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THE CURRENT STATUS OF ORGANIC AGRICULTURE IN TÜRKİYE AND INVESTIGATION OF ITS DEVELOPMENT POTENTIAL WITH THE HELP OF SWOT ANALYSIS

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ABSTRACT

Today, in order to meet the food needs of the rapidly increasing world population, instead of traditional agricultural practices, production techniques using intensive technology have been used, and as a result, more chemicals and drugs have been used. Excessive and uncontrolled use of chemicals causes residues in food and adversely affects human and animal health, natural resources and the environment. As a natural consequence of this situation, the production and consumption of organic foods has increased in the world as consumers have started to turn to safer food. The size of organic agricultural lands, which was 11 million hectares in 1999, reached an all-time high of 74.9 million hectares in 2020. While the share of organic agricultural lands in the total agricultural lands was 1.1% in 2016, this ratio increased to 1.6% as of 2020. When we look at the number of organic agriculture producers, while it was 2.4 million in 2015, this number increased to 3.4 million in 2020. In Türkiye, the size of organic agricultural lands increased 4 times in 2020 compared to 2002 and increased to 382,665 hectares. The share of organic agricultural lands in the total agricultural lands is 1%. The number of producers, which was 12,428 in 2002, reached 52,590 by 2020. With this study, the current situation and development potential of organic agriculture in Türkiye has been tried to be revealed. Strengths and opportunities of organic agriculture in Türkiye, then weaknesses and threats that may be encountered in the future were determined with the help of SWOT analysis. While the climatic characteristics, regional location, and the prevalence of labor-intensive agricultural work constitute the strengths of organic agriculture in Türkiye, factors such as small and fragmented enterprises, high cost, low productivity and lack of organization are their weaknesses. As a result; When the strengths and weaknesses of organic agriculture in Türkiye are compared, the strengths are more dominant. Although factors such as climate change and environmental pollution are threats; The growing consumer awareness in recent years and the increasing health concern due to the Covid-19 pandemic offer new opportunities to Türkiye in terms of organic farming production.

Keywords: Organic agriculture, SWOT analysis, Türkiye

INTRODUCTION

In the 60s, when important sociological transformations were seen and political turmoil emerged all over the world, activist movements began to emerge against petrochemical companies producing insecticides, and a remarkable awareness of environmental issues, including agriculture, began to emerge. In the early 70s, the environmental movement gained its first victory when DDT and organochlorine were banned in many countries. In this period, new ideas emerged on the rational use of natural resources, protecting the environment, providing low input and high productivity, ensuring animal safety, returning to the soil, and sustainable development of agriculture such as organic, organic-biological and biodynamic. Significant advances have been made in research and practical activities (Joachim, 2006; Lockeretz, 2007).

Following the awareness about organic farming, countries have started to develop organic farming activities within the framework of their own dynamics. In 1972, the "International Federation of Organic Agriculture Movements (IFOAM)", headquartered in Germany, was established in order to regulate and standardize the principles of the organic agriculture movement in the world. In 1980, “Basic Principles” developed by IFOAM was published as an ethical guide to organic farming practices (Freyer and Bingen, 2015).

Organic agriculture around the world has entered a period of rapid growth since the 1990s. The BioFack fair, which is the largest fair for organic products worldwide today, was opened in

Germany in 1990. In the same year, the organic food products regulation was issued by the United States federal government. The European Union Commission published the 2092/91 council regulation on organic agriculture in 1991 (Joachim, 2006). In Türkiye, the first legal regulation, "Regulation on the Production of Herbal and Animal Products by Organic Methods" was published on 18 December 1994. Organic Agriculture Law entered into force in December 2004 (Gök, 2008).

Organic farming has become more popular lately due to changes in customer preferences and revenues. Organic agricultural land in the world, which was 11 million hectares in 1999, increased to 74.9 million hectares in 2020. While the share of organic agricultural lands in the total agricultural lands was 1.1% in 2016, this ratio increased to 1.6% as of 2020. When we look at the number of organic agriculture producers, while it was 2.4 million in 2015, this number increased to 3.4 million in 2020 (Ostapenko et all, 2020; Willer and Lernoud, 2022). Organic farming activities in Türkiye, on the other hand, started not in line with consumer demands, but based on the demands of European companies for organic products in the mid 80s, and the main target was to increase exports in basic agricultural products and to open up to new markets. First, organic raisins and dried figs were produced in the Aegean Region, and then products such as pistachios, hazelnuts and dried apricots were added to these products and spread to different regions. The organic agricultural product range, which was 8 until the 90s, has increased in line with the demand over time and has exceeded 200 today (Ataseven and Güneş, 2008; Subaşı, 2008).

