

**DETERMINATION OF AGRICULTURAL POLICY FACTORS AND THEIR
EFFECTS AFFECTING PRODUCERS' PREFERENCE FOR PRODUCTION
OF OILY SUNFLOWER: THE CASE OF THRACE REGION**

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ABSTRACT

In this study, it is aimed to analyze the factors affecting the production preferences of producers of oily sunflower. It covers the provinces of Tekirdağ, Edirne and Kırklareli in the Thrace Region, which is determined as a research area, and stands out especially with sunflower production in our country. The Thrace Region refers to the geographical area where sunflower production is carried out to a large extent in our country with its sunflower cultivation area of 3.1 million. According to the results obtained in the study conducted based on micro data, the availability of the land and the suitability of the production activity and the level of profitability were determined as effective factors in the sunflower production decision of the producers. However, in the selection of sunflower seeds, price and sales channel criteria were determined as determining priority variables. In the study, the problems related to sunflower production activity are raised as high input costs and marketing issues in order of priority. In addition, increasing the supports directed to sunflower production emerges as a producer expectation in the region.

KEYWORDS: Sunflower, Thrace Region, Production, Producer Behavior

1. INTRODUCTION

Our research area covers the whole of the Thrace Region, especially Tekirdağ, Edirne and Kırklareli provinces. This region, which is located in the most North West region of our country, is one of the important regions of our country in terms of plant production. It is possible to come across very different morphological units in our Thrace Region, which is located in the southeastern part of the Balkan peninsula. To list the mainly, it is possible to observe mountains and hills with different elevations, as well as plateaus with less elevation and different large and small plains.

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1-3 November 2023, Antalya, Turkey



Source: Anonymous 2019.

Map 1. Location and location of the Thrace Region in Turkey

2. LITERATURE REVIEW

2.1. Investigation of Sunflower Plantations in the Thrace Region

When the sunflower cultivation areas of Tekirdağ, one of the provinces of our Thrace Region, are examined as the last three years, it is possible to see a wavy cultivation area. In 2018, a total of 1,481,286 sunflowers were planted, while in 2019, this area decreased to 1,365,350. When it comes to 2020, our last evaluation year, we can see that the cultivation area has reached 1,424,669, approaching 2018. In our province of Tekirdağ, where producer preference varies according to different factors, the spread of canola production, especially in competition with sunflower, in some years causes fluctuations in the cultivation areas.

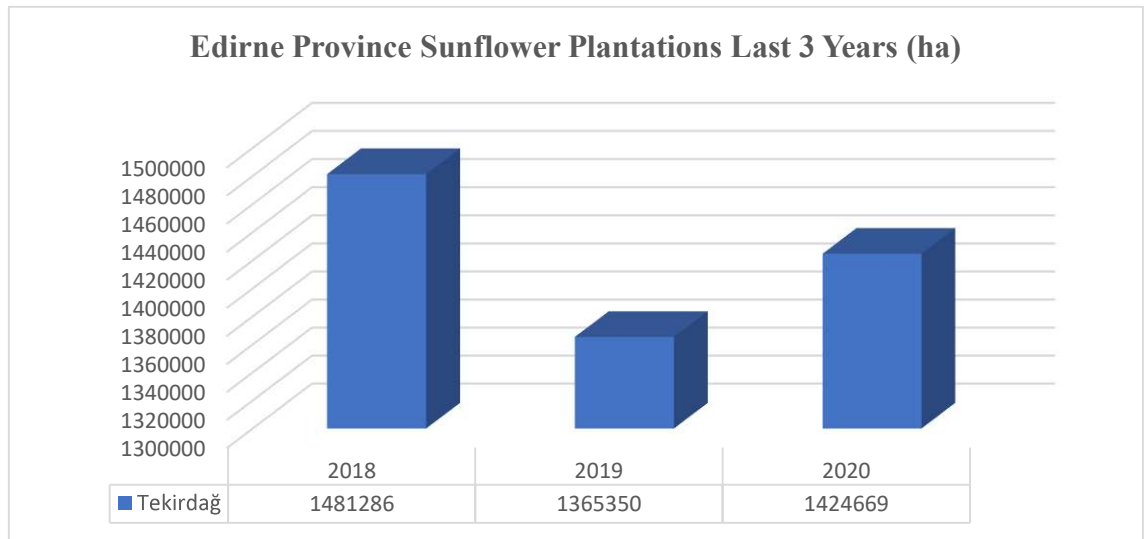


Figure 1. Tekirdağ Province Sunflower Plantations Last 3 Years (ha) (Source: TurkStat, 2020)

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1-3 November 2023, Antalya, Turkey

When our Edirne Region, which is another province of our Thrace Region, is examined, we see that while similar cultivation areas were formed in 2018 and 2019, this area decreased in 2020. The sunflower species, which reached 954,512 cultivation areas in 2018, almost protected its area in 2019 and had 950,498 cultivation areas. When we look at 2020, our last review year, it is possible to say that there is a cultivation area that has declined to 909,155. Here, we can say that the fact that the grain group in particular is more intensively cultivated in the region is a big factor.



