

**KARS'TA HAYVANCILIK EKONOMİSİNİN SWOT ANALİZİ İLE  
İNCELENMESİ\***  
**A SWOT ANALYSIS OF LIVESTOCK ECONOMY IN KARS, TURKEY**

**ИССЛЕДОВАНИЕ СЕКТОРА СКОТОВОДСТВА КАРСКОГО КРАЯ ПО  
МЕТОДАМ SWOT АНАЛИЗА<sup>1</sup>**

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**ÖZ**

Hayvancılık sektörü, hem Türkiye hem de Kars için sağladığı içsel ve dışsal faydalar ile önemli sektörlerin başında gelmektedir. Bunun yansısı ülke ekonomisinde izlenen politikalar tarım ve hayvancılık sektörünü en çok etkileyenlerin başında gelmektedir. Türkiye ekonomisinde 1980 sonrası izlenen serbest piyasa ekonomisi ihracata dayalı büyüme modeliyle sanayi kesiminde yatırımları büyük ölçüde artırmış ve sektörü çeşitli yollarla desteklemiş fakat tarım ve hayvancılık sektörü bu gelişmeden yeterli derecede nasiplenememiştir. Özellikle Türkiye’de tarım kesiminde görülen parçalı arazi verimliliği düşürerek Avrupa’nın tarım ve hayvancılık sektörünün gerisinde kalmıştır.

Serhat şehri Kars ilimiz, Doğu Anadolu Bölgesinin kuzey doğusunda Türkiye’nin 1750 metre yüksekliğe sahip bir yayla şehri olup, Kars ekonomisinde hayvancılık önemli bir yere sahiptir. Şehrin ekonomik getirisi hayvancılık üzerine oturtulmuştur (Güvensoy, 2004: 227). Hayvanlar için büyük önem arz eden geniş otlakların, yüksek rakımlı çayırların, meraların ve yaylaların fazla olması ilde geçmişten günümüze hayvancılığı temel iktisadi bir faktör haline getirmiştir. Özellikle doğal ortamlarda mera ve yayla yetiştiriciliği et kalitesinin ve tadının yüksek olmasına imkan tanıdığından Kars, Türkiye’nin büyükbaş hayvan yetiştirme merkezlerinden biri olmuştur.

1940’lı yıllarda mera alanlarının 13.000 km<sup>2</sup>’ den fazla olduğu, bu oranın ili mera ve hayvan sayısı bakımından ilk 10’a, hayvancılık sektöründen elde edilen irad açısından Türkiye’nin zirvesine taşımıştır (Aydın, 2013: 16).

2014 nüfus sayım sonuçlarına göre Kars ilinin nüfusu 300.874 olup İl ve ilçe merkezleri nüfusunun toplam nüfus içindeki oranı % 43.03, Belde ve köyler nüfusunun toplam nüfus içindeki oranı % 56.97 yıllık nüfus artış oranı -13.03’ tür. Toplam arazinin % 35’e tekabül eden 340,000 hektarı tarım arazisidir (TUİK, 2014). Uzun süren kış mevsimi ilde tarımsal üretimi etkilemektedir. Yılda sadece bir kez hasat yapılabilmektedir. Hububat ve yem bitkileri üretiminden buğday, arpa, korunga, yonca ve fiğ yetiştirilirken, endüstri bitkilerinden sadece şeker pancarı ve patates üretimi yapılmaktadır. Kars’ta yapılan tarımsal

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\*. This article is an elaborated form of a paper that was orally presented in Kafkas University 1st International Ani - Kars Symposium on 14-16 August 2014.

<sup>1</sup>. DOI : 10.17498/kdeniz.260

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üretimim % 34'ü tahıl, % 66'sı yem bitkilerinden oluşmaktadır. Tarımsal üretimim temel gayesi çiftçilerin hayvansal üretimini sağlamaktır.

Hayvancılık sektörü diğer sektörlerden farklı olarak, içerisinde birçok alt sektörü barındırmakta ve ülkenin toplumsal sorunlarına da çözüm getirmektedir. Hayvancılık kırsal kalkınmanın sağlanması açısından, bazı toplumsal ve ekonomik fonksiyonlara sahiptir. Kırsal alandaki işsizliğin azaltılarak köyden kente göçün önlenmesi, çarpık kentleşme ve nüfus baskısının azaltılması gibi toplumsal sorumluluklarının yanı sıra, ülkedeki kalkınmanın dengeli olarak gerçekleştirilerek refahın artırılması gibi yükümlülükleri de yerine getirmektedir.

