

Araştırma Makalesi • Research Article

A Review Of One Village One Product (OVOP): Potentialities And Fragilities In Brazil And Turkeyⁱ*Bir Köy Bir Ürün (OVOP): Potansiyelleri Ve Tehditleri İle Brezilya Ve Türkiye Üzerine Bir Değerlendirme*André C. S. Batalhão^a, Seda H. Bostancı^{b,*}^aPhD candidate, Federal University of Goiás / Environmental Sciences, , Brazil Center for Environmental and Sustainability Research, NOVA Lisbon University, Portugal

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Kırsal kalkınma üzerine yapılan çeşitli çalışmalarda, sağlıklı yaşam, sağlıklı beslenme ve ekolojik sürdürülebilirlik hedefleri gün geçtikçe önem kazanmaya başlamıştır. Bu alana olan ilginin artması, disiplinlerarası araştırmaların geliştirilmesine yol açmıştır. 1970'lerin sonunda Japonya'nın bölgesel kalkınma yaklaşımı olarak ortaya çıkan "Bir Köy Bir Ürün" (OVOP) hareketi Uzak Doğu, Asya ve Afrika'da başta olmak üzere diğer kıtalarda yaygınlaşmaktadır. Türkiye'de tarım politikaları farklı dönemlerde, köy enstitüleri, tarımsal kredi kooperatifleri, bölgesel kalkınma planları ve bazı yerel yaklaşımlar gibi farklı özelliklere sahip olmuştur. Türkiye'de 2000'li yıllarda, bu yaklaşımlar, İl Tarım Müdürlüklerinin projeleriyle başlamıştır, ancak henüz yaygın olarak bilinmemektedir. 1950'den 1975'e kadar Brezilya'nın kırsal kalkınma anlayışı, daha yoksul kırsal nüfus ve teknolojik kaynaklardan yoksun özellikler taşımıştır. Verimliliği artırıcı değişim süreci, özellikle 1970'ten sonra, yeni teknolojik standartların benimsenmesine yol açmıştır. Bu çalışmanın amacı, OVOP projelerinin yapısını araştırmak ve Türkiye ile Brezilya'nın kırsal kalkınması süreçleri üzerindeki olası etkileri tartışmaktır. Bu çalışma, iki ülkenin kırsal kalkınmasında farklı olan özellikleri incelenerek, OVOP projelerinin geliştirilmesi için öneriler içermektedir. Çalışma yöntemi, resmi raporlardaki ve bilimsel literatürdeki yayınlanmış bilgilere dayandırılmıştır.

ABSTRACT

Various studies on rural development are now the starting point of healthy living, healthy food, ecological sustainability objectives. Increasing interest in this area has led to the development of interdisciplinary research. "One Village One Product" (OVOP) movement, which emerged at the end of the 1970s as Japan's regional development approach, began to become widespread in the Far East, Asia and Africa, then the other continents. At different periods in Turkey in agricultural policies, there are different approaches such as village institutes, rural credit cooperatives, regional development plans, and some local approaches. In the 2000s in Turkey, these approaches have begun with the projects of the District Agriculture Directorates, but it is not very well known yet. From 1950 to 1975 the sense of rural development of Brazil was also felt by the poorer rural population and lacking technological resources. The process of increasing productive change, especially after 1970, led to the adoption of new technological standards. The aim of this study was to explore the structure of OVOP projects and make a discussion for the possible effects on the processes of Turkey and Brazil's rural development. This study examined the characteristics that were different in the rural development of the two countries and included recommendations for the development of OVOP projects. Methodological approach was based on published information in official reports and scientific literature.

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INTRODUCTION

The main objectives of the OVOP were to explore the dynamics of the villages and to reveal the best potential product in order to introduce the product with the initiatives of the villagers through participatory and entrepreneurial approaches, so as to find the best solution with solidarity in the existing conditions. OVOP approach is among the strategies of public participation which aimed to reduce poverty in rural areas. These features include an innovative, solidarity, collective and realistic path to becoming an autonomous village. “The One Village, One Product (OVOP) movement's aim is to stimulate rural development by practicing community-oriented activities that employ local resources and knowledge.

