- \*To help its partners to develop economically and socially, to increase their economic power.
- \*To take measures to ensure the development of handicrafts and agricultural industry.

In order to achieve this aim, the Agricultural Development Cooperative chooses any/several working subjects that are written in 18 articles in its main contract and tries to provide the best service in this regard (Ministry of Agriculture and Forestry, 2021).

These agricultural cooperatives can be established in rural settlements such as villages, towns and district centers in order to carry out activities related to their purpose and working areas. Since the establishment of the cooperatives generally requires the same procedures, the establishment

process of the Agricultural Development Cooperatives is summarized below as an example.

## **ESTABLISHMENT STAGES**

### **Phase One:**

\* In order to establish a cooperative in order to carry out agricultural activities in a settlement, a founding committee consisting of at least 7 farmers is formed. (If the cooperative to be established will operate in more than one settlement center, at least one founding partner must be recruited from the settlements within its field of activity.)

\*The petition and “Settlement Place” documents bearing the signature of the farmers in the enterprising committee and stating the demand for establishing an agricultural development cooperative are submitted to the Provincial Directorate of the Ministry of Agriculture and Forestry.

(Documents required to be included in the petition and its annexes;

Copy of Identity Card,

Proof of Identity Registration,

Certificate of residence)

\*The study money is deposited to the Revolving Fund Accounting Office by the founders of the cooperative.

\* An “Institutional Study Report” containing positive/negative) is prepared with the opinions and proposals of the Rural Development and Organization Branch Directorate on whether or not the cooperative will be established as a result of on-site inspections and evaluations regarding the natural resource and agricultural potential, geographical, socio-economic status of the settlement(s) where the cooperative will be established by the survey commission established by the Provincial Directorate of the Ministry. If the Ministry Provincial Directorate finds the establishment study report positive and approves the establishment of the cooperative, it approves the “Study Notification”.

## Second Stage

\* Before the articles of association are filled, the founding partners in the founding committee determine the members of the “Temporary Board of Directors” to serve until the registration and announcement of the cooperative establishment process and the general assembly meeting of the establishment. These members and the managers and auditors to be elected later must not be relatives up to the 3rd degree (including this degree).

\* The blanks for the articles of association downloaded from the website of the Ministry to be filled in by the founding committee are filled in duly to confirm the information in the study report and signed in the presence of authorized personnel at the Trade Registry Directorate. The signed articles of association are sent to the Provincial Directorate.

\* The founding capital consisting of prepaid partnership shares (at least  $\frac{1}{4}$  of the capital committed by each founding partner) is taken into custody by the Temporary Board of Directors and this issue is declared in a minute.

## Final Stage

\* An articles of association containing the registration annotation of the Local Trade Registry Office and a Trade Registry Gazette in which the announcement is published, a bank receipt showing that the founding capital has been deposited into the bank account opened in the name of the cooperative, and a petition containing the request for the general assembly of the establishment are delivered to the Provincial Directorate within one month at the latest.

\* The “Foundation General Assembly Meeting” is held within one (1) month following the publication of the establishment announcement of the cooperative in the Turkish Trade Registry Gazette. The principal members of the board of directors and supervisory board of the cooperative are elected.

\* In addition, the documents related to the establishment of cooperatives are checked by the Ministry Provincial Directorate in accordance with the Law on Cooperatives No. 1163, the Ministry's Authority on Delegation of Authority, the Establishment Procedure and Task Instruction of Agricultural-Purpose Cooperatives, which entered into force with the date of 08.04.2004 and the Ministry Circular. If there are deficiencies in the establishment process, they are corrected and kept in the archives of the Ministry Provincial Directorate in the cooperative files (Ankara Provincial Directorate of Food, Agriculture and Livestock, 2015).

### **Required Documents for Agricultural Development Cooperative Establishment Applications to the Provincial Directorate of Agriculture:**

- Copy of Identity Card (7 persons)
- Certificate of Identity Register Copy (7 persons)
- Certificate of Residence (7 persons)

Although cooperatives are of different types, they are all formed in accordance with the same international definition and follow the same seven cooperative principles. The International Cooperative Association (ICA), which represents national cooperative associations at the international level, defines a cooperative as “an autonomous association of persons who have voluntarily come together to meet their common economic, social and cultural needs and aspirations through a jointly owned and democratically controlled enterprise”. ICA has identified seven principles regarding cooperatives: voluntary and open partnership, democratic control of members, economic participation of members, autonomy and independence, education and information, cooperation between cooperatives and social responsibility (Anonim, 2021a).