With this study, the current situation and development potential of organic agriculture in Türkiye has been tried to be revealed. Strengths and opportunities of organic agriculture in Türkiye, then weaknesses and threats that may be encountered in the future were determined with the help of SWOT analysis.

MATERIAL AND METHOD

This study was carried out based on previous studies and statistical data on the subject. The material of the study consisted of researches, reviews, compilations and relevant national and international statistics. Based on the aforementioned data, the current situation of organic agriculture in Türkiye is arranged in tables. In the SWOT analysis, first of all, a table was prepared with a separate section for each of the strengths and weaknesses, opportunities and threats, and then, based on the data obtained, the strengths and weaknesses of the sector, opportunities and threats were listed under the relevant headings. The data in the table have been evaluated as a whole and by considering the cause-and-effect relationship. In the research, the potential of organic agriculture in Türkiye, its current situation was tried to be examined with the help of SWOT analysis and its contribution to the country's economy was tried to be evaluated.

FINDINGS AND DISCUSSION

Organic Agriculture in Türkiye

The number of producers in Türkiye, which was 12,428 in 2002, reached 52,590 by 2020. The number of organic agriculture producers in Türkiye is shown in Figure 3.1. (TUİK, 2021).

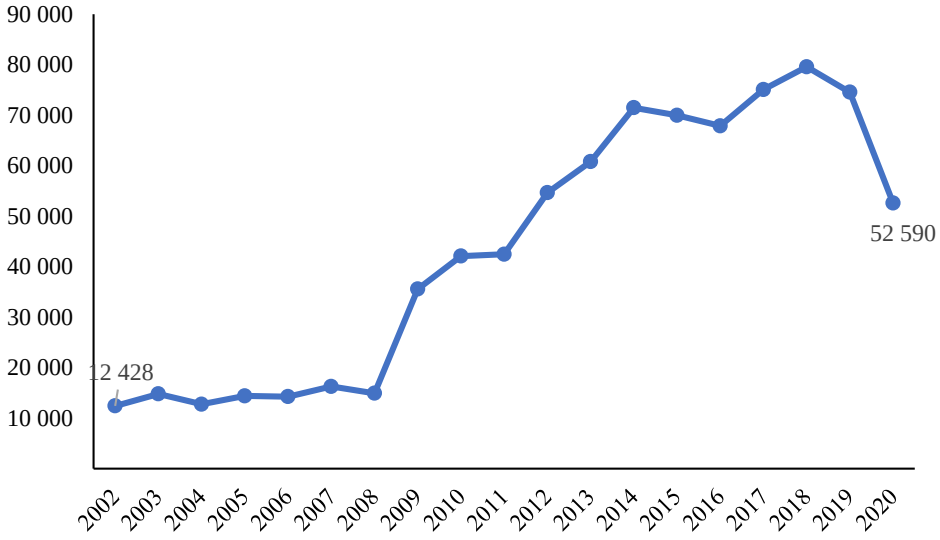

Figure 1. Number of organic farming producers in Türkiye (TUİK, 2021).

Economic factors such as premium, price and market are the most effective motivation factor for growers to switch to organic agriculture. Especially after 2009, the development of organic agriculture has accelerated with the support given by the Ministry of Agriculture and Forestry. In this context, the cultivation areas increased 5 times in 2014 compared to 2008 and increased to 842,216 hectares. The total production area in Türkiye by year is shown in Figure 3.2.

