

Chapter 2

Practice of Green Marketing Activities in the Organic Agricultural Sector in Turkey

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ABSTRACT

Requests and needs are not static in a growing and changing world. On the contrary, they can develop and change with the effect of both environmental and internal factors. Green marketing is the request of social civilization. One of the effects of this growing interest in environmental markets in Turkey and the rest of the world can be seen in the move towards organic agriculture. The main purposes of this study are to define organic agriculture as described by environmental marketers and as practised in the agricultural sector, and to explore the current condition of organic agriculture in Turkey and the rest of the world. Subsequently, organic agriculture and the main problems in its related sectors will be discussed and suggestions for solutions will be given. Suggestions will be given that include political, as well as research and development and training programs that are related to improving organic agriculture and increasing organic exports.

INTRODUCTION

Sustainable agriculture involves the production of food products with sufficient and quality amounts and with appropriate costs. Besides, economic vitality of world agriculture involves protection of environment and natural agriculture resources and systems and practice that will develop welfare of population of the World. The most important fact which should be examined about sustainability in Turkey is agricultural activities and the subject of organic agriculture. Because, agriculture is the starting point which we define as prime production of food chain. Therefore, organic agricultural activities in Turkey will be tried to be examined in the study and problems faced will be put forward and solution ways will be discussed.

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GREEN MARKETING

Although environmental issues affect human activities and whole human health, the number of science fields dealing with environmental issues are pretty few. The more the interest of society towards natural environment increases, the more businesses should review their internal policies in order for them to be able to fulfill the requests of society. Green Marketing takes places in the literature with different names such as ecological marketing, environmental marketing, sustainable marketing and conservationist marketing and etc. All of these concepts take reviewing marketing programs to be applied in meeting requests and needs of consumer with conservationist approach as a basis (Shehu, 2010).

Marketers haandcompiled process of change of green marketing definitions in time. According to this, development process of green marketing in time can be stated as below;

At firstly, Henion and Wilson (1976) emphasized the necessity of that all marketing activities in environmentalist marketing should become remedy for the causes of environmental problems and should bring awareness. Recently, İslamoğlu (2013) defined green marketing as “businesses’ determining their marketing strategies, programs in a way that will protect and develop natural environment and applying them.”

It is stated by financial communities that green marketing involved in marketing literature in a seminar, the subject of which was ecological marketing, American Marketing Union organized in the USA in 1975 for the first time (Erbaşlar, 2007; Ay & Ecevit, 2005).

As Ottman (1993) informed, green marketing is a work strategy which examines positive and negative sides of pollution, energy consumption and consumption of exhaustible resources, which aims at long-term profitability within the perception of responsibility in meeting the needs of society and consumers (Alagöz, 2008). It may be stated that green marketing has arisen from societal marketing with its one aspect. Societal Marketing is a marketing approach which aims at not only satisfying only its customers but also considering the expectations of society (Pezikoğlu, 2012).

Green Marketing is an approach which has been advancing by becoming more and more powerful since 1980s as a new marketing strategy which has double-sided (producer-consumer) interaction and compulsivity. Besides, green marketing means a process which renews itself continuously. It is observed that green marketing has become different conceptually in time. According to this, “ecological marketing, which involves all marketing activities which causes environmental problems and which will become solution to these environmental problems, and which showed up with phrases of recycling, ozone-friend and etc.” comprises the first stage. The second stage is “green-environmentalist marketing”. The third stage is stated as “sustainable-green marketing”. Undoubtedly, development of environmental marketing has had some effects on marketing in the last 10 years. It is known that giant companies such as IBM, McDonalds and BT and etc. force their suppliers to show higher eco-performance by using their purchasing power in their hands. And it is seen that they control these works with green supervising. (Pezikoğlu, 2008).

SUSTAINABLE AGRICULTURE AND ORGANIC AGRICULTURE: TRADES AND SUBSIDIES

Sustainable agriculture is related to agricultural dimension of sustainable development. In sustainable agriculture, it is essential that in addition to that natural resources should be protected in the long run,

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