Figure 2. Edirne Province Sunflower Plantations Last 3 Years (ha)(Source: TurkStat, 2020)

When we look at our province of Kırklareli, which is one of the important provinces of our Thrace Region, we can say that although it has a parallel cultivation area in 2018 and 2019, there is a significant increase in 2020. Our province, which had a total sunflower planting area of 750,021 in 2018, had 740,511 sunflower planting area in 2019. In 2020, with the increase, it is seen that 778,064 sunflower planting areas are realized in this province.

If the sunflower cultivation areas of our Thrace Region in general are examined, we can say that the highest planting area was realized in 2018. The Thrace Region, which has a sunflower cultivation area of 3,185,809, has not been able to reach this figure again in the last three years. The Thrace Region, which created a sunflower planting area of 3,056,359 with a serious decrease in 2019, reached 3,111,888 sunflower planting area in 2020. These fluctuations in the sunflower planting area can be interpreted as the different gains that alternative species to sunflower cultivation provide to the producers.

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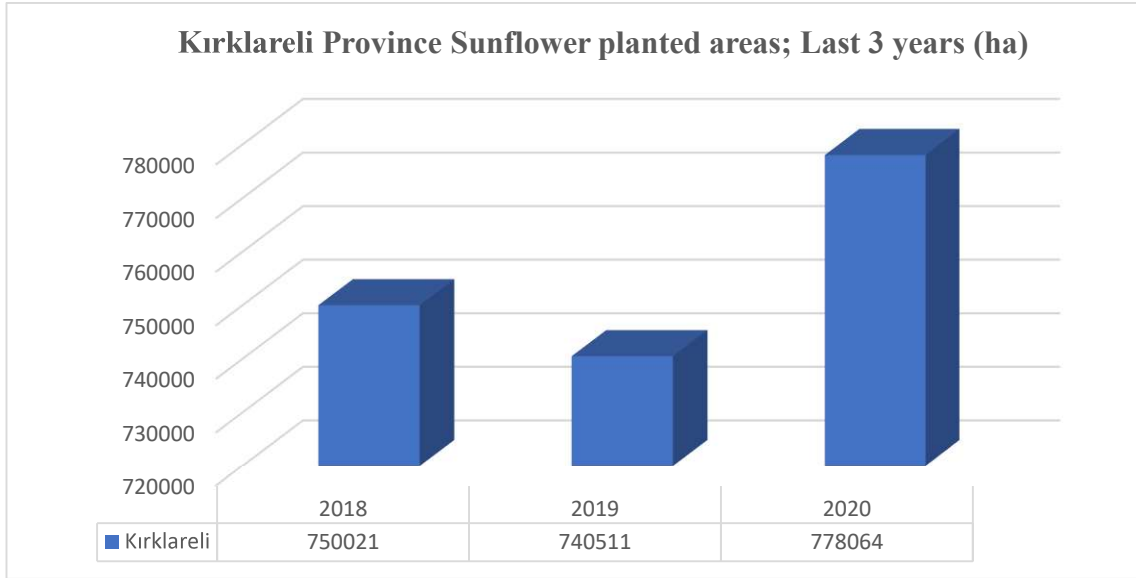


Figure 3. Kırklareli Province Sunflower Plantations Last 3 Years (ha) (Source: TurkStat, 2020)