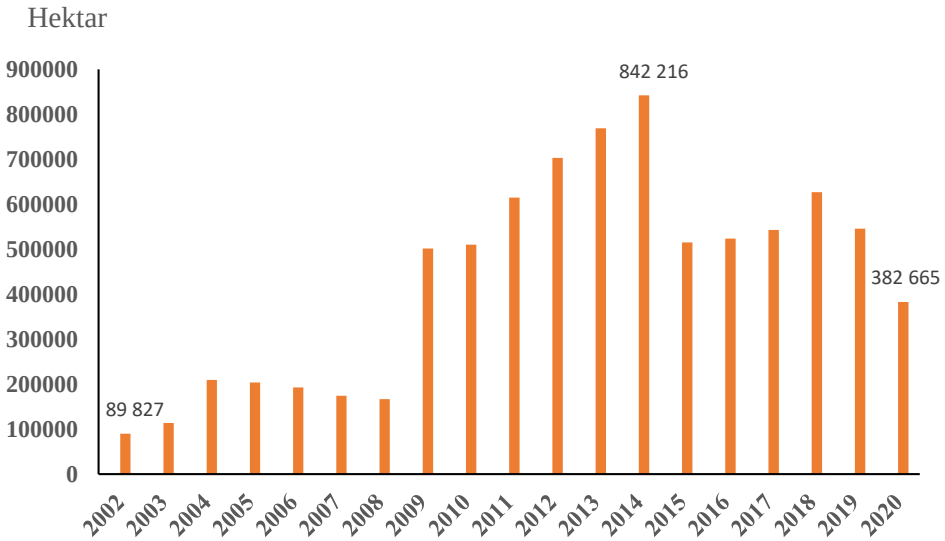

Figure 2. Total production area in Türkiye by years (ha) (TUİK, 2021).

With the "Communiqué on Support Payment for Crop Production (2015/21)" issued in 2015, it is necessary to have an organic product certificate in order to benefit from the support. According to this communiqué, producers who are in the "transition process" could not benefit from the support. According to organic (ecological) agriculture statistics; These producers, who make organic production but cannot obtain organic product certification because they are in the transition period (the period from the start of the activity to the organic certification of the product), constitute 52% of the total organic production producers; They also produce 35% of organic products. This situation has created the danger that especially small and medium enterprises and producers producing for the domestic market will give up on organic farming practices. The number of producers engaged in ecological production as a result of renunciations;

It decreased by 5% in 2016 compared to 2014. Cultivated areas, on the other hand, decreased by 38.8% in 2015 compared to 2014. (Çelik et al 2017). According to the ecological agriculture research carried out by the International Federation of Organic Agriculture Movements (IFOAM) among 190 countries; Türkiye is the 22nd country with ecological agricultural land and has decreased in the world ranking compared to previous years. (Willer and Lernoud, 2022).

This situation had a negative impact on the development and spread of organic agriculture in our country. With the repeal of the 2015/21 Communiqué and the new arrangements made in supports, there was an increase of 1.7% in the cultivation areas in 2016 compared to 2015, and organic production was realized in 523,777 hectares of land in 78 provinces. In 2016, 68% of 225 products are real; 2,473,600 tons of ecological products have been produced by approximately 68 thousand producers, 32% of which are in the transition period. (Çelik et al, 2017; TUİK, 2021).

