Journal of New Results in Science (JNRS)

ISSN: 1304-7981
http://dergipark.gov.tr/en/pub/jnrs
Research Article
Open Access

Volume: 8
Issue: 2
Year: 2019
Pages: 9-16

***Received*:** 17.12.2019 ***Accepted*:** 24.12.2019 ***Published*:** 27.12.2019

Transport Potential of Tokat Grapevine Leaf to Consumers Outside of the Province by Local Community

Esen Oruç[a,*], Aysel Ergün[b], Rüstem Cangi[c]

[a] *Department of Agricultural Economics, Faculty of Agricultural, Tokat Gaziosmanpaşa University*
[b] *Department of Agricultural Economics, Graduate School of Natural and Applied Science, Tokat Gaziosmanpaşa University*
[c] *Department of Horticulture Economics, Faculty of Agricultural, Tokat Gaziosmanpaşa University*
**Corresponding author, esen.orucbuyukbay@gop.edu.tr*

ABSTRACT: It is seen that Tokat vine leaf obtained from Narince variety has become a brand in the market. For this reason, sometimes it is a special local product which can be sent to relatives outside of the province as a gift and sometimes upon request. There are no statistical data or scientific studies that will reveal the potential of customers on a larger scale. In this study were tried to be determined some details about the amount, frequency and delivery type of grapevine leaf sent out of the province for non-commercial purposes by the settled people in Tokat. Thus, it is intended to provide a perspective on what is the potential for out-of-province demand of this product as a regional value. The research is based on survey data. Tokat province was determined as the research area and the five districts of which the highest population were included in research. As a result of the sampling study in which five districts were taken into consideration, it was found appropriate to work with 383 households. Women were interviewed to represent the households. The data obtained were evaluated by means of percentage distributions and other descriptive statistics. According to the results, a significant percentage of the interviewed individuals send or take a significant amount (16,26 kg per year) of vine leaves out of Tokat province. The leaf processed by conventional means is preferred predominantly. It is important to solve the existing quality problems, especially in industrial production, and to make efforts for the healthy development of the vine leaf product market that is just starting to grow.

Keywords *– Vine leaf, Brine vine leaf, Tokat, Local products, Vine leaf market.*

1. Introduction

The vine leaves are perhaps as important as grapes for the kitchens where they are traditionally located. On the other hand, it is a high yield and commercially important product for the farmer. Especially for provinces such as Tokat and Manisa where brine leaf production comes into prominence, vine leaves have a distinct value (Cangi and Yağcı, 2017; Cangi et al., 2011).

In the studies, it is expressed that Narince is one of the varieties with the highest quality vine leaf and the leaf obtained from this variety, sought in the market and has become a brand of Tokat brine leaves (Göktürk et al, 1997; Çelik, 2005).

The vine leaf is considered as one of the agricultural products oriented from Tokatand the production center of the province Grapevine leaf is considered to be one of the agricultural products where Tokat is the gene source and production center and are among the few products exported from the province (Hekimoğlu and Altındeğer, 2014). It is clear that vine leaves have an important place among the agricultural products that contribute to the regional

economy. Vine leaf were registered as of 05.12.2017 for the borders of the Erbaa district, where leaf production was prominent, although not for Tokat province in general (Anonim 2017).

It is known that Tokat vine leaves are produced and traded by traditional means for many years, not as industrial products. The leaves collected from the vineyards in the region are boiled by the producers with hot water and prepared for sale by making brine with thick salt in large plastic drums of 50-100 kg. This method is defined as the oldest and most common protection and storage method applied to vine leaf in Anatolia because it is an easy and low cost processing method (Cangi and Yağcı, 2017; Gülcü and Torçuk, 2016). While producers usually sell the leaf in brine, a certain amount of leaf is also sold fresh. Nearly 20 packaging companies in the region are offered for sale in brine leaves, vacuum or salt water solution from the producers. While the recognition of this leaf sold in big cities and big shopping malls increases, the sale of the leaf in Tokat province continues through traditional ways.

Until the 2000s, it is known that local products, which may be considered disadvantageous in terms of recognition and presence in national and international markets, have gained importance especially in the last 20 years. In developed countries, Geographical Indications, Country of Origin and Protected Geographical Indication concepts and applications are effective in marketing of agricultural products. It is stated that the Local Product Market, which is among the market types as the Local Products Market, is developing rapidly (Ertan, 2010).