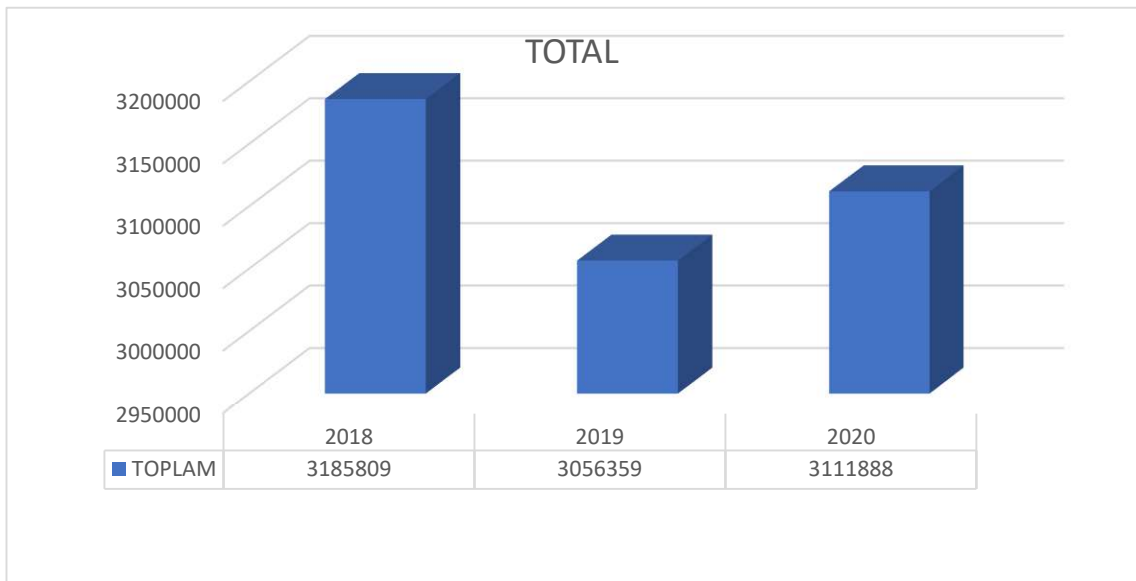


Figure 4. Thrace Region Sunflower Plantations Last 3 Years (ha) (Source: TurkStat, 2020)

2.2. Investigation of Sunflower Production Amounts in the Thrace Region

When we examine the sunflower production amounts of the Thrace Region in the last three years, it is possible to see an increasing graph. Sunflower, which saw a production figure of 777,807 tons in 2018, has reached 802,798 tons in 2019 and 820,836 tons in 2020 with an increasing graph.

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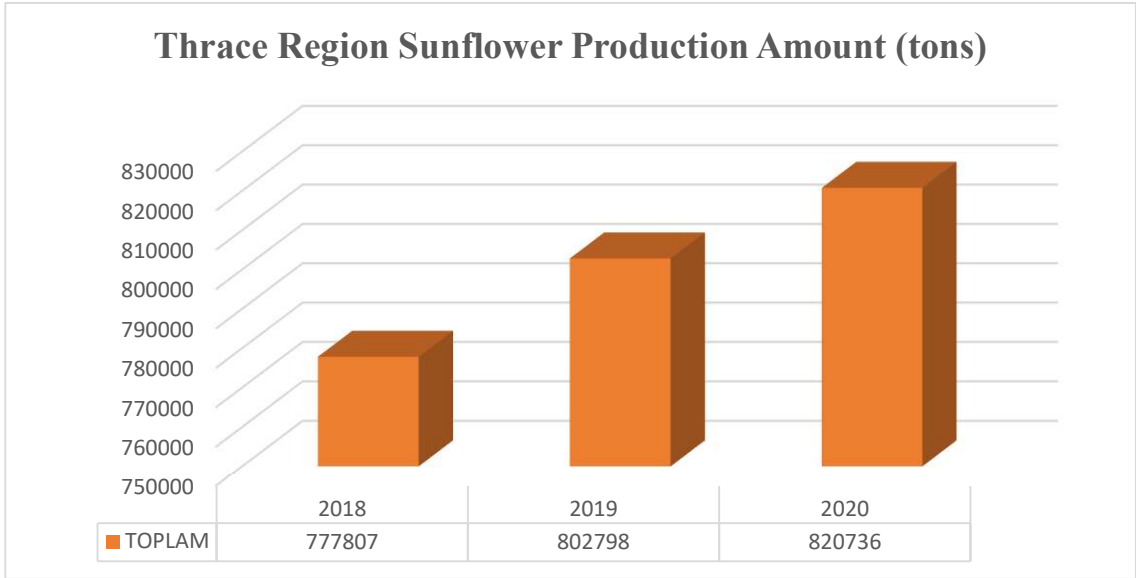


Figure 5. Thrace Region Sunflower Production Amount (tons) (Source: TurkStat, 2020)

2.3. Investigation of Sunflower Yield Averages in the Thrace Region

If we look at the average yield of sunflower obtained from the decares of the Thrace Region compared to the last three years, it is possible to see an increasing graph. While the producers of the Thrace Region, which is the important sunflower cultivation region of our country, obtained an average yield of 247 kg from the decares in 2018, it is possible to say that this figure reached 266.3 kg / da in 2019. However, the fact that the average yield in 2020 was up to 267.7 kg / da is pleasing for our country with sunflower deficit.