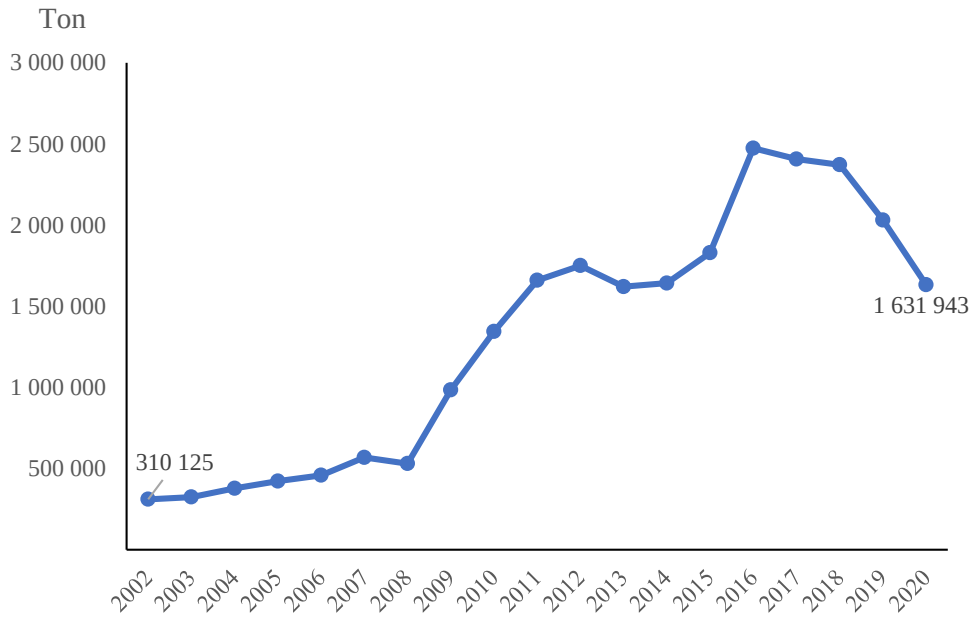

Figure 3. Total production amount by years in Türkiye (Ton) (TUİK 2021).

Total export amount in Türkiye for 2018 is 111,690,675 tons. It is seen that 37% of this export amount consists of 41,633,896 tons of wheat and wheat products. Italy (26 thousand tons) is the leading export country, followed by Germany (18 thousand tons) and the Netherlands (16 thousand tons) (Tıraşcı et al, 2020).

Depending on the foreign market demand, the largest proportion in Türkiye's organic herbal product cultivation belongs to dry and dried products. This situation causes the slow development of the domestic market in organic fresh fruit and vegetable production. Another reason why organic fresh fruit and vegetable production is so low is that they generally contain high water content and are perishable, and the producers do not start organic production because there is no market guarantee. (Tıraşcı et al, 2020).

Looking at the organic product import data for 2018, it is seen that the total import amount is 175,865.85 tons. The most imported product is soybean (non-seed) with 99,446 tons (Tıraşcı et al, 2020).

Evaluation of Organic Agriculture Potential in Türkiye with SWOT Analysis

Organic agriculture: an alternative to conventional agriculture, in which synthetic chemicals, pesticides, artificial fertilizers and technology are used intensively; It is an agricultural production method in which plant and animal production are carried out together, aiming to protect nature, the environment and human health by using techniques such as crop rotation, organic fertilizer, compost application and biological warfare methods. (Zengin et al, 2007; Merdan, 2014).

It is extremely important to analyze and define the current situation of organic agriculture in our country in order to make a good planning. In this context, the evaluation and analysis of the internal and external environment of the system planned to be established or developed is an important part of the strategic planning process. In SWOT analysis, internal environmental factors that affect the structure of a sector, institution, process, country or business are generally called strengths and weaknesses, and external environmental factors are called opportunities and threats. This kind of analysis of the strategic environment is called SWOT Analysis. When we look at the expansion of the word SWOT; G: strengths, Z: weaknesses, F: opportunities, T: threats. In order to implement a correct strategic planning in Türkiye's organic agriculture sector in the country and in the international market, it is necessary to present the strong and weak sides and the existing opportunities and threats well.

Strengths of Organic Agriculture in Türkiye

Climate Characteristics and vegetation: Türkiye; It has a very suitable structure for organic agriculture in terms of its climatic characteristics, soil structure, geological, topographic, geomorphological and vegetation diversity. With the addition of studies conducted in recent years, it has been determined that there are around 12 thousand plant taxa in Türkiye. This allows for diversity in agricultural products. (Baysel, 2013; Merdan, 2018). The climatic characteristics of Türkiye provide the opportunity to obtain more than one product during the year. An important part of organic agriculture production in Türkiye consists of products grown depending on natural environmental conditions such as forage crops, barley and wheat. The amount of product obtained; varies according to market demand, farmer preferences and yield status. (Merdan, 2018).

Regional location: The continuous expansion of the world organic agriculture market in recent years and Türkiye's proximity to Europe, where the organic agriculture market network has developed the most, and its deep-rooted relations provide important opportunities for Türkiye. (Merdan, 2018).

High Export Prices of Organic Products: Compared to conventional agricultural products, the export price of organic agricultural products is determined 10-20% higher. The high export price also positively affects the income and profit of organic agriculture producers. (Durmaz, 2010).