Cooperatives employ 280 million people worldwide. This accounts for 10% of the world's employed population. With 84 member organizations representing 176,000 cooperatives in Europe, 141 million members and 4.7 million employees, cooperatives create much more employment than multinational companies (Anonymous 2021b).

The cooperative model has been applied in Turkey for more than a century to improve employment opportunities, provide products and services, and contribute to the economy.

Many studies have been carried out in Turkey on women's employment. One of the initiatives in this context is the "Project for Increasing Women's Access to Economic Opportunities" carried out in partnership with the Ministry of Family and Social Policies and the World Bank. This project aims to enable women to access economic opportunities and benefit more from better employment opportunities in Turkey. The project focuses on strengthening the evidence-based infrastructure necessary for developing policies towards these goals, collecting data and information and sharing them with key actors and stakeholders, and carrying out supportive activities for specific groups. One of these particular groups is women's cooperatives and their partners in Turkey (Anonim 2015).

A Cooperation Protocol on Strengthening Women's Cooperatives was signed between the Ministry of Agriculture and Forestry, the Ministry of Family and Social Services and the Ministry of Commerce to strengthen women's cooperatives, ensure their sustainability, develop their institutional capacities, increase and expand their visibility, and ensure effective participation of women in economic and social life through cooperatives. .

The "My Sister" project is carried out in partnership with the Union of Chambers and Commodity Exchanges of Turkey, Habitat Association and Coca-Cola Turkey, in order to support women to strengthen their social and economic position and take an active role in economic development by equipping them with the necessary knowledge and skills for their participation in economic life. (<https://kizkardesim.net>).

Women's cooperatives in Turkey are positioned between organizational structures for economic purposes only and those for social purposes only. It is known that most of the women's cooperatives in Turkey were founded, operated and owned by women. They carry out a wide variety of activities. Food is one of these activities. The majority of the members of these cooperatives are women between the ages of 40-60, married, having 1-3 children and having different education levels. For many, their cooperative is the source from which they earn their independent first income. This income is important for both households and their eigenvalues.

Although there are many associations leading the way in this regard in Turkey, "Saitabat Village Women's Solidarity Association", "Doğancı Village Women's Solidarity Association" and "Oylat Boğazı Women's Agricultural Development Cooperative" can be given as good examples in Bursa.

When we look at the establishment story of the "Saitabat Village Women's Solidarity Association"; The association is the first women's solidarity association in Turkey, founded on the idea that during a visit to the village of Cumalkızık, one of the very old villages of Bursa, where authentic village houses are located in 2002, it was seen that breakfasts with pancakes were prepared in these touristic houses in the village, but all these works were carried out individually.



In 2009, “Cumalıkızık Village Women Education, Solidarity and Development Association” was founded and started its activities.



“Doğancı Village Women’s Solidarity Association” was established in 2011 with the cooperation of 16 village women, as a continuation of the BEBKA project, “Old motifs meet in the future”.







## • COOPERATIVES IN SPAIN

Agri-Food Cooperatives Spain CAE is the organization that represents and defends the economic and social interests of the Spanish agri-food cooperative movement. It consists of 16 Federation and Regional Agricultural Cooperatives Association and a secondary cooperative (Agrocantabria) that provides support and services to agri-food cooperatives in their Autonomous Communities.

Thus, the Spanish CAE is the joint body advocating the interests of Spanish agri-food cooperatives from all different Autonomous Communities to the national Administration, the European Union and other social and economic agents. In this way, Agri-Food Cooperatives Spain join forces to defend the interests of farmers and cattle breeders.

In addition, training, information and consultancy services are also offered through the Agri-Food Cooperatives Spain offices in Madrid and Brussels, which contribute to increasing the effectiveness of the agri-food cooperative movement to achieve its economic, social and humanitarian goals.

The mission of the Spanish Agri-Food Cooperatives is to promote, represent and support the agri-food cooperative movement for the

sustainable development of the Spanish agri-food sector and rural areas, strengthen a profitable, competitive, well-sized and professionalized business model and contribute to increasing the profitability of farmers and cattle breeders.

The Spanish CAE is also responsible for promoting, advocating and developing the agri-food cooperative movement as an entrepreneurial model that allows farmers and cattle breeders to participate in the added value of their products and provides greater transparency and stability to agricultural markets.