Bu çalışma; Kars hayvancılığını ekonomik açıdan SWOT (Strengths, Weaknesses, Opportunities, Threats - Güçlü yönler, Zayıf yönler, Fırsatlar, Tehditler) analizi yardımıyla incelemeyi amaçlamaktadır. Temel istatistikî belgelerle Kars'ta hayvan sayısı, bu hayvanlardan elde edilen gelir, hayvancılıkla uğraşan kişi sayısı, hayvancılığa yapılan yatırımlar vb. istatistikî bilgilerden elde edilen sonuçları incelemiştir. Görülmektedir ki Kars'taki hayvancılık makroekonomik açıdan Türkiye'deki hayvancılıktan ayrı düşünülmemelidir. Yapılan yatırımlar hayvancılık sektöründe beklenen getiriyi sağlayamamıştır. Bunun nedeni makro ekonomik düzeyde işletmelerin kurulamaması, çetin geçen kış şartları, doğal mera alanlarının yetersizliği, ulaşım imkanlarının yetersiz oluşu, kaliteli olan hayvansal ürünlerde pazarlama ve markalama yetersizliği temel faktörlerin başında yer almaktadır. Sonuç olarak Kars hayvancılığında güçlü yönleri fırsatlardan yararlanacak şekilde kullanabilmek, zayıf olan yönlerin ortaya çıkarılarak güçlendirilmesi, imkanların araştırılması, hayvancılığı tehdit eden olumsuz etkenlerin en aza indirilmesi, ülke ve dünya pazarlarında rekabet konusunda neler yapılabileceği hedeflenmiştir.

**Anahtar Kelimeler:** Hayvancılık endüstrisi, Kars ilinin tarımsal ekonomisi, SWOT analizi

## ABSTRACT

Livestock industry is one of the most important industries of both Turkey and Kars in terms of its internal and external advantages. Besides, politics of national economy are the primaries that effect agricultural sector and livestock industry. After 1980 free market economy of Turkey redoubled the investments in industry part with its export-oriented growth model and supported the sector in several ways but agricultural sector and livestock industry could not utilize that development. Especially Turkey's partial lands which have a great position in agricultural sector decreased productivity so much that Turkey was lagged behind in terms of agriculture and livestock sector of Europe.

Our border city Kars province which is located to north-east of East Anatolian Region is one of Turkey's summer range cities with a height of 1750 meters. Livestock has an important position in Kars economy. Economic return of the city is based on livestock (Güvensoy, 2004: 227). From past to present, plenitude of wide grasslands which are very important for animals, meadows of high altitude and ranges make livestock into an economical base factor for the city. Especially pasture and range farming have made high-quality and tasty meat thus Kars became one of the stock farming centers of Turkey.

In 1940's pasture areas were bigger than 13.000 km<sup>2</sup> and this rate took the city into the top 10 list in terms of posture area and animal amount and put the city over the top of Turkey in terms of livestock income (Aydın,2013: 16).

According to population census results of 2013 Kars province's population was 100.874. The ratio of city and towns in total population were % 43.04, the ratio of districts and villages in total population were % 56.97 and yearly population growth rate was -13.03. 340.000 hectare which means % 35 of total land was agricultural estate (TUİK, 2014). Protracted winter-session affects the agricultural productivity of the city. Harvest is made only once in a year. While wheat, barley, esparsette, clover and tare are produced for grain and feed crop production, only sugar beet and potato are produced for industrial crop production. % 34 of Kars' agricultural production is grain and % 66 is feed crop. The main purpose of agricultural production is to provide farmers' animal production.

Different from the other industries livestock sector incorporates many sub-sectors and proposes solutions to social problems of the country. Livestock has some social and economic functions in terms of rural development. Instead of preventing rural depopulation with alleviating unemployment in rural area, unguided urbanization and decreasing population pressure, livestock carries responsibilities out such as welfare increasing with providing balanced development for the country.