Giving Purchase Guarantee to the Products with the Contracted Production System: In our country, a contracted farmer practice has been introduced in the production of organic products. This application gives farmers price, sales, market and premium guarantee. Contracted farmers sign contracts with producer companies for the supply of inputs during the organic production phase and the purchase of products during the harvest phase, without prejudice to the right to apply to the court. Contracted farmers can observe the advantages of organic agriculture by observing and raising awareness of the benefits of organic agriculture in their fields and gardens. Organic agriculture is not agriculture made with the methods inherited from the grandfather, on the contrary, it requires modern technologies and production techniques in production and struggle. In addition, the low input costs in organic agriculture compared to traditional agriculture affect farmers positively and the interest in organic agriculture is increasing day by day (Ayla and Altıntaş, 2017; Merdan, 2018).

Prevalence of Labor-Intensive Agricultural Work: Organic farming requires intensive labor. The existence and cheapness of the intensive agricultural labor force in the rural population in Türkiye and the idle labor force for the family creates an important potential. (Yılmaz and Yücel, 2017).

Less use of artificial fertilizers: Considering international data, it is seen that Türkiye's fertilizer consumption remains below the world average. As of 2018, world fertilizer consumption is 136.8 kg/ha, while Türkiye's fertilizer consumption is 109.7 kg/ha. (The World Bank, 2020).
Since Türkiye imports a significant amount of chemical fertilizers both as raw materials and as finished goods, the fertilizer industry is significantly affected by the fluctuating world prices. The price of ammonia, which is the basic raw material of fertilizer, has increased, and accordingly,

the prices of fertilizers in the world and in Türkiye have also increased. In parallel with the increase in prices, fertilizer consumption has also decreased. (TOBB, 2013).
The use of beneficial microorganisms as an alternative to chemical fertilizers and pesticides in agriculture is very important for sustainable agriculture. There are many commercial products in the world for the use of these beneficial microorganisms in agriculture as microbial fertilizers and biopesticides. Most of these microbial products, which are registered in the world and put on the market for use in agriculture, contain bacteria or fungi, and some of these products have been used successfully in Türkiye in recent years. Microbial fertilizers and biopesticides are much more economical than chemicals; It has been stated that they can cause serious improvements in soil structure and decomposition of harmful chemicals in the soil in the long term, as they have soil conditioning properties, and they can also protect plants against extreme conditions by activating the systemic resistance mechanism in plants. (Kotan, 2020).
Beneficial bacteria, fungi and other organisms; Among these biological methods, it is one of the most studied biological solutions in the world and the most widely used in the world as microbial fertilizer and biopesticide. (Meltem and Kotan, 2021).

Having an Integrated Database with Other Information Systems (Organic Agriculture Information System-OTBİS): In our country, the Organic Agriculture Information System (OTBİS) was established in 2005 by the Ministry of Agriculture and Forestry in order to record and monitor organic farming activities. With OTBIS, it was ensured that the activities of the authorized organizations were kept under record and monitored, the plant and animal production activities of all entrepreneurs operating in organic agriculture, and all control and certification activities were recorded and monitored. It works in conjunction with OTBIS MERNİS and VEDOP and ÇKS, TÜRKVET, KKKS, AKS, ÖKS and TÜKAS which are included in TBS. This integration between systems ensures compatibility and reliability of information. In addition, the system also provides the opportunity to make pre-controls through the system before the authorized institutions start the field controls. With the updates made in OTBIS, data entry opportunity was provided to the organic agriculture unit personnel as well as the organizations authorized by the Ministry, and it was ensured that all trainings, inspections and sanctions applied regarding organic farming activities were recorded. All work and transactions related to organic farming support are carried out through OTBIS records. (Republic of Türkiye Ministry of Agriculture and Forestry, 2020).

Weaknesses of Organic Agriculture in Türkiye

Small and Fragmented Organic Agricultural Lands: The small and fragmented nature of organic farming enterprises in our country, as well as being close to traditional production areas, hinders the development of organic farming. According to the Statistics of 2020, the average widths of businesses producing organic products are presented in Table 1. According to the statistics of 2020 in Türkiye, the enterprises producing organic products have an average width of 7.27 hectares. While this rate is 22 hectares in the world, it is around 42.6 hectares in the European Union. In this context, regulations for the growth of agricultural enterprises in the medium and long term should be put into effect urgently. (Merdan, 2018; Willer and Lernoud, 2022).