In Tokat, grapevine leaf with quite good properties for stuffed dish is produced from Narince variety. It is known that Narince variety is grown in 90% of the vineyards in the province. In a study conducted with enterprises producing vine leaves in Erbaa district of Tokat, it was determined that 89% of the interviewed producers included Narince variety (Kızılaslan et al, 2019). Topçu Altıncı et al. (2017) found that the ratio of producers who grow Narince variety in his/her vineyard is 97%, in their research in Tokat Province. It is seen that the leaf obtained from Narince variety has become a brand in the market for Tokat (Göktürk et al,1997). For this reason, sometimes it is a special local product which can be sent to relatives outside of the province as a gift and sometimes on demand. There are no statistical data or scientific studies that will reveal the potential of customers on a larger scale. In various studies, Tokat vine leaf is stated to be a preferred product and it is known that it is exported in a limited amount (Anonim, 2005; Göktürk et al, 1997; Çelik, 2005; Cangi and Yağcı, 2012; Gülcü and Toçuk 2015). However, it is not possible to talk about the existence of large-scale market research for this product, which requires at every aspect studies in terms of provincial economy and promotion.

In this study, some details about the amount, frequency and delivery type of vine leaf sent out of the province for non-commercial purposes by the settled people in Tokat were tried to be determined. Thus, it is intended to provide a perspective on what is the potential for out-of-province demand of this product as a regional value.

2. Material and Methods

The main material of the research is the data obtained from the survey conducted with consumers throughout Tokat province. Since it is not possible to interwiev with all consumers, a sample size is tried to be determined to represent the main population. First of all, the research area identified as Tokat province is limited to five districts with population

over 50.000 according to 2015 data (Anonim, 2015). Accordingly, the Central, Zile, Niksar, Erbaa and Turhal districts were selected.

The vine leaf was considered to be a family-specific food product, so the main population was formed by taking into account the number of households for the designated districts. Accordingly, the sample size was determined from the main population determined by the Proportional Sampling Method.

It was decided to conduct a survey interview with 383 households with 95% confidence interval and 5% error margin (Çiçek and Erkan, 1996). With the assumption that women will come to the forefront in the use and consumption of vine leaves in households, it was decided to interview with female consumers representing the households. The data obtained as a result of the survey was evaluated by means of percentage distributions and other descriptive statistics.

3. Results and Discussion

In this study, which is a part of a large-scale project carried out on vine leaf consumption in Tokat Province, a perspective has been tried to be formed on the demand of vine leaf outside the province. It is considered appropriate to include some information about the research population before the findings of the research subject are discussed.

As explained in the Method section, all interviewees are women. The mean age was 41,71 and the rate of women in the 31-45 age group (38,38%) was higher than in other age ranges (18-30; 45-65; 65 - +). Married ones are the majority (79,63%). The highest rate on education level was obtained by primary school graduates with 29,24%, followed by high school graduates (19,06%). The rates of associate (%7,05), undergraduate (%12,01) and graduate (%3,13) degrees are lower than those of primary school (29.24%), secondary school-primary education (13,84%) and high school (19,06%) graduates. However, when those who continue their education after high school graduation are evaluated together, it is concluded that one out of five women is at least an associate degree graduate. In addition, rate of illiteracy is significant (%11,75). Four out of every hundred women (3,92%) had literacy level education.

The majority of women (72,85%) were housewives. Almost all of the remainder earn an income on their own behalf. The rate of those who earn an income by working as wage earners (official – worker) is 22,19%. Retireds (1,57%), private business owners (1,57%) and students (1,82%) were at low rates.

Table 1 shows how much and how often the individuals interviewed consumed the vine leaf in their families. The results show that in half of the families interviewed, vine leaves are consumed every 15 days or more. The average annual consumption was 13,9 kg. The group with the annual consumption of 10 kg or less has the highest rate and 52,22% of the families are in this consumption group. Although there is a low rate of families consuming over 30 kg of vine leaves annually, considering that three out of every hundred families consume more than 30 kg leaves annually, an important consumption potential can be mentioned.

