

ÉTUDE DE CAS: METRO CASH & CARRY TURKEY

Les préférences des consommateurs envers la production locale

1er SÉMINAIRE MÉDITERRANÉEN LACTIMED

BIZERTE, TUNISIE, 31 MARS 2014

Consumers wants local Food



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Metro Cash & Carry Turkey

24.02.2014

METRO Cash & Carry – a core brand of METRO GROUP

METRO GROUP

**Self-service
wholesale**



Sales (bn): €31.6
 Countries**: 29
 Stores**: 752

Hypermarkets



Sales (bn): €11.0
 Countries*: 5
 Stores*: 404

**Consumer
electronics stores**



Sales (bn): €21.0
 Countries*: 15
 Stores*: 944

**Department
stores**



Sales (bn): €3.1
 Countries*: 2
 Stores*: 137

Cross-functional companies

METRO GROUP sales 2012: €67 bn

Status: 31 December 2012
 *Status: 30 August 2013
 **Status: 30 September 2013

Leading international player in self-service wholesale

! 752 stores in 29 countries*

! Over 5.5 million m² total sales area

! More than 112,000 employees

! Sales of €32 billion in 2012

Status: 31 December 2013

*Status: 30 September 2013

Sustainable value creation for our customers via long term relationship with farmers and their product development for Metro and its Customers

Customer Strategy

- Turkey has huge potential to grow the Horeca Market.
- Number of Restaurants and Hotels increasing heavily.
- Metro Turkey has identified the needs and trends to play the leading role in the sector
- To support customers with consistent high quality and a differentiated best offer.
- Innovative projects build up according to customer needs.



Potential of Geographical Indications in Turkey



176 Registered Products

119 Food Based Products

2500 Potential Products

Geographical Indications – Metro Turkey Exclusively

Prof. Dr. Yavuz Tekelioğlu's academic knowledge and his network combined with Metro's trade experience and power. The corporation created sustainable and realizable trade model for geographical indication products.



Some Examples

- Oranges (geographical signage of Finike),
- Garlic (geographical signage of Tasköprü)
- Olives (from various regions of Turkey) under Private Label including Geographical Indications
- MCC TR support these valuable products in order to protect availability in the future and encourage local producers.



Why Taşköprü Garlic?

- Taşköprü's local soil and air exactly suited to garlic agriculture
- 3500 farmer's main source of income
- 15.000.000 m2 garlic agriculture area
- Taşköprü garlic seed is 'local seed' which has planted in Taşköprü for decades
- Farmers began to prefer other type of garlic due to it's high efficiency instead of best smell and aromatic Taşköprü garlic.
- The world was about to lose this traditional value...



YEAR	TASKOPRU GARLIC CROP QUANTITY
2000	50.000 TONNES
2010	18.000 TONNES
2013	12.500 TONNES



Taşköprü Garlic – Local Product Support Film



The way to help the local farmers and to develop their Capabilites



- Educated in GLOBALGAP
 - Global Agriculture Standards
 - Food Safety
 - Sustainability
 - Traceability



- Financial / Buying guarantee
- Increased potential and efficiency of Taşköprü Garlic
- Created new market areas and contributed additional value