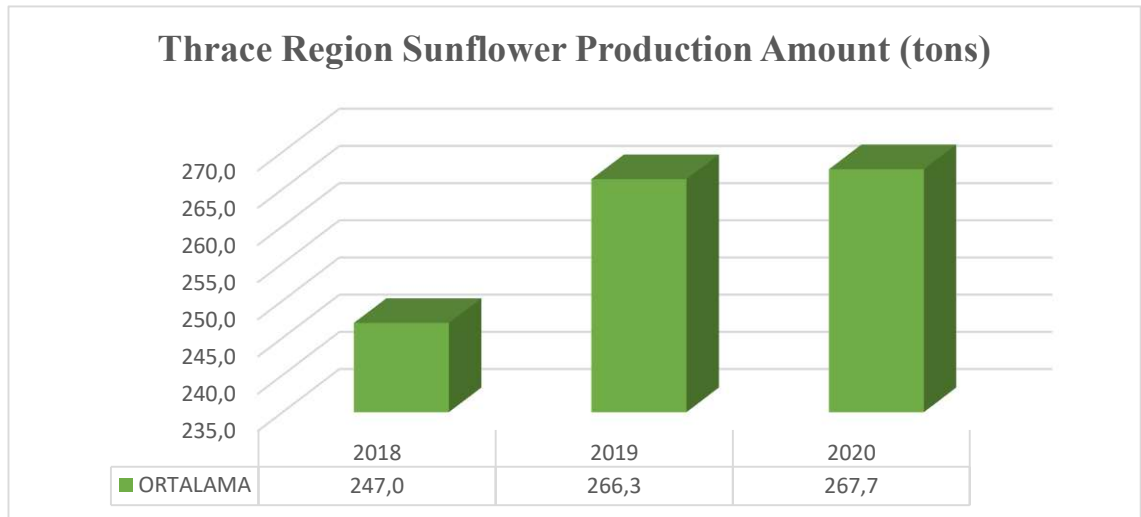


Figure 6. Thrace Region Sunflower Production Amount (tons) (Source: TurkStat, 2020)

When the cultivation areas and production performance of the Thrace Region are examined, it is possible to attribute the increase in the total amount of production to the

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1-3 November 2023, Antalya, Turkey

increase in yield per unit area, especially despite the unbalanced cultivation areas. Especially in 2019 and 2020, the fact that the climatic conditions are suitable for the sunflower plant has caused the yield scale and accordingly the production amount to increase.

2. MATERIAL AND METHOD

The main material of the study consists of primary data obtained from questionnaires carried out at the producer level. In addition, statistical data and literature studies related to the field were also used.

Within the scope of the research, a total of 38 producers engaged in sunflower production within the scope of the Thrace Region area were interviewed. The data collection method was carried out face-to-face and online survey application.

In the questionnaire form used in the study, questions related to the demographic characteristics of the producers, production and product decision selection, production problems, producer satisfaction and evaluation were included. Open-closed-ended and multiple choice question formats were used in the questionnaire form and a total of 32 questions were included. In the analysis and evaluation of the data, simple descriptive statistics were used.

4. RESULTS AND DISCUSSION

4.1. General Profile of the Producers Participating in the Study

4.1.1. Gender, Marital Status, Education Status

When we look at the producers who participated in our survey study, it is possible to say that men are the majority in terms of gender distribution. 91.7% of the participants were male and 8.3% were female.

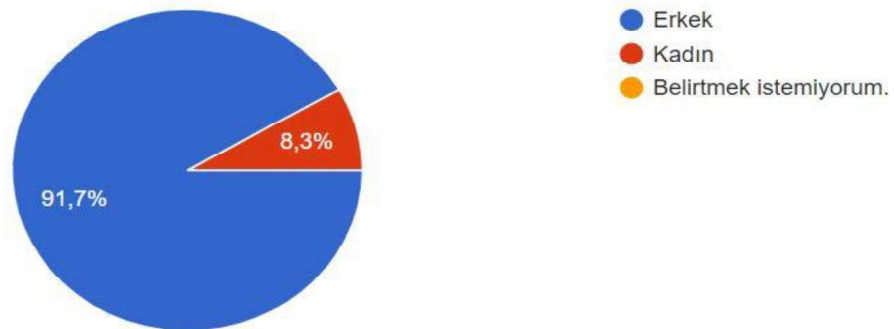


Figure 7. Gender Distribution of Producers Participating in the Study

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When the producers who participated in our survey are examined, it is possible to see that 70.8% are married and 25% are single.