This study aims to analyze the Kars' livestock in terms of economy with the help of SWOT's (Strengths, Weaknesses, Opportunities, Threats) analysis. Results from statistical information such as animal amount in Kars, income from these animals, number of people engaged in livestock, investments to livestock were analyzed with basic statistical documentaries. It can be seen that livestock in Kars should not be dissociated from livestock in Turkey in terms of macroeconomic. Investments on livestock sector could not meet the expected return. This is because the failure of establishing macro-economic enterprises, harsh winter conditions, paucity of natural pastures, lack of transportation facilities, lack of marketing and marking for quality animal products are at the top of basic factors. As a result, it has been aimed to reveal what can be done about competition on country's and world's market, use our strengths with benefiting from the opportunities, make the foibles stronger with revealing them, research the facilities, minimize the negative factors which threaten the livestock.

**Key Words:** Livestock production, agricultural economy of Kars province, swot analysis

## **АННОТАЦИЯ**

Сектор скотоводства как для всей Турции так и для Карсского края является значительным сектором внешней и внутренней экономики. Наряду с этим наблюдается сильное влияние государственной политики на секторы скотоводства и сельского хозяйства.

В статье анализируется сектор скотоводства по методам SWOT (Strengths, Weaknesses, Opportunities, Threats – сильные стороны, слабые стороны, возможности, угрозы) анализа. Рассматриваются статистические данные численности крупнорогатого скота в Карсском крае, прибыл от сектора, численность занятых людей в секторе, капиталовложения в данный сектор и т.п. Из анализа подтверждается, что с точки зрения макроэкономики, скотоводство в Карсе следует рассматривать отдельно от того же сектора в Турции. Сделанные капиталовложения не принесли должного результата. Причиной всего этого послужило суровый климат региона, нехватка летних пастбищ, ограниченный сектор рынка и транспортирования и т.п. В заключении следует отметить, что снижая угрозу для развития скотоводства

в Карсском регионе, можно конкурировать с рынком как внутри страны, так и зарубежом.

**Ключевые слова:** индустрия скотоводства, сельское хозяйство Карсского края, SWOT анализ.

## I- Introduction

Agriculture sector has been the basic foundation of growth and development for the economy of both the world and Turkey from past to present. Physiocracy, which arose as an anti-thesis of mercantilism in France in mid-18th century, based foundation of economic wealth on agricultural production, and physiocrats have not seen commercial and industrial activities as an efficient sector although they created an added value (Karakayalı; 2010: 91). Livestock sector constitutes the most important power of the agriculture sector in many places (particularly where climatic conditions are unfavorable). In recent years, development policies have been oriented to regions, provinces and districts rather than the whole country. Among these policies the leading ones are grants, credits and projects of Regional Development, European Union, SODES, Köy-Kent, and TKDK (Agriculture and Rural Development Support Institution). This study presents an economical evaluation of Kars province livestock activities with the help of SWOT analysis. Socio-economic dynamics of Kars province have been revealed based on basic statistical documents, and required strategies which should be followed for development of livestock economy have been suggested.

## II- Kars Livestock Sector under the Light of Basic Economic Indicators

Like economies of many countries in the World and economy of Turkey, foundation of Kars economy is based on agriculture sector and therefore livestock farming, which is a sub-sector of it. The reason for this is climate and natural physical conditions. 1897 census results reveal that 82 % of the population was living on agriculture and livestock farming (Badem; 2010: 169). According to 2013 census results, 43 % of the population in Kars lives in town centers and 57 % lives in villages. For comparison, 91.3 % of the population in Turkey lives in town centers. Taking population density in Turkey as 100, population density in Kars is 30, which is pretty below the Turkey's average. Besides, 2013 census results show population growth rate of Kars as -13 and migration rate as -23.1 (TUIK, 2014). If you are living in Kars and not an official in a private or public sector, you will be directed to livestock farming even if you have sufficient capital since the geography of Kars has a high altitude, the amount of irrigable land is limited, and fruit and vegetable growing is limited to only Kağızman and Digor districts (Aydm, 2013: 16). The basic factor that makes Kars a "brand city" in Turkey in terms of particularly cattle farming is its geographic characteristics.

Livestock farming provides animal product raw materials to many industrial sectors and helps in establishment and development of supporting industries such as feed, medicine and equipment industries. Animal manure is the most important factor in increasing physical and technical productivity in agricultural production. Livestock farming creates an opportunity for idle workforce in organizations in Kars during the period in which no vegetative production activities take place and harsh snowy winter conditions lasting eight months take effect (Bayrac and Cemrek, 2011: 2). Table 1 to 4 below show number and production details of cattle, sheep & goats, beehives and fowls in Kars

respectively and table 5 shows Kars province export details based on TUIK databases (all tables are prepared by the author).