In 1961, Oyama initiated the original OVOP movement in a town on a mountain in Oita prefecture in Japan. Harumi Yahata, the president of the Oyama agricultural cooperative, prompted farmers to move from rice production, which was a tradition for them, to plums and chestnuts and then later to high-grade mushrooms, herbs, and other processed agricultural products by encouraging diversification of the town's agricultural implementations” (Natsuda, 2012). The significant function of local agenda as a coordinator of local development was shown by the Japanese OVOP case. It also involved and facilitated the initiatives of other actors in many different fields (Yamazaki, 2010). “The programme supports value adding technologies such as agro-processing and craft making at the community level. This includes support to various groups at the community level” (Ngugi and Bwisa, 2013). Value-adding technologies such as agro-processing and craft making at the community level as well as various groups at the community level are supported by this programme” (Ngugi and Bwisa, 2013). One of the crucial issues of OVOP is the product development strategy. Value-adding technologies used in the diversification of income can be seen in all cases while differences between the extent of diversification and specialization of products may be a fact as well. It can be said that the difference of strategy, concept, and characteristics of the locality are reflected in the range of products (Yamazaki, 2010). The main elements of these projects are the HR management, public participation, and marketing strategies. This is a kind of sustainable community action. In order to be sustainable, community members must practice a community development instead of being dependant on other supports (Denpaiboon and Amatasawatdee, 2012). OVOP is a rural development strategy and a powerful tool for reducing poverty. The philosophy of the projects is created in Japan, and this idea spread out to different continents.

Eco-tourism is also component of OVOP in some of the countries. The reason of applying the fundamentals for future OVOP projects in developing countries are verifying the attitude towards development at the local level, and promoting projects in order to satisfy the missing parts in any aspects (Mukai and Fujikura, 2015).

For understanding how OVOP can affect the rural development of Turkey and Brazil, taking a brief introduction of rural development of these countries is the starting point. The contributions of OVOP can be discussed in reducing the fragility of rural development strategies of these countries.

1. RURAL DEVELOPMENT OF BRAZIL

In Brazil, agriculture is historically a segment of great importance to the economy. In the Brazilian economic development, an agricultural product played a vital role in sustaining the national economy (Camargo et al., 2017). For centuries, agricultural activities were carried out in a rudimentary way, with a low level of technological innovation. The activity relied primarily on a highly labour-intensive production system of low-cost labour. From the 1960s, this system began to undergo rapid transformation driven by public policies that gradually introduced the precepts of the so-called Green Revolution in the Brazilian rural system. These included the incorporation of technological innovation in the scope of agricultural activities and the diffusion of innovation in these activities. Concerning technological innovation, a great incentive was given to the creation of agricultural research institutions and the training of scientific experts in certain areas of knowledge privileged for agricultural and livestock innovation. Among these areas, agricultural machinery, soil chemistry, and biology and their interaction with plant species, irrigation, and soil drainage, animal and plant genetic improvement, a chemical applied to the development of fertilizers and agricultural pesticides, among others, as demonstrated by Saleh et al. (2014).

Historically, family farming in Brazil played a significant role in the production of basic food from the Brazilian population. According to the Brazilian Institute of Geography and Statistics (IBGE, 2018), in 2006, there were around 4.5 million family farming establishments, corresponding to approximately 85% of the total agricultural units, occupying more than 70% of workers in rural areas. The family farming segment represents approximately 70% of the national production, supplying the majority of the Brazilian people's basic products. Despite this importance, family farmers have always received little support from the public power to carry out their activity. This segment was comparatively neglected by the various governmental spheres throughout the process of modernization of Brazilian agriculture, beginning at the end of World War II. Family farmers and their associations had not incorporated the concept of family farming itself into their lawsuits with the public authorities. This lack of support was widespread for all aspects of agricultural production processes, from access to land to commercialization of production. Subsistence agriculture and the production of surpluses are a hallmark of the possibility of owning a plot of land with housing is pointed out by the residents as a relevant reason for joining the rural village program, so that the activities carried out to contribute to the maintenance of families and allow additional income to be obtained from surpluses marketed (Sunderlin et al., 2018).