Table 1. Vine leaf consumption habits in families of ınterviewed ındividuals

Frequency and quantity ranges		**Frequency**	**Rate (%)**	
Consumption frequency	Several times a week	27	7,05	
	Once a week	67	17,49	
	Every 15 days	98	25,59	
	Once in a month	191	49,87	
	Total	**383**	**100,00**	
Annual consumption in households	10 kg and lower	200	52,22	Average annual consumption 13,9 kg
	11-20 kg	123	32,12	
	21-30 kg	48	12,53	
	31 kg and more	12	3,13	
	Total	**383**	**100,00**	

**Since more than one choice can be made, the total exceeds one hundred.*

The findings regarding vine leaf delivery out of province is given in Table 2. It is seen that Tokat brine vine leaves are not systematic in the domestic market. Some of the product produced in the province is marketed as by traditional means and the other part by packaged as a food industry product.

According to the data obtained, 67,62% of the individuals surveyed send vine leaves outside the province for non-commercial purposes. In other words, two out of every three people in the province send vine leaves to consumers who live outside Tokat. As perthis result, there is a significant amount of vine leaves transferred outside the province from Tokat. This delivery is within the framework of individual relations and possibly outside the commercial records.

Some of the conclusions in the following sections support the assessment that a significant part of the vine leaves sent were unregistered. Not all the participants who say that “I'm sending vine leaves out of the province” do this continuously. 16,71% of women stated that they regularly send leaves outside the province every year. Some of the individuals in this group stated that they sent leaves to relatives or close acquaintances, especially first degree (siblings, children, etc.). It is understood from the details expressed during the interviews that these individuals regularly send in almost the same amounts each year. There are individuals who send vine leaf different amounts and to different people every year among those who say “I send leaves every year regularly” are individuals. Some of these people take the vine leaves with him/her when he/she goes out of the province.

The average amount of vine leaves sent annually is 16,26 kg, which is higher than the amount for families' own consumption (13,9 kg). The highest rate (28,18%) is between 5-10 kg. The 11-20kg group (Table 2).

According to the details stated by the participants during the interviews, in the social environment of the relatives they send vine leaves in non-Tokat settlements, the demand for this product starts to develop and the amount of leaves sent within the framework of individual relations may increase.

Table 2. Findings about vine leaf sent out of province by the ındividuals ınterviewed

		Frequency	Rate (%)	
Does vine leaves send out of the province?	Never sent	124	32,38	
	Sent several times	114	29,77	
	Sometimes sending	59	15,40	
	He's taking it when he's gone.	22	5,74	
	Sends regularly every year	64	16,71	
	Total	**383**	**100,00**	
Annual amount sent	1 – 5 kg	46	17,76	Annual average delivery out of the province 16,26 kg
	5-10 kg	73	28,18	
	11-20 kg	65	25,1	
	21-30 kg	19	7,33	
	31-40 kg	5	1,93	
	41- 50 kg	14	5,41	
	51-100 kg	6	2,32	
	It is changing	31	11,97	
	Total	**259**	**100,00**	
To whom	Relatives (except children and siblings)	130	50,19	
	Relatives not from Tokat	78	30,12	
	Children	57	22,01	
	To brothers or sisters	84	32,43	
	They are in a business relationship	3	1,16	
	Total	**259**	*****	
Send type	As gift	224	86,49	
	Send collect	56	21,62	
	Total	259	*	
Out-of-province demand	Requesting	168	64,86	
	Never requested	59	22,78	
	From time to time there are those who demand	32	12,36	
	Total	**259**	**100,00**	
Which type of leaf is sent	From your own vineyard	51	19,69	
	Traditional brine	205	79,15	
	Industrial production - packaged	9	3,47	
	Total	259	*****	
How many kg package	5 kg package	1	0,39	
	8 kg package (1 batman)	63	24,32	
	Changing weights	199	76,83	
	Total	**259**	*****	
Appreciation-interest for Tokat vine leaf	No any idea	9	3,47	
	There is not high apprecition – get interest	31	11,97	
	There is apprecition – get interest	15	5,79	
	There is high apprecition – get interest	204	78,77	
	Total	**206**	**100,00**	

**Birden fazla tercih yapılabildiği için toplam yüzü aşmaktadır.*

During the interviews, it was tried to be determine to whom the participants sent vine leaves. According to Table 2, leaves sent to relatives from Tokat and those living outside the province are in the first place (50,19%). I is also appropriate to include those who are dealt with in the form of children and siblings of consumers who sent leaves outside the province. However, these two groups were handled separately, reflecting the fact that they regularly dispatch significant amounts of people dispatched each year. When this group is also included, it is understood that the majority (85,33%) of the individuals who send vine leaves out of the province send leaves to their relatives from Tokat. This result reveals that individuals of Tokat origin continue to prefer vine leaves grown in the province.