**Table 1: Number of Cattle and Amount of Animal Production in Kars**

Animal Species	Year	Grown up	Young-Offspring	Total	Number of dairy animal	Milk (in tons)
<b>Cow (Breed)</b>	2008	12145	6,513	18,658	5,883	22,472.30
	2009	10639	5,613	16,252	5,020	19,177.93
	2010	10386	5,399	15,785	5,015	19,157.76
	2011	19205	8,707	27,912	8,991	34,345.47
	2012	39017	10,250	49,267	21,699	82,890.33
	2013	40930	11,276	52,206	22,810	87,132.67
<b>Water Buffalo</b>	2011	4	3	7	2	2.333
	2012	15	4	19	4	3.889
	2013	17	2	19	4	3.889
<b>Cow (Cross-breed)</b>	2008	57920	35,725	93,645	30,963	91,711.81
	2009	96670	32,520	129,190	50,424	149,355.89
	2010	95705	35,080	130,785	49,777	147,440.07
	2011	121133	41,223	162,356	66,350	196,529.41
	2012	160417	48,176	208,593	94,569	280,113.97
	2013	193383	57,444	250,827	103,489	306,534.06
<b>Cow (Local)</b>	2008	181295	52,810	234,105	100,461	132,206.41
	2009	203025	54,500	257,525	114,136	150,202.98
	2010	195850	54,200	250,050	107,184	141,054.14
	2011	193710	48,514	242,224	107,760	141,811.53
	2012	187789	42,584	230,373	106,042	139,550.96
	2013	175811	40,782	216,593	98,964	130,236.52

**Source:** Prepared by the author based on Turkish Statistical Institute data base (Retrieved 10.28.2014).

**Table 2: Number of Sheep & Goats and Amount of Animal Production in Kars**

Animal Species	Year	Grown up	Young-Offspring	Total	Number of dairy animal	Milk (in tons)
<b>Sheep (Local)</b>	2008	264,975	138,085	403,060	150,633	10,544.28
	2009	174,800	89,800	264,600	89,757	6,282.96
	2010	124,228	71,764	195,992	58,105	4,067.38

	2011	176,842	70,802	247,644	77,839	5,448.70
	2012	246,173	92,786	338,959	121,529	8,507.00
	2013	231,613	89,439	321,052	116,454	8,151.77
<b>Goat (Hair)</b>	2008	12,507	4,058	16,565	6,881	681.17
	2009	10,507	3,665	14,172	5,729	567.122
	2010	7,485	3,063	10,548	4,089	404.781
	2011	8829	4,648	13,477	5,502	544.668
	2012	16959	7,294	24,253	7,731	765.369
	2013	17914	7,855	25,769	7,997	791.654

**Source:** Prepared by the author based on Turkish Statistical Institute data base (Retrieved 10.28.2014).

As seen in Tables 1 and 2, the cattle and sheep & goats farming is the locomotive for Kars livestock sector. High quality and good taste of meat of cattle and sheep & goats produced in the province cause large companies such as Yaşar holding, Pınar etc. to ship a high number of cattle from Kars. Each year, around 70,000 cattle and 45,000 sheep & goats are shipped to other cities from Kars, which is among the first five cities in Turkey in terms of number of cattle, to be slaughtered for religious purposes.

**Table 3: Beekeeping Potential and Animal Production in Kars**

Year	Number of villages dealing with beekeeping	Number of organizations dealing with beekeeping	Number of new hives	Number of old hives	Total number of hives	Honey production (in tons)	Bee wax production (in tons)
2008	180	-	47,500	0	47,500	1,015.63	46.83
2009	186	-	51,130	0	51,130	418.14	44.75
2010	195	-	70,298	0	70,298	486.403	32.231
2011	182	-	60,882	0	60,882	475.92	28.688
2012	156	-	68,437	150	68,587	398.42	28.393
2013	-	582	73,369	150	73,519	352.7	33.657

**Source:** Prepared by the author based on Turkish Statistical Institute data base (Retrieved 10.28.2014).

Table 3 shows beekeeping potential in Kars. The suitable flora and abundant flower species of Kars province constitute a suitable environment for satisfactory quality of honey production, but unsuitable climate conditions reduce amount of production, and productivity per hive. Honey production per hive across the province is 5.8 kg and it does not reach even half of the Turkey average, which is 14.05. Total amount of honey production across the province is 121 tons, whereas total production in Turkey is around 89,000 tons (Demir; 2014: 209-230). Number of hives and amount of honey production is approx. 1 % of Turkey production.