At the same time, the cooperative business model helps to prevent the decline of the rural population, to create and maintain employment in the areas where cooperatives are established, to contribute to the sustainability of the environment and rural development. In addition, cooperatives are proving to be a very efficient tool for controlling the traceability, quality and safety of agricultural products along the entire chain from producer to consumer.

The three activities carried out by the Spanish Agri-Food Cooperatives are:

Cooperativas Agro-alimentarias in Spain, in close cooperation with the Regional Federations of Cooperatives, implemented a program of action under the agreement formula signed with the Spanish Institute for Women and Equal Opportunities. This project has made progress in terms of equal opportunities in the agri-food sector, has reached significant levels of awareness and sensitivity, and has been transformed into the principle of “More women in Management Councils, better cooperative companies”.

12 Spanish Autonomous Communities, including Galicia, Asturias, Aragon, Catalonia, Valencia, Murcia, the Balearic Islands, Andalusia, Extremadura, Castilla-La Mancha, Castilla y Leon and the Basque Country, have actively participated in the implementation of this mainly targeted program.

CAE's belief and effort in working on Equal Opportunity in the cooperative agri-food sector and presenting it in a way that extends to most of the CAE representative bodies has enabled the CAE to reach approximately 5,000 people, over 80% of whom are women.

The program of action, carried out through the cooperation agreement, has enabled the CAE to carry out about 400 activities of different types, developing in most of the Spanish territory, among which are related to:

- Awareness of management councils and cooperative members.
- Educational programs with different structures and themes.
- Transfer of knowledge and good practices on different topics and targets.
- National meetings / workshops allowing women's co-operatives

Women's Association of Spanish Cooperatives Agro-Alimentarias, AMCAE (Proportion of women in rural development within the scope of the Spanish Ministry of Agriculture, Fisheries and Food funding to national rural women's organizations to carry out activities of special interest to improve the role), Women in Agri-food Cooperatives: Regional sustainability and the guarantee of progress in rural areas", which enables it to reach a significant number of women. The cooperative agri-food sector addresses the necessary issues that undoubtedly contribute to the progress and development of the rural environment.

Based on the fact that rural development is the core on which the action program revolves, the CAE also promotes the presence of other women who carry out their core activities in this rural setting, paying particular attention to the role that cooperative women play in this programme. The CAE does not overlook the need for the rural world to be equipped with professionals from all branches and specialties who lay solid foundations for the maintenance of villages.

## • COOPERATIVES IN ESTONIA

### **Support to small producers in agriculture**

This support is available for small agricultural producers by the Estonian Agricultural Registers and Information Board. The aim of this cooperation is to increase the competitiveness of small producers and to diversify production, to help agricultural producers to bring regional products to the market and to find new marketing solutions for them. In this case, all small producers dealing with animal husbandry or fruit and vegetable cultivation can apply for this support.

### **Support to young producers in agriculture**

This cooperation is also funded by the Estonian Agricultural Registers and Information Board and includes the support of young farmers in agriculture to increase the number of young agricultural entrepreneurs in the field. The cooperation helps to support the start of agricultural production or the acquisition of a company in this field. The applicant must be under 40 years of age.

### **Project “Innovation in organic plant production” by the non-profit organization “Organic club”**

The aim of this project is to support organic plant producers to increase the competitiveness of organic production and the sustainability of the economy and the environment. The law includes the support of organic crop and vegetable growing.

In recent years, especially with the rise of the organic agriculture trend, various cafe and restaurant chains have started to supply products from women's cooperatives. However, there are certain criteria that the private sector seeks for procurement. For example, they demand large-scale production, “competitive price” and a certain standard of quality, packaging, hygiene. One of the reasons why the private sector has turned to women's cooperatives is that the support they give to women also provides them with promotion and advertising, that is, it brings prestige (Anonim 2018b).

## 11. MARKETING

Marketing awareness is one of the oldest human activities and is seen as the newest business discipline.

Marketing has 4 main points;

### - Defining, Selecting and Developing the Product:

You've come up with an idea for a product you want your business to sell. So what's next?

If you start selling right away, you probably won't be successful.

Instead, you need your marketing team to do market research and answer some critical questions; Who is your target audience? Is the market suitable for this product? On which platforms will you sell the product?

How do product developers need to change the product to make it successful? What do the focus groups think about the product and what questions or requests do they have?