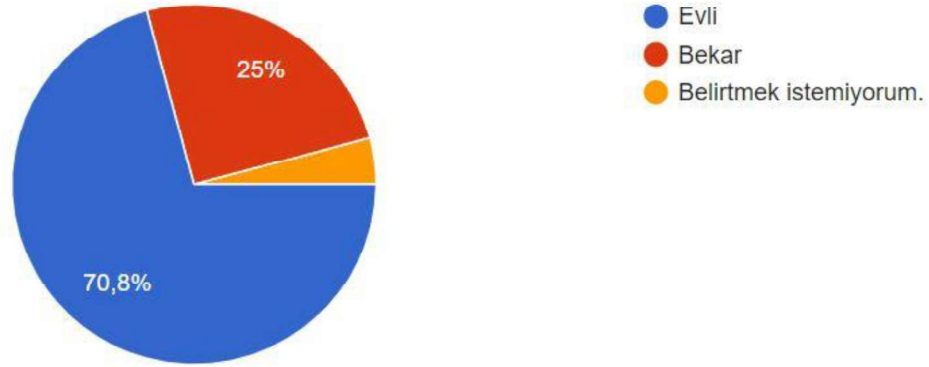


Figure 8. Marital Status Distributions of the Producers Participating in the Study

When the educational status of the producers participating in our survey is examined, we see that 50% of the producers participating in the survey are undergraduate graduates. However, it is seen that the other largest audience consists of producers who have completed their high school education with 20.8%. It is seen that 16.7% of them are Associate Degree graduates. As we can clearly deduce from this table, we can clearly communicate that our survey was attended by more conscious producers who had received a certain level of education, whose educational status was at the medium and high level.

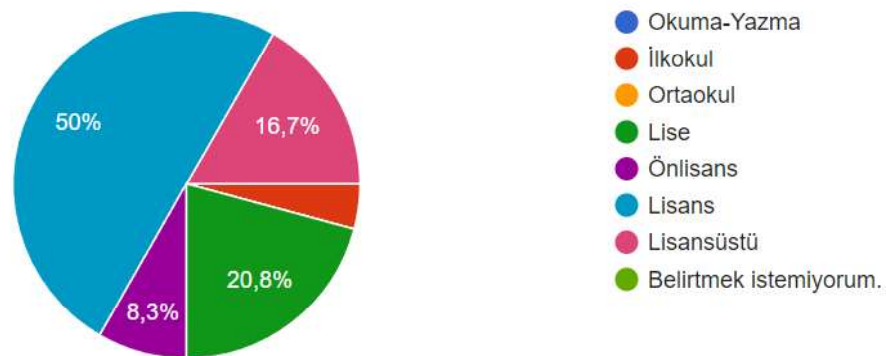


Figure 9. Educational Status Distributions of the Producers Participating in the Study

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1-3 November 2023, Antalya, Turkey

4.2. Approach to Problems in the Production Process

With the questions we asked our farmers who produce sunflowers in the Thrace Region, we put forward approaches to the problems they experienced in the production process. To the question of what is the biggest problem in agricultural production that we have directed to our producers, our producers have pointed out high input costs with a large majority. 91.7% of the producers emphasized that the biggest problem in production is the high input costs. While the second place was taken by the Disease and Pest answer with 4.2%, marketing problems were pointed out with 4.2%.

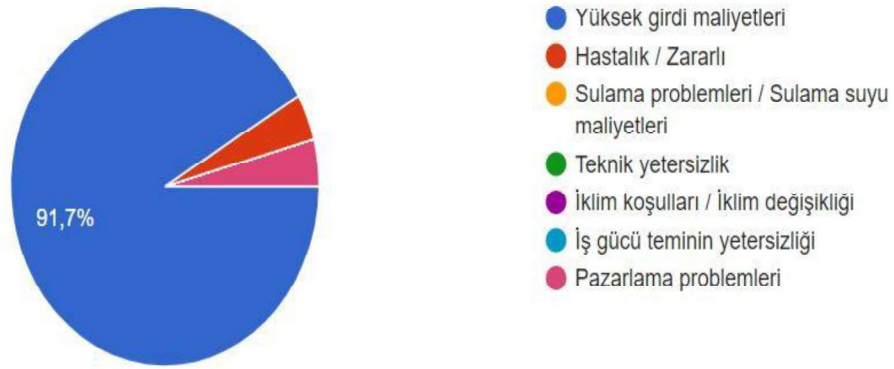


Figure 10. Problems Seen by the Producers Participating in the Study in Agricultural Production

In order to evaluate the difficulties experienced by our producers in sunflower production and their expectations in the face of the problems, we included in our research what is the first responsible or problem element that comes to mind when they experience low yield in sunflower production.

As a result of our investigations, the climate seems to be the first factor that producers hold responsible for the yield losses they experience with a rate of 62.5%. The fact that our producers' concerns and opinions on climate are in this direction is perhaps extremely important in terms of nature sensitivity. On the other hand, it is striking to say that our producers see the second biggest element as the seed variety. Here it is possible to infer that producers have high expectations from seed varieties.