**Table 4: Number of Fowls and Amount of Animal Production in Kars**

Animal Species	Year	Existing number	Number of eggs (x 1000)
<b>Broiler</b>	2008	6,700	0
	2009	152,100	8,406
<b>Laying Hen</b>	2008	161,750	9,099
	2009	152,100	8,406
	2010	144,650	
	2011	142,850	
	2012	192,900	0
	2013	195,585	
	2014		
<b>Turkey</b>	2008	34,750	0
	2009	32,250	
	2010	29,000	
	2011	27,800	
	2012	24,400	0
	2013	24,845	
	2014		
<b>Goose</b>	2008	128,400	0
	2009	96,950	
	2010	96,480	
	2011	98,480	
	2012	111,150	0
	2013	116,480	
	2014		
<b>Duck</b>	2008	16,160	0
	2009	16,490	
	2010	15,260	
	2011	15,700	
	2012	12,030	0
	2013	10,285	

**Source:** Prepared by the author based on Turkish Statistical Institute data base (Retrieved 10.28.2014).

Table 4 shows data regarding number of fowls and amount of production in Kars. Poultry raising is carried out across the province, but there are not modern facilities. Recently geese raised in natural environment in Kars have been attracting attention across Turkey due to its taste and meat quality, but amount of production has not reached a satisfactory level yet.

**Table 5: Kars Province Export Data**

Kars Province Export													
Value: Thousand Dollars													
Year	Total	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
2014	149	142			7								
2013	635	31		150		2	108	8	168	27			142
2012	3241	200	32	60	74	149	132	100	31	197	222	559	1485
2011	1094			14	281	26	32	200	67	328	54	51	43
2010	159			14	7		10	6	5			109	8
2009	236	44	44	91		21	9	14	25		20	5	
2008	344				2	42	71	51	17	66	43	30	23
2007	57363	10	10	42	55	99	79	473	7847	9442	11205	14375	13560
2006	1945	21	21	127	200	284	347	117	170	231	215	142	80
2005	2694	166	166	127	526	338	259	262	275	194	128	65	195
2004	3277	56	56	161	260	305	282	146	181	354	708	96	653
2003	2358	4	4	32	49	34	127	385	567	325	408	361	14
2002	807			134	31	103	11	30	26	51	62	80	67

**Source:** Prepared by the author based on Turkish Statistical Institute data base (Retrieved 10.28.2014).

Table 5 shows details regarding Kars export activities. When foreign trade indicators of 81 provinces in Turkey are compared based on 2013 data, we see that Kars ranks 78th with an export of USD 635,000 and 73rd with an import of USD 4785 (TUIK, 2014).

**III- A SWOT Analysis of Livestock Farming in Kars**

SWOT analysis is a technique of examining internal and external surrounding of an organizational structure under specified criteria (Aktan; 2008: 7). This type of analysis allows easy determination of whether present situation of an organization is working properly or not. SWOT analysis is one of the most effective evaluation methods allowing internal and external evaluations such as an organization’s functionality, competitive power and position in the sector as well as presence of external threats in the market and facilities, possibilities and opportunities. Internal factors are called as strengths and weaknesses and external factors are called as opportunities and threats of an organization.



SWOT analysis is a technique that reveals internal and external situation analysis. SWOT analysis provides two advantages for organizations. Firstly, SWOT analysis displays strengths and weaknesses of an organization as well as opportunities and threats that the organization faces with. This is called “Present Situation Analysis”. Secondly, SWOT analysis attempts to identify and predict future situation of an organization, which is called “Future Situation Analysis”. Indicators that allow an evaluation of the situation in SWOT analysis can be shown on a SWOT matrix (Aktan; 2008: 7).