Fruit production is often used for household consumption, as an important complement to food, and sales are not very significant. It is worth mentioning that the cultivation of fruit is an indication that the family intends to remain in the lot since the fruit species usually enter into production after the third year of cultivation. Craft products provide significant extra income to households, and the artisanal processing of production comprises a varied range of identified items, such as vegetables, sweets, and foods with sugar, sugar cane derivatives, dairy products, pig derivatives, bread and other products with flour, and bamboo furniture. This is the activity with the smallest number of families involved, but with a significant portion that trades and with considerable profitability values, when compared to the other activities developed in the lot. In addition, the artisan activities allow extending the potential of the families, provided that they qualify for such, with possibilities to grant them the obtaining of complementary income. Artisanal processing, or processing of production to add commercial value, has been an alternative to Family Agriculture in several Brazilian locations. Although the production is very diversified among the families of rural villages and settlements, as far as the destination of production is concerned, it was verified that consumption in the unit itself is predominant. As a characteristic of the subsistence economy, the productive

activity developed in the agricultural plot produces value in use, that is, the food is destined for family consumption, which, however, also assumes the condition of second order merchandise and circumstantial. This particularity should be remembered in terms of the lack of expressiveness in the commercialization of production: in the first moment, families seek to meet their own food needs, by allocating only the surplus for sale. Figures 1 and 2 demonstrate rural producers of family farming in Brazil who have worked for several years with the production of pineapple, manioc and coffee, in which the latter a very important commodity in the international market.



Figure 1: Couple of producers of pineapple and manioc in the southwest of the state of Minas Gerais, Brazil. (Photographs taken by the authors)



Figure 2: Rural coffee producers on rural property located on the border of the state of Minas Gerais with the state of São Paulo, Brazil. (Photographs taken by the authors)

In summary, when addressing the influence of local development on several observed realities, we can perceive great difficulties of permanence in the settlement, in municipalities with incipient local development; and that the occurrence of various activity as a factor in overcoming rural poverty among families is conditioned by the existence of a dynamic labor market, which occurs only in the municipalities of regions with a high degree of development.

In Brazil, recent research has pointed to the occurrence of two sets of phenomena, in some regions of the Brazilian countryside, that help us to think about the issue of rurality today. First, the rural area is not defined more exclusively by agricultural activity. The reduction of persons employed in agriculture is significant since it is associated with an increase in the number of people living in the countryside engaged in non-agricultural activities and the emergence of a relevant layer of small farmers combining agriculture with other sources of income. This phenomenon still acquires new dimensions in the Brazilian field, calling our attention to the possibility of new forms of production organization coming to develop in the field or of old practices assuming new meanings. The trend towards the disappearance of the full-time farmer or one more way of exploiting the rural labor force is evident, since there is a movement of reorientation of the productive capacity of the resident population in the field, which is expressed in new forms of organization of agricultural activity as an alternative to rural exodus, to urban unemployment, and the dominant pattern of agricultural development. The second one of phenomena refers to the increasing demand for forms of leisure and even alternative means of living in the countryside by people coming from the city. This movement, which began timidly in Brazil in the 1970s, expands and finds its legitimacy in the dissemination of ecological thinking in the 1990s. Among its effects are the expansion of the possibilities of work for the rural population, so far devoted almost exclusively to agriculture, and the closest approximation and integration of distinct cultural systems.

New values support the search for closeness to nature and life in the countryside. The society founded on accelerating the pace of industrialization is now being questioned by the degradation of the living conditions of the great centers. An alternative, neo-ruralist value system enhance contact with nature. Pure air, the simplicity of life and nature are seen as cleansing elements of the body and spirit polluted by industrial society. The field is now recognized as a leisure space or even as a residence option. However, this view is predominantly accessible to families who have the highest economic level.

Some authors argue the need to carry out more specific analyzes of the rural environment, centered on the social relations that develop from processes of integration of the villages to the global economy. In this view, this process, instead of diluting the differences, can foster the reinforcement of identities supported by belonging to a locality. This territorial anchor would be the basis on which culture would perform the interaction between the rural and the urban in a certain way, that is, maintaining its logic that would guarantee the maintenance of identity.

In these terms, we can't understand the rurality today only from the penetration of the urban-industrial world into what was traditionally defined as a rural environment, but also from consumption by urban-industrial society, symbolic and material goods, and cultural practices that are recognized as being of the so-called rural world. In this sense, it is more important to seek than to try to redefine the boundaries between urban and rural localities, or simply to ignore the cultural differences contained in these social representations. From the point of view of social agents, the meanings of social practices that operationalize this interaction and which proliferate both in the countryside and in large urban centers.

International literature discusses the meaning of locality in the life of farmers in the context of integration into national society and market agriculture. Their data pointed to the limits of the concepts of rural or rural society and globalized society to explain the sociability of these farmers.

