

Study Tour (Exchange Visit) of Coşandere Farmers to Kuruçam

The Project has promoted strawberry production in the 2 model areas since 2008 summer, as follows.

- Kuruçam: 10 farmers 2.75 da
- Coşandere: 6 farmers 2.00 da

The new strawberry producers in Kuruçam can harvest plenty of fruits in their first trial. These small-scale strawberry producers have implemented group marketing, through discussions among the members. Compared with this great progress, most of Coşandere farmers cannot produce well.

In this circumstance, the Project Team took 12 farmers of Coşandere to the Kuruçam strawberry group as a Study Tour on June 8, 2009. The participants included 2 farmers who failed strawberry production in this season, as well as young farmers who were interested in the new crops. The program of the Study Tour was; 1) visit to Kuruçam strawberry fields, 2) discussion with Kuruçam farmers, 3) visit to strawberry field used for variety test, and 4) supermarket dealing with local strawberry.

The Coşandere farmers were very impressed by well-managed strawberry fields of Kuruçam farmers. In the discussion, the Kuruçam leading farmers explained their progresses and benefit of group work with confidence. The participants noticed the several differences between the two villages, including lack of training, leadership of group, and group work for production and marketing.

In fact, only Kuruçam farmers participated in Public Training Center course on strawberry in 2008. It was the very good opportunity to learn production to marketing of strawberry in detail, and to make good relationship with the lecturers. As the Coşandere farmers have still willingness of strawberry production in next season again, they shall consider implementing such kind of training.

After the exchange meeting, they visited the experimental farm of strawberry varieties in Akçaabat, and the selling place of the products from this farm. At the supermarket, the participants learnt important points in strawberry marketing, such as quality management, capacity of trading, shipping schedule, etc.



Inspection at Kuruçam strawberry field by Coşandere farmers



Well-grown strawberry in Kuruçam actually operated by a woman



Fruitful discussion meetings between Kuruçam farmers and Coşandere farmers



Field visit to strawberry experimental field managed by District Agriculture Officer



Visit to a supermarket dealing with local strawberry



12 participants from Coşandere and the Project Team