**SWOT Matrix**

**Table 6:** SWOT Matrix

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• Market share</li> <li>• Profitability and efficiency rate of the organization</li> <li>• Marketing facilities and possibilities</li> <li>• The organization’s capital structure and power</li> <li>• Used technology</li> <li>• Place of incorporation advantage</li> <li>• R&amp;D advantage</li> <li>• Human resources potential</li> <li>• Brand advantage</li> <li>• Management and leadership superiority</li> <li>• Science and technology superiority</li> <li>• Implementation of total quality management</li> </ul>	<ul style="list-style-type: none"> <li>• Unqualified labor</li> <li>• Insufficient human resources</li> <li>• Lack of communication</li> <li>• Conflict among departments and people</li> <li>• R&amp;D disadvantage</li> <li>• Ineffective management</li> <li>• Science and technology disadvantage</li> <li>• Brand disadvantage</li> <li>• Bad organizational image</li> <li>• Frequent personnel changes</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Ability to develop new products</li> <li>• Owning new sale and marketing techniques</li> <li>• Low cost advantage</li> <li>• New market opportunities</li> <li>• High labor productivity</li> <li>• Good organizational image</li> <li>• Continuous increase of market growth rate</li> <li>• Reduced number of competitors</li> <li>• Owning quality products</li> </ul>	<ul style="list-style-type: none"> <li>• Increased competition in domestic market</li> <li>• Increased competition in foreign market</li> <li>• Rapid change in preferences and demands of customers</li> <li>• Extensive tax load</li> <li>• Increased labor costs</li> <li>• Increased input costs</li> <li>• Reduced market growth rate</li> <li>• Increased number of replacement products</li> <li>• Increased power of competitors</li> <li>• Erosion of money and inflation</li> </ul>

**Source:** AKTAN, Coşkun, Can, Stratejik Yönetim ve Stratejik Planlama, Çimento İşveren Dergisi, Sayı: 4, Cilt: 22, Ss:13, Ankara, 2008

### **A- Strengths of Agriculture and Livestock Farming in Kars**

When Kars is in focus, the first thing that comes to mind is the fact that the city has always been a center of livestock farming from past to present. Wide grasslands, high altitude meadows, pastures and plateaus of Kars, which are of great importance in development of animals, have made livestock farming a basic economic factor in the city. The fact that livestock farming is made in natural environment of pastures and plateaus as well as specific rich flora of Kars provide a great advantage for animal development in terms of quality and taste of meat and milk. The fact that livestock farming is made in natural environment of pastures and plateaus, all family members are highly qualified animal farmers and keeping animals in barns during winter avoid any additional staff need which in turn creates employment with low cost in livestock industry across the province. All these advantages have made Kars as one of the cattle raising centers of Turkey.

Geopolitics of Kars has a great importance in terms of the current conjuncture. The fact that Kars has boundaries with Azerbaijan, Georgia and Armenia, it is close to Iran boundary, and Baku-Tbilisi-Kars railway line, which has gained importance recently, passes through the provincial region have a positive effect on both agriculture & livestock farming and border trade.

The most important chance of Kars province in terms of beekeeping is presence of Caucasian bee species in the region. High quality and good taste of honey boosts beekeeping potential of the province.

Poultry farming made in natural environment features fowls such as chickens, geese and turkeys as well as products of these animals such as meat, liver and eggs in terms of quality.

Powerful academic staff of Kafkas university, particularly faculty of veterinary science provides a great advantage in development of livestock farming in Kars.

### **B- Weaknesses of Agriculture and Livestock Farming in Kars**

The greatest disadvantage for livestock farming in Kars is adverse climate conditions and concordantly transportation difficulties. Livestock are kept mostly in barns across the province which is under snow for as long as eight months. Animals which cannot go out and be fed sufficiently in natural environment have low productivity and quality, and costs increase. Agricultural production can be made only once a year, fruit and vegetable are grown only in Kağızman and Digor districts with low amounts and most of the products are consumed within the province.

Along with aforementioned advantages of being a border province, there are many disadvantages stemming from this characteristic. Distance to other regions of Turkey is big and transportation costs increase due to adverse winter conditions. Turkey entered a period of transition to liberal economy particularly after 1980s until which export and import activities were not given due consideration. Kars, which is a border province, had its negative share from this, and made investments did not reach a satisfactory level. Today, Kars is negatively affected from the facts that Armenia border gate is closed, Posof border gate is not preferred due to harsh climate conditions during winters and uncompleted Baku-Tbilisi-Kars railway line construction.