Marketers use the answers to these questions to help businesses understand product demand and improve product quality by talking about concerns from focus group or survey respondents.

When it comes to food and beverage businesses, it's especially important to find an angle to differentiate yourself. If you already have a passion or hobby for what you want to do, you need to validate your idea by making sure there is a market for your product.

If you're not quite sure yet, you can look at promising food trends and lifestyles. If the market for your product is saturated, you will need to find a way to stand out.

Once you have decided on your product line, you need to procure your materials. Regardless of how you source your materials, their traceability is an important issue.

Some types of food can be made and sold directly in your home kitchen, but you should refer to the relevant legal requirements in your country.

### **- Determination of Price:**

In order to determine the price, you can do research on competing products, and you also need to know how much budget your customer portfolio will allocate for that product. One of the ways to find out is by conducting surveys. If the price is too high, you won't have much impact on a solid customer base. Even if the price is very low, you may lose more money than you will earn.

### **- Delivery Channel Selection to Reach the Customer on-Site:**

Using consumer preferences and analysis on how and where your product will be sold is critical.

There are many ways to sell your products both online and offline. The more you diversify your sales alternatives, the better.

You can sell your products wholesale to local stores, attend fairs and farmers' markets, as well as sell online, which is one of the recommended sales methods at the beginning.

### **- Development and Implementation of Promotion Strategy:**

One of the things that needs to be done to increase awareness and interest in your product is online or print advertisements, promotional events or discounts. All these practices will ultimately lead to more sales. At this stage, you will need to use methods such as public relations campaigns, advertisements or social media promotions.

### **What are the Differences Between Advertising and Marketing?**

Marketing entails product development, market research, product distribution, sales strategy, public relations and customer support. Marketing is essential at every stage of a business's sales journey.

On the other hand, advertising is just one component of marketing. It is a paid strategic effort to spread awareness of a product or service, but it is not the only method marketers use to sell a product.

## 12. MARKETING MODELS



Although entrepreneurship is an important issue, a significant number of entrepreneurial experiences fail every year. In particular, the probability of failure of entrepreneurs who have their first entrepreneurial experience is relatively high compared to experienced entrepreneurs. Statistics show that entrepreneurial stories of new entrepreneurs who experience their first venture often fail. The reasons for failure can be grouped under 3 main headings. These are financial problems, marketing problems and qualification problems. The problems faced by unsuccessful new entrepreneurs in researches are listed in order of importance as not being able to find loans from financial institutions, not finding qualified workforce, having difficulty in competition, lack of capital, not being able to make deferred purchases, wrong timing, lack of education/information, not doing market research, not being able to differentiate the product and inexperience. (Keskin, P. 2018).

Successful marketing practices are undertaken by businesses that can uncover new opportunities, apply innovative techniques to deliver products/services to the market, and meet the needs of a successfully selected target market. Successful marketing is also an indicator of successful entrepreneurship. (Dal, N. E. and Dal, V. 2016).

According to Morris, Schindehutte, and W. LaForge, there are seven basic dimensions of entrepreneurial marketing. Four of these dimensions, proactivity, calculated risk taking, innovation and opportunity orientation, are derived from the entrepreneurial work of businesses. A fifth dimension, resource leverage, is the single most emerging and most emphasized element in marketing and is also a common element with entrepreneurship literature. The last two dimensions, customer concentration and value creation, are consistent with the market orientation of businesses (Dal, N.E. & Dal, V. 2016).

### **Proactivity**

Proactivity is about taking an aggressive stance towards opponents. A proactive business tends to take risks with its experience. A proactive business is a pioneer in pursuing opportunities and is bold and assertive.

### **Opportunity Orientation**

Awareness and pursuit of opportunity is the foundation of entrepreneurship and an important aspect of entrepreneurial marketing. Opportunities can be defined as previously unrecognized market positions that are viewed as a continuous source of potential profits. Opportunities in entrepreneurial marketing arise when the market's shortcomings are recognized and how they can be exploited.

### **Calculated Risk Taking**

Entrepreneurial marketing is at the intersection of customer focus and entrepreneurial focus. It is true that these two strategic orientations are interrelated and, above all, contribute to the organizational philosophy as a whole. Entrepreneurial marketing goes beyond the traditional view of market orientation and customer orientation, focusing on customer value, in-depth relationships, and an emotional dimension to the business's marketing efforts. Entrepreneurial marketing includes creative approaches to customer acquisition, customer retention and customer development.