With the expansion of communication technology and urban mobility, the insertion of the farmer and the rural worker in the labor market becomes increasingly difficult, as it becomes more challenging and difficult to think of the notion of rurality to define the nature of social relations in a space determined. However, this difficulty does not seem to invalidate the notion of locality, since it denotes only the spatial reference as a qualifier of a specific universe of social relations. This means that the notion of identity with its rural origin can't define the rural or urban nature of the group or the social practices and relations that it develops. Moreover, the sense of the rural villages and their means of production will not be present in any space, it will be as strong as the more consolidated to the space that is associated, leading to outside communities their values and ways of living. With this, it may be possible to build new market relations and social and cultural links.

Based on this perspective, it is understood that the expansion of the urban and developmental society and its transformations and interventions in the field do not necessarily imply the de-characterization of the local cultures. It is possible to perceive some changes based on the redefinition or re-elaboration of cultural practices, but not forgetting the historical traditions, it would only consider the multiple possibilities of interaction of the social agents to the society and the global economy, mainly the economy of emergent countries.

2. RURAL DEVELOPMENT OF TURKEY

Mustafa Kemal Atatürk, the founder of the Republic of Turkey, attached great importance to rural development. Village Law issued in 1924, Village-city projects which were designed by Atatürk and the village institutes are the main indicators of this approach. The main reasons for this policy are the fruitfulness of rural land and the fact that most of the population in that period lived in rural areas. Village-city projects and village institutes included both the cultural development of the villagers and their knowledge of agricultural technologies. Village institutes have trained a large number of teachers, artists, and intellectuals. Village institutes can be considered as vision projects. The modernization efforts that started with the establishment of the Republic and accordingly the rural development efforts were carried out successfully considering the possibilities of time. With the village law numbered 422 in Turkey, a legal personality has been recognized to villages and the villages have been autonomous for the first time in our history (Gürlük, 2001). The structure of ownership in rural areas in Turkey varies based on regions. While nomadic communities, such as Nomad villages, still retain their traditional characteristics, there is an increasing number of highly educated families in the Aegean villages who abandon their urban life and establish a new life in the villages. Besides, since the country was established, the problem of landlords continues in Eastern and South-eastern Anatolia. Thus, while tribes with lands gain economic and political dominance, local people become cheap workers in the fields because they are landless. This process accelerated the migration to the cities. In 1945 the in "Farmer Land-Property Law" was enacted to break the political power of large landowners and to support landownership again in order to increase agricultural production (Geray, 1982; Gürlük, 2001).

Among the rural development policies of the countries, cooperatives developed with the support of the state to support the peasant and farmer are of great importance. Legal provisions supporting the cooperative organization has been made since the beginning of the Republic of Turkey. "Agricultural Law on Agricultural Unions" in 1924

“Agricultural Cooperatives Law” in 1929 and “Agricultural Sales and Agricultural Credit Cooperatives Laws” in 1935 are the main laws. Again in 2000, the “Law on Agricultural Sales Cooperatives and Unions No. 4530” and the “Agricultural Credit Cooperatives and Unions Law No. 5330” entered into force. (Can and Sakarya, 2012). Turkey's National Rural Development Strategy, diversification of the rural economy is among the priorities. Geographical indication registration or application for registration of the number of products made in Turkey is very high (Yücer, 2016).

“Development plans in Turkey began with the planned periods in the 1960s and were applied as five-year development plans including Priority Regions for Development and Promotion Practices in order to overcome the differences among regions” (Keskin and Sungur, 2010). GAP is an important development project developing a solution proposal for regional disparities. “The Southeastern Anatolia Project (GAP) project area is located in southeastern Turkey including nine provinces (Adıyaman, Batman, Diyarbakır, Gaziantep, Kilis, Mardin, Siirt, Sanlıurfa, Şırnak), representing approximately 10 percent of the total population and surface area of the country. The project area covers watersheds of the lower Euphrates and Tigris rivers and the upper Mesopotamian plains. Irrigation of agricultural areas and creating a Water Resources Development Programme are indicated as the aim of this project. Project planning and implementation are performed according to the Master Plan and an Action Plan in 1993. This Project had four objectives: Development and management in soil and water resources for irrigation, efficient-usage of industrial and urban tools, improvement of land use by agricultural practices and ideal cropping patterns, promotion of agro-industry and other industry types based on indigenous resources, and finally providing better social services, education and employment opportunities for the purpose of controlling migration and hiring qualified employees in the area ” (Unver, 1997).