Another group sent to the leaves are non- from Tokat relatives. This group is also seen in a significant proportion with 30,12%. A small percentage (1,16%) of brine leaves were sent to people who were recognized for work relationships.

Leaves sent mostly as a gift without cost. Sendings by taking fee are 21,62% rate. 64,86% of individuals who sent leaf stated that the demand for leaves was continuous. 12,36% of them said that they were demanded from time to time. The percentage of those who stated that they did not encounter any demand for leaf was 22,78% (Table 2).

Almost all (98,84%) consumers who send brine leaves out of the province send traditional leaves. It is estimated that a very small ratio (3,47%) of industrial production leaves is preferred in cases conventional leaves cannot be provide. This suggests that the conventional leaf is obviously preferred over the packaged food industry leaf. As stated in the previous chapters, this result supports the idea that the leaves sent by individuals living in Tokat outside the province are not reflected in the records and are excluded from commercial sales.

The unit selected in the delivery varies according to the people. However, 8 kilos (1 Batman what is a traditional unit) plastic drums, which are widely used in the province, are preferred over other sizes (Table 2). It can be estimated that 8 kilos has become a preferred reason because it is a traditional unit established on vine leaves in the province. In the study conducted in Erbaa district, it was determined that the farmers who produce and sell vine leaves use packages up to 5 kg (83,33%) for the sale of leaves (Kızılaslan et al, 2019).

Plastic drums are considered as a preferred type of packaging since they are used in the past, because they are light, cheap and easy to carry because they are unlikely to be damaged. In a study dealing with marketing problems of vine leaves in Erbaa district, it was determined that 97,78% of the interviewed producers used plastic drums as packaging material (Kızılaslan et al., 2019). However, due to health and environmental concerns, preference for this type of packaging is expected to change over time.

Participants who sent leaves were asked how appreciation or interest was met this product with. A significant majority (78,77%) stated that the product was highly appreciated and get interest. There was also a low percentage (11,97%) indicating that the product was not liked. It is possible that these people expressed negative opinions about Tokat vine leaf due to individual preferences and habits. However, the issue that needs to be emphasized here is to know to what extent the products which are presented to the consumption of these people as Tokat vine leaves are suitable for the local characteristics. In other words, it is of great importance to prevent negative impressions about the product as a result of non-compliance with Tokat vine leaf quality criteria, although the product is produced and prepared in Tokat.

4. Conclusion

The vine leaf produced in Tokat is an important local and traditional product. In today's conditions, where the local products market continues to gain considerable importance, it is clear that the vine leaf is a product worthy of consideration and job for Tokat, which still needs significant efforts in terms of recognition and economic development. This product does not have any statistical data or scientific studies showing the market potential at national and international level. In this study, in order to provide an insight into the demand of the product outside the province of Tokat, the potential of dispatch by individuals living in Tokat was investigated.

The results show that, a significant percentage of the interviewed individuals send or take a significant amount (16,26 kg per year) of vine leaves out of Tokat province. There are families who do this regularly every year. Relatives, especially those of Tokat origin, have

an important share among the people sent. The leaf processed by conventional means is preferred predominantly. Since individuals sent leaf will generally obtain these leaves produced by conventional methods from local producers or their own vineyards, the vine leaf thus sent is probably not commercially registered. Accordingly, firms engaged in industrial production are not able to include this potential as their market potential. In addition, it is understood from the results that the traditional product is generally appreciated by the people consumed outside the province, and that the people who supply it from their relatives in Tokat are demanded in their social surroundings. The out of province market of the vine leaf is still expanding through a non-systematic way. This expansion is based on person-to-person presentetion in the social surrounding. It is seen that large scale and effective promotional activities are necessary for vine leaf. These promotional efforts should be accompanied by measures to preserve the quality characteristics of commercially available Tokat vine leaves. It should be kept in mind that especially with the increase in consumption in non-provincial markets, quality problems that may be brought by more production may arise. Furthermore, it is important to solve the existing quality problems, especially in industrial production, and to make efforts for the healthy development of the vine leaf product market that is just starting to grow. The fact that the image of this product has started to develop and continue to be healthy from today will be of great value for Tokat. Starting from the packaging, healthy, delicious and high quality brine vine leaves production and simultaneously presentation should be seen as a target. Further, every relevant persons and establishments in the province should act in concert on this target.