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1-3 November 2023, Antalya, Turkey

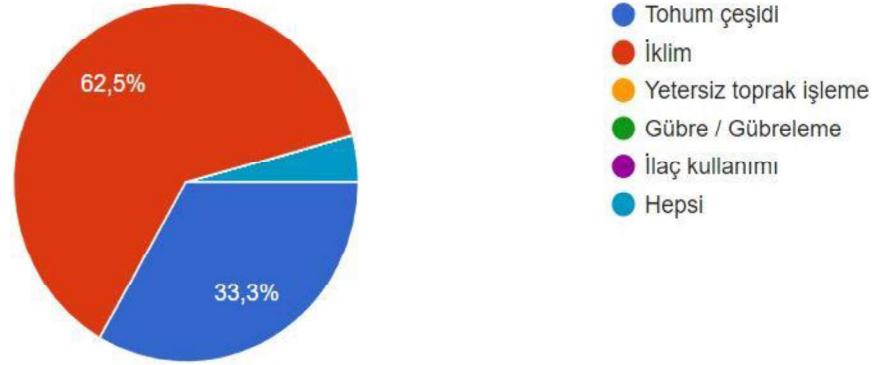


Figure 11. The Perspective of the Producers Participating in the Study on the Productivity Decreases They Experienced

4.3. Factors Determining Sunflower Production Preference

Our producers who produce sunflowers in the Thrace Region are affected by some resources and situations before deciding on the product they will grow. Here, too, when deciding which species the producers will grow, the largest proportion of the producers and 50% of the producers see it as completely the adaptation of the area to be produced to the plant. Secondly, when our producers make production decisions, it is seen that they look at how profitable the product they will grow will provide them. This rate is not to be underestimated and is around 41.7%. One of the striking results of the study will be that when producers make production decisions, they are not affected by other producers at all.

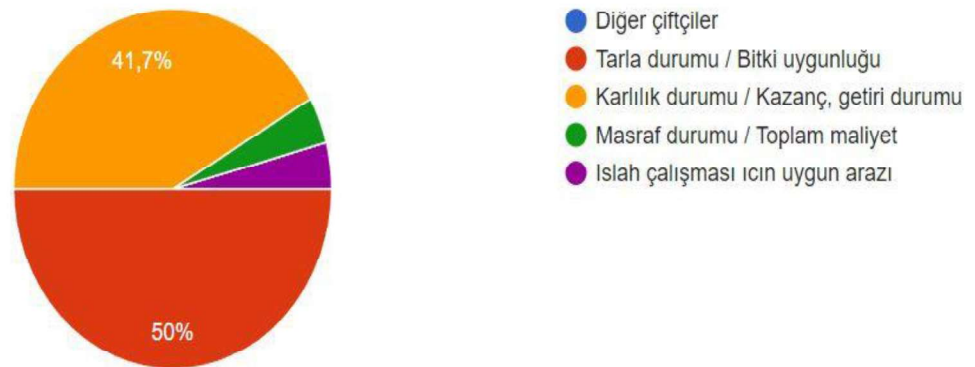


Figure 12. Factors Affecting the Production Decision of the Producers Participating in the Study

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1-3 November 2023, Antalya, Turkey

In our research, our manufacturers are aware of the problems experienced during production. or it is seen that there are sales channels with the highest rate as the unit and place consulted in the pre-production decision stage. 41.7% of the producers consult the sales channels, dealers or cooperatives first when they need to make decisions in the technical sense or in the problems experienced. Secondly, it is seen that producers are seriously affected by other producers. It was seen that 25% of the producers were determined to be the producers in their environment as consults or samplers. We see that another element is the Agricultural Consultants. When we look at this issue and sum it up, it is seen that the vast majority of manufacturers are inclined to receive support from expert professionals.

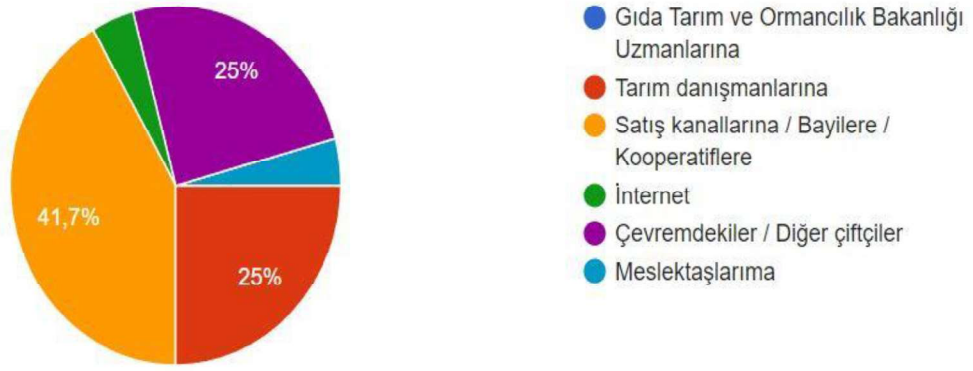


Figure 13. Areas Consulted by the Producers Participating in the Study in Production Problems

4.4. Factors in Sunflower Seed Selection

It is useful to consider separately the issue of seed, which is the most important element of production and which producers especially focus on in our study. We will examine the areas where our producers are affected when making their seed preference and the processes in the decision stages.