## **Customer Concentration**

Entrepreneurial marketing is at the intersection of customer focus and entrepreneurial focus. It is true that these two strategic orientations are interrelated and, above all, contribute to the organizational philosophy as a whole. Entrepreneurial marketing goes beyond the traditional view of market orientation and customer orientation, focusing on customer value, in-depth relationships, and an emotional dimension to the business's marketing efforts. Entrepreneurial marketing includes creative approaches to customer acquisition, customer retention and customer development.

## **Innovation Focus**

Innovation, which has been claimed many times to constitute the essence of entrepreneurship, is the commercial value through the transformation, combination or synthesis of knowledge by embodying it in the form of new resource, product, process, service, management technique or technology that creates original, relevant, unique solution and value to fulfill organizational functions. known as the winning process.

## **Resource Lever**

Entrepreneurial marketers don't just have to do business with the resources they have at their disposal. They may also benefit from other sources in a number of different ways.

## **Value Creation**

The focus of marketing used to be business transactions, but today it is relationships. Assuming that creating value is a prerequisite for business transactions and relationships, the focus of entrepreneurial marketing is innovative value creation.

Value is what is received in return for the material or intangible sacrifices made. Quality, price, service, innovation can be counted among them. While quality is a priority of customer satisfaction, value can be considered as a result or output of service quality and explains the benefit obtained relative to price or cost.

## ENTREPRENEUR MARKETING MODEL

Traditional marketing is based on the empirical findings of large enterprises, it aims to standardize by benefiting from economies of scale, the main goal is to dominate the market and keep market dynamics in balance. Entrepreneurial marketing, on the other hand, is based on the practices of entrepreneurial businesses, uses entrepreneurship, and is innovation and opportunity oriented. It is built on creating imbalances and market dynamics in the market.

Knowing the role and importance of entrepreneurial marketing is extremely important for small and medium-sized businesses to increase their performance and gain competitive advantage.

In the digitalizing world, it is extremely important for businesses to adapt quickly and effectively to changing environmental conditions and to develop marketing strategies that lead consumers. In the age of digital economy where rapid changes and developments are experienced, traditional marketing approach and new marketing approaches should be integrated. (Azizoglu A. 2019).

The importance of entrepreneurs and entrepreneurship is widely known. The entrepreneur is extremely important to society, especially in times of recession. Therefore, scientific studies on entrepreneurship and intersections with other academic disciplines such as marketing are needed. One of the most well-known methods of entrepreneurship is to develop new and different products with an innovative mindset. In addition, it is also within the scope of entrepreneurship to determine the needs and wishes of the consumers in advance and to carry out marketing activities that will exceed the expectations of the consumers quickly and effectively. By analyzing the environmental conditions inside and outside the business, it is possible to see the opportunities that the competitors cannot see in the market and to direct the marketing practices with the presence of managers with an entrepreneurial structure. (Azizoglu A. 2019).

Entrepreneurial marketing is also defined as the marketing of small and new ventures or the execution of marketing activities with an entrepreneurial spirit.

How does a team of founders and entrepreneurs take advantage of an opportunity, define or shape it? According to Blank (2005), four steps must be fulfilled to start a new venture. These steps are finding customers, approving customers, creating customers and starting the business. An entrepreneurial marketing model or process has been developed by Osiri (2013) and each P of the marketing strategy is included. Entrepreneurial marketing should combine the opportunity-oriented approaches of the founders with the innovation-oriented approaches of the customers when embarking on a new venture. According to the founder's point of view; Entrepreneurial marketing is about creating and shaping opportunities. To achieve this, entrepreneurs must explore, examine, exploit and expand opportunities (4Es of Entrepreneurial Marketing). The 4 E's of entrepreneurial marketing create an entrepreneurial marketing process. Entrepreneurial marketing is really for startup businesses and so the 4Ps of marketing (product, price, place and promotion strategies) must be activated while taking advantage of opportunities. Throughout the entrepreneurial marketing process, the 4Ps of marketing should be considered, but focusing on one of the four strategies (Dal N. E. and Dal V. 2016).

### 13. HOW CAN I PARTICIPATE IN E-COMMERCE ACTIVITIES?



Types of commerce are classified as retail, wholesale, foreign and e-commerce. All of these trade types can be applied in the marketing systems of food products. Depending on the structural characteristics of the existing food products, the most appropriate marketing system should be preferred. In particular, the marketing system to be preferred in the marketing of products such as hot meals should be decided by considering the perishability of the product.