Acknowledgment

This study is derived from an individual research project supported by Gaziosmanpaşa University Scientific Research Projects Support Unit.

References

Anonim, 2005. İGEME, İhracatı Geliştirme Merkezi İnternet Sayfası, www.igeme.org.tr.

Anonim, 2010. Tokat İlinin Tarımsal Yapısı ve Potansiyeli, TC Tokat Valiliği, 76 s. 06.07.2015. http://tarim.com.tr/Haber/22742/Asma-Yapragi-nda-Kimyasal-Kalinti-Cikti.aspx

Anonim, 2015. Adrese Dayalı Nüfus Kayıt Sistemi Sonuçları. Türkiye İstatistik Kurumu https://biruni.tuik.gov.tr/medas/?kn=95&locale=tr

Anonim 2017. Erbaa Narince Bağ Yaprağı Tescil Belgesi. Tescil No: 258, Tescil Ettiren: Erbaa Ticaret Odası.

Cangi, R., Adınır, M., Yağcı, A., Topçu, N., Sucu, S. 2011. Salamuralık Yaprak Üretilen Bağlarda Farklı Üretim Modellerinin Ekonomik Analizi. Iğdır Üniversitesi Fen Bilimleri Enstitüsü Dergisi, 1(2): 77-84.

Cangi, R., Yağcı, A. 2017. Bağdan Sofraya Yemeklik Asma Yaprak Üretimi. Nevşehir Bilim ve Teknoloji Dergisi, 6(Kapadokya Ulusal Bağcılık Çalıştayı Özel Sayı): 137-148.

Cangi, R., Yağcı, A., 2012. Iğdır Yöresinde Salamuralık Asma Yaprağı Üretim İmkanları. Iğdır Üniversitesi Fen Bilimleri Enstitüsü Dergisi 2(2, Ek: A): 9-14.

Çelik, H., Çelik, S., Kunter, B. M., Söylemezoğlu, G., Boz, Y., Özer, C., Atak, A., 2005. Bağcılıkta Gelişme ve Üretim Hedefleri. VI. Ziraat Mühendisliği Teknik Kongresi, 3-7 Ocak, Ankara, Türkiye.

Çiçek, A., Erkan, O., 1996. Tarım Ekonomisinde Araştırma Örnekleme Yöntemleri, Gaziosmanpaşa Üniversitesi Ziraat Fakültesi, Yayın No:12, Ders Notları Serisi No: 6, Tokat.

Ertan, A., 2010. Prestijli Tarım Ürünlerinin Pazarlanmasında Kalite ve Coğrafi İşaret Kavramlarının Tutundurulması ve Bu Bağlamda Tarım Satış Kooperatiflerinin Önemi. Süleyman Demirel Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, 2010/2(12): 157-170.

Göktürk, N., Artık N., Yavaş, İ., Fidan, Y., 1997. Bazı Üzüm Çeşitleri ve Asma Anacı Yapraklarının Yaprak Konservesi Olarak Değerlendirme Olanakları. Gıda, 22(1): 15-23.

Gülcü, M., Torçuk, A. Ç., 2016. Yemeklik Asma Yaprağı Üretimi ve Pazarlamasında Kalite Parametreleri. VII. Bahçe Ürünlerinde Muhafaza ve Pazarlama Sempozyumu, 4-7 Ekim, 1(Özel), 75-79.

Hekimoğlu, B., Altındeğer, M., 2014. TR83 İllerinin (Samsun Tokat Amasya Çorum) Tarım/Sanayi ve Tarımsal Sanayi Potansiyelinin Kıyaslanması. Gıda Tarım ve Hayvancılık Bakanlığı Samsun İl Müdürlüğü, Strateji Geliştirme Birimi. Samsun, Eylül 2014.

Kızılaslan, N., Somak, E., 2013. Tokat İli Erbaa İlçesinde Bağcılık İşletmelerinde Tarımsal İlaç Kullanımında Üreticilerin Bilinç Düzeyi. Gaziosmanpaşa Bilimsel Araştırma Dergisi, 4: 79-93.

Kızılaslan, H., Dal, B., Kızılaslan, N., Doğruer, T., 2019. Tokat İli Kazova Bölgesi Yaprak Üretimi ve Pazarlama Sorunları. International Balkan and Near Eastern Social Sciences Congress Series XI. IBANESS Congress Series, pp. 352-362, March 9-10, Tekirdağ, Turkey.