Although cattle and sheep&goat farming is a basic economic factor in Kars, usage rates of plateaus and meadows are becoming less and less. Livestock farming is made mostly by farmers and people living in villages who have insufficient level of technical knowledge

and education. Insufficient usage of modern methods and technology as well as traditional methods of livestock farming reduce amount and quality of production. Insufficient number of local investors as well as the fact that investors from other cities do not prefer Kars due to its disadvantageous climate, transportation, health, and education conditions prevent number of organizations within the province from reaching an optimum level and reduce number of branded products, thus adversely affecting marketing activities of product produced across the province.

Another factor reducing productivity is insufficient level of integration of Kafkas University, which is the most important entity in Kars, with villagers and farmers, and the failure of the university of providing these people with technical knowledge.

### **C- Opportunities Offered in Terms of Kars' Being a Province of Livestock Farming**

The rather low amount of meat consumed per capita in Turkey is an important breakthrough opportunity for this province of which economy is based on livestock farming. According to data of "2012 World Agricultural Outlook" report prepared by US Food and Agriculture Policy Research Institute (FAPRI), and data from White Meat and Breeding Industrialists Union Association (BESD-Bir), meat consumption per capita in 38.7 kg in the world. This number is 77.1 kg in USA and 32.6 kg in Turkey. The following table shows amount and type of consumed meat per capita in Turkey.

**Table 7: Average Meat Consumption of Countries**

<b>COUNTRY</b>	<b>Cow</b>	<b>Pig</b>	<b>Chicken</b>	<b>Sheep</b>	<b>TOTAL</b>
Hong Kong	19.5	67.2	36.9	0.0	123.6
USA	38.4	27.3	43.2	0.0	108.9
Argentina	55.7	6.7	36.7	0.0	99.1
Brazil	41.2	13.5	42.7	0.0	97.4
Australia	35.4	21.4	35.4	0.0	92.2
Canada	29.3	23.5	30.1	0.0	82.9
EU Average	15.7	40.7	18.1	2.6	77.1
Paraguay	49.1	16.4	6.5	0.0	72.0
Taiwan	5.8	37.6	27.6	0.0	71.0
New Zealand	28.0	11.1	30.1	0.0	69.2
Russia	17.6	21.5	22.9	0.0	62.0
Mexico	16.0	15.3	30.5	0.0	61.8
South Korea	11.5	31.6	15.6	0.0	58.7
China	4.2	38.4	10.1	1.9	54.6
South Africa	14.0	0.0	33.2	0.0	47.2
Japan	9.7	19.7	16.2	0.0	45.6
Ukraine	8.5	16.6	19.0	0.0	44.1

<b>TURKEY</b>	<b>10.7</b>	<b>0.0</b>	<b>19.3</b>	<b>1.5</b>	<b>32.6</b>
Vietnam	3.1	21.8	7.3	0.0	32.2
Thailand	6.3	11.3	13.2	0.0	30.8
Philippines	3.7	13.5	8.6	0.0	25.8
Egypt	6.8	0.0	6.8	0.0	13.6
Indonesia	1.9	2.4	6.2	0.4	10.9
India	1.7	0.0	2.3	0.0	4.0

**Source:** <http://ekonomi.bugun.com.tr/>

Many projects are made real through supports of SERKA, TKDK, and DAP for which local people could not find the opportunity due to their financial incapacibilities. Close location of Kars to Iran, Georgia, Nakhchivan, Azerbaijan, and Armenia and the route of Baku-Tbilisi-Kars railway line passing through Kars are opportunities for the province in terms of being a center of trade and logistics.

Large lands of Kars suitable for agriculture, unspoilt natural structure and unpolluted water and soil stock are advantages that offer natural meadow and plateau livestock farming and increase taste and quality of meat produced. Besides, there is a possibility of being a center for biogas<sup>2</sup> production in terms of animal value in Kars (Karabulut; 2011: 41). There are also dairy products such as cheese and butter produced from local animals through traditional methods. However, for Kars, which has a livestock farming potential, there are opportunities for producing dried milk and whey protein<sup>3</sup>, which are produced in developed countries.

#### **D- Threats to Which Kars Province is Exposed in Terms of Agriculture and Livestock Farming**

Great reductions are observed in number of sheep&goats due to difficulties of and unsatisfactory earning from sheep&goat farming.