Table 1. Average widths of businesses producing organic products according to 2020 Statistics (Willer and Lernoud, 2022)

Region	Organic agr. land (Ha)	Number of farms	Mean (Ha)
Türkiye	382.665	52.590	7.27
EU	14.900.000	349.499	42.63
World	74.900.000	3.368.254	22.23

High Cost, Low Efficiency: Production of organic agricultural products can be limited due to the cost-price factor. Sales prices of organic products are higher than traditional products. The reasons for the high cost of organic products are the high need for human labor in production, low productivity in the first years of organic production, loss of product and income, and costs in the

control and certification process for organic products. (Ataseven and Güneş 2008). In the researches, it has been determined that the yield of organic products is between 5-20% lower than conventional farming. For example, it has been reported that the unit cost in organic seedless raisin and olive cultivation is approximately 30% higher than in conventional cultivation. (Demirci et al, 2002).

Dependence on Imports in Organic Agriculture: As in conventional agriculture, seeds are one of the most important inputs in organic agriculture. There is an obligation to use organic seeds in organic production activities in the European Union and our country. In our country, organic seed production, which has been mandatory in organic production since 2001, is at very low levels for this reason, the use of seeds produced conventionally but packaged and offered for sale without medication is allowed in organic production. Both standard and hybrid seeds can be used in organic farming. (Duman, 2009). Although organic seeds are the priority for organic farming, since organic and local seeds are not available in the market, producers have to produce with hybrid seeds. Today, organic seeds are produced by companies that form monopolies around the world. Reducing foreign dependency in seed production is of strategic importance.

One of the most important issues affecting production costs is the change in diesel prices, which can be produced from crude oil, which is among the main production inputs and on which we are largely dependent on foreign sources. Fuel/diesel costs affect all logistics costs from planting preparation to harvest and delivery of the product to the end consumer (Republic of Türkiye Ministry of Agriculture and Forestry, 2019).

Insufficient Training and Extension Studies: The lack of knowledge of the producers is seen as the biggest obstacle in the spread of organic agriculture in our country. The economic support provided by the government alone is not sufficient for the adoption of organic agriculture by the producer. In the fight against diseases and pests, it is of great importance to educate and inform producers about production techniques and related issues. Therefore, more effective training programs should be applied in order to be successful in organic agriculture. (Başak et al, 2015).

Inability to Protect against diseases: Due to the prohibition of synthetic pesticides in the pest method of organic farming, cultural, biological and mechanical struggle constitutes almost all of the applications both in theory and in practice. Due to the lack of knowledge of manufacturers, an effective sequel to the fight against diseases and pests cannot be achieved. For example, studies should be initiated and producers should be supported for the production of insect pheromones, other traps and beneficial insects in our country for biological control applications where intensive research is carried out for the purpose of plant protection, but which still have a low share in practice (Sirat, 2016).

Insufficient Organization: One of the most important problems in organic agriculture is related to the organization of producers. Due to the fact that the organization is weak, agreements with control and certification bodies for small areas appear as a cost-increasing element. In contrast to approaches that are aimed only at making a profit and ensuring efficiency towards soil, seeds, producers, products, small family businesses, producer associations and cooperatives value agricultural sustainability and the environment more. Therefore, an understanding of organization should be developed in order to ensure that organic agriculture is widespread in Türkiye and its share in the sunday is increased (Kahveci and Ataseven, 2020).

Insufficient Supports: As in the whole world, in our country, support is being made to encourage producers to engage in organic farming. The products to be supported by organic agriculture are divided into categories and the amount of support varies depending on whether the certificate holder is an individual or a group of producers. At the beginning of the problems faced by producers engaged in organic farming, there is a lack of support. It has been reported that farmers engaged in organic farming do not find it sufficient to support the state (Karabaş and Gürler, 2012).

Opportunities in Organic Farming in Türkiye

Increasing Demand for Organic Products: Developments in the world and the increase in the level of education of consumers cause them to act more consciously in their purchasing

decisions. Consumer awareness, increasing concerns about health and the environment also increase the demand for organic products. This increase in demand also contributes to the growth of the organic agriculture Sunday (Bahşi and Akça, 2019). In addition, during the pandemic period in which we are located, the importance of safe, adequate and nutritious food has increased. COVID-19 has arguably led to changes in consumers' shopping and food preferences.