Retail trade is a form of sale based on the sale of goods individually or in a few pieces rather than in bulk.

Wholesale trade is a form of selling goods in bulk, not retail. The price of the product in wholesale is lower than in retail. Payment methods such as checks and promissory notes are generally used in wholesale sales.

Foreign trade is defined as all of a country's imports and exports, that is, imports and exports.

The direct benefits of exports to companies in foreign trade are as follows;

- It gives the opportunity to expand the market share.
- If the capacity in the domestic market is not fully used, it provides the opportunity to increase production, reduces the dependence on the domestic market, or gives the opportunity to compensate for the stagnation in the domestic market.
- It gives the opportunity to spread the competition in the domestic market by entering foreign markets.
- It reduces the cost of entering the foreign market and market research by exporting tried and tested products in the domestic market.
- Intense competition in international markets encourages exporters to adapt their products to the needs of the market, thus achieving technological “know-how” development. (Vural H.2014).

E-commerce is a shopping method that allows trading or placing an order for any product or service on a website with various payment methods.



Advances in technology have contributed to the development of globalization. As a result of the development of technology, people's communication has increased. As the whole world has become a market for the customer, both with the increase in technology and globalization, the expectations of the customers have increased, and in parallel, the customer-centered understanding in marketing has prevailed. Businesses have had to change their organizational structures as a result of the development of technology and global developments, and marketing has become the most important function by getting ahead of production. Thus, production systems started with marketing, not production. (Alabay M.N. 2010).

Entrepreneurial marketing practices are mostly based on technology, especially the use of the internet. For example, marketing on social networks is a new venture. Entrepreneurial marketing practices that businesses can use can be summarized as follows (Azizoğlu A. 2019):

- Making sales using online systems. (A system should be created as simple as possible for customers to sign up for these systems and customers should be encouraged to sign up with special offers.)
- Improving sales by taking into account the feedback.
- Using large online search options. (For example, they can be advertised on search engines to attract customers to the site and store.)
- To contact the editors of the journals to contribute to the promotion.
- Increasing flexibility. (Don't be afraid to compete with the world's largest businesses. Big businesses are slow to make decisions and often lack creativity.) Targeting online customers against big businesses with quick and creative decisions. (Viral marketing should be done on the web using social networks.)
- Carrying out marketing efforts on social networks. (You should be promoted as an entrepreneur on social media.)
- Turning customers into loyal customers. (Loyal customers can help

the business increase sales by giving advice to others.)

- Offering online-only products and services as an alternative source of income.
- Renewing the brand. (Innovation should be the keyword.)
- To know the value of local knowledge. (It is very important to understand the local culture, especially in international organizations.)
- To apply the best marketing practices of businesses operating in other sectors. (Although it may seem unrelated to the business in which it operates, some businesses in other industries may be applying marketing best practices.)
- Integrating with different people. (Work should be done to seek new customers, new suppliers and new financiers.)
- Using targeted consumer-oriented advertisements and integrated marketing communications. (It is possible to benefit from the power of innovation and creativity by establishing a website.)
- Knowing who the buyers of the product and the decision makers in the purchasing decision process and those who influence the purchasing decision are will provide a competitive advantage.



# STEP BYSTEP ENTREPRENEURSHIP

## **Find ideas!**

Whether you have a home-made food production idea, start with a traditional recipe of your family, or after a long research, choose a production method according to your country's consumer preferences.

## **Make a plan!**

Make your preliminary preparations to answer all questions about what to produce, how much to produce, to whom you will sell, and how to sell.

## **Prepare your budget!**

Check whether your budget is sufficient to start this business, if not, research and apply to the institutions and organizations of your country that can support.

## **Let it be your production area!**

Determine the place where you will manufacture, whether it is your home kitchen, a rental workplace, or your cooperative area, prepare it for comfortable working in advance.

## **Get the necessary permissions!**

Obtain the necessary permissions in accordance with the legal regulations of your country and make notifications.





### **Supply raw materials and supplies!**

Procure materials and healthy reliable raw materials that will facilitate your work in accordance with your production preference.

### **Promote!**

Make your presentation in the most accurate way. Try to reach your customers, whether face-to-face, in digital media, or with brochures.

### **Find a market!**

Set up your marketing environment. Make your sales directly or using intermediaries.

## 14. REFERENCES

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