Until the 1980s, rural policies in Turkey included agricultural reforms and policies aimed at developing rural land. Agricultural reforms in order to develop rural land were covered in policies in Turkey until the 1980s when the concepts of globalization, privatization, and migration became important in society after this period. Eventually, the role of agriculture in terms of production became less important. In the meantime, as a result of the accession negotiations to the EU, several documents on rural development were published as policies (Albayrak and Eryılmaz, 2018).

Today in Turkey, while eco-tourism creates opportunities for rural development, the transformation of cultivated areas into areas for residences and summer houses (second house) threatens rural development. In order to encourage domestic seed in the name of rural development, seed exchange festivals are organized. Along with government policies, rural development is on the agenda of local governments, non-governmental organizations, young entrepreneurs, sustainability ambassadors, and universities. Figure 3 shows the sunflower fields in the Thrace region of Tekirdağ - Figure 4 shows the historical texture and eco-tourism potentials of Sille-Konya.



Figure 3: Sunflower fields in Thrace Region, Turkey. (Photographs taken by the authors)



Figure 4: Historical texture and pattern of Konya – Sille, Turkey. (Photographs taken by the authors)

Cittaslow movement, pioneered by settlements such as Seferihisar-Izmir, draws attention to domestic products and has various potentials for eco-tourism and rural development (Bostancı, 2017). Current discussion in rural development: in 2012, arrangements made with the Law No. 6360, expanding the municipal boundaries of cities in 30 provinces (these are metropolitan municipalities), changes the statue of villages to neighbourhoods (Albayrak and Eryılmaz, 2018). This development will greatly affect the characteristics of rural settlements in the

metropolitan areas. For the future of these rural areas, the OVOP may turn into a potential identity protection approach.

Developing a “One Village-One Product” in Model for the Rural Economy Diversification and Intensification Program in the Final Report of the Eastern Black Sea Regional Development Plan (DOKAP) prepared by the Japanese International Cooperation Agency (JICA) in 2000 was proposed in order to have various fruits and increase the production in general by the Harşit Stream (JICA, 2000; Yücer, 2016). The first example of OVOP practice in Turkey are in 2002, Giresun -Espiye / İbrahimşeyh, as a product: mandarin and fruit growing; in 2003, the villages of Tokat: sour cherry, walnut, peach, vegetables; in 2007 Hakkari Villages as a product: walnut, vegetables, rugs; in 2007, Simav Villages of Kütahya fruit and vegetables. The institutions supporting these projects are the Governorship Special Administrative Directorates and the Provincial Directorate of Agriculture. Turkey partially initiated at the local "One Village One Product Project" that central funding to support the initiatives of the local authorities have just stayed, stakeholders and the adoption of sustainability not yet been achieved (Yücer, 2016).

3. SOME RURAL INDICATORS FOR COMPARING BRAZIL AND TURKEY

Rural development process in Brazil and Turkey is of great importance. In both countries there are areas where rural development and tourism overlap. In order to maintain the agricultural process in these areas, approaches such as agro-tourism can produce alternatives such as OVOP.

Some agricultural and rural development data from Brazil and Turkey are listed in Table 1 comparatively.

Table 1: Some Rural Indicators for Comparing Brazil and Turkey

Indicators	Brazil	Turkey
Arable land and Permanent crops (Data from 2007)	66.5 million ha (Country ranking: 6)	24.84 million ha (Country ranking: 14)
Arable land and Permanent crops per thousand people (Data from 2007)	350.01 ha (Country ranking: 45)	357.38 ha (Country ranking: 41)
Agricultural Products	coffee, soybeans, wheat, rice, corn, sugarcane, cocoa, citrus; beef	tobacco, cotton, grain, olives, sugar beets, hazelnuts, pulse, citrus; livestock
Agricultural growth per capita (Data from 2007)	120 Int. \$ (Country ranking: 27)	91 Int. \$ (Country ranking: 145)

Reference:

Agricultural land (Data from 2011)	2.75 million sq. km (Country ranking: 4)	382,470 sq. km (Country ranking: 31)
Farm workers (Data from 2008)	11.65 million (Country ranking: 15)	8.63 million (Country ranking: 18)

<https://www.nationmaster.com/country-info/stats/Agriculture>

In general, most of the Brazilian indicators present higher values because it is a country with continental dimensions, and this prevents a direct comparison of the information between the countries. Many still unserviceable areas expect to have sustainable management that will enable their economic production. Brazil is already the third largest agricultural exporter in the world. This is corroborated by the FAO (2018) international survey, in which Brazil ended the year 2016 with a share of 5.7% of the global market, below only the United States (11%) and Europe (41%).