Increasing health concern due to the Covid-19 pandemic: In the COVID-19 pandemic, consumer demand for safe food has increased. The pandemic caused by COVID-19 has changed the mindset of many consumers. Before the pandemic, there was an awareness of the risks posed by environmental problems. COVID-19 has further increased this awareness and motivated more people to take on this responsibility. Thus, the health crisis may trigger the consumption of organic foods, which are foods produced by environmentally friendly farming methods and not artificially modified (Cachero-Martínez, 2020).

Fast growing European Union organic market: In 2020, the organic agricultural products market in Europe reached 52.0 billion Euros. While Germany is the largest market in Europe with 14.9 billion Euros, it is the second largest organic market in the world after the United States. Consumption per capita in the European Union increased to 101 Euros. (Willer and Lernoud, 2022). Türkiye ranks 3rd with 6.8% in organic product imports of EU countries in 2019 (EU Commission, 2020). Considering that EU countries have the most important share in Türkiye's exports of organic agricultural products, it is predicted that the increase in demand in EU countries will positively affect the production of organic agricultural products in Türkiye.

Sectoral diversity: The organic products market in Türkiye tends to grow in different areas from agriculture to food, from retail to textiles. It is predicted that the growth in the sector will continue as consumer awareness increases. Organic products, which are predominantly agricultural products, are now produced in different sectors from cosmetics to food. It has been reported that the organic sector, which had a volume of around 50 million TL in the 2000s in Türkiye, has reached a market size of 500 million TL today.

It is reported that the total export of ready-made clothing in the world is around 495 billion dollars and the world organic textile turnover is about 16 billion dollars. Organic cotton producers, which are indispensable for organic ready-made clothing, are very few. Organic cotton producing countries in the world are listed as India, China, Kyrgyzstan, Türkiye, Tajikistan, USA and Tanzania. Türkiye has a share of 7,6 thousand tons, 7 percent in world organic cotton production, which is 108 thousand tons (Yılmaz, 2018).

Franchise opportunity: There is also a franchise opportunity in the organic sector. Those who want to enter the sector can sell certified products, open their own stores, or become the ring of a chain in this area (Yılmaz, 2018).

Profitability: Significant differences arise in terms of cost and profitability compared to conventional agriculture due to reasons such as not using artificial chemicals in organic production, less processing of soil, weighting of organic fertilizers. (Demirci ve ark, 2002). It has been reported that the selling prices of organic products are on average 10-15% higher than the selling prices of conventionally grown products (Öztürk and İslam, 2014). Due to the increasing consumer awareness and health concerns at the point reached today, it is predicted that the demand for organic foods will increase even more in the coming years and the profitability rate of the producers may increase in the light of these developments.

Threats in Organic Agriculture in Türkiye

Opportunism: With the increasing food prices, some people and companies who know this opportunity can offer their non-organic products for sale using the phrase ‘organic’. This greatly damages the sense of trust that producers who actually produce organic want to create, and also causes the consumer to pay more for undeserving products. Persons or companies that have nothing to do with organic farming, try to mislead the consumer by taking advantage of the popularity of organic products, marketing conventional products under the name of organic, are subject to criminal proceedings by the Ministry of Food, Agriculture and Livestock (STGM, 2018).

Global climate change: Climate change is an important problem that is closely related to the world in terms of its effects and consequences. Their influence on agricultural activities is of particular importance due to the relationship of production and nutrition. It is predicted that each increase in the global average temperature by one degree Celsius will reduce the global average land yields by 6% in wheat, 7.4% in corn, 3.2% in rice and 3.1% in soybeans. Evaluating the results of about a thousand models used in the literature published worldwide, the IPCC predicts yield losses of 25-50% for temperature increases of 3 degrees (around the year 2050). When determining the agricultural policies of the next 10 and 20 years for Türkiye, the temperature increase of 2-3 °C and the effects that this increase will have on the climate should be considered as a hypothetical scenario and policy plans should be made within this framework (TÜSİAD, 2020).