Interest in this sector is decreasing since agriculture and livestock farming industry is challenging and hard, and a satisfactory earning is not obtained. Insufficient governmental incentives and animal product imports from time to time disrupt domestic production. Unconsciously used water and soil resources and insufficient education level of villagers and farmers have an adverse effect on both natural resources and economy of Kars. Another factor that threatens local livestock farming in Kars is missing or insufficient level of governmental credits regarding “organic agriculture” and “organic livestock farming”. Increased costs for animal raising during harmonization period for EU production standards is another factor that discourages villagers and farmers regarding the livestock sector. Competitive power of Kars is low compared to other provinces with developed livestock farming in Turkey due to insufficient governmental credits and disadvantages such as adverse climate, high cost and low market share.

<sup>2</sup> Biogas is usable gas produced from organic waste. “Technically, biogas is a combustible gas mixture containing methane, carbon dioxide, hydrogen sulphide, oxygen and carbon monoxide which is produced by microorganisms from animal, human and plant based organic waste in anaerobic environment with the help of heat” (Karabulut; 2010: 44).

<sup>3</sup> It is a rich protein obtained from whey.

**Table 8:** Position of Kars in Turkey in Terms of Basic Indicators

	<b>Turkey</b>	<b>Kars</b>	<b>Comparison</b>
<b>Population</b>	76,667,863	300,874	59th in terms of population
<b>Population Density</b>	If taken as 100	30	Pretty below the Turkey average
<b>Population Growth Rate</b>	13.7	-13	Pretty above the Turkey average
<b>Population Migration Rate</b>	If taken as 0	-23.1	3rd in Turkey
<b>Import</b>	USD 251,661,250,000	USD 151,802,637,000	72 % of total export has been made by firms based in Istanbul, Kocaeli, Ankara, Bursa and Izmir. 73rd in Turkey
<b>Export</b>	USD 4,785,000	USD 635,000	74 % of total export has been made by firms based in Istanbul, Kocaeli, Ankara, Bursa and Izmir. 78th in Turkey
<b>Vegetative Production</b>	TRY 92,489,688,000	TRY 146,450,000	5th in Turkey among cities with least production
<b>Livestock Products</b>	TRY 57,656,092,000	TRY 1,062,000	14th in Turkey
<b>Animal Product Value</b>	TRY 40,459,321,000	TRY 349,366,000	17th in Turkey in terms of Animal Product Value
<b>Happiness</b>	59 %	56.5 %	Residents in Kars are happy
<b>Hopeful about the future</b>	77 %	77.6 %	Residents in Kars are hopeful about the future

**Source:** Prepared by the author based on Turkish Statistical Institute data base (Retrieved 11.26.2014).

Table 8 summarizes the general situation in Turkey with the help of basic indicators. Population of Kars has decreased by 13 % although population of Turkey has increased by 13.7 %, and Kars ranks within the first three provinces with a migration rate of 23.1 %. Similarly, Kars ranks within the last five provinces in Turkey in terms of export, import and vegetative production numbers. Table 8 clearly shows that Kars has a potential in terms of animal products and product values.

#### IV- CONCLUSION

Livestock farming, which is the locomotive of the agricultural economy in developed countries, is important in terms of two aspects. Firstly, it creates an employment with a very low cost, and secondly it transforms the sources of feed, which are of poor quality or unsuitable for human nutrition, into human food of good quality.

During the EU full membership process, there are significant differences between livestock farming sector of the economy of Turkey and that of foreign countries. Similarly, there are significant differences between livestock sectors of Turkey and Kars. These differences include diseases that occur as a result of lack of hygiene, land fragmentation as a reality of Turkish agricultural sector as well as low efficiency as a result, lack of technical infrastructure as well as transportation problem between lands, insufficient transportation of values that result from production, insufficient number of investors, insufficient capacity and shadow economy. Table 8 shows that Kars is among powerful and competitive provinces in Turkey in terms of animal products and product values whereas it ranks within the last provinces in terms of other economic indicators. Despite all these disadvantages, again Table 8 shows that 56.5 % of Kars residents are happy and 77.6 % of them are hopeful about the future. Problems of Kars province can only be overcome by means of a sufficient financial support and a decisive political will. Producers, experts, bureaucrats and politicians showing interest to the sector, bringing technologies that will increase production, preventing animal diseases through increasing number of veterinarians, diversifying distribution channels, uniting producers under certain roofs and creating competition, and making agriculture sector more effective within the total national output through increasing productivity shall make Kars a “brand city” and its animals and animal products “branded products”.

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