From the results generated by this research, we can point out common challenges among the countries studied. These challenges should be addressed as a priority by the public government, involving all stakeholders in the management planning process of OVOPs. Figure 5 presents the main common challenges for Brazil and Turkey.

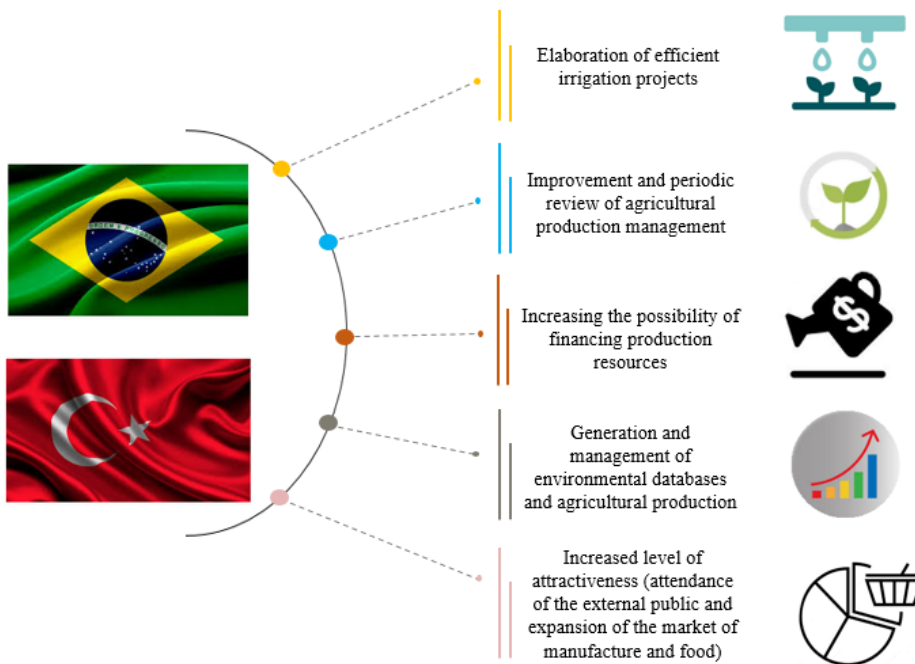


Figure 5: Main common challenges for Brazil and Turkey

Reference: Prepared by the authors.

Each common challenge must be analyzed and coordinated strategically and effectively. Each one has its interdependence in the production chain of an OVOP, however, they must work in a synchronized way. Challenges can be understood as sectoral deficiencies, and the management of each area is directly or indirectly associated with the levels of development of small farmers. It is up to the general public to look at this market more carefully and seek to adapt the offer of their products to the real needs of the family producer, adjusting quality and general characteristics of inputs. Such measures can be beneficial to both the family farmer and his suppliers and customers.

4. CONCLUSION

The main feature of these projects is to develop a marketable product from the original values of rural areas and to determine the deterioration of the characteristics of rural areas. The most critical issue for Turkey is the villages which turned into neighborhoods by the new metropolitan law. Some of these villages didn't develop agricultural activities in these conditions and therefore they had to sell their lands. These lands have been converted into second homes. These projects can be used as a tool in order not to lose these agricultural areas. OVOP projects also can be a part of creating a tourist brand to a village. However, the second houses are benefited the real estate investors, while the tourism realized with the OVOP approach contributes to the economy of the inhabitants.

Various models of this project are implemented, and the common purpose of these projects is to ensure sustainable rural development in line with the local characteristics and moods of the inhabitants. Turkey and Brazil are two countries with different rural dynamics from different continents. Rural development approaches have some good practices in different periods according to countries management approaches. OVOP is a new approach for both countries and has begun to gain a newly take place on the agenda of these countries.

The results of this research demonstrated the lack of OVOP data and information in both countries. The data are out of date, with a large time interruption of the indicators, demonstrating methodological fragility and little interest in the subject. Additional research should increase the database and methodological approaches to develop the theoretical and practical bases at the national level. Local efforts should be given priority in the design and implementation of initiatives in the world.

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