Environmental pollution: Industrial waste and rapid population growth have brought many problems since the industrial revolution. The most important of these problems has been the pollution occurring in the areas of agricultural production, which is our main food source, and the rapid destruction of agricultural land. It has been stated that the activation of the agricultural structure in Türkiye can be made possible by protecting the natural resources of the sector, such as soil, water and vegetation, within the framework of sustainability (Karakayacı, 2010).

Production of genetically modified plants: It is inevitable that the potential of organic agriculture and the rich biological diversity of Türkiye will be negatively affected as a result of the production of GM crops or accidental release into the environment. GM also becoming increasingly widespread in the market of agricultural products in the world seed the world with the balance will change this situation in developing countries, and especially small-scale producers can affect (seeds dependence on imported seeds failure to adapt to local conditions, etc. problems have been reported). In this context, the determination to prevent the production of GM crops, which are prohibited for the protection of biological diversity and the development of the organic agriculture sector in Türkiye, in the coming process should continue (Yılmaz, 2014).

Table 2. The swot matrix for the current state and development potential of organic agriculture in Türkiye

Internal Factors	**Strengths**	**Weaknesses**
	Climate Characteristics and vegetation	Small and Fragmented Organic Farming Areas
	Regional location	High Cost, Low Efficiency
	High Export Prices of Organic Products	Dependence on Imports in Organic Agriculture
	Purchase of Products with Contracted Production System Giving a Guarantee	Insufficient Educational and Publication work
	Prevalence of Labor Intensive Agricultural Work	Inability to Effectively Protect against Infectious Diseases
	Less use of artificial fertilizers	Insufficient Organization
	Availability of Integrated Database with Other Information Systems	Insufficient Financial Support
External Factors	**Opportunities**	**Threats**
	Increasing Demand for Organic Products	Opportunism
	Increasing health concern due to the Covid-19 pandemic	Global climate change
	Fast growing European Union organic market	Environmental pollution
	Sectoral diversity	Production of genetically modified plants
	A Franchise opportunity	
	High cost of production and profitability	
	SO STRATEGIES	**WO STRATEGIES**
	Production capacity should be increased to meet sunday demands and improve the production process. In order to increase the number of producers in organic farming, support for organic farming should be increased.	*More favorable agricultural plots should be created by collecting small-part and scattered agricultural lands, branding should be provided for organic products.*
	ST STRATEGIES	**WT STRATEGIES**
	In order to eliminate the negatives related to climate change, the situation should be determined first and then, adaptation strategies should be applied effectively and these effects should be minimized.	In the fight against diseases and pests, producers should be trained in related issues of production techniques, and an understanding of organization should be developed.

CONCLUSION AND RECOMMENDATIONS

Türkiye is the 22nd country with the largest number of organic farms dec among the 190 countries where organic certified production is made. Especially after 2009, the development of organic agriculture has accelerated under the influence of the support provided by the Ministry of Agriculture and Forestry. In this context, the area of cultivation increased by 5 times compared to 2008 to 842,216 hectares in 2014, but decreased by 38.8% to 515,268 hectares in 2015 as a result of the inability of producers in transition to benefit from supports. in 2020, it was 382,665 hectares. It is extremely important to analyze and define the current state of organic agriculture in our country in detail in order to make good planning. Türkiye has a very favorable structure for organic agriculture due to its regional location and climatic features. In addition, the presence and cheapness of agricultural labor in the rural population creates an important potential. However, factors such as dependence on imports in agriculture and the fact that businesses are small and fragmented are seen as the most important obstacles to the development of organic agriculture. As a result; When the strengths and weaknesses of organic agriculture are compared in Türkiye, the strengths outweigh the strengths. During the pandemic period we are in, the importance of safe, adequate and nutritious food has increased. COVID-19 has arguably led to changes in consumers' shopping and food preferences. It is observed that organic food sales increased during the crisis, and online sellers were the clear winners of the crisis. It is expected that there will be a large increase in organic food sales over the Internet in the coming years.

When the data obtained with this study are evaluated; In order to develop organic agriculture in Turkey, the amount of production and organic agriculture supports should be increased. Small and scattered agricultural lands, which are one of the most important factors preventing the development of organic agriculture in Turkey, should be consolidated and more suitable agricultural parcels should be created. Branding of organic products should be ensured, strategies should be developed to eliminate the negative effects of climate change, producers should be trained on disease control and production techniques, and an effective organizational understanding should be improved.

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