When we look at the price evaluation when choosing the sunflower seeds of the sunflower producers of the Thrace Region, 54.2% of our producers emphasized that the price is important for them. In addition, our generator rate, which states that price is very important, is at the level of 16.7%. Our producer rate, which does not care about the price policy in sunflower seed preference, is 16.7%.

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1-3 November 2023, Antalya, Turkey

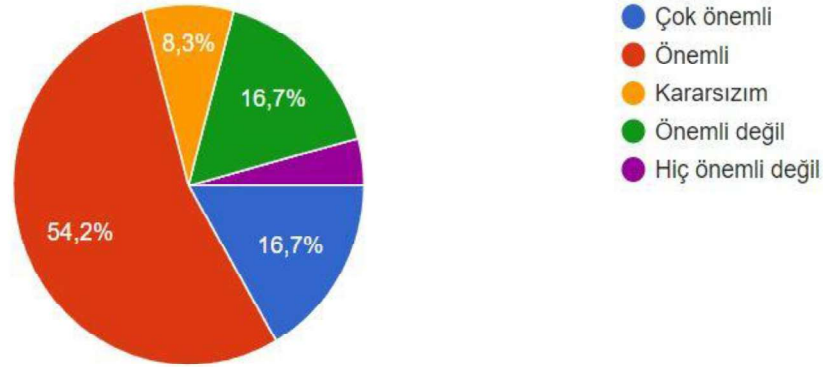


Figure 14. The Importance of Price in the Seed Preference of the Producers Participating in the Study

Producers who produce sunflowers in the Thrace Region are absolutely guided by sales channels and play a decisive role especially in seed preference. When choosing sunflower seeds, our producers consider the guidance of dealers or all other sales channels to be important by 50% and very important by 8.3%. The rate of producers who do not care about the guidance of sales channels remains at the level of only 4%.

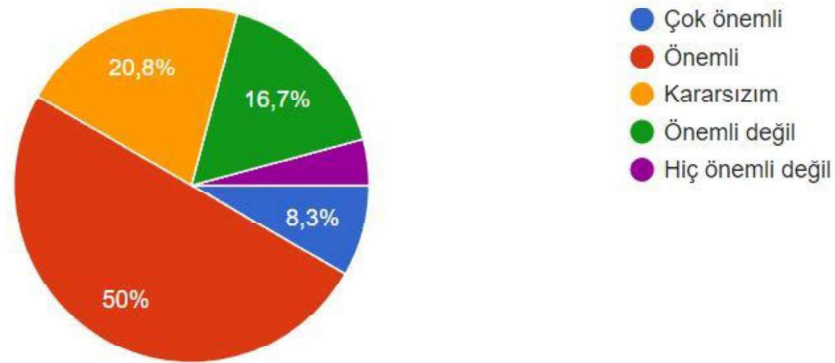


Figure 15. Attitude of the Producers Participating in the Study Towards the Sales Channel Proposal in Seed Preference

4.5. Sunflower Producer's Perspective on Agricultural Policies

Sunflower species is one of the products that have great importance for our country and should be supported as an externally dependent country, especially in terms of oil deficit. Currently, when our country is examined in terms of agricultural policies, certain species and plants; fertilizer, diesel and additional additional supports are given.

5th International Symposium on Broomrape in Sunflower
1-3 November 2023, Antalya, Turkey

In our study, we examined the satisfaction of our producers with the support provided to them in terms of agricultural policy in sunflower agriculture.

To put forward the perspective of the sunflower producers of the Thrace Region on sunflower agricultural supports, 75% of the producers stated that they were not satisfied with the agricultural supports available in the current situation and that the agricultural supports were not sufficient. On the other hand, 20.8% of the producers stated that they were satisfied with the existing sunflower production supports.

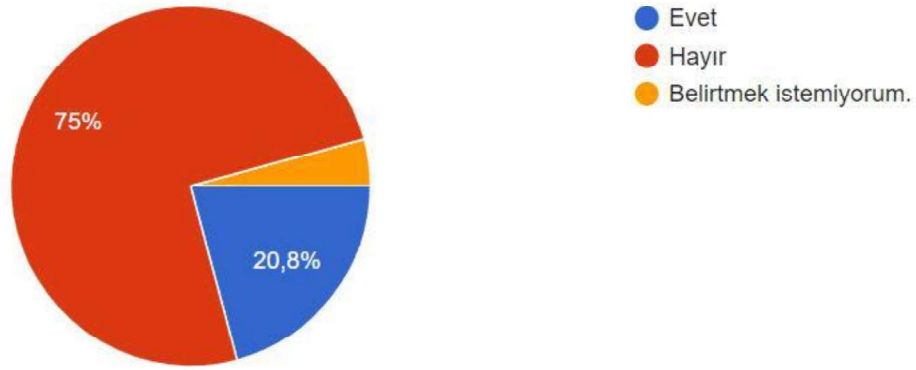


Figure 16. Perspective of the Producers Participating in the Study on Sunflower Production Supports

In addition to the answers given by the producers during the field studies we carry out, it is necessary to evaluate the comments they give to agricultural policy studies. During the face-to-face survey studies conducted in Tekirdağ, Edirne and Kırklareli provinces, it was seen that the producers were highly dissatisfied with the diesel and fertilizer support program currently available in our country. As a result of the study, it is shown that 75% of the producers are not satisfied with the support of the current agricultural policies on the sunflower producer.

Accordingly, in our study, we investigated how manufacturers determine their payment methods as a result of insufficient supports. Here, too, we went to analyze what our producers prefer as a payment method.

It has been observed that 75% of the sunflower producers of the Thrace Region make futures purchases to pay their agricultural inputs and apply to the long-term open account payment method, which we call credit. While 16.7% of the producers apply for installment by credit card, it is seen that only 8.3% of the producers can receive their agricultural inputs in advance.

In this analysis, it is observed that the existing sunflower agricultural supports do not allow the producers to receive their agricultural inputs in advance and the producers to make the biggest expense items more economical with cash purchases.

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1-3 November 2023, Antalya, Turkey

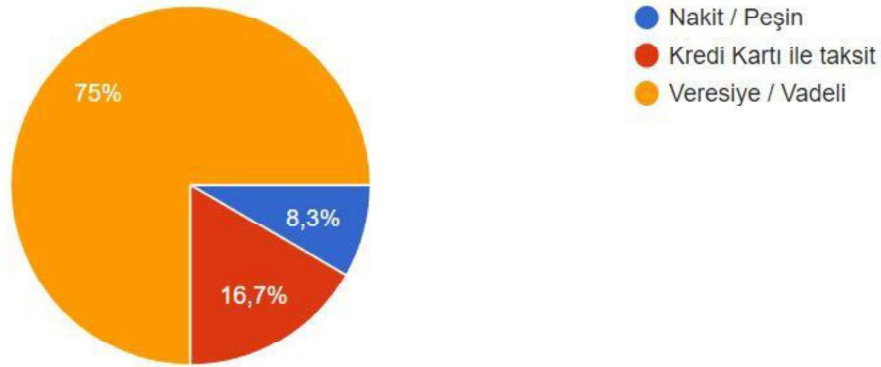


Figure 17. Methods of Purchasing Agricultural Inputs of Producers Participating in the Study

5. CONCLUSION AND RECOMMENDATIONS

It is obvious that our country is a serious importer of sunflower construction. However, in our Thrace Region, which is the largest region where sunflower production is made, it is seen that a total of 3,111,888 sunflower production is made in 2020. The average yield of 267.7 kg / da is obtained against this area. In the light of this area and yield result, 820.836 tons of sunflower products were produced in the Thrace Region.

When the habits and attitudes of our producers are examined, it is seen that the producers are mainly in close relations with sales channels. Our study shows that with this habit, manufacturers also receive serious support from sales channels in planning their commercial activities. In fact, this is a contentious development. It is clearly established that when deciding on the agricultural actions of producers, they consult expert knowledge, demand guidance at a certain rate.

On the other hand, the fact that the sunflower producers of the Thrace Region see the first reason for their yield losses as climate is a source of satisfaction. The fact that producers are aware of yield losses as a result of changing climate, increasing temperatures and droughts continues to hope that it will make producers more sensitive to climate and nature.

The Thrace Region is quite difficult for sunflower producers from the high cost of agricultural inputs. The results of our study clearly show that producers draw attention to input costs as the biggest factor that forces agricultural production. However, the result of caring about price parity in sunflower seed preference supports this idea.

It is observed that the producers of the Thrace Region are not satisfied with their support for sunflower agricultural policy. The vast majority of producers find their agricultural support insufficient. As a result of this situation, we see that a large part of shopping habits are realized as maturity, long-term borrowing.

Agricultural support for sunflower and sunflower oil, which have a high strategic importance for our country, should be increased. Incentives and encouraging support should be provided to our producers for the sustainable production of such a strategic

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1-3 November 2023, Antalya, Turkey**

product. The supports to be realized should support the inputs of sunflower producers in real terms and direct production.

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